

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JOURNAL OF SERIALS LIBRARY  
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WORLD CULTURE



Copyright bill could end CATV's free ride. p27

Study shows prime 20's hold their own in 1965. p30

Color brings resurgence of travel-adventure programs. p40

The promises and performances of air and wired pay TV. p60

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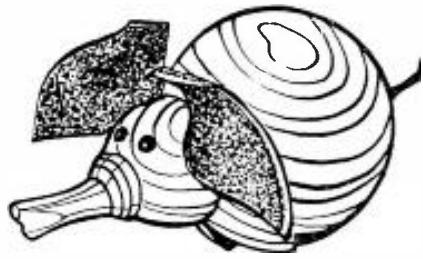
radio spreads the word fastest

RADIO DIVISION



An industry goes on strike--and millions of people may be affected. They count on Radio to get the word on fast-breaking developments. In the same way, advertisers count on Spot Radio to spread the word about their products--quickly, easily and economically.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT  
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# Petry CARD!

TV REP\*  
(BLAST OF THE BIG VENDORS)

TELEVISION STATION		TV MARKET		NATIONAL REPRESENTATIVE	
W T R F - T V	Wheeling, West Virginia	W H E E L I N G S T E U B E N V I L L E Upper Ohio Valley		Edward PETRY & Co., Inc.	
(304) 232-7777	Bob Ferguson, EVP	NETWORK: Basic NBC		AUDIENCE SPECIFICS	Young Adult Dominance
Cy Ackermann, SM	"excellent"	RANK: 46/76	ARB NIELSEN CODE	RATE CARD DATA	Petry Coded Card
Nov '64	Nov-Dec '64	YES			

ACCOUNT EXECUTIVES\*  
(STEERING WHEELS)



A rate structure synonymous with VALUE—a TV rate card that considers all of the variables in pricing units of time and eliminates the inequities found in traditional rate cards. *Simplicity through coding* eliminates the need for exceptions or complicated discount structures.



# Frankly,

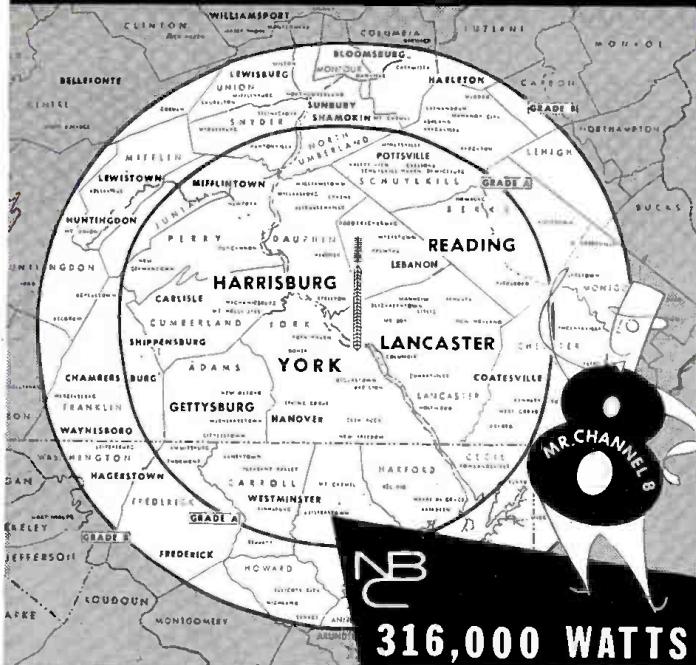
you can't find a bigger feature film attraction for TV than "Pal Joey," in color, starring Frank Sinatra opposite Kim Novak and Rita Hayworth. It's one of 60 top draw hits from Columbia's Post-'50 Group II from

**SCREEN GEMS**



The Bettmann Archive

#### MULTI-CITY TV MARKET



Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

# 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.

## Policy man

General James D. O'Connell (Ret.), special telecommunications adviser to President Johnson and also assistant director for telecommunications of Office of Emergency Planning, is out to beef up his office (from 40 to 70 persons; from \$729,000 to \$1.5 million appropriation). One of his assignments is to recommend division of radio spectrum between government and nongovernment users—including TV, AM and FM broadcasting. Anticipating increase in staff (House gave him half of what he asked; Senate may give him more), he's already begun boning up on operations, allocations, production and programing costs and related matters in television and radio broadcasting. In any formation of national policy on telecommunications, General O'Connell's voice is certain to be heard.

## ABC's cable plan

Quietly but actively, ABC has become first TV network to go looking for acquisition of community antenna television properties in U. S. Seriousness of ABC's intent is reflected in reports that it is setting up subsidiary company to handle CATV interests and has retained Martin Malarkey, one of country's most experienced CATV operators, as chief scout in its search for CATV possibilities. Many situations reportedly have been investigated, all involving existing systems, and some accounts late last week indicated first acquisition may be near.

*Because ABC's earlier advocacy of FCC control of community systems had been widely interpreted by CATV interests as move that would cripple CATV, news of its efforts to get into field produced surprise. But ABC sources see no inconsistency; both in FCC filings and since, they say, ABC's position has been that CATV should supplement on-air service, not compete with it, and that broadcasters should be given priority in ownership of systems that are supplementary.*

## Passing it around

FCC may be getting ready to take direct hand in helping independent television stations to get programing from networks. Under consideration is proposed rulemaking to impose on networks affirmative duty of offering to independents programs that their affiliates in same area refuse to clear. Networks would have to make programing available on "reasonable"

# CLOSED CIRCUIT®

basis; where dispute as to reasonableness arose, commission would arbitrate.

*Likelihood that commission will ultimately invite comments is indicated by proposal's history. Year ago, WUHF (tv) (ch. 18) Milwaukee, asked commission to issue such rulemaking (BROADCASTING, Feb. 24, 1964). Networks entered objections, and commission staff recommended denial of WUHF petition. Commission, however, said idea appeared sound, directed staff to prepare notice of rulemaking. Proposal reached commission agenda last week but was not discussed.*

## Friends in need

Advertising agency sources say there's been encouraging improvement in their relationship with upper-level network TV executives in recent weeks. Attitudes they had regarded as "aloof" or "high-handed" seem to be fading. They attribute change to threat facing networks in FCC's proposals to reduce their role in nighttime programing—and to some exceptionally frank discussions with network executives seeking agency support in opposing FCC plan. One agency authority reported: "It's almost like the old radio days again, when you could call the top man and get him—or, if he wasn't in, he'd call you back."

## Opinion survey

Research department of National Association of Broadcasters has hired Opinion Research Corp., Princeton, N. J., for pretest depth interviews on station editorializing in six geographic areas. Purpose is to come up with design for self-administered questionnaire that NAB will send to all radio and TV licensees. Pretesting will be run during June with results expected in July.

*Survey, which is designed to find out who editorializes, why, frequency and topics, follows recommendation of NAB's research committee for learning more about editorializing to give guidelines to committee and industry. New NAB chairman, John F. Dille Jr., has been chairman of committee. Editorializing project is first to get off ground this year. Of remaining three projects, for which funds have been allocated, research department hopes to have two more in field before end of year.*

## The foot draggers

European indifference (or perhaps resistance) to use of Early Bird for TV transmissions is said to be preventing test of satellite's capacity to relay TV and telephone traffic simultaneously. Communications Satellite Corp. engineers have theoretically proved that one-way TV signal plus 60 phone calls could be handled coincidentally (CLOSED CIRCUIT, April 19), but theory can't be put to test. European telecommunications administrations have so far failed to install ground equipment necessary for combination TV-telephone transmission. If dual TV-telephone capacity of Early Bird could be proved, TV might get better break on rates and time allotments.

## Easier buys

One of first major projects of Radio Advertising Bureau under Miles David, executive vice president and general manager, will be aimed at simplifying radio timebuying. First step in project will be survey of agency media departments to get their recommendations for streamlining station rate cards. Management consultant or major accounting firm, or both, may be used for part of study. Mr. David takes over RAB operating responsibilities this week pending selection of successor to Edmund C. Bunker, who resigned as president effective June 1.

## Local TV

FCC is expected to act soon on proposal to issue rulemaking looking to establishment of new class of low-power (10 kw) community television stations, operating on channels 70-83. Proposal, under consideration at least since July (BROADCASTING, July 13, 1964), would permit more flexibility in making allocations than is true of conventional-size UHF's.

*Commission is also expected to act soon on new table of UHF assignments. As indicated earlier, table is unsaturated, providing for no assignments to communities with population under 25,000. Assignments to such communities will be made on basis of demand, as well as technical requirements (CLOSED CIRCUIT, April 19). Educators are not likely to be pleased with table. It reportedly provides for no more than two ETV channels per community.*

# Welcome **KCMO/TV**

Kansas City

**H-R Television, Inc., tomorrow's representative today,  
welcomes KCMO/TV—one of the Meredith "bunch"—  
to the family of important television stations  
we represent from coast to coast.**

**H R**



**H-R RADIO-TELEVISION  
REPRESENTATIVES**

*exclusive national representative*

**Effective June 1**

# WEEK IN BRIEF

CATV's are liable for use of copyright material, deputy register of copyrights tells House subcommittee. Under proposed copyright bill CATV's would need OK from program sources. See . . .

**FREE RIDE ENDING? . . . 27**

FCC taking hard look at new multiple-ownership rules that would be much more stringent than current ones. Proposal would put limits on TV's in top 50 markets and newspaper-broadcast ownership. See . . .

**STRICT NEW RULES? . . . 64**

United Utilities Inc., third largest phone company, plans \$10-million investment in CATV. Says it is natural adjunct to its operation. United has subscribers in over 500 communities. See . . .

**CATV IN 500 LOCALES . . . 65**

Communications carriers get word. Comsat plans to charge between \$3,350 and \$5,000 per hour for single TV circuit from Andover to Early Bird. European charges may run \$5,600 to \$10,000 an hour. See . . .

**COMSAT FILES SCHEDULE . . . 50**

Procter & Gamble still on top as spot television spending in first quarter goes up 2.1% to \$249 million. Colgate-Palmolive in second place in TVB figures. R. J. Reynolds moves up to 10th. See . . .

**SPOT TV UP 2.1% . . . 36**

'As the sun sinks slowly in the west' may become standard-closing line on more and more TV shows as travel-adventure series make programming inroads. Push for color is big factor. See . . .

**COLOR SPARKS . . . 40**

FCC proposes rulemaking setting up antenna farms for towers taller than 1,000 feet. Commission indicates, in policy statement, that towers taller than 2,000 feet aren't really necessary. See . . .

**TALL-TOWER PROBLEM . . . 68**

Telemeter says its five-year Canadian test has shown closed-circuit pay TV is technically and economically superior to on-air pay systems. Backs Zenith, Teco bid for national pay system. See . . .

**BY AIR OR WIRE? . . . 60**

Once more into courts. California planning to appeal lower court ruling which overturned referendum banning pay television. Pay-TV operators sitting tight until courts finish with case. See . . .

**PAY-TV DECISION . . . 61**

Advertiser interest in prime-time 20-second spots has not waned, according to ABC-TV Spot Sales study of BAR figures. Survey shows traffic in 20's has actually increased in past four years. See . . .

**20'S HOLD THEIR OWN . . . 30**

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## Broadcasting

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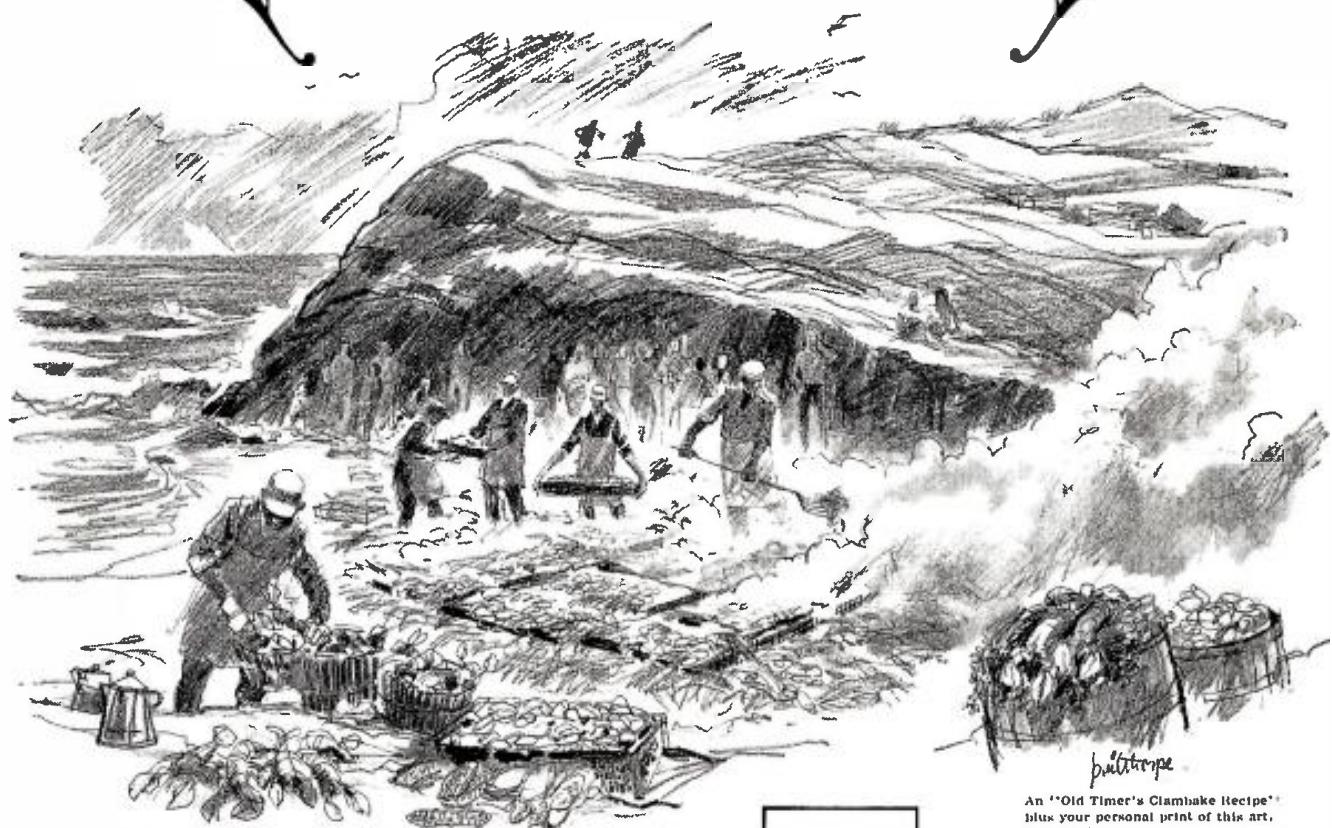
Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

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## Clambake World Series?

"If they ever set up a world championship for clam bakers, Warwick, R. I. would be the perfect spot. 39 miles of shoreline. The 'world's largest' shore dinner hall at Rocky Point (feedin' over 4,000 at one sitting). Warwick is Rhode Island's fastest growing city — yet dotted with golf courses, marinas, summer theatres — everythin' a vacationer needs to have a good time."

And our Warwick is typical of the whole Providence market of Southeastern New England gearing up for summer. Soon the aroma of driftwood fires, steaming seaweed and savory seafood will drift across beaches from Groton, Connecticut to Provincetown, Massachusetts, way out on the Cape . . . luring millions of tourist dollars to this area, already rich with industry. One might say this market is the best of two worlds. People in television say Providence is **WJAR-TV**.



An "Old Timer's Clambake Recipe"®  
lets you personal print of this art,  
suitable for framing,  
await your card or call.  
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BROADCAST DIVISION OF THE OUTLET COMPANY / PROVIDENCE, R. I.



NBC - EDWARD PETRY & CO., INC.

## Harris suggests interim CATV legislation

### HEARING IS MARKED BY LOEVINGER DISAGREEMENT

"Some kind of interim legislation" to deal with problems of community antenna regulation was suggested by Representative Oren Harris (D-Ark.) as possible product of hearings on his bill (HR-7715) granting FCC authority over CATV.

Hearing on Friday (May 28) before Communications Subcommittee of House Commerce Committee, also saw public airing of disagreement between FCC majority and Commissioner Lee Loevinger.

Chairman E. William Henry was spokesman for commission majority. Others present in addition to Messrs. Henry and Loevinger: Commissioners Robert E. Lee, Kenneth A. Cox and Robert T. Bartley.

Hearings resume Wednesday (June 2) and continue for remainder of week. CATV spokesmen are scheduled to appear first, to be followed by National Association of Broadcasters and others.

Bill was introduced by Mr. Harris, chairman of parent committee, to regulate CATV "and establish a national television policy." Mr. Harris sat in on hearings, at which Representative Walter Rogers (D-Tex.) presided.

Speaking for four-man majority, Mr. Henry reviewed FCC's reasons for asserting jurisdiction over CATV systems, based on conclusion that they engage in "interstate communications by wire."

Section 398 of Harris bill, he said, in calling for "greatest practicable diversity of local, network, educational and other television programs," might tend to "equate local broadcast service with CATV programs furnished for a fee to those subscribers in the built-up areas who can or are willing to pay for the programs," and if such is true, "the commission disagrees."

He also suggested bill be changed to affirmatively permit regulation by states and localities of CATV rates and extensions of service.

No Delay • Commission, he continued, sees no reason to "single out" CATV in provision that no rule relating to CATV systems shall take effect for 90 days. Neither, he said, should provision remain that would forbid interim procedures such as "new processing procedure" requiring applicants in certain situations to "submit a clear and full showing that in the particular circumstances a grant would not pose a

substantial threat to the development of independent UHF service in the area."

Commissioners Loevinger and Bartley both disagreed with majority on question of jurisdiction, maintaining that additional legislation is needed to give FCC authority over non-microwave systems.

Mr. Loevinger charged that FCC majority harbors "preconceived opinions" on jurisdiction over CATV.

He called for "a structural policy consistent with public demand;" said that population is shifting to urban areas and that commission should not protect weak stations in small cities because subsidized competition might hurt medium-size outlets in larger cities that are backbone of industry. He proposed eight points for new CATV policy, differing most conspicuously from majority in opposing non-duplication provisions. He said he wants to encourage greater use of translators to spread service, as Dr. Seiden recommended, and would require CATV to obtain permission of originating station (on a long-term basis) before using its programs.

Mr. Harris, questioning Mr. Cox, learned that he had favored assumption of jurisdiction over all CATV by FCC in 1958, as member of professional staff of Senate Commerce Committee, and has not changed his opinion since. Admission prompted Mr. Harris to remark that perhaps there was something in Mr. Loevinger's charges of "preconceived opinions."

Mr. Harris's reference to "interim legislation" was coupled with observa-

tion that commission is "asking for a lawsuit that's going to be a pretty big one" if it asserts jurisdiction over wired CATV systems without additional congressional authorization.

In reply, Mr. Henry agreed that action would be challenged in courts, iterated position that rules will not be applied to non-microwave systems until after end of current session of Congress to allow time for such legislation as committee members desire.

Majority commission position is that CATV is performing useful, necessary service, but is supplementary and which should not compete destructively with established pattern of broadcasting industry.

### Bristol-Myers joins Gemini sponsor lineup

Bristol-Myers, through Young & Rubicam, will sponsor ABC-TV's coverage of launch and recovery programs and both morning and evening wrap-ups each day during course of four-day Gemini manshot scheduled to begin June 3. Gulf Oil Co., also through Y&R, is sponsoring NBC-TV coverage of lift-off and special live reports that'll precede each regularly scheduled NBC-TV program over four days and several special programs. Savings & Loan Foundation, through McCann-Erickson, is sponsor of CBS-TV's coverage.

### Taft earnings, revenues up

Taft Broadcasting reports earnings gained 109% in past fiscal year as consolidated revenues advanced 98%. Company's annual meeting will be held July 13 in Cincinnati.

Year ended March 31:

	1965	1964
Earned per share	\$2.86	\$1.37
Net revenues	25,583,464	12,932,509
Operating profit	12,193,176	5,915,801
Net profit	4,696,403	2,252,336

### Separate AM-FM format discussed at radio clinic

Concern about how best to separately program FM sister of AM station when new FCC 50% rule goes into effect this fall was raised Friday (May 28) during radio clinic of National Association of Broadcasters in Chicago (see page 46). Trend of greater management control in

### Brainwashing by TV?

Los Angeles Republicans have called on GOP National Committee to demand equal time from TV networks and stations that broadcast programs about Democrats who have held public office, particularly ex-presidents. Resolution of Los Angeles county GOP committee charges such programs are "brainwashing the American people to believe that all great things ever done in this country were done by the Democrats."

## WEEK'S HEADLINERS



Mr. Reeves



Mr. Monsarrat

**George C. Reeves**, executive VP of J. Walter Thompson and for past 14 years manager of agency's office in Chicago, appointed vice chairman of board of agency. He will continue to make his headquarters in Chicago but will become active in overall company affairs, both domestic and international. Succeeding him as manager of Chicago branch of JWT will be **John Monsarrat**, VP and management supervisor of agency in New York. He joined Thompson in 1955 as VP and account executive.

**Lowry H. Crites**, VP in charge of consumer food operations for General Mills, Minneapolis, elected to board of directors. Mr. Crites was general manager of grocery products division until this year. Veteran of 36 years with General Mills, he was advertising comptroller in 1940, became media director

in 1942 and was appointed administrative assistant to director of advertising in 1948. From 1951 until 1957 he was director of TV and radio programming when he was named cereal marketing manager. He became director of marketing for cereals and pet foods in early 1960 and was elected corporate VP that year.



Mr. Cuff



Mr. Boyle

**Joseph P. Cuff** elected president of Eastman Radio Co. and **Francis L. Boyle** elected executive VP and vice chairman of board, Robert E. Eastman & Co., New York. **Robert E. Eastman** continues as president and board chairman. Mr. Cuff was eastern sales manager of representative firm in 1959, national sales manager in 1960. VP in charge of sales in 1963 and executive VP-sales in 1964.



Mr. Bohen



Mr. Ewing

**Fred O. Bohen**, president of Meredith Publishing Co. since 1929, elected board chairman and chief executive officer of company. **Gordon R. Ewing**, VP and director of corporate planning for all six divisions of company, elected president. One of Meredith's divisions, Meredith Broadcasting, owns four AM's, two FM's and four TV stations.

**Henry A. Mattoon**, VP and manager of Houston office of McCann-Erickson Inc., named senior VP of agency. Mr. Mattoon was manager of Los Angeles office until earlier this year when he moved to Houston. He joined agency in 1956 as VP and chairman of marketing plans board and as associate creative director in New York office. He has also been with Compton Advertising, Ruthrauff & Ryan, and Dancer-Fitzgerald-Sample, as VP.

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

music selection also highlighted meeting.

Consensus appeared to be that AM-FM operators in markets over 100,000 who are affected by new FM rule would do well to consider minority audience or more specialized program fare for their FM outlet.

Both small market and large market meetings discussed music selection policies with reports showing more stations today than ever before have top management or committee system responsible for picking tunes rather than allowing disk jockeys to do so. More also make up their own lists of top hits based on original surveys within coverage area, using trade or syndicated lists for checking only.

### Three sales approved

FCC Friday (May 28) approved sale of three radio properties: WKWK-AM-FM Wheeling, W. Va., from Lewis W. Dickey and associates to Eugene M. Lang and Victor Oristano, for \$500,000 plus \$75,000 to Mr. Dickey for Muzak license and consulting services; KCKN-AM-FM Kansas City, Kan., from Sy Blumen-

thal to Danny Kaye and Lester M. Smith, for \$550,000, and WAPO Chattanooga, from Gordon W. Gambill, Ramon G. Patterson, Humphrey B. Heywood, R. T. Russell and others to R. R. Owen, E. D. Martin and associates, for \$225,000.

### 'Spot TV Guide' revised by SRA and AAAA groups

Extensive revision of *Spot TV Guide*, for stations and agencies to follow in handling materials for spot television commercials, has been made by Station Representatives Association and broadcast traffic committee of American Association of Advertising Agencies.

Proposals for similar far-reaching changes in TV network traffic practices, intended to centralize contacts and achieve greater uniformity in procedures, are also being drafted by AAAA broadcast traffic committee for discussion with networks.

New *Spot TV Guide*, replacing one in use since 1962, says agencies as well

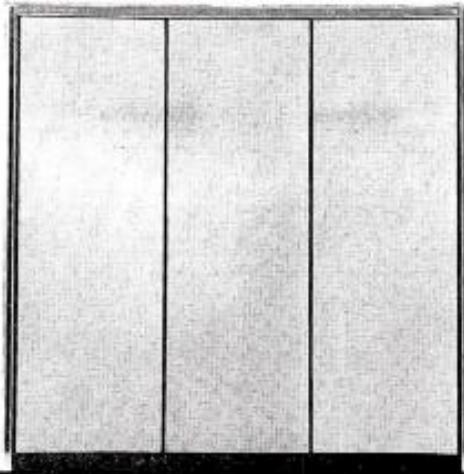
as stations should establish "TV Operations Desk" to handle exchanges of all spot TV materials, instructions, queries, etc.

Copies of new guide will be mailed to all commercial TV stations, station rep firms and AAAA member agencies. Additional copies will be available at SRA, 366 Madison Ave., and AAAA, 200 Park Ave., both New York.

### Rules of the road are set by CBS News

CBS News reported Friday (May 28) it has adopted "guidelines" for TV-radio coverage of pretrial and trial procedures to safeguard rights both of defendants and of authorities.

Guidelines were drafted by Herbert Mitgang, executive editor and assistant to president of CBS News. They direct CBS radio and TV news programs to refrain from reporting confessions and prior records of accused persons until such information has been admitted in evidence at trial.



Put your  
station on a  
solid state footing  
with  
**Collins' new 820E/F-1**  
**AM Transmitter**

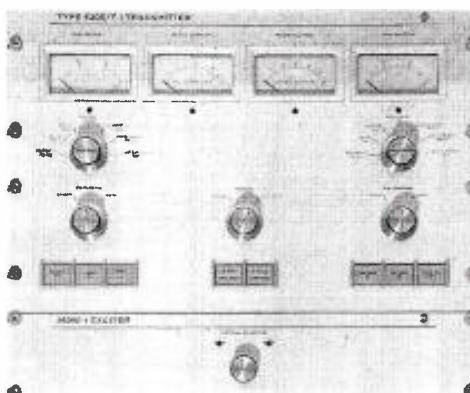
It's the most extensively transistorized transmitter in the 5-10 kw power range. It features solid state devices in the low-level audio and driver, the power supply circuits and the r-f exciter.

This new exciter is a high stability ovenless-crystal oscillator operating in the 2.1 to 4.3 mc range, with division to standard broadcast frequency by thin-film components.

The 10 kw model, shown above, uses six tetrode vacuum tubes in the r-f driver, power amplifier and modulator circuits, but requires only two tube types.

Tuning of Collins' new 820E F-1 is automatic. A phase-comparator circuit in the power amplifier stage automatically controls the PA tuning as loading is adjusted. Since the tuning capacitor is at a higher network impedance point and since it requires less padding capacitance than the loading capacitor, tuning correction is fast enough to take place well within the time required for loading changes.

Collins designed this new transmitter for easy, space-saving



installation, as well as extended reliability. It measures just 69" high x 67-7 16" wide x 32" deep.

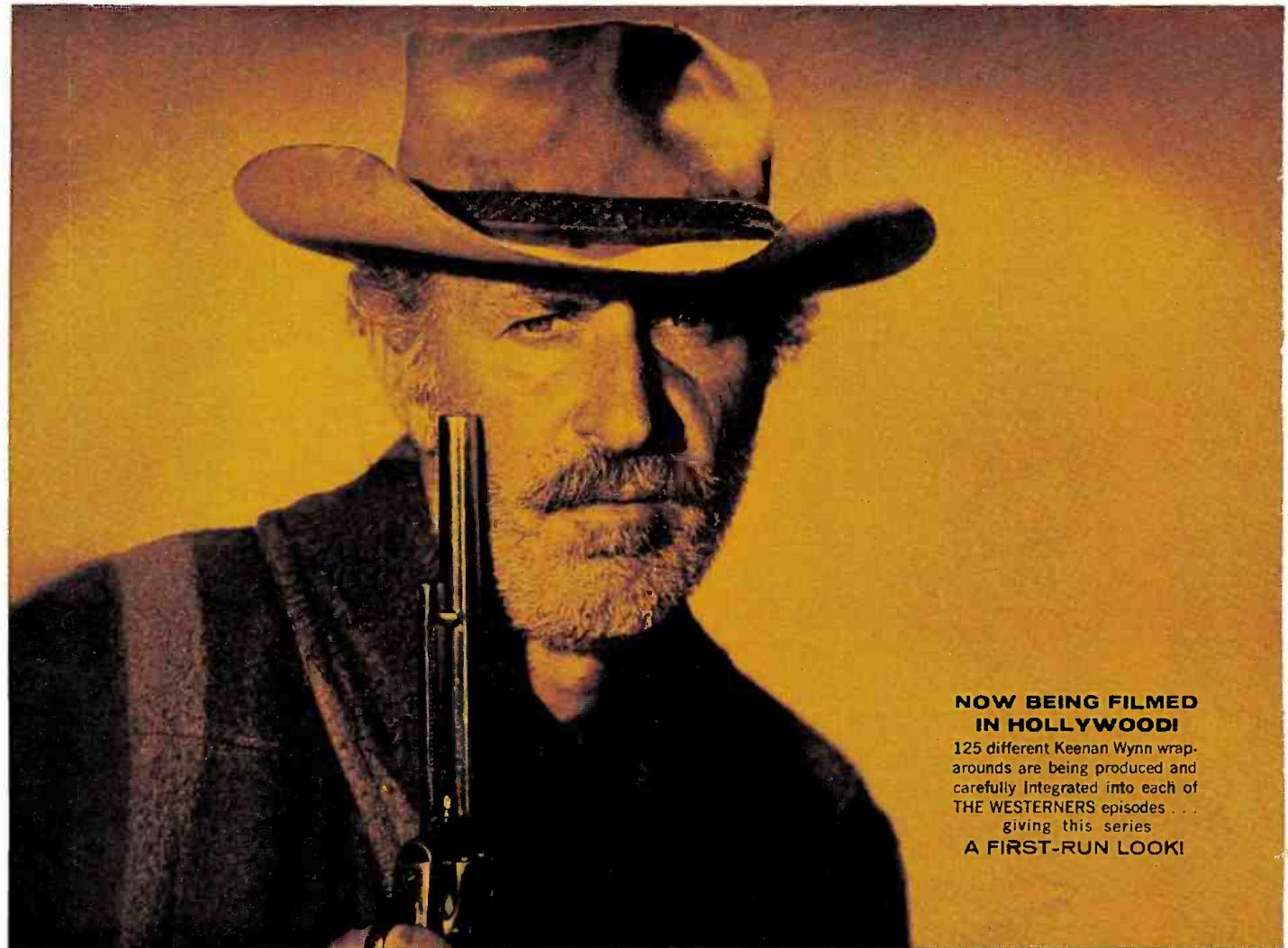
For attended operation such as a combination station, all metering and control of the transmitter is accomplished from a separate extended control panel, which requires no remote control authorization. All meters, controls and status indicators are contained on a 12½" x 19" panel supplied with 50 feet of multiconductor shielded cable for connection to the transmitter. When operating rules permit completely unattended operation without transmitter log, the 820E F-1 will be immediately adaptable to that concept without rebuilding or modification. It is truly the transmitter for both the present and the future.

Thinking about a new AM transmitter for your station? Think about Collins' extensively transistorized 820E/F-1. Let a Collins Sales Engineer show you what this new transmitter has to offer. Call or write Broadcast Communication Division today.

COMMUNICATION / COMPUTATION / CONTROL



COLLINS RADIO COMPANY / World Headquarters / Dallas, Texas



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IN HOLLYWOOD!**

125 different Keenan Wynn wrap-arounds are being produced and carefully integrated into each of THE WESTERNERS episodes . . . giving this series

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**KEENAN WYNN**

**PRESENTS**

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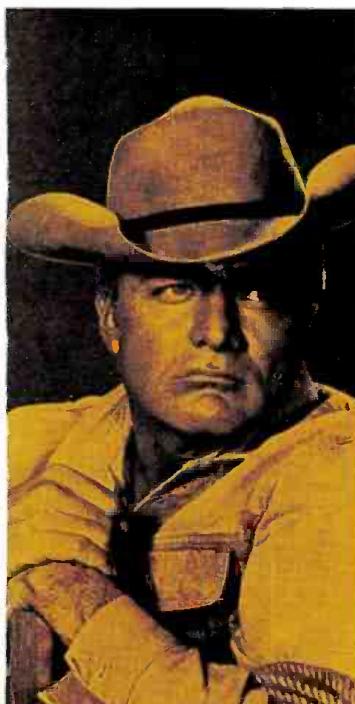


**ORIGINALLY SEEN AS: BLACK SADDLE / JOHNNY RINGO / TH**

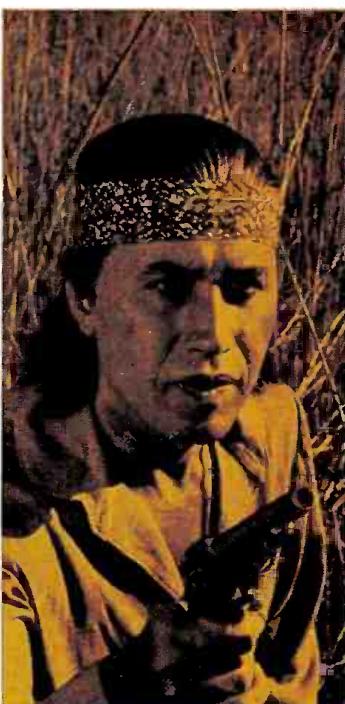
# NEW...IN SYNDICATION!

## 5 GREAT STARS...

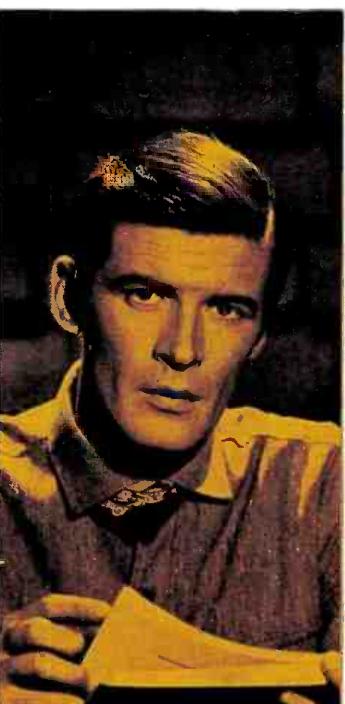
## 125 ACTION HALF HOURS!



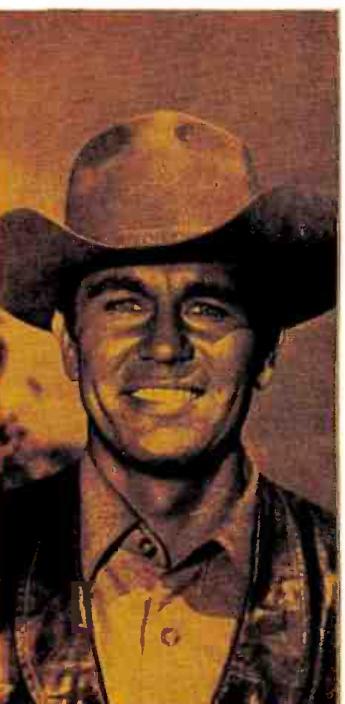
BRIAN  
**KEITH**  
as Dave Blessingame



MICHAEL  
**ANSARA**  
as Sam Buckhart



PETER  
**BRECK\***  
as Clay Culhane



DON  
**DURANT**  
as Johnny Ringo

\* To be seen on THE BIG VALLEY this fall

### Fall '65 start!

For stripping, once-a-week, or  
as a back-to-back hour (with  
special Keenan Wynn bridges)



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH  
AVENUE  
NEW YORK  
20  
NEW YORK  
LT 1-8530

LAW OF THE PLAINSMAN / THE WESTERNER

# Nothing covers television coverage like ARB TELEVISION COVERAGE/65

Change is synonymous with the television industry. And since the American Research Bureau's major coverage study in 1960, the years are marked by rapid growth and new developments . . . many changes which will be reflected for the first time in ARB Television Coverage/65, now being readied for client release early this fall.

In addition to up-dated net weekly and average daily circulation estimates, this new study, based on sampling in more than 3,000 counties, will provide current estimates of UHF and unduplicated network circulation by county, color television penetration by market, and CATV penetration in key areas.

Forty-nine state reports, county-by-county. More than 500 individual station reports. Totally, a new basic reference for television circulation estimates.

If you have not already seen the full presentation of this timely report, call your ARB Representative. He will show you why *nothing* covers television coverage like ARB Television Coverage/65.



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RESEARCH  
BUREAU**

Washington • New York • Chicago • Los Angeles

## DATEBOOK

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

■Indicates first or revised listing.

### MAY

May 30-June 1 — Ninth annual Television Program Conference. Hilton Inn, El Paso, Tex.

### JUNE

June 1—Federal Communications Bar Association meeting. FCC Commissioner James J. Wadsworth will be the luncheon speaker. Willard hotel, Washington.

June 1—Annual Pioneer's dinner of the New York Chapter of Broadcast Pioneers, honoring Vincent Lopez. Main business is election of new officers. Nominees are president, Don Mercer, NBC; vice presidents, Ruth Jones, J. Walter Thompson, and Carl Ward, CBS; secretary, Geraldine H. McKenna, Westinghouse Broadcasting Co., and treasurer, Bob Higgins, Broadcast Music Inc. Royal Ballrooms A and B, Americana hotel, New York.

June 2-3—35th Institute for Education by Radio-Television including Ohio State University Awards Banquet. Featured speakers are Richard D. Heffner, Rutgers University professor of communications and public policy, and Robert E. Kintner, president of NBC. Neil House, Columbus, Ohio.

■June 2-4—Resumption of hearings on Representative Oren Harris's (D-Ark.) bill to regulate community antenna television by House Communications Subcommittee, Walter Rogers (D-Tex.), chairman. Spokesman for the National Community Television Association will be heard June 2, followed by public witnesses June 3, 4. Room 2123, Rayburn Building, Washington.

June 3-5 — Annual conference of Industry Film Producers. Technical sessions on production of industrial films and equipment display, with "Cindy" awards for best films presented at banquet June 5. Hotel Ambassador, Los Angeles.

■June 4—New York Chapter of the National Academy of Television Arts and Sciences holds second annual Monte Carlo Ball. Event, featuring dinner dancing and games of chance, is to benefit ATAS Foundation. Grand Ballroom, New York Hilton hotel.

June 4-6—Annual meeting and election of officers of Wyoming Association of Broadcasters. Teton hotel, Riverton.

June 5-6—Associated Press Louisiana-Mississippi Broadcasters annual meeting. New Orleans.

June 6-10 — Annual convention of the Mutual Affiliates Advisory Committee. San Juan, P. R.

June 7-9—Western Association of Broadcasters annual meeting. Banff Springs hotel, Banff, Alberta.

June 7-11—Columbia School of Journalism is sponsoring a conference on "Urban Problems" for broadcast news directors. Professor William Wood is coordinating the conference. Columbia School of Journalism, New York.

June 8—Annual meeting, Federal Communications Bar Association. Mayflower hotel, Washington.

June 8-10 — Summer meeting of South Carolina Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Adventure Inn, Hilton Head Island.

June 10-11 — Spring meeting of Indiana Broadcasters Association. Speakers include Robert H. L'Heureux, general counsel, National Community Television Association. Indiana University, Bloomington.

June 10-12—Annual convention and election

of officers of Colorado Broadcasters Association. Speakers include FCC Commissioner Lee Loewinger. Palmer House motel, Colorado Springs.

June 10-12 — Colorado Associated Press Broadcasters annual meeting (in association with Colorado Broadcasters Association summer convention). Palmer House motel, Colorado Springs.

■June 11—California Broadcasters Association annual membership meeting, Hotel Continental, Los Angeles.

June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; and Frederick W. Ford, president, National Community Television Association; Senator Herman Talmadge (D-Ga.); Paul Rand Dixon, chairman, Federal Trade Commission; Charles Sweeney, director, FTC, and Henry Geller, FCC general counsel. Holiday Inn, Callaway Gardens.

June 13-18—Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N. Y.

June 14—Oklahoma Broadcasters Association annual summer convention. Guest speaker is Stephen B. Labunski, executive vice president in charge of NBC Radio. Shangri-La hotel, Tulsa.

June 14—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. The former deadline was April 26.

June 14-16—World Congress on Marketing. Event will celebrate 50th anniversary of American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

June 14-19—12th Annual International Advertising Film Festival. Cannes, France.

June 15-17 — Annual spring meeting of North Carolina Association of Broadcasters. The Carolinian, Nags Head.

June 16-18—Spring meeting of Virginia Association of Broadcasters. The Cavalier, Virginia Beach.

June 16-18—43rd annual convention of Public Utilities Advertising Association will consider "Image Building for Utilities." The Deauville, Atlantic City.

June 17—First annual meeting of Alaska Broadcasters Association. FCC Commissioner Kenneth A. Cox is keynote speaker. Ketchikan.

June 17-18—Meeting of television code review board of National Association of Broadcasters. Washington Hilton, Washington.

June 17-19 — Annual convention of the Maryland-District of Columbia-Delaware Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Paul Comstock,

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### NAB PROGRAM CLINIC SCHEDULE

Dates and places for the National Association of Broadcasters spring radio program clinics:

June 7-8—Denver Hilton, Denver.  
June 10-11—Continental, Los Angeles.

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to bring sweat to  
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*—Time Magazine*

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## BROADCASTING

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vice president for government relations, NAB. Henlopen hotel, Rehobeth Beach, Del. June 18-19—Texas Associated Press annual meeting. Community Inn, Kilgore.

■ June 18-20—Pennsylvania News Broadcasters Association annual convention. Allenberry.

June 18-23—International Television Contest in Berlin. For further information write Dr. A. Bauer, Bundesallee 1-12, Berlin 15.

■ June 19—United Press International Pennsylvania Broadcasters Association annual workshop. Allenberry.

June 21—Deadline for comments on the FCC's proposed rulemaking to limit the three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater. The proposal would also prohibit the three TV networks from domestic syndication and foreign sales of independently produced programs.

■ June 21-Aug. 14—23rd Stanford Radio-Television-Film Institute. Ten courses offered by Stanford University with the co-operation of KPIX(TV), KQED(TV), non-commercial, and KNBR-AM-FM, all San Francisco. For information, write: The Department of Communication, Stanford University, Stanford, Calif.

June 22-26—Summer meeting of the combined boards of the National Association of Broadcasters. The Inn, Buck Hill Falls, Pa.

June 25—FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems.

June 25-26—Annual summer meeting of Wisconsin Broadcasters Association. Deer Park Lodge, Manitowish Water.

■ June 26-29—Advertising Federation of America's 61st annual convention. Speakers include Mary Gardiner Jones, commissioner of Federal Trade Commission; Sargent Shriver, director of the Peace Corps, and director of office of Economic Opportunity, and Henry Schachte, executive vice president and board member, J. Walter Thompson Co., New York. Statler Hilton, Boston.

June 27-29—30th Annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president and copy director, Campbell-Ewald, Detroit. Jack Tar-Harrison hotel, Clearwater.

June 27-July 2—Advertising Association of the West's 62d annual convention. Hawaiian Village hotel, Honolulu.

June 30—Deadline for entries in Iris Award contest, sponsored by the Women's Conference of the National Safety Council. Women actively engaged in radio-TV as writers, producers or broadcasters may qualify. Awards will be given in two categories: one for radio and the other for TV.

### JULY

July 1—New FCC deadline for comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was April 1.

July 12—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was May 26.

■ July 14—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due July 29.

■ July 18-20—Annual meeting of Idaho

### NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

Oct. 14-15—Brown hotel, Louisville, Ky.

Oct. 18-19—Marriott motor hotel, Atlanta.

Oct. 21-22—Lord Baltimore hotel, Baltimore.

Oct. 25-26—Statler Hilton, Boston.

Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

Nov. 18-19—Davenport hotel, Spokane, Wash.

Nov. 22-23—Westward Ho hotel, Phoenix.

Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Lee Loewinger; Theodore Koop, vice president, CBS, Washington; Justin Bradshaw, vice president, Broadcast Music Inc., New York. Downtowner, Boise.

July 18-23—Annual convention of the National Community Television Association. Denver Hilton hotel, Denver.

July 19-20—Annual summer meeting of New York State Broadcasters Association. The Otesaga, Cooperstown.

July 21—Deadline for reply comments on the FCC's proposed rulemaking to limit the three major TV networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater. The proposal would also prohibit the three TV networks from domestic syndication and foreign sales of independently produced programs.

July 22-24—Third annual Broadcast Editorial Conference sponsored by National Broadcast Editorial Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBBM-TV, Chicago.

July 28—FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems.

■ July 29—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

### AUGUST

Aug. 3—New FCC deadline for reply comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was May 3.

Aug. 6-7—Summer convention of New Mexico Broadcasters Association. Roswell.

■ Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Greenbrier, White Sulpher Springs.

■ Aug. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating non-microwave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (non-network) UHF stations (2) generalized restrictions on CATV extension of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

■ Indicates first or revised listing.

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# WTVJ



WTVJ signed on as Florida's first television station in 1949. Through 193 consecutive months WTVJ has been Number 1 in the Miami market. The March 1965 ARB, for instance, shows WTVJ with a 42 per cent share of

total audience and 25 per cent more homes than the second station. WTVJ, South Florida's largest daily circulation.

A Wometco Enterprises, Inc. station (a CBS affiliate) represented by Peters, Griffin, Woodward, Inc.



## OPEN MIKE®

### Small stations worked hard

EDITOR: . . . We are proud of having done a job [during the April floods]. It is not that we are under the impression that KWNO is the only small-market station to do such a thing. We like to think every station in our category reacted in the same manner. We do feel that the small-market broadcaster is every bit as important to his community and to his area as the clear-channel giants. We think that such service is indicative of the fact that super-power stations can never replace the home-town radio station for basic service.

[This] picture illustrates how flood workers in Winona stayed in touch through the use of transistor radios throughout the flood emergency. It tells a story of the value of radio. . . —C. E. Williams, station manager, KWNO Winona, Minn.



The transistor radio, strapped to the helmet of a construction foreman on a dike project, was kept tuned to project headquarters via KWNO.

### The MS Hope Chest

EDITOR: We were very pleased to note that the May 17 issue carried the multiple sclerosis advertisement asking radio and television stations for their support during our current annual MS Hope Chest campaign.

Your cooperation and generosity will be a major factor in the success of our campaign.

On behalf of the society and the patients it serves, may I express our deep appreciation.—William C. Breed Jr., chairman, national board of direc-

# Nobody in Washington argues about which is the important station.



# Kansas City's top banana [one of the Meredith bunch]



KCMO Radio is  
now represented  
by CBS Radio  
Spot Sales

**REPRESENTING AMERICA'S MOST INFLUENTIAL RADIO STATIONS**  
**WEWI Boston, WCBS New York, WCAU Philadelphia, WTOP Washington  
WKAT Miami, WCCO Minn.-St. Paul, WBBM Chicago, KMOX St. Louis  
KCMO Kansas City, KTRH Houston, KCBS San Francisco, KNX Los Angeles**

The logo features the CBS eye icon above the text "RADIO SPOT SALES".



## Save him from RHEUMATIC FEVER

Here are two ways:

1. If your child has a bad sore throat, don't wait — it might be "strep." Call your doctor. Treatment of "strep" infections usually can prevent rheumatic fever and the heart damage it sometimes causes.

2. Give to your Heart Fund. Your Heart Fund dollars support research and community service programs which can wipe out rheumatic fever and save thousands of young lives.



More will LIVE  
the more you GIVE  
**HEART FUND**

tors, National Multiple Sclerosis Society, New York.

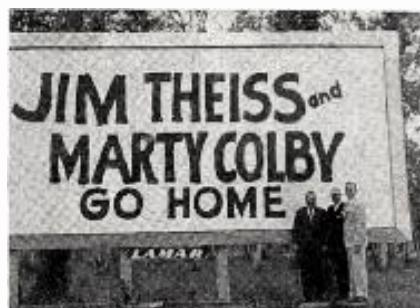
### Ad campaign popular

**EDITOR:** We have received a great deal of interest throughout the office on the Delbert Montague article in the April 26 BROADCASTING. Would you send me six copies of the issue? — Cindy Shattuck, media buyer, Campbell-Ewald Co., San Francisco.

(Copies sent. The article referred to described the introduction of Del Monte soft drinks into the California market. Del Monte's agency, Campbell-Ewald, created a five-minute radio series, "The Adventures of Delbert Montague," as part of a promotion campaign.)

### WAFB-TV welcomes its rep

**EDITOR:** Several days ago Jim Theiss, vice president and general manager of the BTA Division of John Blair Television and Marty Colby, account executive, visited Baton Rouge and WAFB-TV. The sentiments expressed on the billboard located on the highway entering Baton Rouge did not really express our feelings. It only indicated what our feelings would be if orders do not keep coming in. — Tom E. Gibbons, president and general manager, WAFB-TV Baton Rouge.



Shown admiring the "welcome" sign are (l-r): Jim Theiss, Tom Gibbons and Marty Colby.

### BOOK NOTE

"The Founder's Touch," by Harry Mark Petrakis, McGraw-Hill Book Co., New York, 240 pp. \$4.95.

Personal insight of Paul V. Galvin, board chairman of Motorola Inc., Chicago, at the time of his death in 1959, is presented by Mr. Petrakis in this new volume published May 24. The story recounts how Mr. Galvin and his brother Joe began making storage batteries for radios in 1923, developed a radio that would work well in automobiles and built a company that soon would become one of the giants in the electronics field. Family and company pictures highlight the work.

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\*Reg. U.S. Patent Office

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BROADCASTING, May 31, 1965

**BEELINE COUNTRY...  
AWFULLY BIG  
IN AGRICULTURE**



... and BEELINE RADIO KMJ is a proven way to reach this important market

Fresno is the nation's Number One agricultural county and a prime California market for your product. In Fresno, an effective

way to sell is on Beeline Radio KMJ — just one of four Beeline stations and the key to California's rich Inland Valley.



**McCLATCHY BROADCASTING**

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

**KMJ** • Fresno

BROADCASTING, May 31, 1965

**KFBK** • Sacramento

**KBEE** • Modesto

**KOH** • Reno

# MONDAY MEMO

from STANLEY NATHANSON, president, Republic Lumber Co., Chicago

## Radio can do more than create business for retailers

Broadcast advertising can be made to more than carry its own weight for the progressive retailer.

Ample proof of the effectiveness of radio has been the phenomenal success of our new supermarket lumber store, Republic Lumber Market, which joined our trio of Chicago area "garage" lumber and building centers. Just a few weeks ago it won for us the coveted Retailer-of-the-Year Award of Brand Names Foundation Inc.

A little more than a year ago when we opened our homeowners supermarket, with a lumber yard in the rear, the keystone of our whole advertising program was radio aimed chiefly at women. We spend more than \$75,000 a year in radio now and our sales volume has increased by more than \$2 million in the past three years.

We have always been a large and consistent user of newspapers to advertise our garage and home remodeling centers. But a couple of years ago we realized that if we were to reach top position in our highly competitive field we would have to use additional mass media to do the job.

**Competitive Impact** ■ That's when we turned to radio, and we've been with it ever since. Our radio success proved so unusual that we even have received calls from our competitors asking how we do it.

Many retailers, particularly in the garage building and lumber market business, look to advertising as simply a way to tell about a special item, price or sale to as many people as possible for as low a cost-per-thousand as possible. While our radio advertising has to do a job of creating business, we feel that it has been able to do much more than that.

One of the most important things radio and television can do for us, that our newspaper or outdoor advertising can't do, is inject the warmth and friendliness of a human personality. Broadcast advertising gives our Republic Lumber Market and our garage building and home remodeling service the power of a friendly voice—a friendly persuader.

Just how well this power of a radio personality has paid out is shown by Republic Lumber Co.'s rapid rise to the top and its tremendous growth in a relatively short 17 years.

**'Soft Sell' Works Best** ■ We know that a great many of our customers have heard of us through our com-

mercials on the *Wally Phillips* show over WGN as well as on the *Dan Sorkin* show on WATI. And every one of our commercials is geared to soft sell. We want our public radio voices to get across the message that we sell everything for the home—or to build a garage—and that we try to deliver every ounce of quality we're able to at a fair price. We don't ask our radio voice to make loud claims about lowest prices.

We believe people are interested in buying where they can trust the store owner or builder. When our customers come in and say "Wally sent us," we know we're right to pin our hopes on a few great personalities that inspire this sort of trust in their listeners. It's like an endorsement.

Our hunch about Wally Phillips was supported this year when the American College of Radio Arts, Crafts and Sciences selected him as Chicago's Radio Personality of the Year and subsequently when Republic Lumber Market was selected from 11 other national finalists as the Brand Names Retailer-of-the-Year. As a user of outdoor advertising also, we recently won the National Junior Panel Award of Advertising Excellence for a board designed by our agency, Fulton, Morrissey & Co.

**Radio Up 50%** ■ We ask all leads where they saw or heard about Republic and keep track, adjusting our advertising budget for various media accordingly. Under such rigid controls, our radio budget was increased 50% in the past year. We have renewed our annual contract with WGN, using Wally Phillips during every available morning drive-time, including Saturday, and twice a week on the later morning women-audience spots.

We plan to use more radio and are considering some television once again, as well as our regular newspaper and outdoor advertising.

The commercials prepared by Fulton, Morrissey stress not only garage utility, but also storage space, children's play area, hobby space and other ideas for garage convertibility. Our commercials tell the listeners that Republic garages are tailored to home architecture, even to matching the house roof.

Because of the known memorability of a lively jingle to enforce the name Republic Lumber Market, our agency came up with: "For the home, there's no place like Republic!", which has had good reception and playback. Orchestration for the jingle was done by Chicago's well known musical director and jingle creator, Bernie Saber. The jingle is now in its second year of use in practically every radio commercial.

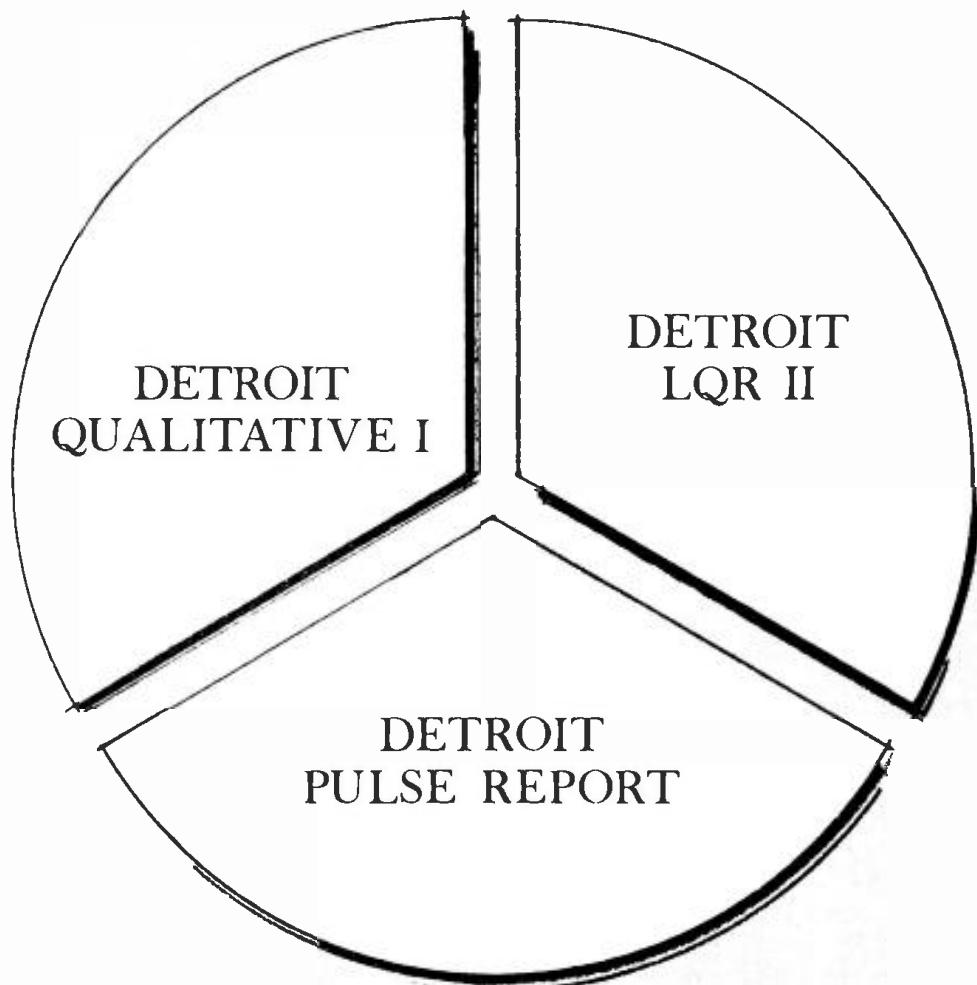
We feel it has helped to establish identity and further provide a warm, friendly image of our lumber market. A variation to help sell the image of our Republic garages also was recorded and has been consistently in use over the past year.

Scripts are written to fit the casual, easy-going style of the on-air personality. Both we and our agency feel that this soft-sell approach pays out bigger dividends over the day-after-day loud claims of lower price used by the majority of our competition.

Frankly, we looked on our broadcast advertising as being more institutional than anything else when we first started it. Surprisingly enough, it's become one of our most profitable advertising investments — helping boost our overall sales gross up a steady 30% to 40% each year.



Stanley Nathanson's Republic Lumber Co., Chicago, was one of 5,000 retailers nominated by the manufacturer and media members of the Brand Names Foundation Inc. to compete in 22 categories for the best promotion of brand names during 1964. Radio, Mr. Nathanson feels, had a lot to do with his firm's award in its category. A pioneer in the supermarket concept for selling lumber and building supplies, Mr. Nathanson spends much of his time on the sales floor.



## how to use DETROIT QUALITATIVE I

WKNR's Detroit Qualitative I, researched by Pulse, Inc., shows the quality of the households served by WKNR. Qualitative I shows more than fifty characteristics of our audience.

But, it's only one-third of the total evaluation of the station.

The regular three month Pulse gives you shares and ratings.

LQR II shows the complete statistics on audience composition.

All three—together—give you the complete picture of WKNR.

If you'd like an extra copy of Detroit Qualitative I, just drop a note to Walter Patterson, WKNR, Box 1300, Detroit 31, Michigan. Or see your Paul Raymer man.

**WKNR**

THE STATION THAT  
**KNOWS DETROIT**

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Represented nationally by the Paul H. Raymer Co.



**Now in production  
....in Hollywood\***  
**....exclusively  
for syndication!**

**Live on tape and in**



(also available in black and white)

**Half hours for daytime  
five-a-week play . . . . .**

**Now available for fall  
start in all markets**

(except: New York, Los Angeles,  
Chicago, Philadelphia and Wash-  
ington because the NBC owned  
stations bought it...in color)

**P.S.** Also except: Cleveland because the  
Storer station bought it . . . in color! Also in  
Cincinnati, Columbus and Indianapolis be-  
cause the Crosley stations bought it . . . in  
color!

3 top Hollywood celebrities star daily in  
FOUR STAR'S NEW COMEDY GAME SHOW

P D Q

OK FELLAS,  
YOU ASKED  
FOR FIRST-RUN  
DAYTIME  
PROGRAMMING!  
WE'RE DELIVERING!  
**OK? ok!**



MC'd by  
**DENNIS JAMES**  
with a change  
of guest stars  
every week



A SUBSIDIARY OF FOUR STAR TELEVISION

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PRODUCERS OF "CELEBRITY GAME" AND "SHENANIGANS"

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# EQUATION FOR TIMEBUYERS

**ONE BUY = DOMINANCE\***

**X**

**WKRG-TV•**

MOBILE  
ALABAMA

\*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.  
or call

C. P. PERSONS, Jr., General Manager



# Is CATV free ride nearing end?

If copyright bill passes, program originators will have to give permission for use of their shows, copyright expert tells hearing on Hill

A new copyright bill now before the Congress would prevent community antenna television systems from picking up broadcast programs without the consent of the copyright holders.

That interpretation of the pending legislation was given last week by the deputy register of copyrights, who participated in the drafting of the bill. If the measure becomes law, it will radically change the relationship between CATV operators and broadcasters and program producers.

CATV systems have, since their origin, carried whatever broadcast signals they wanted to retransmit, without obtaining the authorization of broadcasters or producers and without paying anything for program rights. The unrestricted CATV pickups have been challenged in two court actions (see page 29), but neither suit has yet come to trial. Meanwhile CATV's have continued to use broadcast schedules freely, although the instigators of both suits contend that the present copyright law protects their programming from unauthorized retransmissions.

The new copyright bill was introduced by Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, last Feb. 4. Though it makes no explicit reference to CATV, it is intended to apply to CATV pickups of copyrighted material, according to testimony given last week by George D. Cary, the deputy register of copyrights. Mr. Cary testified before a House Judiciary subcommittee that is conducting hearings on the bill. Mr. Cary testified on behalf of the register of copyrights, Abraham L. Kaminstein, who is recovering from a heart attack.

**The Drafters** • The bill, HR 4347, was drafted primarily by Messrs. Kaminstein and Cary; Arthur Fisher, the previous register, who died in 1960; Abe Goldman, the register's general counsel, and Barbara Ringer, assistant register of copyrights for examining.

The bill includes CATV's in a negative way and not specifically by name, which is not specific enough for some broadcasters. Section 109 (5) exempts from coverage "the further transmitting to the public of a transmission embodying a performance . . . if the further transmission is made without al-

lance to the public for commercial advantage, they are liable for their use of copyrighted material, Mr. Cary said.

For the benefit of subcommittee members, Mr. Cary reviewed the operation and history of community antenna television. "The number of systems, which in early January of this year totaled around 1,600, has been growing very rapidly at the rate of approximately 40 systems per month," he said. "They now bring the broadcast of more than 400 television stations to well over a million and a half subscribers. The industry is reported to have garnered income last year in excess of \$100 million and the anticipation for the future is even rosier."

He called CATV-copyright cases presently before the courts "outside the scope of my remarks today."

Mr. Cary then reviewed the arguments for copyright exemption advanced by the National Community Television Association and system operators:

"1) A CATV system does nothing more than provide its subscribers with a service for improving their television reception. Home viewers are entitled to free reception, and since the cost of copyright royalties would necessarily be passed on to the individual CATV subscribers, copyright control would discriminate between those viewers who need no special equipment and those who do.

"2) A CATV operator has no control over the content of the broadcasts he passes on to his subscribers and does not even know in advance what works will be performed in the broadcasts. To obtain blanket clearances in advance would be virtually impossible, and the establishment of a clearing house system large enough to insure against multiple suits for copyright infringement would result in a giant monopoly of copyright owners.

"3) Performance royalties now being



Mr. Cary testifies

tering or adding to the content of the original transmission, without any purpose of direct or indirect commercial advantage, and without charge to the recipients of the further transmission."

Section 106 gives the copyright owner "exclusive rights" to "perform the work publicly . . . in the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures." And "to perform" includes "to transmit or otherwise communicate a performance or exhibition of the work to the public by means of any device or process."

**CATV Position** • In other words, since CATV's do transmit a perform-

## IS CATV FREE RIDE NEARING END? continued

paid by broadcasters include compensation to copyright owners for further transmission to CATV subscribers, since those royalties are based on the size of the ultimate audience receiving the broadcast . . ." and "CATV actually benefits copyright owners today by expanding the advertising revenue of broadcasters and hence the copyright royalties paid by them . . .".

**The Other View** ■ On the other side, Mr. Cary listed these points for copyright owners:

"1) A community antenna system is much more than a passive device or a service. It is an extremely complex transmission system which does essentially what a broadcaster does . . . It not only takes a free ride on what the broadcaster has produced, but it does something the broadcaster does not do, namely, it makes a direct charge to the public for the reception of its transmissions. If a theater owner piped broadcasts of copyrighted material into a theater and charged the public directly to see them, there could be little doubt as to his copyright liability. The CATV operator does exactly the same thing—the only difference being that his audience is not assembled in one place.

"2) CATV systems effectively deprive

the copyright owner of control over his work. In many cases, for example motion pictures or syndicated series, where the broadcasting of a work is licensed for a particular limited territory and audience, a CATV transmission of a broadcast to subscribers in another area can mean the actual loss of the market for broadcasts in that other area.

"3) The many hundreds of community antenna systems are prosperous business enterprises which neither need nor deserve a free ride at the expense of copyright owners or in competition with local broadcasters, wired music services, and other users who must pay royalties for similar use."

**No Edge to CATV** ■ In concluding, Mr. Cary said there may be valid arguments on both sides of the question. "A particularly strong point on the CATV side," he observed, "is the obvious difficulty under present arrangements of obtaining advance clearances for all the copyrighted material contained in a broadcast. This represents a real problem that cannot be brushed under the rug. It seems to us that it is up to the copyright owners to come forward with practical suggestions for solving it.

"On balance, however, it is our view

that the CATV operators are making a performance to the public of a copyright owner's work. This performance results in a profit which in all fairness the copyright owner should share. Unless he is compensated, the performance can have damaging effects upon the value of the particular copyright. For these reasons, therefore, we have not included an exemption for commercial community antenna systems in the bill."

The bill does exempt boosters and those kinds of cooperative community antennas that are not operated for profit, he said.

**Pools' Support** ■ The American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC—which act as collectors of fees for performances of copyrighted works—all supported the bill's position on CATV. They were more concerned with other parts of the bill, however, including the closely related question of transmitting radio, TV or background music to hotel rooms or other public places. The bill exempts such transmissions so long as no extra charge is directly made for reception of the transmission. Showing a program in a profit-making concern such as a bar is also exempted if the material is presented on "a receiving apparatus of a kind commonly used in private homes" and if no direct charge is made to see or hear it.

## Jukebox payoff could cut radio-TV bill

**ASCAP, BMI and SESAC unanimous in urging boxes pay license fees**

Royalties to copyright holders will have to be paid for the first time by the \$500 million-a-year jukebox industry if the draft bill on copyright revision passes. Experts speculate that with a new industry contributing its share, overall broadcast license fees might be revised downward.

Testifying before a House Judiciary Subcommittee last week, George D. Cary, deputy register of copyrights, explained that there is no exemption for jukeboxes in the draft bill, HR 4347. He quoted an earlier subcommittee report from the 88th Congress that concluded the committee is ". . . unable to find any logical or equitable justification for the continuance of the jukebox exemption. No satisfactory explanation has been given why the circumstance of coin operation alone should exempt the performance of jukebox music, while all other commercial performances of copyrighted music remain subject to protection."

At the time of the last copyright law revision, in 1909, jukeboxes existed

only as earphone devices in "penny parlors." Composers and proprietors of musical copyright did not object to an

exemption for these apparently insignificant gadgets.

The American Society of Composers, Authors, and Publishers, Broadcast Music Inc., and SESAC object very strenuously today, and were on hand last week to say so.

Herman Finkelstein, ASCAP general counsel, told the congressmen that the jukebox industry's revenues are so large that they are equal to half of the total yearly advertising expenditure on television. Sydney M. Kaye, chairman and general counsel of BMI, called the jukebox exemption "the core defect of our present copyright law." Albert F. Ciancimino, SESAC house counsel, took a similar stand. All three put their organizations on record as favoring a gradual institution of reasonable license fees if the exemption is repealed.

Mr. Finkelstein said he thought \$20 to \$30 a year for each jukebox location would be a good starting point. He said that this is about what background-music users pay. And a modern jukebox, he added, produces revenue at the



Mr. Kaye

This exemption was opposed by the three music-licensing organizations for what it might become in the future, rather than what it represents at present. No performance fees are now charged by the licensing societies for installations in hotels and bars, and none is contemplated in the future. However, the licensing societies oppose a statutory, specific exemption because it might provide a loophole through which some new invention or medium of the future could escape. Fresh in the minds of the group was the seemingly insignificant exemption in the 1909 revision (still in effect) that permitted the growth of a \$500 million-a-year jukebox industry that pays no performance royalties (see page 28).

**Still to Be Heard** • The National Association of Broadcasters, Association of Maximum Service Telecasters and National Community Television Association were reluctant to comment on Mr. Cary's statement without additional time to study it. NAB is on record as feeling that the bill should mention by name the copyright liability of CATV systems. All of these groups have stated their intention to testify, but are not yet scheduled for the hearings, which will continue for several weeks at least. If the bill gets a favorable recommendation from the subcommittee, it will go to the parent Judiciary Committee and, if cleared there, to the

rate of \$6,240 or \$2,740 per year per machine depending on the model.

Mr. Kaye said BMI would be happy to institute license fees at a bargain rate, building them up gradually.

Section 110 of the bill, dealing with "ephemeral recordings," may need some clarification to be acceptable to broadcasters. It would permit making "no more than one copy or phonorecord of the work solely for purposes of the organization's own lawful transmissions or for archival preservation, if the copy or phonorecord is not used for transmission after six months from the date it was first made, and is thereafter destroyed or preserved for archival purpose only. 'Phonorecords' are material objects in which sounds, other than those accompanying a motion picture, are fixed by any method now known or later developed . . ." and from which those sounds may later be recovered or otherwise communicated.

The bill, Mr. Cary explained, is intended to allow a broadcaster to do anything with a recording that he may legally do with the original. However, the National Association of Broadcasters feels that some changes may be needed to permit tape libraries for automated programming, and to cover

## Courts asked to decide on program rights

Although the copyright office indicated last week that a new copyright bill ought to make CATV carriage of programs subject to approval of the owners of such shows, some feel the present copyright law already implies this principle. And two companies—CBS and United Artists Corp.—have been trying to prove it in the courts for some time. In 1960 United Artists brought suit charging that a West Virginia community antenna operator, NWL Corp. (now the Fortnightly Corp.), carried its films without permission and, through this exposure, damaged the sales value of the shows.

This case was later transferred to the U. S. Southern District Court in New York and still awaits trial there.

Last December CBS lodged a similar complaint in the same New

York court against Teleprompter Corp., a large CATV operator. CBS said it was seeking to establish the principle that CATV operators must obtain program owners' approval, but that it did not wish to increase service charges to CATV subscribers. "Once copyright is established," it said, "CBS will grant CATV systems permission to use its programs when those systems are the only means by which satisfactory TV service will be available."

The CBS case also awaits trial.

Asked about last week's statement by the copyright office, CBS officials had no comment but a company spokesman called the position of the copyright office "reassuring." United Artists officials were not available for comment.

### House floor.

Representative Robert W. Kastenmeier (D-Wis.) presided at the subcommittee hearings last week in the absence of the regular chairman, Edwin E. Willis (D-La.), who was in Chicago with the House Un-American Activities

Committee. Questions from the congressmen were generally friendly and indicated considerable interest in the issue. One witness remarked privately that the subcommittee members really seemed to be making an effort to learn all sides of the problem.

### long-term program series.

Educational broadcasters would lose part of their copyright exemption under the draft bill. While they now enjoy general freedom from copyright liability, the bill proposes to split their exemption. Material transmitted "primarily for reception in classrooms or similar

places normally devoted to instruction and [which] is a regular part of the systematic instructional activities of a nonprofit educational institution" would be exempted. The cultural programming broadcast to the community in general would not. The bill does not distinguish between transmissions to schools receivable by anyone and closed-circuit transmissions limited to schools.

This change was supported by Mr. Cary on the ground that the ETV field is growing, and whatever the motive, transmission of a copyrighted work by an educational station could well destroy its commercial potential.

ASCAP and BMI agreed. Referring to the practice of underwriting ETV programs, Mr. Kaye said: "All of us hope that educational television will flourish and proliferate. We must recognize, however, that the distinctions between educational and commercial television are even now being eroded. . . . The requirements of educational stations for the use of music are in many respects identical with those of commercial stations and their audiences are overlapping."

The National Association of Educational Broadcasters is scheduled to testify Friday, June 4.



Mr. Finkelstein

# Prime 20's hold their own in '65

**ABC-TV Spot Sales study of BAR figures shows advertiser interest in them has increased**

ABC Television Spot Sales released last week a study to quiet speculation that advertisers are losing interest in buying prime-time 20-second announcements.

The study, based on monitoring by Broadcast Advertisers Reports in the top 20 markets, shows prime-20 traffic not only has been relatively stable over the past four years but has increased slightly.

James Conley, president of ABC Television Spot Sales, and Walter Stein, research director for the ABC-owned television stations, said the study covered all prime-time 20's on all network affiliates in the 20 leading markets. They said it was authorized last December after some other station reps expressed fear that advertiser interest in prime 20's, "the hallmark of spot television," had begun to wane.

Although the report acknowledges that its findings are not necessarily indicative of prime-20 trends in markets below the top 20, a separate study by Television Bureau of Advertising was said to have found no evidence that the prime-20 pace is slackening in smaller markets, either.

Harvey Spiegel, vice president and research director of TVB, said the results of his study, based on BAR reports for all 238 commercial TV stations in the top 75 markets (all markets monitored regularly by BAR), "coincide very well with the ABC tab of the top 20 markets."

'65 up 3% - The TVB study counted all nonnetwork prime 20's—national and regional spot and local—for the first quarter of 1964 and the same period of 1965, and found about 3% more than recorded in the 1965 first quarter.

Mr. Conley, whose ABC-owned organization represents the ABC-owned television stations for the sale of spot business, noted that his study went back to 1962, the year when expansion of station-break time to 42 seconds made double 20's available for the first time. He said it was undertaken because, although his company's prime-20

sales were increasing, reports of slackening sales by some other reps "made us want to know what the situation really is."

Mr. Stein examined the BAR data in different ways and came to the same conclusion: Prime-20 business has remained steady, whether placed by national and regional advertisers, by local advertisers, or by all three. Even considered geographically, he said, fluctuations have been relatively small.

The report covers 20-second announcements counted by BAR in one February week of monitoring each year. Where no February report was available, a January or March report was used.

The study found 3,269 prime-20's on the air in the 20 markets in the February 1962 report, 3,173 in the comparable 1963 tabulation, 3,353 in 1964 and 3,375 this year.

Excluding those placed by local advertisers, it found 2,624 placed by na-

tional and regional advertisers in 1962 as compared to 2,584 in 1963, 2,759 in 1964 and 2,772 in 1965.

Local accounts placed 645 in 1962, 589 in 1963, 592 in 1964 and 603 in 1965.

**Only 20% Local** • National and regional accounts bought about four times as many prime 20's as local accounts did: 80% of the nonnetwork total in the 1962 week, 81% in 1963 and 82% in both 1964 and 1965.

The number of accounts using prime 20's was also found to have remained stable: The number of national accounts gained a little (220 were using 20's in the 1962 report, 222 a year later, 230 in both the 1964 and 1965 reports) while the number of local accounts sagged a little in the two middle years (166 in 1962's report, 161 in 1963's, 153 in 1964's and 168 in 1965's).

In the six top-20 markets in the Northeast, the number of prime 20's placed by national and regional accounts in February 1965 was down slightly from 1964 but was still 1% above the February 1962 total. In other regions the top-20 markets were carrying from 5% to 12% more national and regional prime 20's this year than in 1962.

Market by market, ABC's study found prime 20's bought by national accounts were as follows (figures are for one-week periods, usually in February, in each year and include 20's placed by regional as well as strictly national accounts):

RANK	MARKET	1965		1964		1963		1962	
		TOTAL	RANK	TOTAL	RANK	TOTAL	RANK	TOTAL	RANK
1	San Francisco	202	165	5	169	2	167	2	2
2	Los Angeles	198	192	1	198	1	224	1	1
3	Philadelphia	190	161	7	165	3	149	5	5
4	Chicago	178	175	2	161	5	147	7	7
5	Cleveland	151	136	9	112	13	135	10	10
6	Detroit	150	169	4	154	8	158	3	3
7	Pittsburgh	149	134	10	122	10	127	13	13
8	New York	145	165	5	162	4	148	6	6
9	Baltimore	139	130	11	159	6	139	9	9
10	Washington	138	173	3	159	6	131	11	11
11	St. Louis	134	122	13	115	11	145	8	8
12	Boston	127	150	8	142	9	156	4	4
...	Houston	127	109	18	103	17	96	19	19
14	Seattle	120	115	16	106	16	101	15	15
15	Indianapolis	117	119	14	111	14	101	15	15
16	Kansas City, Mo.	115	99	19	87	18	56	20	20
17	Dallas	109	122	12	115	11	128	12	12
18	Minneapolis	97	112	17	108	15	121	14	14
19	Cincinnati	94	96	20	64	20	98	17	17
20	Buffalo, N. Y.	92	115	15	72	19	97	18	18

Source: BAR reports

Generally, the top five markets in 1965 have been the leaders in prime 20 activity for past years as well. Markets that appear to be gaining in national sales include Philadelphia, Chicago, Cleveland, Pittsburgh, St. Louis, Houston, Seattle and Kansas City, Mo.

# What's Skyward Bound?



Atlanta, of course. All ears are attuned to this fabulous city's progress and WSB Radio is the authoritative news center. Veteran King Elliott heads the South's foremost radio news staff which checks all the angles — construction, politics, entertainment, personality headliners — first and factually. Expert news gathering: Another reason WSB is Atlanta's favorite among listeners and advertisers alike.

**WSB** *RADIO/ATLANTA*

NBC affiliate. Represented by Edward Petry & Co., Inc.



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

# Sell the kids, sell the parents

**Study shows children know  
brands that sponsor their  
shows, parents buy them**

Children not only watch children's shows on TV but they also remember brands that sponsor them and ask their mothers to buy those brands.

What's more, nine out of ten mothers say they grant these requests.

These findings were drawn last week from a study, said to be the first in which children were interviewed so specifically, conducted for Metropolitan Broadcasting Television by R. H. Bruskin Associates, independent market research firm in New Brunswick, N. J.

The study dealt with the TV preferences, food preferences and food brand preferences of children between the ages of 4 and 12. Bruskin interviewers questioned 470 children (all in that age bracket found in a probability sample of homes in the New York metropolitan area) and, separately, their mothers (258).

The results, announced by Bennet H. Korn, president of Metropolitan Broadcasting Television, and Mary L. McKenna, research vice president of Metromedia, the parent company, showed that children tend to state their food preferences in terms of brands rather than categories, and that there is a high correlation between these brands and those advertised on children's shows.

A total of 76% said they had asked their mothers to buy food or drink products they had seen on television and then named specific brands. Nine of the ten brands most frequently mentioned were advertised on children's shows. Four of the top ten were cold

cereals, a food class that has cultivated the children's market extensively, and three were chocolate milk-fortifiers, another category heavy in children's programming.

Among the mothers, 86% said their children had asked them to buy things (other than toys) that they had seen on TV. Like the children, the mothers identified the objects of these requests in terms of specific brands rather than categories and all of the 10 most frequently mentioned brands were users of children's TV.

Asked whether they had bought the brands requested by their children, the mothers replied overwhelmingly that they had. "On the average," the report said, "91% of the requests were fulfilled, with some brands achieving a 100% purchase rate (M&M's and Nestle's Quick) and with 95% purchase for the top requested brand (Quaker cereals)."

In response to questions about which foods they would prefer for dinner tonight, and which of these foods they

## COMMERCIAL PREVIEW: Koehler beer

Koehler beer, a regional advertiser, has selected Jessica Walter as its spokeswoman and will present her in a newly taped series of TV commercials as a member of the "cool set."

The commercials—nine one-minute and nine 20-second versions—have been taped at Videotape Productions of New York and will begin on May 25 in Koehler's markets covering western Pennsylvania, east-

ern Ohio and western New York state. The commercials, part of a continuing saturation campaign, aim for the capture of a larger share of the young male market.

Koehler, which spends some \$300,000 in TV out of a total ad budget of slightly over \$500,000, is brewed by the Erie Brewing Co., Erie, Pa. Its advertising agency is Lando Inc., Pittsburgh.

According to the agency, Miss Walter was selected after a search for a spokeswoman who met the specifications of representing "a young and dynamic jet-set type with a magnetic and involving personality."

Miss Walter in the commercial urges the viewer to "pour a Koehler collar . . . killer!" Among the visuals in the commercials as written into the scripts: "She loosens hair to let it fall, removes glasses and looks intently into camera."

In one commercial, Miss Walter is seen driving up in a sports car to what appears to be a seaside dock and says: "Fill 'er up, tiger!" A large cargo net filled with beer cases is lowered into the back seat as if from a ship (see picture). Other commercials are set at a camp site, beach, golf trophy room, dance and house party. Miss Walter is a motion picture and TV actress.

A limited number of radio commercials recorded by Miss Walter also will be part of the new campaign.



Fill 'er up . . . tiger

# Take your viewers to Istanbul...

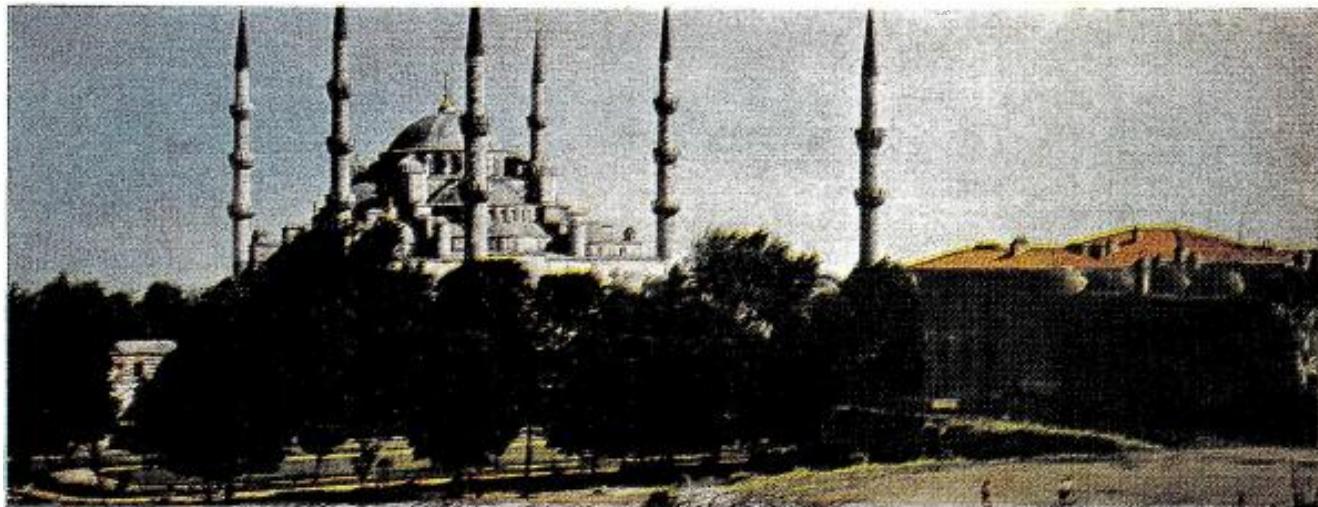
and Hong Kong . . . to Helsinki . . . and Tokyo . . . to Bangkok . . . and Africa . . . to Honolulu . . . and Viet Nam. In fact, let your viewers experience the World "Of Lands and Seas."

"Of Lands and Seas" is a new concept in syndicated programming and features the world's finest adventurers and travelers. Each exciting one hour program is hosted by the world famous adventurer-photographer *Colonel John D. Craig* and is produced on tape for

local COLOR programming. "Of Lands and Seas" is specifically designed to fill your local programming needs. 260 hours available now in full color. Similar programming has been running in several major markets for a number of years. Each of these programs has consistently been on top with the lion's share of adult viewers. Now, for the first time, you can bring these sixty minute adventures to your viewers in full color.

Discover for yourself why "Of Lands and Seas" is the most talked about *first run* syndicated product! Discover for yourself the fascination and excitement that fills each colorful hour! Discover for yourself why WLW-T, Cincinnati, and WLW-I, Indianapolis have already scheduled "Of Lands and Seas" for an early fall start!

Monday thru Friday across the board. . . Discover "Of Lands and Seas."



Olas Corporation

Hillcreek Lane • Gates Mills, Ohio Phone 216-449-2955  
Producers of "Passport 7" WABC-TV

thought were "really good for you," the children showed "a very sound grasp of which foods were good for them, and surprisingly they also liked these foods best," according to the report. Foods in the meat and cooked-vegetables categories ranked at the top in both preference and good-for-you classifications. Ice cream ranked sixth, separated from the top two by pasta products, fowl and milk.

The study also found that 75% of the children said they watch TV every day, 24% almost every day and only 1% once a week.

The children showed a high level of recognition of personalities on children's programs. Usually the personalities most often identified also scored highest as "liked very much" by the children.

Metropolitan Television is expected to use the findings extensively in selling TV children's shows on its New York station, WNEW-TV, and presumably on its other television stations as well. These are WTTG-TV Washington; KTTV-TV Los Angeles, KMBC-TV Kansas City, Mo., and WTVH-TV Peoria and WTVF-TV Decatur, both Illinois.

### Buy aimed at truckers

Pure Oil Co., a heavy broadcast user for the general consumer market, has embarked on a late-night radio plan to keep its franchise with the trucker market, too. Pure Oil has bought post-midnight programs on WCKY Cincinnati, WSM Nashville and WOVO Fort Wayne, Ind., for this purpose through its agency, Leo Burnett Co., Chicago.

The WCKY purchase involves the 12:30-5:30 a.m. show, renamed *The Pure Oil Road Show*, which is chiefly aimed at truckers on the U. S. interstate Route 75 between St. Ignace, Me., and Miami. Frequent state police road information alerts during the night are called "Firebird Central."

The late-night buys on WSM and WOVO involve program participations but message content is aimed at truckers. With these three stations Pure Oil can cover the entire marketing area, the agency explained. Pure Oil claims to be the number one truck filling station operator in the U. S. For many years Pure Oil has used both radio and TV and presently has consumer spot schedules on TV stations in 30 markets and on radio stations in 54 markets.

## House committee OK's cigarette bill

Proponents of unrestricted cigarette advertising won another battle last Thursday (May 27) when the House Commerce Committee approved a bill that would put a health warning on cigarette packages but would keep the Federal Trade Commission's hands off advertising.

The bill, introduced by Representative Walter Rogers (D-Tex.), is basically the same as the measure approved by the Senate Commerce Committee earlier in the month (BROADCASTING, May 10), and calls for the same health warning: "Caution: Cigarette smoking may be hazardous to your health."

However, the bills differ on a major point. The Rogers bill says the FTC has no authority to require a health warning in cigarette advertising. The Senate measure says the same thing but limits it to three years. This difference will have to be resolved by a joint committee after the bills clear their respective houses.

### Agency appointments . . .

■ The Boyle-Midway Division of American Home Products, New York, has appointed Cunningham & Walsh, New York, for Easy-Off window spray, Easy-Off aerosol spray, Easy-Off paste oven cleaner and several new products to be announced later. The Easy-Off products reportedly bill about \$2 million, 90% of which is in television. The account was formerly handled by Grey Advertising, New York.

■ General Cigar Co., New York, moves its national account for Corina cigars from Edward H. Weiss & Co., Chicago, to New York office of Needham, Harper & Steers. Heavy TV advertiser, Corina last year billed more than \$1 million.

■ La Choy Food Products, Archbold, Ohio, moves its national account from Maxon Inc., Detroit, to Campbell-Mithun, Chicago, effective Sept. 1. Annual billing of \$500,000 is to be increased "considerably," the firm said.

■ Structo Manufacturing Co., Freeport, Ill., has appointed Ross Roy Inc., New York, to handle advertising of its toy line. The agency reported it is creating commercials to be used beginning in November on CBS-TV's *Captain Kangaroo*.

■ Corning Glass Works, Corning, N.Y., has appointed Carl Ally Inc., New York, for its housewares and consumer tableware lines. The account was re-

signed by N. W. Ayer & Son, Philadelphia, because of a reported marketing conflict with another Ayer client, E. I. duPont de Nemours and Co., Wilmington, Del. (BROADCASTING, May 24).

### Commercials in production . . .

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

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

Allied Chemical Corp., Barrett Division, New York (roofing materials); three 60's for radio, humor-Bob & Ray. Victor B. Cowen, production manager. Agency: McCann-Erickson, New York. Hal Matthews, agency producer.

General Motors Corp., Detroit (Guardian Maintenance); five 60's for radio, humor-Bob & Ray. Victor B. Cowen, production manager. Agency: D. P. Brother, Detroit. James Orgill, agency producer.

Mid America Videotape Productions, a division of WGN Inc., 2501 West Bradley Place, Chicago.

Allstate Insurance Co.'s, Chicago (insurance); eight 60's for TV on tape, color. Dale Juhlin, director. Agency: Leo Burnett, Chicago.

Phillips Petroleum Co., Bartlesville, Okla. (petroleum products); six 60's for TV on tape, color. Dale Juhlin, director. Agency: J. Walter Thompson, New York. John Gilroy, agency producer.

Frito-Lay Inc., Dallas (Fritos); one 30 for TV on tape. Dale Juhlin, director. Agency: Post-Keyes-Gardner, Chicago. Jordan Bernstein, agency producer.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood.

Rexall Drug Co., Los Angeles (variety); three 60's for TV, live on tape. Ben Norman, production manager. Agency: BBDO, Los Angeles. Dick Dwan, agency producer.

TV Graphics Inc., 369 Lexington Avenue, New York.

The Nestle Co., White Plains, N. Y. (Quik); one 60, one 40, one 20, one 10 for TV, on film. Agency: Leo Burnett, Chicago. Joe Lamneck, agency producer.

Colgate-Palmolive Co., New York (Fab); one 60, one 30, one 20 for TV, on film. Agency: William Esty Co., New York. Chuck Liotta, agency producer.

R. J. Reynolds, Winston-Salem, N. C. (Winston); two 60's for TV, on film, color. Agency: William Esty Co., New York.

Johnson & Johnson, New Brunswick, N. J. (Micrim); four 60's for TV, on film, color. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Bob Waters, agency producer.

### Rep. appointments . . .

■ WRAL-TV Raleigh, N. C., and KHVN-TV Honolulu: The Katz Agency, New York.

■ KBLA Burbank, Calif.: The McGavren-Guild Co., New York.

■ WKBS-TV Burlington, N. J.-Philadelphia: Broadcast Communications Group Inc., New York.



*The Bettman Archive*

## *"The less of routine, the more of life."*

This philosophy was advocated by the American educator-philosopher, Amos Bronson Alcott. A modern embodiment of this concept is the INDIVIDUALITY which characterizes Griffin-Leake management.

**GRIFFIN - LEAKE TV. INC.**  
KATV-7, LITTLE ROCK  
KTUL-TV-8, TULSA  
KWTW-9, OKLAHOMA CITY



# Spot TV up 2.1% in 1st quarter

**Colgate-Palmolive moves up to 2d place as General Foods drops to 4th**

National and regional television advertisers pumped 2.1% more dollars into spot television in the first quarter of 1965 than in the first quarter of the previous year with Procter & Gamble again leading the top spenders.

The percentage comparison is based on sales reports from the same 363 stations who reported for the period in 1964.

The information gathered by N. C. Rorabaugh and released by the Television Bureau of Advertising last week, shows that 381 stations had an aggregate volume of \$249,603,000 for the first three months of the year. In 1964, 391 reporting stations had a total volume of \$255,943,000 for the first quarter.

P&G remained in first place with three-month billings of \$15.7 million as Colgate-Palmolive at \$8.4 million took over second position from General Foods.

R. J. Reynolds with an expenditure of \$3.8 million jumped from 22d place last year to 10th place this year.

The leading gainers in spot TV for the quarter included five companies

which showed billings up by more than \$1 million. At the head of this group was Quaker Oats which gained \$2.6 million. Followed by R. J. Reynolds, up \$1.8 million; American Can Co., up \$1.4 million, and Miles Laboratories and P. Lorillard, both up \$1.2 million.

By commercial length, spot spending for the quarter broke down as follows: 60's (defined as 40 seconds or more), \$178.3 million; 20's (20 to 30 seconds), \$45.9 million; 10's (8 to 10 seconds) \$16.1 million, and programs, \$18.1 million.

By day parts spot billings were \$63 million in daytime, \$59.7 million in early evening, \$79.4 million at night and \$47.3 million for late night.

The top 100:

## TOP 100 SPOT TV ADVERTISERS— FIRST QUARTER 1965

(Source: TVB-Rorabaugh)

1. Procter & Gamble	\$15,760,600
2. Colgate-Palmolive	8,485,500
3. Lever Brothers	6,580,700
4. General Foods	5,907,700
5. Coca-Cola (bottlers)	5,317,600
6. William Wrigley Jr.	5,216,600

## BAR estimates for 19 markets

Estimates of the dollar volume of nonnetwork television business on the air in 19 U. S. markets during the week ended May 7 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors, and makes estimates for about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in BROADCASTING.

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR's estimates of all

national spot, regional and local business on the air in the respective markets during the week indicated.

Week ended May 7:

Buffalo, N. Y. (3)	\$310,347
Charlotte, N. C. (2)	117,568
Green Bay, Wis. (3)	81,346
Kansas City, Mo. (3)	295,728
Louisville, Ky. (3)	148,158
Miami (3)	276,839
Milwaukee (4)	256,195
New Orleans (3)	164,681
Norfolk, Va. (3)	128,286
Omaha (3)	140,428
Peoria, Ill. (3)	57,866
Portland, Me. (3)	75,071
Rochester, N. Y. (3)	141,837
Salt Lake City (3)	106,903
South Bend, Ind. (3)	50,094
St. Louis (4)	370,310
Tampa, Fla. (3)	188,366
Washington (4)	382,796
Wichita, Kan. (3)	93,680

7. Bristol-Myers	4,498,100
8. General Mills	4,097,700
9. Warner-Lambert	3,968,900
10. R. J. Reynolds Tobacco	3,826,800
11. Continental Baking	3,768,800
12. Quaker Oats	3,312,400
13. Pepsi Cola (bottlers)	3,234,300
14. Alberto-Culver	3,000,800
15. Miles Laboratories	2,818,800
16. Campbell Soup	2,801,600
17. P. Lorillard	2,778,400
18. Kellogg	2,770,400
19. American Home Products	2,750,400
20. American Tobacco	2,543,900
21. Mars	2,515,700
22. American Can	2,159,700
23. Pet Milk	2,121,100
24. General Motors (dealers)	2,112,700
25. National Biscuit	2,073,700
26. Corn Products	2,045,000
27. Ford Motor (dealers)	2,030,100
28. Richardson-Merrill	1,945,100
29. Menley & James	1,862,400
30. Avon Products	1,812,300
31. Chrysler (dealers)	1,735,400
32. Standard Brands	1,708,000
33. Chesebrough-Pond's	1,698,100
34. Ralston Purina	1,575,800
35. Nestle	1,540,300
36. Schlitz Brewing	1,455,800
37. Revlon	1,422,600
38. Sterling Drug	1,421,000
39. Andrew Jergens	1,403,600
40. Charles Pfizer	1,401,900
41. Beech-Nut Life Savers	1,384,800
42. Gillette	1,378,000
43. Liggett & Myers	1,307,100
44. Shell Oil	1,272,000
45. E. & J. Gallo Winery	1,270,200
46. Philip Morris	1,268,300
47. Royal Crown Cola (bottlers)	1,238,100
48. Pabst Brewing	1,122,600
49. Brown & Williamson	1,051,600
50. Anheuser-Busch	1,026,900
51. Golden Grain Macaroni	1,004,200
52. Borden	994,200
53. Noxzema Chemical	964,700
54. Canadian Breweries	952,200
55. Olin Mathieson Chemical	850,300
56. Stroh Brewery	814,900
57. *Mead Johnson	807,900
58. Carnation	804,700
59. Johnson & Johnson	762,000
60. National Federation of Coffee Growers of Colombia	760,000
61. Hills Bros. Coffee	756,800
62. Falstaff Brewing	754,900
63. Arnold Bakers	746,300
64. Scott Paper	746,100
65. American Motors (dealers)	744,900
66. American Oil	735,500
67. National Dairy Products	725,600
68. Carter Products	715,400
69. General Motors	709,700
70. Gulf Oil	699,900
71. Seven-Up (bottlers)	694,500
72. Peter Paul	670,700
73. Merck & Co.	659,900
74. Standard Oil (Ohio)	659,900
75. Welch Grape Juice	641,300
76. National Airlines	637,400
77. Ideal Toy	613,300
78. Frito-Lay	605,200
79. H. J. Heinz	602,100
80. R. T. French	594,600
81. Eastern Air Lines	592,600
82. DeLuxe Reading	591,800
83. *United Biscuit	579,400
84. Phillips Petroleum	578,900
85. United Vintners	573,900
86. *Sunbeam Bakers (distributors)	562,600
87. United States Borax & Chemical	559,000
88. E. J. McAleer	555,400
89. Pure Oil	550,300
90. Beatrice Foods	548,900
91. Hamm Brewing	541,000
92. American Airlines	538,000
93. C. Schmidt & Sons	533,100
94. Shulton	525,700

95. Chrysler Corp.	525,600
96. *Abbott Laboratories	523,200
97. Clark Oil & Refining	505,200
98. Hoffman LaRoche	503,200
99. Eversharp	500,300
100. Chock Full O' Nuts	496,000

\*New to top 100 list.

## RAB realignment to emphasize sales

The Radio Advertising Bureau, in a realignment of staff duties, is transferring its membership development department to sales activity. Announcing the change, Miles David, RAB executive vice president and general manager, said the shift would free personnel for concentrated sales activity with national and regional advertisers.

In related changes, Robert H. Alter, vice president and director of national sales becomes vice president, sales, and a new national sales director will be appointed. Harry Haslett, who has been director of member development is promoted to director of regional sales reporting to Mr. Alter.

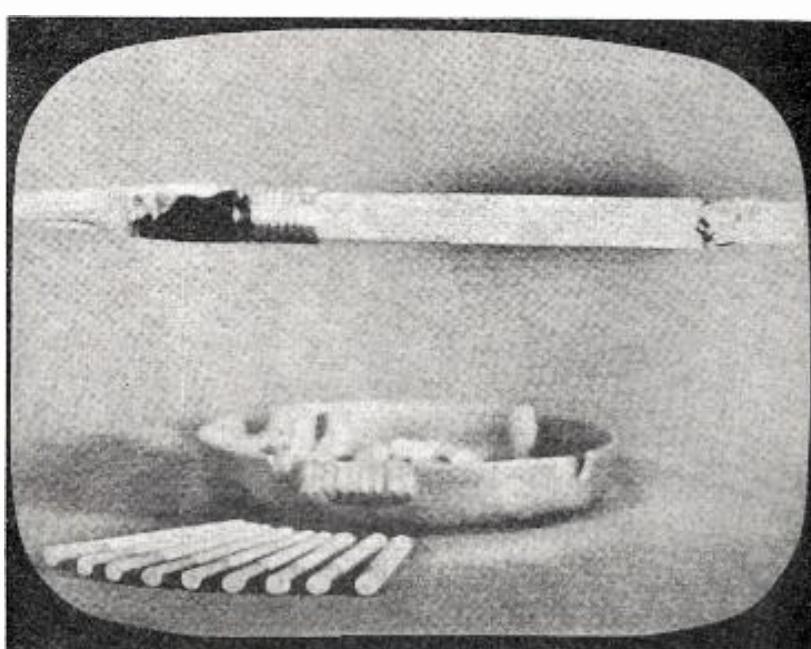
Mr. David said the step would allow RAB to call on a minimum of 200 large regional advertisers in the first year but would not permit coverage of smaller local advertisers.

Other RAB members moving from member development into sales work are Richard Chalmers, Don Donahue and Jack Ackerman.

## ABC Radio's 2d quarter sets sales record

ABC Radio's gross billings for this year's second quarter already have surpassed sales for the network's best previous quarter by 11.6%, Theodore M. Douglas, vice president in charge of sales for ABC Radio said last week. No money figures were revealed by the network.

Major advertisers signed by ABC since the second quarter began include Coca-Cola Co., Atlanta (through McCann-Erickson, New York); Florida Citrus Commission, Lakeland, Fla. (Campbell-Ewald, Detroit); E. I. duPont de Nemours & Co., Wilmington, Del. (BBDO, New York); Hastings Manufacturing Co., Hastings, Mich. (Bozell & Jacobs, Indianapolis); Florist Telegraph Delivery Association, Detroit (Post-Keyes-Gardner, Chicago); General Mills, Minneapolis (Dancer-Fitzgerald-Sample, New York); Rexall Drug Co., Los Angeles (BBDO, Los Angeles), and Liggett & Myers Tobacco Co., New York (J. Walter Thompson, New York).



## COMMERCIAL PREVIEW: Tar Gard

Last week a television commercial for Tar Gard began a four week trial run on stations in two test markets. Tar Gard is using six spots a week on WTEN(tv) and one a week during the baseball broadcast on WAST(tv), both Albany, N. Y., and six a week on WOW-TV Omaha. Two other markets—Syracuse, N. Y. and Oklahoma City—are being used as control cities to measure the sales effectiveness of the commercial, S. Champion Titus, marketing vice president for the Tar Gard Co., said.

The spot is unusual in that it is voiceless. The only sound is a rhythmic musical background. The commercial message is conveyed entirely by pictures. The commercial consists of the smoking of a pack of cigarettes through a Tar Gard filter mouthpiece, which is transparent at the beginning, completely dark at the end. The smoker is never seen, only his hands as he lights the cigarettes and, at the conclusion of the spot, as he wipes the accumulated gunk from the filter on a tissue and inserts a fresh cigarette into the Tar Gard, which is now again as clean as it was in the beginning.

The smoking process is of course foreshortened to permit the full pack of 20 cigarettes to be consumed in the course of the one-minute spot. The progressive consumption of the cigarettes is shown by laying them side by side alongside an ashtray. As

the number of cigarettes in the line decreases, the number of butts in the ashtray mounts, until there are no fresh cigarettes, only a filled ashtray. The silent action is wordless to the end, when the word "Tar Gard" is superimposed over the picture of the lighting of the first cigarette from a fresh pack.

The commercial was produced for Tar Gard at Logos Television Center, Arlington, Va., on video tape, with the Ampex Editec process used to obtain the time-shortening effect. Bob Day, Logos production manager, produced the spot.

Tar Gard for the past year has been attempting to get its commercials on network television, without success. Copy claims were challenged, changed, dropped, but still the ads failed to get network approval. Hence, the decision to produce a wordless commercial, a commercial that made no claims, merely showed the product in use. In this form, two of the three national TV networks found it acceptable.

Then the agency, Campbell-Ewald Co., San Francisco, had qualms about the effectiveness of a commercial without words and whether it might not also prove to be a commercial without sales results. So the two-market test was inaugurated. If it succeeds, the Tar Gard spots will probably be seen on network TV in the fall. If it doesn't, it will be back to the taping machines for Tar Gard.

## Here's What Total Radio Dominance Looks Like

# KBHS draws 58% AM Share 56% PM Share

## of Hot Springs' Home-County Audiences

### Overwhelming Home-County Leadership

"Dominance" doesn't do justice to the overpowering lead of KBHS in the Hot Springs home county (Garland) . . . 2½ times the morning audience of the #2 station, and very nearly three times the afternoon audience.

### Decisive 8-County Leadership

Within the KBHS 8-county survey area, for Hot Springs, KBHS enjoys a hefty advantage over the #2 station. The other Hot Springs station is barely in the picture competitively.

### Adult Audience Leadership

KBHS' quality programming is designed for adults, and the adults in the Hot Springs area are devoted to it. The avg. ¼ hr. KBHS adult audience is nearly twice that of the next best station. And it is many times the size of KBHS' Hot Springs competitor.

The adult Arkansan's kind of radio, KBHS has a lot of pull all over the state . . . 72 counties in all—a \$3 billion market—covered on Arkansas' lowest frequency.

### PULSE, Garland County and 8-County Survey Area

Jan.-Feb.-Mar. '65

#### Garland County

	6 AM-Noon	Noon-5:30 PM
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KBHS	58%	56%
Sta. A	22%	20%
Sta. B	10%	20%

#### 8-County Area

KBHS	29%	24%
Sta. B	17%	30%
Sta. C	18%	16%
Sta. A	10%	8%

#### Adult Audience in 8-County Area

	6 AM-5:30 PM Avg. ¼ hr.
KBHS	2,940
Sta. A	1,580
Sta. B	1,650

**the mighty 590**

# KBHS

Hot Springs, Ark.  
Tim Timothy, Inc.

REPRESENTED BY THE MEEKER CO.

## Advertisers see need for 4th network

There is a need for a fourth network to satisfy the requirements of advertisers which are not being met by commercial television today, Sylvester L. Weaver, former board chairman of NBC and president of Subscription Television Inc., asserted last week.

In a broadcast carried on the *WCBS Radio Looks At Television* program presented in New York last Monday (May 24), Mr. Weaver said there is a void of cultural and educational programs that is not being filled on a regular basis and for which there could be advertiser support and audience response.

Mr. Weaver was critical of all three TV networks for "giving over" program authority to Hollywood producers. He was particularly caustic regarding ABC-TV which he claimed has been taken over by theater people. ABC-TV, he said, has a teen-age focus because of its experience in the motion picture business.

## FM rep doubles list

An expansion in FM representation by Quality Media Inc., New York, is being announced today (May 31) by James A. Schulke, president, and Robert E. Richer, vice president. QMI, they reported, had added 11 FM stations to 10 already represented, for a total station list of 21 in the firm's eight-month existence.

The 11 new stations: WLDM(FM) Detroit, WBOS-FM Boston (both effective Aug. 1), KCFM(FM) St. Louis, WCBH(FM) Los Angeles, WFMM-FM Baltimore, KQUE(FM) Houston, WAYL(FM) Minneapolis, WADV(FM) Buffalo, N. Y. (effective July 1), WAEF-FM Cincinnati, KCMO-FM Kansas City, Mo. and WOW-FM Omaha. Already represented by QMI; WKLS(FM) Atlanta, KITT(FM) San Diego, WMET(FM) Denver, WRFM(FM) New York, WLNA-FM Peekskill, N. Y., WDHF(FM) Chicago, WDVR(FM) Philadelphia, KFOG(FM) San Francisco, WKJF(FM) Pittsburgh and WDBN(FM) Cleveland.

## Also in advertising . . .

**Summertime spots** • A presentation released last week by the radio division of Edward Petry & Co. urges summer television advertisers to also use spot radio. It points out that the combination of spot TV and radio always is effective to provide mass coverage quickly and with high-frequency impact. In the summer, the study continues, it is

especially important to utilize radio when viewing declines and listening climbs.

**New offices** • WICC-WJZZ-FM Bridgeport, Conn., have moved independent representation offices from 60 East 42d Street to the Pan Am building in New York. Telephone: (212) 661-2277.

**Moved** • J. Richard Lee Advertising has moved from its Hollywood office to the new California Federal Plaza, 5670 Wilshire Boulevard, Los Angeles.

**Spot concentration** • New quarterly issue of *Journal of Marketing Research* of the American Marketing Association includes an article on how well advertising gets through the competitive barrage of total advertising communication. Study by W. D. Wells and J. M. Chinsky says that if continuous advertising is not possible, the best way to communicate is through concentration of messages in "flights" or "bursts."

**New home** • Edward H. Weiss & Co. has moved its Southern California offices from Los Angeles to 1910 East Imperial Highway, El Segundo. Telephone: 772-4468.

**Moved** • Weiss & Geller, New York agency, has moved into new offices at 400 Madison Avenue, New York 10022. Telephone: 421-0600.

## New film production firm

A new entry in the film production industry is Film Motivators Inc., Chicago. The company will produce TV commercials and films for sales education, industry, product presentations, and documentaries.

Harlan P. Croy is general manager and executive producer of the company, with G. Richard Bowen as the general operations manager. Other officers are: Richard M. Willets, president; Stewart G. Price, vice president, and Richard N. Means, who will be one of FMI's directors.

## Business briefly . . .

The Socony Mobil Oil Co., through Ted Bates & Co., both New York, is sponsoring *Mobil Travel Guide of the Air*, a new weekend feature of NBC Radio's *Monitor*.

Buick Motor Division of General Motors Corp., Flint, Mich., through McCann-Erickson, New York, will sponsor highlights of the *Buick Open Golf Tournament* on NBC Radio Saturday, June 5 and Sunday, June 6. Five five-minute programs will be presented each day.

# The GroupW TV station in Boston is first

(WBZ-TV, an NBC affiliate)

# The GroupW TV station in Baltimore is first

(WJZ-TV, an ABC affiliate)

# The GroupW TV station in Pittsburgh is first

(KDKA-TV, a CBS affiliate)

# The GroupW TV station in Cleveland is first

(KYW-TV, an NBC affiliate)

# The GroupW TV station in San Francisco is first

(KPIX, a CBS affiliate)

Different networks, one group



WBZ · WBZ-TV BOSTON · WINS NEW YORK · WJZ-TV BALTIMORE · KOKA · KOKA-TV PITTSBURGH · KYW · KYW-TV CLEVELAND · WOWO FORT WAYNE · WIND CHICAGO · KPIX SAN FRANCISCO

Group W TV stations are represented by TvAR. Group W Radio stations are represented by AM RADIO SALES

March 1965 ARB, Sign-on to Sign-off Share of Audience. Sunday through Saturday Metro areas. The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

# Color sparks travel-adventure

**Scenic backgrounds in natural hues help sell staple fillers; about 500 hours of travel-action programs will be available nationally next season**

Nonfiction travel-adventure program series, produced in color, are emerging from the "dark corners" of television program schedules to rank as the brightest and liveliest of new properties of syndicators and stations this year.

A staple filler of program time for many years but with a background of startling successes in isolated markets, the travel-adventure format has been increasingly capturing the attention of stations and their sales representatives, program sources and advertisers.

A sampling by BROADCASTING last week indicated that, on the basis of current plans, almost 500 hours of new travel-action programming will be made available on a national basis during the 1965-66 season. This total does not include travel-action material obtained by stations themselves and fashioned into local shows.

Color is, of course, a catalyst in the

resurgence of travel-action programs. But other factors accelerating interest in this field include growing acceptance by adult audiences and by the advertisers that have been exposed to them; success of network specials in this area; heightened travel-consciousness of Americans and the omnipresent fact of life in TV, the dwindling supply of features and other first-run syndicated properties.

**In the Spotlight** • The trend toward T-A programs moved into sharp focus last week when major program undertakings were announced by the Olas Corp., Gates Mills, Ohio, and Co-Co Productions, New York and Beverly Hills, which plan to provide a total of 340 hours in color (see story below). This thrust was supported by reports of expanded activity in this field by syndicators and individual stations.

The coming of age of the travel-ad-

venture series was underlined by the disclosure last week that two key ABC-owned stations, WABC-TV New York and WBKB-TV Chicago, are inaugurating such programming on a five-days-a-week schedule. WBKB starts *Passage to Adventure* in the 5:30-6 p.m. slot today (May 31) and was said to be the first Chicago station to present such programs on a daily basis. Perhaps even more significant, WABC-TV on June 14 will begin to carry *Passport 7* in the key 7-7:30 p.m. spot, usually reserved for network and local news presentations.

The WBKB and the WABC-TV programs are not duplications but derive from separate production sources.

The travel-action series, holding out the lure of faraway places, the thrill of the safari and the promise of vicarious romance, has been a TV standard for many years but has often been relegated to extremely fringe corners of the schedule. But not always.

**Pioneer Program** • Probably the "granddaddy" of such programs is WWJ-TV Detroit's *George Pierrot Presents* (Mon-Sat., 5-6 p.m.), which has been on the station continuously for almost 18 years and is virtually sold

## Two ways to take TV to far places

The two separate roads toward producing travel-adventure films for television were pointed up last week in separate announcements from the Olas Corp., Gates Mills, Ohio, and Co-Co Television Productions, New York and Beverly Hills, Calif. Their projected output would make 340 hours of color programming immediately available to television.

Olas goes the illustrated lecture route. It has access to the 260 one-hour color films of 60 explorers-lecturers-photographers. Under the direction of Bob Buchanan, formerly general manager of WWJ-TV Cleveland, which has had a successful T-A show for several years, the films are being placed on tape in color at the facilities of WGN-TV Chicago. Sales already have been made to WLWT-TV Cincinnati and WLWI-TV Indianapolis for a one-hour series, *Of Lands and Seas*. WABC-TV New York has bought films and related services from Olas for a half-

hour version to be called *Passport 7*.

Mr. Buchanan said last week that the emphasis at Olas during the past month has been on transferring the films to tape at the WGN-TV facilities which his staff utilizes from 10:30 p.m. to 6:30 a.m. the following morning. Olas shortly will launch a vigorous sales and promotional effort on behalf of *Of Lands and Seas*. The success of this type of travel program, Mr. Buchanan said, depends on the quality of the film and the personality of the guests. Olas supplies stations with guest lecturers.

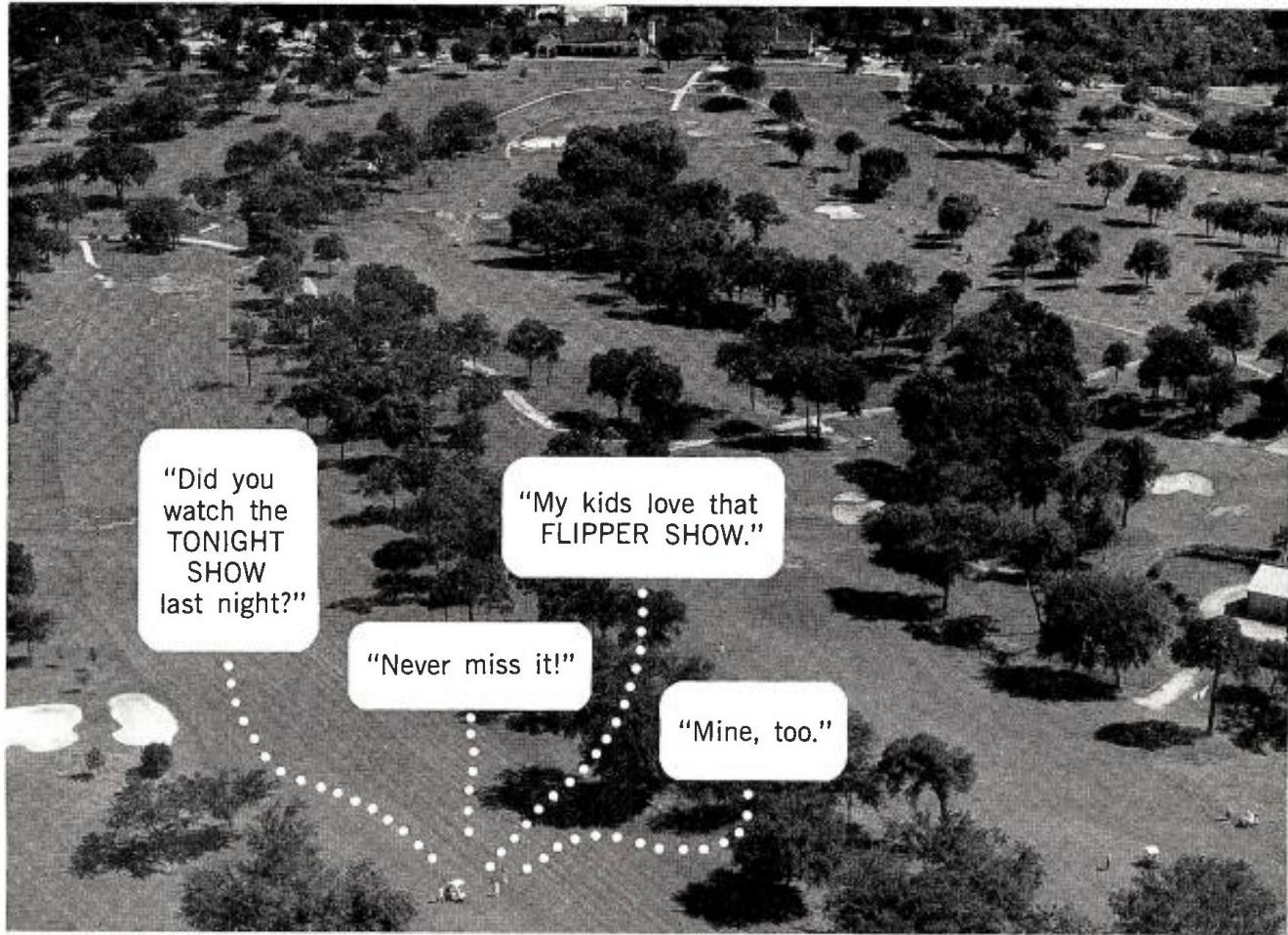
**Story of People** • Charles E. Cochard Jr., president of Co-Co Television and its parent company, L'Horizon International Inc., held a screening in New York last week for the one-hour *The Faces of Man* color series. Its concept can be described as travelogue-documentary which seeks to reveal the life, emotions and folkways of people.

Mr. Cochard said Co-Co has pro-

duced 80 hours of the series, all of which can be ready for telecasting this fall. He is withholding decision to place *Faces* into syndication pending completion of talks with two TV networks. The nature of the series can be gauged by some of the episode titles: "The Glory of Venice," "Fantastic Japan," "Romantic Rivers," "The Storybook Lands," "The Faces of India," "Romantic Rome," "Night Life in Europe," and "Four Faces of Ischia."

Co-Co has several other projects in various stages of development, all centering around an international motif. They include *Grand Tour*, 39 half-hour musical travelogues; *This Is Your World*, 26 one-hour musical documentaries and *Villa Nazareth*, a 90-minute special on an unusual school in Rome.

The company has established sales headquarters in New York at 118 East 60th Street. Gerry Girouard has been named sales director.



"Did you  
watch the  
TONIGHT  
SHOW  
last night?"

"My kids love that  
FLIPPER SHOW."

"Never miss it!"

"Mine, too."

Tulsa's Southern Hills Country Club, site of the 1958 National Open.

In the \$2 billion Tulsa market...

# EVERYBODY WATCHES KVOO-TV



Tulsa's only complete color station now offers network, film, tape and live color. First run 7 Arts movies, no triple spotting, and more color programming are just a few of the reasons why more homes are swinging to KVOO-TV.

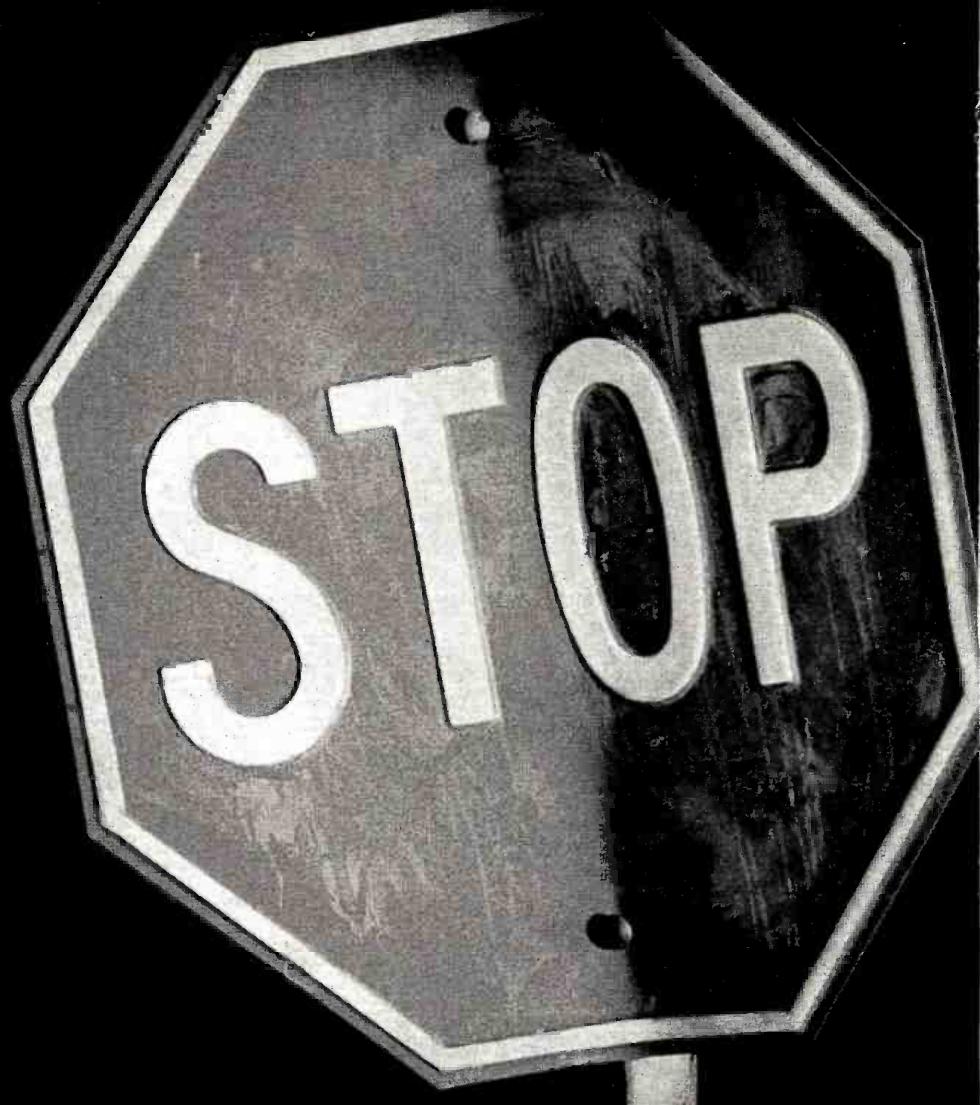
**KVOO 2 TV**  
TULSA, OKLAHOMA

NB

Represented by



The Original Station Representative



Watch  
the  
Signs

**Monday night, May 24, prompted by the  
ever-increasing rate of traffic accidents, CBS News  
presented a unique television broadcast,  
"The National Drivers Test." 26 million Americans  
stopped what they were doing to participate in history's  
best-attended examination.**

**This overwhelming response produced other  
impressive statistics. The 28.2 average audience and  
53% share of audience were the highest figures this  
year for a network information broadcast.**

**During the same hour entertainment programs on the  
other networks produced 9.1 and 8.5 ratings.**

**It is provocative and imaginative news broadcasts like  
this which are causing increasing numbers of viewers  
to stop...look...and listen to**  **CBS NEWS**

out with a list of national spot advertisers of the blue chips type, plus local sponsors.

On Monday evenings at 7-7:30 p.m. WWJ-TV also carries *George Pierrot Show*. Mr. Pierrot's presentations are the illustrated lecture type with films of explorers-adventurers plus his observations.

The West Coast for several years has been the center of the travel-action color series. Los Angeles is probably the capital of travel television. An examination of program schedules in the Los Angeles area last week revealed approximately 20 travel-adventure shows on the air, largely the syndicated type and including *Treasure, America!, Kingdom of the Seas, Capture, Wanderlust, Expedition!, World Adventures, Vagabond* and *True Adventures*. These programs are also popular in Portland, Ore., and Seattle, but, for some unknown reason, are relatively absent from San Francisco TV schedules.

Travel series in color fall into two broad categories. There is the illustrated lecture type, in which films are supplied by explorer-photographers who engage in conversation with a host, such as Mr. Pierrot. And there are the syndicated series, which have been offered for some years by such companies as Jack Douglas Productions, Bill Burrud Productions, NBC Films, ABC Films, CBS Films, Trans-Lux Television Corp., Triangle Program Sales, George Bagnall Associates and others.

**Own Shows** • Local TV stations often prepare their own travel programs from color films offered by governmental agencies, industrial organizations and commercial groups, such as Encyclopaedia Britannica Films, which has a large supply of appropriate film available. Some TV stations have been active for several years in preparing their own illustrated lecture shows and presenting them on a regular basis.

Besides WWJ-TV, the most active in this area have been WJW-TV Cleveland with a one-hour five-times-a-week *Adventure Road*, with Jim Doney, and WTMJ-TV Milwaukee with a twice-a-week one-hour *Safari*, featuring Murl Deusing. The stations report these time periods are virtually sold out with national and local advertisers.

The decision by the two ABC-owned stations to go the travel-adventure route was based on bread-and-butter considerations. ABC authorities found strong evidence that this type of show attracts an all-family audience with a large proportion of adults.

A study prepared by ABC Television Spot Sales on travel-action series running in the top 10 markets showed that these programs averaged a rating of 11 and a share of 26, and more sig-

nificantly, the audience was 76% adult (ARB figures). Both the illustrated lecture type and the syndicated program type rated high with adults, both men and women, the study indicated.

A BROADCASTING sampling of key national spot representatives elicited the view that the trend toward travel-adventure properties is wholesome and logical; these programs, it was pointed

grams in color is a big plus. They felt, too, that there has been a heightening interest in travel over the past decade.

A glance at schedules for next fall shows that networks are cognizant of the trend.

On ABC-TV, du Pont, through BBDO, is sponsoring a series of six-hour specials on various regions of America. The color programs will present Robert Preston as host. ABC-TV also will carry *Rex Harrison in Paris* with Rayette as half-sponsor of the colorcast.

Only last week CBS-TV announced it will show four one-hour color specials of exploration and discovery produced by the National Geographic Society (see adjacent story). CBS-TV also will telecast one-hour color specials titled *The Search for Ulysses* and *The Volga*.

NBC-TV specials with a travel-adventure emphasis for 1965-66 will include *The American Indian*, *The Congo* and *The Defeat of the Armada*, but a network spokesman said this list is by no means complete. Returning to the network for its fourth season next fall is the *Wild Kingdom* series, sponsored by Mutual of Omaha through Bozell & Jacobs, Omaha.

**Guest Explorers** • In the local station area, WABC-TV will utilize programming supplied by Olas Corp. for its daily half-hour *Passport 7* series. It will spotlight Bob Maxwell as host in talks with guest explorers on their films. John O. Gilbert, station manager, noted that WABC-TV will drop such well-known properties as *Have Gun, Will Travel*, *Rifleman*, *McKeever and the Colonel* and *Go Go*. Initial participating sponsors are reported to be Shell Oil, Alberto-Culver and General Foods.

On the other hand, WBKB will evolve its own travel-adventure series, *Passport to Adventure*, working closely with the National Lecture Bureau and featuring Jim Stewart, a station personality who is a hunter and explorer, as host.

Though the Olas and the Co-Co Television Production projects are the most extensive planned for syndication other companies are planning new productions or continuing to release series of fairly recent vintage.

CBS Films is distributing a second year of the *America!* series, produced by Jack Douglas. An indication of advertiser support was the announcement last week that California Oil Co. has renewed *America!* in 20 far western markets. Earlier, the Whitehall Division of American Home Products had renewed the second year of the series for 11 other western areas. The first-year cycle of *America!*, CBS Films said, has been sold in more than 60 markets.

CBS Films is also distributing six one-hour color specials by Mr. Douglas titled *Camerade*.

Bill Burrud Productions, Hollywood,

## Geographic series set

The National Geographic Society will present four one-hour color specials on CBS-TV in 1965-66 sponsored by Aetna Life & Casualty Insurance Co.'s and Encyclopaedia Britannica Inc. NGS, which had signed Aetna as a co-sponsor in April (BROADCASTING, April 12), had been seeking another sponsor and a network berth. It will be CBS-TV's first color presentation of the fall.

The programs are being produced for television by the society in association with Wolper Productions. Robert C. Doyle, chief of NGS's television service, is executive producer of the series.

The opener on Sept. 10 will be *Americans on Everest*, narrated by Orson Welles. Other shows in the first season's series are: *Miss Goodall in Africa*, Dec. 22; *The Voyage of the Brigantine Yankee*, Feb. 18, 1966, and *The World of Jacques-Yves Cousteau*, April 28, 1966. The society is planning four shows a season after that.

Agencies for Aetna Co.'s are Remington Advertising, Springfield, Mass., and Chirug & Cairns Inc., New York; for Britannica, McCann-Erickson, Chicago.

out, have scored well with audiences and advertisers.

Among the national advertisers represented on such series have been such blue-chip accounts as Bristol-Myers, Alberto-Culver, Procter & Gamble, Lever Brothers, Scott Paper, Philip Morris, Standard Brands, General Foods, Nestle, Tab Beverage, Morton Salt, Mrs. Paul's Frozen Foods, Uncle Ben's Rice and Shell Oil.

Stations and producers were reluctant to discuss production costs of such offerings, which vary according to their values. But it seemed reasonable to conclude that such properties are "low-budget" as compared to the costs of action-adventure syndicated shows.

**Color a Plus** • They agreed that the availability of virtually all of these pro-



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Magnetic Products Division **3M** COMPANY

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reported it is currently in production with four series, *Holiday*, *Wanderlust*, *Islands in the Sun*, and *The American West*. The series currently are being presented on the West Coast and will be offered shortly for national distribution.

Triangle Program Sales is currently in production with a series of 26 half-hour color programs, *Zoos of the World*, which will offer scenes comprising zoos, animals and the various countries in which they are filmed. Triangle placed into syndication last year 13 half-hour color segments of *This Is America*, focusing on fairs and other well-known attractions of different communities in the U.S. A one-hour color special, *Nassau Yacht Cruise*, in production by Triangle, described as a boat travelogue, covering a cruise from Florida through the Bahamas.

Among the popular travel-adventure syndicated series currently on the market (largely in color) and their distributors are:

*Across the Seven Seas* (Official Films); *Adventure Theater* (Walter Reade-Sterling); *Bold Journey* and *I Search for Adventure* (Banner); *Danger Is My Business* (NBC Films); *Expedition* (ABC Films); *True Adventure* (Tele-Dynamics); *Wild Cargo and Capture* (Lakeside TV); *It's a Small World* (George Bagnall), and *It's a Wonderful World* (Trans-Lux Television).

## Gitlin quits NBC for own production company

Irving Gitlin has resigned from NBC and has formed Irving Gitlin Productions Inc., New York, to produce for TV and motion pictures as well as for other areas.

For the past five years, Mr. Gitlin has been executive producer in charge of creative projects at NBC where his program efforts, such as the *NBC White Paper*, the *duPont Show of*

*the Week* and *Purex Specials for Women*, received special acclaim. Before he joined NBC, Mr. Gitlin was similarly in charge of special-type news or documentary oriented series, *Twentieth Century* and *Conquest* among them.

He said last week his new company, at 663 Fifth Avenue, New York, will produce in all areas, particularly theatrical motion pictures, TV entertainment and documentary programs, industrial, corporate, educational and governmental films.

Mr. Gitlin



# 'Talk' is the topic at clinics

## Turn-away crowd at Chicago session learns of music and talk formats that pay

Talk programming captured the interest of Midwest broadcasters last week at the fourth radio program clinic of the National Association of Broadcasters in Chicago.

The Thursday-Friday meeting rang up a capacity registration of 125 station, program and management executives. They frequently commented that the practical idea session was more of what they always hoped NAB meetings would be like.

NAB officials had mixed feelings about being forced to turn away some 75 broadcasters who wanted to attend the Chicago meeting but who could not be accommodated because of the advance registration limitation of 125. They wished they could have added them at the New Orleans clinic earlier in the week which drew an attendance of only 75.

Popular music programming and middle-of-the-road formats also highlighted the agenda both in Chicago and New Orleans as they did at the first program clinics in New York and Atlanta (BROADCASTING, May 24). Sherril Taylor, NAB vice president for radio, has directed the clinics which will wind up June 7-8 at Denver and June 10-11 at Los Angeles.

Questions about talk programming were directed to clinic speaker Frank Stewart, general manager of KTRH Houston, following his report at Chicago on two years of experience with the total information format. He singled out Robert Hyland, vice president and general manager of KMOX St. Louis, a talk radio pioneer, for giving him the most help in getting the KTRH format underway.

Stimulation • Radio's great potential for both involving the listener and stimulating his imagination can be fully exploited in talk programming, Mr. Stewart said. The impact on the audience is highly significant for the advertiser too, he noted, because "whoever heard of a background talk station." The listener reacts to talk, with either "turn it up or turn it off," he said, and as a result KTRH is "getting more listeners and getting more attention."

The KTRH talk format ranges from extensive farm news in the early morning, through cycles of news and service

features for morning drive time, to afternoon *Ask the Expert* telephone shows and evening features like story teller Jean Shepard. The last is a syndicated property of Hartwest Productions.

The top show is *Tradio* in the 9:30-10 a.m. spot, a listeners' swap corner that is an update of an old broadcast format, Mr. Stewart said. After calls kept freezing up a downtown Houston phone exchange the phone company gave KTRH the entire exchange of 100 lines as a compromise. KTRH still pays for only 11 lines, however, he said.

Questioning of Mr. Stewart in New Orleans centered on KTRH's ability to capture a strong youth audience with talk programming. The show is *Young Houston Speaks* daily 4:10-5 p.m., and features a revolving panel of high school seniors and college undergraduates who discuss controversial subjects with teen-agers phoning in questions.

Cut Off • Adults can phone questions to the youth panel too, he related, but they are cut off if they venture their adult opinions. This policy has won the confidence of the young people, Mr. Stewart said, and the "740" lapel pin KTRH gives each panelist has become a status symbol in Houston.

Getting the most from middle-of-the-road formats was discussed at both New Orleans and Chicago by Lee Fondren, manager of KLZ Denver. "Those of us who operate such stations have the hardest job of all when it comes to establishing an image in the minds of both the listener and advertiser," he noted. But he termed consistency of quality programming as the most important key to success.

"Stations like ours have something going for them at the start when it comes to adults who have lived in the town a long time," Mr. Fondren said. "Our problem is with the newcomers to town and the new generation," he continued, noting "we have to mean something to them or we face a declining share of audience automatically" through the daily obituary page.

"We have to make it a continuing practice to re-evaluate the sound we make," he said, "and we have to be ready to change things when there is an indication that they are outmoded or growing stale."

Explaining that the "come alive" theme of the "Pepsi generation" is a good credo for station operators, Mr. Fondren said stations do not have to abandon basic principles of serving the adult listener, "but we do need to realize that today almost half of the adult people in our country are 25 or younger."

The middle-of-the-road station is well suited to inform its audience with news and features too, Mr. Fondren said, and KLZ's afternoon telephone talk pro-

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\*BASED ON LATEST AVAILABLE FCC REPORTS \*\*HOLLANDER REPORT, 1964; NCS NO. 3

## 'Drivers Test' causes traffic jam in front of sets

A costly program but one that hit with an unusually large audience for an informational presentation.

That was the assessment at CBS last week following CBS-TV's May 24 telecast (10-11 p.m.) of *The National Drivers' Test*, prepared by CBS News and placed in the hour the news division normally fills with *CBS Reports*.

Though CBS would not officially tote up costs, it was learned that the production costs alone, including sundry expenses, came to some \$250,000, or about twice the usual cost for a *CBS Reports* program.

The Shell Oil Co., New York, which sponsored the program, picked up the tab for time and also for some of the production. Shell's agency on the program was Ogilvy, Benson & Mather, New York.

CBS had predicted 30 million people would take part in the test, an estimate that appeared at the time to be unusually hopeful. According to the American Research Bureau, which measured the show's audience for CBS, the telecast had a 28.2 rating, representing approximately 26 million viewers, and a 53% share of the audience.

Both in rating and in share, the result was of the higher level usually attained by entertainment rather than informational programs. The large audience was considered especially significant in view of the late-evening time period and the time of the year (at the tail end of the TV season).

It had been noted earlier that the program could be expected to throw light on the extent to which television can teach as well as test a nationwide audience, and at the same time sustain a high level of viewer attention and sense of participation.

**Response Keen** • Viewer interest was shown by more than the ratings. Only three full days after the program, the network had more than

400,000 pieces of mail and subsequent deliveries were coming in by the sackful.

These mailings were of test forms filled in by viewers of the program who had to copy down the mailing address shown on the screen at the end of the program. (These forms will be used for analysis, and CBS people were surprised to note that a number of viewers volunteered demographic information, which had not been requested, such as age, sex, number of traffic accidents they'd been involved in, etc.).

Howard Pyle, director of the National Safety Council, believed the program would be strong enough to shove ahead the council's campaign to enroll a million drivers each year in the council's driver improvement program. He called the project "the most extensive . . . ever to educate by television."

Latest estimates were that some 65 million test forms were made available for viewers.

The program tested driving judgment, knowledge and visual perception with specially prepared film sequences illustrating each test question or situation. A specially selected cross-section of 1,779 drivers took the same test under controlled conditions at studios of CBS-owned TV stations in New York, Chicago, Philadelphia and Los Angeles (where the test took place the day before because of time differences).

Studio audience testing contributed substantially to the high production cost of the program. Expenses of studio space, telephone and mailing to arrive at the random samples, followups and research and additional staffing were among the items ticketed in the costs. Printing of test forms by CBS, though other companies, including Shell, cooperated and absorbed costs, cost the network a reported \$30,000.

About 15 million test forms had

been distributed through CBS-affiliated stations and Shell service centers and another estimated 50 million were reproduced by businesses and organizations.

**Local Efforts** • Various communities and traffic-safety groups coordinated individual efforts to coincide with the telecast. Also active were affiliated stations. Several affiliates held individual promotions on behalf of the program. Among many mentioned, were these:

**WJIM-TV** Lansing, Mich., obtained the cooperation of Michigan Governor George Romney in both proclaiming May 24 as National Drivers Test Day in the state and urging citizens to watch the telecast. Governor Frank G. Clement of Tennessee took similar action, with WLAC-TV Nashville making test forms available in Tennessee (WJIM-TV distributed test forms in Michigan.)

**WDBO-TV** Orlando, Fla., reportedly worked with industry and government officials to multiply participation, while the initial effort of WTVD (TV) Durham, N. C., embraced several endorsements from community and educational groups and a local lead-in telecast as well as audience participation in its studio.

**WBTV-TV** Charlotte involved itself in several efforts highlighted by a studio competition (accident-free drivers vs. drivers with accident records).

Representative panels of drivers competed for **wow-TV** Omaha and **KCMO-TV** Kansas City, Mo., with the former group the winner and executives of the Omaha Safety Council being flown to Kansas City for steak dinners.

**WTvj-TV** Miami formed a panel of 20 average Southern Florida drivers and a second panel of 20 members of the American Society of Safety Engineers. Both groups beat the national average, according to WTvj.

gram, the *Pat Gay Show*, "has been going strong now for years and continues to do a land-office business in everything from recipes to what to do about the mail-order firearms bill."

The KLZ executive admitted that for the talk feature "ratings aren't always as high as the cost-per-thousand boys would like, but it's hard for me to remember when we had availabilities to offer in the show the day someone wanted to buy."

**Top 40** • Consistency and quality also are the two secret ingredients of the successful top 40 format in modern music radio, Larry Webb, vice president and general manager of KRLA Pasadena, Calif., told the Chicago clinic. Such a station also can profitably reflect the tastes and needs of its community depending on how well it does its news and how well its service features are keyed to the area, he indicated.

There is a very simple management

control to prevent disk jockeys from departing from the chosen list to play their own preferences, Mr. Webb told another questioner. "Fire them," he said.

Other regular clinic speakers in New Orleans and Chicago last week included John Hurlbut, president of WVMC Mount Carmel, Ill.; Ross Charles of Hartwest Productions, New York and Alvin M. King, director of NAB state association liaison.

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# Comsat files fee schedule

Rates for television circuit would range from \$3,350 to \$5,245 an hour

The Communications Satellite Corp., which has been champing to inaugurate commercial service via its Early Bird communications satellite filed Friday (May 28) its first schedule of fees.

Projected Comsat fees for what it calls "off peak" telephone hours (5-8 a.m. and 2-9 p.m., New York time) is \$3,350 an hour for one television circuit. During "peak hours" when telephone service is at its busiest, the rate is \$5,245 an hour. This is for black and white TV only, it is noted.

This is, it is emphasized, for the Comsat leg of the transoceanic satellite system—from the Andover, Me., ground station, to Early Bird. Still uncertain, it's said, are the rates to be charged by European administrations for their half of the satellite circuit. Some reports had the Europeans scheduled to propose \$5,200 an hour during "off peak" hours, and \$10,000 an hour for "peak hours."

European telecommunications officials are meeting June 4 in Lisbon to formalize their rates, it's learned.

The complete TV charge will be, if these figures are correct, \$8,550 for one hour during the "off peak" hours, and \$15,245 an hour for the other segments of the day.

Technically, the tariff calls for \$2,400

for the first 30 minutes of TV use, and \$475 for each 15 minutes thereafter in "off peak" time, and \$3,825 for the first half hour, plus \$710 for each 15 minutes thereafter in "peak" hours. For two-way simultaneous black and white transmission the charge is 150% of the one-way rate. For one-way color the rate is also 150% of the one-way monochrome rate.

The tariff filed by Comsat is, it is stressed, that company's charge to international communications carriers for use of Early Bird circuits. The tariff also contains fees for telephone and telegraph circuits.

The tariff calls attention to possible revisions that may be made should other authorized users become eligible to deal directly with Comsat. At the present time, only international communications carriers may do so. Other possible direct customers may be the Department of Defense, the TV networks, the news wire services and others.

Notification that they will seek such authorization from the FCC has been submitted by the Associated Press, United Press International, the *Washington (D. C.) Post* and informally by CBS and ABC.

In a related development, Press Wireless Inc., already an international carrier, told the FCC that as an authorized user it assumes it will be able to offer TV circuits via communications satellites to its customers. Press Wireless said that it has served the broadcasting industry for many years with audio circuits, and thus could continue serving such customers with TV circuits.

**Charges Begin** • Last week, it was learned the British Post Office Department announced that it intended to institute a \$112 per minute charge (with

a five-minute minimum) for the use of its Goonhilly Downs ground station beginning June 7. This has been protested by the European Broadcasting Union, which claimed that it had been agreed that no charges would be imposed during the precommercial operation of Early Bird. The fee had been instituted during Telstar relaying over the Atlantic. The imposition of fees for ground station use is, it's understood, also being considered by the French, West German and Italian telecommunications administrations.

Meanwhile, a storm seems to be blowing up between ABC and Comsat over the network's proposal that it place its own synchronous satellite in orbit to serve as a giant relay to feed programs to ABC-TV affiliates (BROADCASTING, May 24, 17).

The question seems to be over ownership of the satellite. Comsat President Joseph V. Charyk told the FCC last week that it considered Comsat the only company authorized to deal with the establishment of a satellite system for commercial TV use within the U. S.

**Disagrees** • This was challenged later by American Broadcasting-Paramount Theaters' President Leonard H. Goldenson. In a statement issued last Thursday, Mr. Goldenson stated that ABC feels it is "entirely within the intent of the law [the Communications Satellite Act] in requesting appropriate federal permission to operate our own domestic communications satellite." He said the network would "pursue vigorously" plans for an ABC-owned communications satellite for TV and radio transmission in the United States.

He said ABC is willing to continue discussion with Comsat (the network and Comsat officials met two weeks ago in New York to discuss the ABC proposal) "while at the same time continuing to pursue our own plans."

Although the network is aware that it may be possible to beam satellite signals directly into homes, Mr. Goldenson said, ABC will use a domestic communications satellite, to transmit TV and radio programs to affiliated stations only. "It is vital to the public interest," he continued, "to preserve strong local broadcasting stations . . . with a privately operated domestic satellite, we would be in a position to strengthen the service these local stations could offer by providing them with a continuous, twenty-four hour news service."

That Comsat was not unaware of the significance of a satellite for domestic TV and radio transmissions was evident also last week when Dr. Charyk, in a speech to a space symposium in St. Louis, stated that "on the basis of initial studies, we may invite the industry in the near future to submit proposals for such a satellite. In the television case,

## WCCO-TV does encore on satellite

For the second time in three years, WCCO-TV Minneapolis-St. Paul originated an international telecast which winged its way over the Atlantic Ocean by way of a communications satellite. The first was the Black Hills portion of the first intercontinental broadcast in 1962 via Telstar I.

The second was on May 24 when the station originated an interview with Vice President Hubert H. Humphrey in Minneapolis, arranged by the U. S. Information Agency and seen via Early Bird in England, Belgium, Sweden and Italy.

Shown with the Vice President after the interview (standing l to r): Joseph Louw, now a special student at Columbia University, New York, but formerly correspondent



for *Drum* of South Africa and *Daily Nation* of Kenya; Hans Vohra, *Times of India*; the Vice President, and Gerald Priestland, Washington correspondent for The British Broadcasting Corp.



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**Indiana State Police**

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**National Safety Council**

**Northwestern University Traffic Institute**

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## The tough job of getting news out of Vietnam

Lines of communication and logistics, not censorship or controlled access, are the biggest obstacles facing television and radio reporting of the war in South Vietnam.

In a radio-telephone interview last week ABC newsman Charles Arnot in Saigon told BROADCASTING that transportation and equipment problems and transoceanic communication are the primary deterrents to full coverage, and that restraints on newsmen are a relatively dead issue in the current phase of the South Vietnamese conflict.

Newsman Arnot said there is absolutely no prior restraint exercised over audio reports from Vietnam by either U. S. officials or the South Vietnamese government.

"If we're being monitored in any way, we don't know about it," he said.

There have been no cases of reporters being expelled by the South Vietnamese since the Diem government was overthrown in 1963.

Mr. Arnot said recent reports of controlled news at the Danang air base are correct, but thought the control is partially justified.

**Conceal vs. Reveal** ■ He saw four phases of government attitudes toward newsmen over the past three years.

In 1963, he said, it was concealment, with the South Vietnamese government and U. S. military offi-

cials highly sensitive about adverse criticism. Then a "reveal" policy was adopted by the U. S. government when it was felt that the American people should be made to understand that the war could last indefinitely.

Last February it was "conceal" again as American planes began bombing North Vietnam. The Arnot view is that the U. S. military held a legitimate fear that young reporters (Mr. Arnot is 48) might get together with young bomber pilots and, between them, could put out reports compromising military security.

Now, Mr. Arnot said: "We're in a period of 'reveal' again." Newsmen in South Vietnam must get accreditation from the government which requires a pledge not to make derogatory remarks about the South Vietnamese regime, but according to Mr. Arnot this is a vestige of the Diem days and is now a formality.

As proof of the current open policy he pointed to last week's report from a U. S. military spokesman confirming with near certainty that U. S. planes had mistakenly attacked a South Vietnamese installation.

Broadcast newsmen are provided with a single radio circuit at the government's overseas communications office in Saigon for two-hour periods in the morning and evening. The morning circuit travels via Oakland, Calif.; the evening radio re-

ports travel to the U. S. in the opposite direction, going through Paris.

**Heavy Use** ■ These periods must accommodate the needs of a UPI audio report, the BBC, Mutual, Radio Press International, NBC News, CBS News and ABC News. In the monsoon period, now approaching in Vietnam, radio transmission is sometimes impossible and scrambling to get a regular clear circuit becomes a major problem. The radio equipment used in the government communications office by newsmen is inadequate, according to Mr. Arnot, having been installed by the French long before their departure from the country 10 years ago.

Of some 50 American TV-radio correspondents in Vietnam, the ABC correspondent estimated, 15 or 20 are in the field (outside of Saigon) at any given time.

Getting to the right place at the right time with the right equipment is the most difficult part of the job, he states.

"It's a fire-station operation," as he describes it. When the alarm goes off, newsmen try to rush to the hot spot but are often too late and meanwhile another important battle may have broken out in another area.

Getting TV film footage in the field is especially difficult because transportation of the necessary equipment may be hazardous and, at times, impossible. Sound equipment, a fur-

he said, "the satellite would have a capability of 12 television channels and thus would be able to serve the domestic needs of all the television networks."

Presumably the 12 channels would give each of the present three TV networks four circuits, to take care of both east and west transmissions plus additional channels for regional feeds.

### Crown on Early Bird

The Crown Television Stations in the Pacific Northwest (KING-TV Seattle, KREM-TV Spokane, both Washington, and KGW-TV Portland, Ore.) today (May 31) will originate a live international program via Early Bird satellite. Titled *Vietnam: World Opinion*, the program was scheduled for live simultaneous broadcast on the three Crown stations at 4:30-5 p.m., with a taped repeat at 7:30-8 p.m.

Charles Herring, KING-TV news direc-

tor, was to moderate the program from his station's Seattle studios, with Herb Altschull KING news analyst in Paris, and Richard Ross, KGW-TV news director in London, conducting several interviews with a number of guests from the French and British governments, and Senator Henry M. Jackson (D-Wash.) in Washington, D. C.

### Film sales . . .

*Sherlock Holmes* (Four Star): WCIW-TV South Miami, Fla.; WGN-TV Chicago; WOR-TV New York; KHJ-TV Los Angeles; WMCT-TV Memphis; WFLA-TV Tampa, Fla.; WJBK-TV Detroit; WTMJ-TV Milwaukee; KSD-TV St. Louis; WDSU-TV New Orleans; WBNS-TV Columbus, Ohio; KCRA-TV Sacramento, Calif.; WSPA-TV Spartanburg, S. C.; KSL-TV Salt Lake City; WOOD-TV Grand Rapids, Mich.; WCEE-TV Freeport-Rockford, Ill.; KGMB-

TV Honolulu; KOCO-TV Oklahoma City; KCRG-TV Cedar Rapids, Iowa; WHEC-TV Rochester, N. Y.; KOGO-TV San Diego; WKRG-TV Mobile, Ala.; KXLY-TV Spokane, Wash.; KIRO-TV Seattle; KPTV-TV Portland, Ore.; WTCN-TV Minneapolis-St. Paul, and WKBS-TV Burlington, N. J.-Philadelphia.

**Feature Re-issue Package** (Four Star): WCIW-TV South Miami, Fla.; WSPA-TV Spartanburg, S. C.; KSL-TV Salt Lake City; WCEE-TV Freeport-Rockford, Ill.; KGMB-TV Honolulu; WFBM-TV Indianapolis; KOCO-TV Oklahoma City; KCRG-TV Cedar Rapids; Iowa; KXLY-TV Spokane, Wash.; WTCN-TV Minneapolis-St. Paul, WKBS-TV Burlington, N. J.-Philadelphia.

**Super-Spy Action Group** (Four Star): KCPX-TV Salt Lake City; WTEN-TV Albany and WKBW-TV Buffalo, both New York, and WPRO-TV Providence, R. I.



Mr. Arnot tapes war

ther burden, is often forgotten completely, which explains the frequent appearances on U. S. TV screens of silent war footage.

*The Titan and Over There* (Four Star): WKB(TV) Burlington, N. J.-Philadelphia, and WCPO-TV Cincinnati.

*Spectacular Showcase* (Four Star): WKB(TV) Burlington, N. J.-Philadelphia.

*Sebring '65* (Triangle): KPAR-TV Abilene; KLBK-TV Lubbock; KPAC-TV Port Arthur; KTSM-TV El Paso and KGBT-TV Harlingen, all Texas.

*Triangle First Eleven* (Triangle): KTLA(TV) Los Angeles; KCRA-TV Sacramento, Calif., and KPAR-TV Abilene, Tex.

*Convoy*, *I Spy*, *Laredo*, *Get Smart*, Hanna-Barbera cartoons, *Living Doll*, *Kentucky Jones*, *Hullabaloo*, *Pony Express*, *Watch Mr. Wizard*, *The Californians*, *Bonanza*, NBC News and public affairs programming (NBC Enterprises): WAPA-TV and WKAQ-TV, both San Juan, P. R.

## Politz has new plan for TV measurement

New plans for a measurement of television program audiences by Alfred Politz Media Studies are being developed but are still in the early stages, Politz officials said last week.

Existence of the plans was disclosed in an announcement that a Politz media research program started last year under the sponsorship of five magazines will continue on an independent basis, available by subscription to advertisers, agencies and media.

The announcement said the spring phase, now under way, will measure the average-issue audiences of 12 consumer magazines, and that subsequent phases will provide, among other things, a new measurement of television program audiences.

Politz officials said it was too early to predict when the TV measurements would start. They said the frequency of the TV reports was still undecided, but that they may, like the new magazine studies, be issued twice a year. Also like the magazine studies, they said, the TV reports will examine audiences according to ownership, purchase and use of more than 100 different goods and services.

Two years ago Politz, a widely known independent organization that has concentrated on custom research, announced two new services, involving TV audience measurements that never got into operation (BROADCASTING, June 17, 1963).

One, known as Politz Media Audit, was to provide annual reports on the size, composition and product purchase habits of the audiences of television, radio, magazines, newspapers and newspaper supplements. Field work was stopped when a furore developed over free distribution of magazines and its possible effects on the findings.

The second proposed service, Politz Television Audit, which would have supplied seven reports a year on the audience composition of network TV program audiences, was shelved at about the same time.

### Program notes . . .

**Washington tour** • In campaigning for the President's beautification program, Mrs. Lyndon B. Johnson will appear on a one-hour color documentary tentatively set on ABC-TV Nov. 25 (Thanksgiving Day). The filmed tour of Washington will be conducted by the First Lady. The TV special is being produced by John H. Secondari, executive producer of ABC's News Special Proj-

ects Division, and his wife Helen Jean Rogers.

**Sean alias Bond** • Producer David L. Wolper was said last week to be planning a one-hour special on the James Bond phenomenon for network showing. It would feature Sean Connery, who plays James Bond (agent 007 in the British Secret Service) in the motion pictures, as narrator. Program, which will include excerpts from the movies, has all TV networks bidding and Pepsi-Cola as a sponsor.

**Travelogue** • A family cruising around the world on a schooner will be the subject of an actuality entertainment TV program projected as a network series to be produced by Talent Associates-Paramount. Cameramen will go along on a planned two-and-one-half-year voyage to film the Thomas Kurth family of Milwaukee, in the course of its regular life abroad the ship. ABC-TV has reportedly shown some interest in the series.

**Name and time** • On June 28, *Flame in the Wind* will be called *A Time for Us*, and will move up its schedule one-half hour to 2:30-2:55 p.m., EDT weekdays on ABC-TV.

**NBC adds pickups** • Live pickups of critical news developments along with digests and analyses of events provided by NBC newsmen have been added to NBC News' syndicated program service. The service, established in 1961, has 74 TV station subscribers.

**Sports sale** • Triangle Stations color coverage of the 1965 Double 500 auto race at Bridgehampton, N. Y., has been bought by NBC-TV for fall telecast. NBC-TV will show the race on its *Sports in Action* series.

**Ratings review** • CBS-TV will present analysis of television ratings on its *CBS Reports* program, June 21 (10-11 p.m., EDT). More than 30 writers, producers, actors, advertisers and advertising agency executives were interviewed for their views on ratings.

**Ownership change** • Henry G. Saperstein Enterprises is now full owner of Screen Entertainment Co., major distributor of theatrical films to television, having purchased the half-interest formerly held by Harold Goldman. SEC, formed in 1963, has a library of more than 200 feature films, whose release to TV stations last year grossed over \$5 million.

**'Nurses' move** • This fall the nurses of *The Doctors and the Nurses* will leave the CBS-TV nighttime schedule and work a daytime shift without the doctors on ABC-TV. The new daily half-hour series, *The Nurses*, will contain character and setting elements of the

## Radio soap operas make comeback—in Spanish

Can an immigrant Latin-American girl find happiness in the big city of New York?

*Mini . . . the Angel of the Neighborhood* offers a running answer to that question. The Spanish-language soap opera and a selection of over 30 other programs aimed at a Latin audience are available from America's Productions Inc., Miami.

API was originally founded by Louis J. Boeri to furnish Spanish programming to the U. S. Information Agency, which hoped to use a Latin American passion for soap operas to U. S. advantage.

Mr. Boeri produced the shows

with Cuban exiles who had been doing the same kind of work in pre-Castro Cuba. Success with the government project led to equally successful commercial ventures south of the border, and the firm is now selling to U. S. stations with large Latin audiences, including WADO and WHOM-AM-FM New York; WMIE Miami; WSOL Tampa, Fla.; KABQ Albuquerque, N. M., and KXEX Fresno, Calif.

API programs, the firm says, use a style and accent free of regional identification, making them acceptable to Spanish-speaking people of all backgrounds.

former nighttime program; but as yet no cast has been selected. The serialized episodes, will be produced by Herbert Brodin's Platus Production.

**Happy Gardening** ■ A group of 13 five-minute radio programs, *Gardening Without Tears*, is being produced for distribution this summer by Ted Hudes & Associates, New York. The programs, will be offered free by the Association of Dutch Bulb Growers, through Mr. Hudes, 18 East 50th Street, New York.

**Summer show** ■ ABC-TV will start a daily Dick Clark musical variety show, *Where the Action Is*, beginning June 28 (2-2:30 p.m., EDT). The show pushes *Flame in the Wind* up one-half hour to 2:30-3 p.m., replacing *Day in Court* which will be dropped June 25.

## Kintner predicts more reality on television

The proportion of time devoted to reality programs will increase on TV as stationary satellites make possible instantaneous transmissions from any point in the world, Robert E. Kintner, president of NBC, predicts in the June issue of *Harper's* magazine.

He points out in the final article of his three-part series, titled "Televising the Real World," that the medium already has expanded reality for tens of millions of people, particularly those with relatively little formal education. He cites as examples the coverage of such events as the burial of Sir Winston Churchill; Khrushchev's shoe-banging antics at the United Nations; the rioting of South American students, and the savagery of guerrilla warfare in Vietnam, Yemen, the Congo and Algeria.

He acknowledges certain failures of

TV. He says TV has been "relatively ineffective" in covering crime, news of business, the economy, the financial market and government. But he explains that in the area of government, television has "failed through no fault of its own." He notes that TV cameras are barred from the sessions of both houses of Congress, most state legislatures, the federal and virtually all state courts.

## Goldwyn may enter TV production

Producer Samuel Goldwyn, who is pleased with the progress his company has made in the year it has been in TV through distribution of his feature films, is hopeful of making a contribution to television through the production of series and programs.

Mr. Goldwyn, who was in New York last week on business concerning his features, reported that the latest sales on his package of 50 films was to Westinghouse Broadcasting, covering KPIX (TV) San Francisco, WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland and WJZ-TV Baltimore. The Goldwyn features have been sold in more than 25 key markets and negotiations are in the final stages in a large number of additional markets, he indicated.

The octogenarian producer, appearing remarkably fit and alert, said he has acquired a great respect for TV, though he realizes that much of its output cannot be top-grade because of the vast amount of hours that have to be filled each day. He said he was very much interested in producing for TV, but added: "We are in no great hurry but we will be in it in due time."

Mr. Goldwyn would not discuss specific projects, but it is known that

among the properties to which he has rights are "Raffles," "Dead End," "Stella Dallas" and "Private Life of Walter Mitty," which conceivably could be adapted for TV. Associates are confident that Goldwyn Productions will be ready with a TV project for the 1966-67 season.

## Admen, Henry confer on program proposal

FCC Chairman E. William Henry conferred with sponsors and advertising agency representatives in New York last week on the commission's proposal to open up network time to sponsor-supplied programming.

The chairman met Monday morning with 19 leading agency executives, including some members of the American Association of Advertising Agencies broadcast policy committee.

That afternoon he conferred with members of the Association of National Advertisers. However, the members did not purport to represent the ANA.

The AAA meeting was said to have been set up at the request of the agency association. Chairman Henry reportedly requested the meeting with the ANA. The chairman, however, said the decision on each meeting was a "mutual one."

The purpose of the meetings, he said, was to answer questions and obtain views on the controversial proposal which would prohibit networks from owning or controlling more than two hours of prime-time nonnews shows a night.

The chairman said the views expressed were mixed. He also said he did not attempt a "selling job." A number of those attending said they did not have the impression he spoke as a proponent. They said he appeared interested in getting professional thinking on the matter.

## CATV firm to help Project Headstart

A community antenna television franchise holder for four lower Rio Grande cities in Texas has arranged to provide free cable facilities to the school systems in his areas to be used as part of the national Project Headstart educational program which seeks to introduce pre-school-age children from disadvantaged homes to subjects and materials they will encounter for the first time when they go to school—in this case, English.

In applications for microwave relays submitted to the FCC, Southwest

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7. Are Service-Ads positioned where they'll help buyers avoid overlooking good buys?

**Gold Chevron Awards** are presented to the people responsible for Service-Ad programs that meet these buyers' criteria. These yardsticks have been established over a period of many years of research into the media/market information needs of the people who use SRDS—and the ways they use it. A panel of marketing and agency executives, with these buyer-oriented criteria in mind, counsel in the identification of Service-Ad programs that qualify.

**Unlike Promotional Ads which create interest, Service-Ads satisfy interests**

CATV Inc., proposes to work with educators in the Hebbronville, Edinburg, Mission-Pharr and Brownsville areas to provide programs aimed at Latin-American pre-school children. Southwest CATV is owned by Lester and Max Kamin, owners of KXYZ-AM-FM Houston.

The 17-hop microwave system, sought in the business radio service frequency bands, would bring into the CATV areas seven outside TV signals as well as the local TV stations in Harlingen (KGBT-TV) and in Weslaco (KRGV-TV).

Southwest CATV said it agrees to abide by all FCC conditions and further declared it did not intend to carry any AM or FM broadcast stations or pay-TV programs, or to originate any local commercial programs.

## Improved payment method asked by SAG

The Screen Actors Guild Thursday (May 27) submitted its demands to the Association of Motion Picture and Television Producers for a new contract to succeed the two-year pact expiring July 31. SAG is not asking for any increase in basic minimum wages, but seeks substantial raises in payments to actors for the release to television of films made for theatrical exhibition. In addition, SAG asks that at the time of the first showing of the picture on TV each actor receive an initial lump sum payment, which would be credited against the stipulated percentage payment. For a day player, the initial payment would be one day's pay. All other players would receive one week's pay.

SAG is also asking for 10% in perpetuity of total worldwide gross receipts from the release to commercial television of theatrical pictures made after Jan. 31, 1966, after deducting actual sales costs, which are not to exceed 10% for films sold for showing on a TV network inside the United States or 25% for all other TV deals, including syndication. The old contract calls for actors to receive 6% of the global gross, after a deduction of 40% for distribution costs.

SAG suggested next Thursday (June 3) as the starting date for negotiations for the new contract. Only theatrical motion picture employment is to be covered by the new agreement, as was also true of the one about to end. Employment of actors in television is dealt with in a separate agreement which went into effect on July 1, 1964, and runs through June 30, 1967, with an SAG option to extend it for another year.

## Limited access to ASCAP data likely

Judge Sylvester J. Ryan of U. S. Southern District Court in New York indicated last week he probably would grant much of a radio committee's motion for access to information in the files of the American Society of Composers, Authors and Publishers—but only for as far back as Jan. 1, 1959.

The All-Industry Radio Stations License Committee, which filed the motion (BROADCASTING, April 26), had asked for data going back to 1958.

Emanuel Dannett, counsel for the committee, argued that the 1958 information is necessary to help show that radio stations' use of ASCAP music has declined by 35% while their total payments to ASCAP has increased.

Judge Ryan, in his hearing on the motion last Monday (May 24), said his present thinking was not to require ASCAP to produce the data for any period earlier than Jan. 1, 1959, the effective date of the last ASCAP radio music licenses. There has to be "a limitation somewhere," he said, and in any case "the question is what is a reasonable rate [for radio stations to pay ASCAP] today." Jay Topkis, counsel for ASCAP, said his client was willing to supply material for the years back to Jan. 1, 1959, but insisted it should not have to go back farther than that.

On a similar motion by the radio committee's TV counterpart, the All-Industry Television Stations Music License Committee, Judge Ryan refused to require ASCAP to provide information for years prior to 1959 (BROADCASTING, March 22).

Both the radio and TV cases seek court determination of "reasonable" fees for the use of ASCAP music. The lawsuits were filed after ASCAP and the respective committees failed to come to terms on new rates to replace those in licenses that have now expired. The old licenses, and the old rates, are continuing on an interim basis until new ones are set.

Judge Ryan said in the hearing that his tentative thinking was that three factors are pertinent in determining the value of music: station's gross receipts, not their profits; the time occupied by music, and the program contribution of music.

He also stressed the importance of getting the litigation disposed of by negotiation by bringing the cases to trial. Developments in community antenna television, pay TV and now satellite TV, he said, make it important to have peace between ASCAP and radio-TV.

## Shorter campaigns?

A prediction that the presidential campaign of 1968 will rely more than ever on TV and will be shorter than ever was made last week by L. Richard Guylay, president of Infoplan.

Mr. Guylay, who served the Republican Party as public relations director during three separate presidential campaigns, told a combined meeting of Sigma Delta Chi and the Public Relations Society of America in Toledo, Ohio, that ultimately the U. S. will adopt a system similar to the one in Britain. The British limit general election campaigns to 21 days and allocate TV and radio time on an equal basis for the major parties, he said.

## Committee OK's time bill

The Senate Commerce Committee last week approved a bill to establish uniform dates for the beginning and end of daylight saving time. A crazy-quilt pattern of differing dates and local options now prevailing has been estimated to cost broadcasters \$2 million a year in schedule problems and network tape-delayed transmissions.

The bill would not force anyone to adopt fast time, but those states or political subdivisions that did adopt it would have to observe the uniform dates—beginning with the last Sunday in April and ending with the last Sunday in October.

Additional time zones are also created for Alaska and Hawaii, which now have peculiar problems due to size and distance from the contiguous U. S.

## Radio series sales . . .

*Jimmie Fidler in Hollywood News* (Jimmie Fidler): KHQN Hardin, Mont., and WESA Charleroi, Pa.

*The Shadow* (Charles Michelson): WTAR Norfolk, Va.; KHAS Hastings, Neb., and WGGA Gainesville, Ga.

*The Green Hornet* (Charles Michelson): KSNO Aspen, Colo.; WTIC Hartford, Conn., and KMAD Madill, Okla.

*Pepper Young's Family and Big Sister* (Modern Drama Productions): WXXW Troy, N. Y.; KDOT Scottsdale, Ariz., and WIRY Plattsburgh, N. Y.

*Anniversaries in Sound* (Triangle): WBQ Dubuque, Iowa; WBRC Birmingham, Ala., and WRGA Rome, Ga.



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## Horse-race policy causes few problems

There wasn't a "neigh" to be heard as representatives of broadcasting and horse-racing gave their reaction last week to the FCC's June 1964 policy statement on broadcast of horse-race information.

Some 30 members of a new advisory committee on Broadcast of Horse Racing Information discussed the statement at an organizational meeting in the commission offices Thursday (May 27).

Virtually all the speakers said the statement had proved helpful and that few problems had arisen under it. The statement lists practices concerning broadcasts of horse-race information that led the commission to question whether a licensee is providing news or attempting to aid illegal gambling (BROADCASTING,

Feb. 22, 1964).

The commission issued the statement last year after terminating a rulemaking designed to curb broadcasts that were likely to benefit bookies. The proposal was dropped in the face of intense opposition, including that of the Justice Department.

The commission established the advisory committee in April to help it in solving problems that develop. But last week there didn't appear to be any. Commissioner Robert E. Lee, who is chairman of the unit, said he would call another meeting to deal with any difficulties that the members encounter. Otherwise, he said, the next meeting would be next year.

## California board rules on writers

A ruling of the California Unemployment Insurance Board that freelance writers of scripts for TV programs are independent contractors will be vigorously contested by the Writers Guild of America, West which has traditionally maintained that the writers are employees of the producers of the TV programs.

The CUIB ruling was made in joint consideration of appeals from the decisions of hearing examiners in two specific cases. One was the appeal of *Lassie* Inc. (now Wrather Corp.) from a 1962 decision requiring the company to make payments to the state unemployment insurance fund for writers of scripts for the *Lassie* series between April 1, 1959, and Dec. 31, 1961. The other was an appeal of the California Department of Employment from a 1964 decision that writers for two series produced by Filmaster Inc. — *Death Valley Days* and *The Beachcombers* — were not employees. The board reversed the examiner's ruling in the *Lassie* case and upheld that of the examiner in the Filmaster case.

In a brief explaining its reasoning, the CUIB notes that both producers were signatories in an agreement between the Alliance of Television Film Producers (since merged with the Association of Motion Picture Producers to become the Association of Motion Picture and Television Producers) and WGAW that recognized the guild as ex-

clusive bargaining agent for all writers engaged by the producers. This agreement, the CUIB says, specifies that writers are defined as "employees" for the purpose of preparing literary material for telefilms. The term "employee" was specifically defined as any writer who performed services for the producer as a writer."

However, the CUIB points out, in general practice, the producers in question did not ordinarily engage a writer to prepare the television script until they had approved the story in narrative form, but only after the story had been accepted was the writer hired to put it into shape for TV production. Before that, the CUIB states: "The relationship between the writer and the producer are merely that of a prospective vendor and purchaser of literary property."

The decision of the CUIB is "totally wrong," Michael Franklin, executive director of WGAW declared. "The statement of facts is erroneous and not in accord with the record at the hearing.

"We intend to do everything we think is appropriate to get this decision reversed," Mr. Franklin stated. "There is no question but that the writers are employees."

The decision, handed down May 17 by Gerald F. Maher, CUIB chairman, and board members Lowell Nelson and Norman J. Gatzert, was being carefully scrutinized last week by other unions whose members work in the production of films for television or theatrical exhibition and by producers of such entertainment. Other creative workers, it was felt, might be classed with the writers as independent contractors rather than as employees.

## An explosion from a dud

### Harris introduces bill that would establish U. S. boxing commission

The legislative uproar over last week's heavyweight title fight has produced a spate of bills and resolutions in Washington and state legislatures. Among them is a bill to create a national boxing commission.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, proposed the boxing commission Thursday (May 27) as a means of regulating the sport as part of interstate commerce. The Harris measure would call for a commission appointed by the President that could stop a fight from being broadcast, telecast or stories about it carried on the wire services, if investigation indicated the bout might be fixed or the result might be a fraud. Mr. Harris said he would start hearings at an early date to see if such a commission is the right approach or if there is a better way to supervise boxing.

Representative William L. Springer (R-Ill.), senior minority member on the Commerce Committee, supported the Harris action and felt the committee should also look into baseball and football. Representative Springer said he thought every major city should have a professional baseball and football team, and they should be owned and run by individuals or groups whose primary interests would be in proper operation of the team.

The Illinois Republican criticized ownership of the New York Yankees by CBS Inc. and also hit at last week's sale of controlling interest in the Baltimore Orioles to the National Brewing Co. He cited those as examples of absentee ownership where the team was just a diversification of the parent firm's investments.

(The brewing company gained control of the Orioles when Joseph A. W. Iglesias, board chairman and the club's largest individual stockholder, sold his 32% to National for \$1.6 million. Mr. Iglesias had been a director of CBS Inc., but resigned when CBS purchased the Yankees. However he still has 40,000 shares of CBS stock in trust. National Brewing is the major sponsor for the Orioles' radio and TV games and is one-third radio-TV sponsor of the Washington Senators' games.)

In California, Assemblyman Alan G.

Pattee (R) noted that the fight had been shown on closed-circuit TV in that state and asked the state attorney general to see if the fight had broken any California laws. Reportedly, E. V. Klein, president of National General Corp., whose theaters showed the fight in that state, told Mr. Pattee he would withhold payment of the theater-TV revenues pending the outcome of the investigation.

ABC-TV was scheduled to present films and tapes of the bout Saturday (May 29) on its *ABC's Wide World of Sports* (5-6:30 p.m.). The network paid approximately \$20,000 for rights to coverage of the event.

The fight segments were to be repeated three or more times on the ABC-TV presentation.

There was only closed-circuit television of the bout to theaters and other locations. ABC-TV obtained the rights to the coverage from Sportsvision. A spokesman for Sportsvision estimated that the closed-circuit presentation attracted 500,000 persons and grossed in the neighborhood of \$3.7 million.

The bout was carried by Mutual on 778 radio stations, 661 AM and 117 FM outlets.

## NABET wants mandatory weather warnings

The National Association of Broadcast Employees and Technicians, AFL-CIO, has asked the FCC to require all AM, FM and TV stations to carry emergency weather warnings provided by the U. S. Weather Bureau.

The union, which acted after the tornadoes in the Midwest, noted that emergency weather reports are given at the option of the broadcasters. "We believe there should be no option" where danger to life and property is involved, the union said.

The union filed petitions requesting the commission to adopt rules that would require all stations to broadcast an emergency action notification signal followed by the weather warning, after being notified by the weather bureau. The rules would also require the stations to maintain a communication line with the bureau.

The union noted that the weather bureau, following the tornadoes, was reported planning a campaign to teach people the significance of the warnings (BROADCASTING, May 3), and added that broadcasters should participate fully in implementing rules and methods of promulgating emergency weather information.

## WOL says it will serve D. C. Negro community

WOL Inc. last week answered Atlantic Broadcasting Co.'s opposition to the purchase of WOL-AM-FM Washington.

Atlantic Broadcasting, owner of Negro oriented WUST Bethesda, Md.-Washington, had opposed the sale on the grounds that the new owner made no attempt to determine the needs of the Washington Negro community it intends to serve (BROADCASTING, May 24). WUST also questioned whether the Mutual Broadcasting System would continue affiliation under the proposed programming plan.

WOL Inc. in its reply said that a representative of Sonderling Stations, which is purchasing the station, surveyed the D. C. Negro community and monitored the local Negro stations to see how program needs could be met. The representative, Frank Ward, general manager of Sonderling's Negro-oriented WWRL New York, discussed the question with local Negroes.

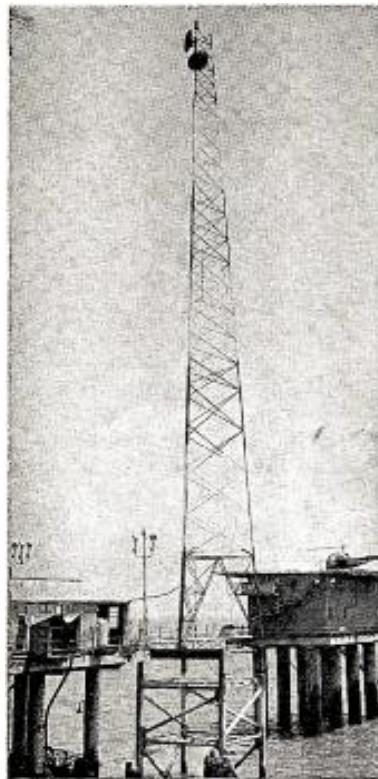
Concerning continued affiliation with MBS, WOL said that Robert F. Hurleigh, Mutual president, assured WOL that the network would be glad to con-

## CBS-TV adds more color

The total number of regularly scheduled nighttime programs that CBS-TV will show in color next fall has been increased to 11 with the addition last week of *Hazel* and *My Three Sons*.

This is CBS's third announced step-up in color plans: The first, announced in early March, listed the one-hour *The Danny Kaye Show* and *The Red Skelton Hour* and most of *CBS Thursday Night Movies* (20 out of 29); the second disclosed at the CBS Television network affiliates' general conference in early May, added *Lassie*, *My Favorite Martian*, *The Lucy Show*, *The Beverly Hillbillies*, *Gilligan's Island* and *Hogan's Heroes*, all half-hour series. CBS-TV plans to broadcast every nighttime entertainment program in color in the 1966-67 season (BROADCASTING, May 10).

tinute affiliation following the assignment.



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# Pay TV: by air or by wire?

**Now compared: the performances and promises of rival delivery systems; Telemeter urges FCC to let broadcast and cable operators compete**

International Telemeter Corp. came down out of the Toronto suburb of Etobicoke last week, hailing as a success the wired subscription-television operation it closed down there last month after a five-year test.

Telemeter, a subsidiary of Paramount Pictures Corp., said the test not only demonstrated that closed-circuit pay TV is technically and economically feasible but that it is superior in those respects to over-the-air pay-TV systems.

Telemeter submitted a report on its test to the FCC in a petition supporting the request of Zenith Radio Corp. and Teco Inc. for a rulemaking authorizing the establishment of a national pay-TV system (BROADCASTING, March 15).

Zenith and Teco, along with RKO General Inc., are nearing the end of a three-year test of Zenith's Phonevision system of over-the-air pay TV, on RKO

General's WHCT(TV) Hartford, Conn. But the commission on May 21 extended the test period for another three years (BROADCASTING, May 24).

**Poor's View** • John B. Poor, president of RKO General, said that although it is early to state whether subscription television will become a force in the economy, "our accomplishments to this point . . . give us confidence that, when offered a free choice, a majority of Americans will . . . [endorse] the unique supplemental benefits which subscription TV can bring . . ."

Telemeter's pleading was filed Tuesday (May 25), just as the commission announced it was extending the deadline for comments in the proceeding from May 26 to July 14 and for replies, from June 10 to July 29. The commission acted at the request of the National Association of Broadcasters.

Although favoring the proposed rule-making, Telemeter expressed the view, as it has in the past, that the commission lacks authority over cable subscription systems. Telemeter said such systems are neither broadcasting operators nor common carriers, under the terms of the Communications Act.

The Telemeter filing added another fillip of interest to the pay-TV issue. Two weeks ago, proponents of that kind of TV, particularly the wired variety, were cheered by a California court decision declaring unconstitutional the action of state voters in outlawing pay TV (BROADCASTING, May 24). The voters' action had put Subscription Television Inc., a wired system, out of business there.

Telemeter said its Etobicoke experience "established beyond question that there is a large audience willing to pay

## What's the breakeven point for pay TV?

How does the experience of International Telemeter Corp. with its cable subscription-television system in the Toronto suburb of Etobicoke translate into U.S. terms? What kind of business would a stateside version of the operation have to do to break even?

In the report on its Etobicoke experience that it filed in the FCC's pay-television proceeding last week (see story this page), Telemeter sought to answer those questions with the results of a study conducted by Arthur D. Little Inc., technical research analysts.

The study set out to explore U.S. costs of large Telemeter systems, based on the Canadian experience, and to determine the effect on costs of different size wired areas and subscriber saturation levels in those areas.

The study included capital investment factors, including Telemeter

unit, distribution network, tap-off, studio equipment, collection and service equipment costs, as well as operating expense projections.

Resulting estimates were predicted on known costs, with the exception of telephone company charges. The Little company said that estimates were based on the assumption that "a U.S. telephone company's charges will be 50% higher" than those

quoted for Etobicoke by Canadian Bell.

The summary projection of per-week-per-subscriber for a closed-circuit Telemeter system in the U. S., based on 140 homes per cable mile, under subscriber levels ranging from 50,000 to 200,000 homes, as developed by the Little company, follows:

Telemeter noted that, following the completion of the Little study,

Wired area of homes	Subscriber population	% of saturation	Capital cost	Expenses	Total cost	Fixed income	Net cost	Break-even point
50,000	15,000	30	.27	.57	.84	.31	.53	.88
	25,000	50	.22	.44	.66	.31	.35	.58
	35,000	70	.20	.40	.60	.31	.29	.48
	25,000	33	.25	.47	.72	.31	.41	.68
75,000	35,000	46.7	.22	.43	.65	.31	.34	.57
	50,000	66.7	.19	.37	.56	.31	.25	.42
	35,000	35	.24	.46	.70	.31	.39	.65
	50,000	50	.21	.40	.61	.31	.30	.50
100,000	75,000	75	.19	.34	.53	.31	.22	.37
	75,000	37.5	.23	.40	.63	.31	.32	.53
	100,000	50	.21	.37	.58	.31	.27	.45
	150,000	75	.18	.32	.50	.31	.19	.32

for entertainment in the home on a continuing basis."

**Breakeven Point** ■ Telemeter said its system can be successful at a weekly breakeven point of less than 80 cents a home per week at a level of 25,000 connections. It added that gross receipts in excess of 80 cents can be expected "even without complete access to all of the usually available program attractions."

Telemeter's system, which is activated by coins inserted into a box on the set, permits the simultaneous transmission of three programs over cable which, feeding through a converter, can be viewed on a single channel of the receiver.

The Etobicoke test began in 1960 after Telemeter granted a franchise to the Famous Players Canadian Corp., Ltd., which in turn established Trans Canada Telemeter to build and operate the service.

Initially, some 5,500 subscribers signed up. Later, 2,000 subscribers from nearby Mimico were added. The number of home subscribers ultimately dropped to 2,500, Telemeter confessed in its pleading, due to "a degree of overzealousness" in originally lining up subscribers, some of whom "lacked genuine interest" in the service.

**Prices Hiked** ■ The system originally charged only \$5 for a cable drop-off,

including installation of the Telemeter unit, with no subsequent service charge. But when the Mimico subscribers were added, Telemeter imposed a \$15 installation fee and a \$15 annual service charge. These costs also were imposed on the Etobicoke subscribers—with "expected defections" resulting.

Telemeter said it closed down its Etobicoke experiment because it felt it had obtained all the information possible, "in light of the self-imposed restrictions."

It also said, however, that it is negotiating with a potential franchise holder in Montreal for the establishment of a regular system there. Telemeter franchise holders in the U. S. are proposing systems in Atlanta, Miami, Dallas and Houston.

Telemeter's findings and conclusions paralleled those of the Zenith-Teco report on the Hartford test in a number of respects. Telemeter found that pay TV had no impact on commercial TV viewing—that its "box office" attractions appeal to "selective tastes."

It also found that current movies and sports were the most popular programming fare. A survey of 400 subscriber families produced these results regarding "the best things about Telemeter": 67% of those polled liked good movies; 32%, sports events; 23%, no commercials; 9%, being able to see movies at home; 14%, good dramas; 7%, educational programs.

**Quality Counts** ■ Telemeter, which charged between \$1.50 and \$2 for sports events and \$1 to \$1.25 for movies, found that price change for these attractions didn't affect audience responsiveness. It said weekly spending varied according to the quantity, calibre and diversity of programming offered.

Telemeter noted that in the Hartford test an average of 5.7 programs were offered each week, with the average viewing time per subscriber home reported at two hours a week. Telemeter programmed 54½ hours per week per channel, a total of 163½ hours. The average viewing time was a little under four hours a week.

Telemeter also found a wide divergence in the breakeven points for each system. It said that the cost figures contained in the Zenith-Teco filing indicate that, in a 20,000-subscriber system, the breakeven point for on-air pay TV is \$2 a subscriber per week.

Telemeter said that cost projections based on the Etobicoke experiment but adjusted to U. S. costs indicates that a 25,000-subscriber system of cable pay TV can be operated at a breakeven cost of 77 cents a week per subscriber.

Telemeter agreed with the Zenith-

Teco proposal that the rules should not limit pay TV to a single technical system, or not restrict either the number of systems that may operate in a community or the type of community where pay TV may be established.

It also said commercials should be prohibited and that it may be desirable to make clear in a rule that pay TV is not to duplicate conventional TV programs but is to provide box-office attractions.

## Pay TV decision to be appealed

California will take  
Subscription TV Inc.  
case to higher court

Advocates of subscription television, whose hopes flared two weeks ago when a California judge declared unconstitutional the referendum banning pay TV, were resigned this week to continued litigation after the attorney general of California announced the state would appeal the lower court's ruling.

Attorney General Thomas C. Lynch said that he and Frank M. Jordan, California secretary of state, have about decided to file an appeal in the Third District Court of Appeals from the decision of Judge Irving H. Perluss of the state Superior Court that the anti-pay TV amendment to the state constitution violates the free speech sections of both the state and federal constitution (BROADCASTING, May 24). The amendment, approved by the voters last November, forbids subscription television in California.

The lower court ruling came in a suit filed by Sylvester L. (Pat) Weaver, president of Subscription Television Inc., and two of his associates, against Mr. Jordan in order to force him to permit them to operate a pay TV service in California. The suit filed after the November vote.

STV Inc. operated a wired pay TV service in Los Angeles and San Francisco prior to the voters' approval of the measure outlawing pay TV within the state.

**Wait and See** ■ Other wired pay TV franchise holders—there are three holding International Telemeter Corp. franchises for Florida, Georgia and Texas—expressed gratification with the initial judicial decision, but cautioned that they

Southwestern Bell Telephone Co. and Southern Bell Telephone Co. announced charges for cable systems in the U. S. which required some upward revisions in the net cost figures.

Southwestern Bell's rates would increase the figure by 11 cents a week at 50% saturation of 50,000 wired homes, .072 cents a week at 75% saturation of 200,000 homes. Southern Bell's rates would increase that figure by 23 cents a week at 50% saturation of 50,000 wired homes and 19 cents a week at 75% saturation of 200,000 wired homes.

Telemeter explained that the fixed income of 31 cents a week is based on an annual service charge of \$15 and a reconnect charge of \$7, made when a subscriber moves to another home in the wired area (annual mobility is estimated at 15%).

Telemeter also said that the break-even point includes 40% for programming costs on the system.

could not hope to begin their own operations until the legal cloud was removed.

Budd Mayer, Miami, Fla., president of the Florida Home Theaters Inc., said he was delighted with the decision. He observed, however, that none of the franchise-holders would "prudently" think of going ahead until the litigation was ended.

Jack Rice, of Home Theaters of Georgia Inc., declared he was gratified at the decision, but admitted that he was biding time until a decision on the appeal was handed down.

George Morrell, president of the Home Theaters Inc., planning to establish pay TV in Dallas and Houston, could not be reached for comment.

All hold franchises from ITC, which is a subsidiary of Paramount Pictures Corp. The Telemeter system uses a coin box on the television receiver of each customer. STV operated on a system, which noted each customer's acceptance of a program electronically at a central billing office, from which monthly statements were mailed.

Since early 1963 when STV offered 1.9 million shares of stock to the public at \$12 a share, the price of the issue has varied sharply with the mixed fortunes of the company.

STV took in \$21 million in its first

year from the sale of stock, but by the end of that year its cash balance was under \$7 million. By last November, when California voters voted to outlaw pay TV, STV had spent more than \$16 million and its losses were running at a reported \$10,000 a day.

Just prior to the California referendum the company's shares were going at 6 bid, 6½ asked. Following the vote they fell to 3 bid, 3½ asked, and in the following months, with creditors swarming over the company, it filed a chapter 11 bankruptcy in order to extricate itself. It is now "debtor in possession."

Two weeks ago with the Superior Court ruling, the price jumped from 2 bid to 5½ bid. Last Thursday (May 27), following notice of the state's intention to appeal, it dropped to 3½ bid, 3¾ asked.

### Explosion and fire hit WJPS Evansville

Fire destroyed the studios of WJPS Evansville, Ind., on May 22 after an explosion in the station's attic. The station was in the process of moving to a new location, but all of its studio equipment was destroyed.

Damage from the fire was estimated

at \$250,000 for WJPS and six other adjacent businesses.

The cry: "Engineer, if you are there, call the fire department," from WJPS announcer Bruce Sommers brought a response from 25 to 30 listeners who did contact the fire department.

WJPS is owned by Geyer Broadcasting Co., which also owns WKEE-AM-FM Huntington, W. Va. It operates on 1330 kc with 5 kw day and 1 kw night.

Equipment manufacturers flew new gear to the station two days later, according to Wayne Geyer, president.

### Mass. company enters CATV

Formation of a new community antenna corporation with six CATV franchises already in hand was announced last week. National Teline Corp., incorporated last month, has its headquarters in Waltham, Mass., and was formed by William K. Headley and Richard Surprenant.



Mr. Headley

National Teline holds franchises for Paragould, Ark.; Caruthersville, and Hayti, both Missouri; Miami and Commerce, both Oklahoma, and Jasper, Ala. The first two are under construction.

Mr. Headley was formerly sales vice president of Spencer-Kennedy Laboratories. Mr. Surprenant had been manager of the CATV division of Federal Electrical Co. (ITT subsidiary).

### Changing hands

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

• WOAI-TV San Antonio, Tex.: Sold by Hugh Halff Jr. and family to Crosley Broadcasting Corp. for \$12 million (see page 67).

• KRRV Sherman, Tex.: Sold by Wayne Phelps to R. B. and Bill B. McAllister for \$220,000. Messrs. McAllister own KSEL Lubbock, Tex. KRRV is a fulltimer on 910 kc with 1 kw. Broker: Hamilton-Landis & Associates Inc.

• KNET Palestine, Tex.: Sold by Allen Vinson and Associates to Tom and Tolbert Foster for \$117,500. Messrs. Foster own KDET Center, Tex. KNET broadcasts fulltime on 1450 kc, with 250 w. Broker: Hamilton-Landis & Associates Inc.

**APPROVED** • The following transfers of station interests were approved by the

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FCC last week (For other commission activities see FOR THE RECORD, page 79)

■ KTIV(tv) Sioux City, Iowa: Half interest sold by Dietrich Dirks and associates to Perkins Brothers Co., for \$2.2 million (see page 66).

■ KIT Yakima, Wash.: Sold by Carl E. and C. Dexter Haymond and Jack H. Goetz, to Goetz Enterprises Inc., principal owner of which is Jack H. Goetz, for \$430,590. KIT broadcasts on 1280 kc with 5 kw day and 1 kw night.

■ WYOU Tampa, Fla.: Sold by John M. McLendon to T. B. Lanford, H. Arthur Reuben and William L. Switzer, for \$175,000. Mr. Lanford owns KALB-AM-FM and has 50% interest in KALB-TV Alexandria, La.; 13.8% interest in WSLI and WJTV(tv) Jackson, Miss., and owns KRMD-AM-FM Shreveport, La. WYOU is 10 kw daytimer on 1550 kc.

### Lee favors longer licenses

A substantially longer license period than the present three-year term was endorsed for most stations by FCC Commissioner Robert E. Lee in a forum program May 22 on KMOX-TV St. Louis. It's only a small minority of stations which causes the problems, he said.

"I'm very proud of the industry by-and-large," Commissioner Lee said. "I think they've been doing quite a good job."

About 5% of the broadcast operators might be classed as the troublemakers, Commissioner Lee explained. "These are the people who do not belong to the trade associations and do not belong to the state associations where they can meet people from government such as myself," he said.

### New TV stations

As of May 27 there were 112 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 63 were commercial UHF's, 7 were educational VHF's and 23 were educational UHF's.

The University of South Florida, permittee of channel 16 in Tampa, Fla., plans to have the station on the air in June 1966. Station manager is G. C. Eichholz, Division of Educational Resources. Type of equipment is as yet undetermined, the university said, but the station will broadcast with 234 kw visual and 46.8 kw aural using a tower 1,021 feet high. Program director for the Tampa educational station is Manny Lucoff.

The Mapel Chapel Corp., permittee of channel 30 in San Bernardino, Calif.,

last week announced plans to begin broadcasting by next spring. Mapel Chapel owns KHOF(FM) Los Angeles and is a nonprofit religious group. Dale Smith, general manager and chief engineer of KHOF, will also head the operational staff of the new TV station. The San Bernardino station plans to use GE transmitters at powers of 120 kw visual and 24 kw aural with a GE antenna atop a tower 308 feet high. The Rev. Raymond A. Schoch, president of the Mapel Chapel Corp., said that the station will specialize in wholesome, family-type programming, with community news, public affairs and educational features emphasized.

## Phone companies protest CATV rule

AT&T and the U. S. Independent Telephone Association have asked the FCC to reconsider its newly adopted community antenna television rules to the extent that they apply to common carriers. The firms also asked the commission to stay the June 1 effective date of the new rules—pending a decision on their requests for reconsideration.

Both firms expressed concern about what they feel is an unreasonable bur-

den that the rules impose upon common carriers, which are primarily engaged in serving the general public and serve CATV's only incidentally.

The rules, designed to protect local TV stations, are applied to microwave-fed CATV's through the commission's jurisdiction over microwave facilities. The rules direct carriers to include in their tariffs a requirement that CATV's to be served refrain from duplicating the programs of local TV stations.

Both AT&T and USITA made similar arguments concerning the "burdensome" nature of the rules when they were proposed. Last week AT&T noted that the commission has since proposed asserting direct jurisdiction over all CATV's—those not using microwaves as well as those that do. It also pointed out that Representative Oren Harris (D-Ark.) has introduced legislation to clarify the commission's authority in the area.

Since the commission "contemplates direct regulation of CATV's," AT&T said, it would "thus be unnecessary as well as a wholly undesirable imposition upon the general common carriers of a task which the commission should perform itself."

AT&T expressed particular opposition to a provision in the rules making carriers responsible for the correctness

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# Strict new ownership rules?

## FCC considers limiting groups to 2 VHF's in top 50 markets, and outlawing common ownership of radio-TV-newspapers in 1 market

Severe new limitations on multiple ownerships of broadcast stations and cross ownerships of stations and newspapers are under serious consideration by the FCC.

At a special meeting last Thursday, May 27, the commission discussed proposals to impose tight restrictions on the number of television stations anyone can own in major markets, and to establish for the first time in FCC rules the ownership of newspapers as a factor limiting broadcast ownerships.

The proposal, as drafted by the staff, would not alter the present ownership maximums of seven AM's, seven FM's and seven TV's, of which no more than five can be VHF's. But it would provide that:

- No one may own more than three TV stations, no more than two of which may be VHF's, in the top 50 markets.

- No one may own more than two TV stations in a state and only one of those may be in the state's top two markets.

- No one may have ownership interests in the only television and radio stations in a community, the only television station and only daily newspaper in a community or the only radio station

and only daily newspaper in a community.

- No one may have ownership interests in a radio station, TV station and a daily newspaper in a community, no matter how many stations or newspapers are in that community.

**No Divestiture** ▪ The proposal, reportedly, contemplates no divestiture by licensees with existing holdings that would violate the suggested restrictions.

The commission took no vote on Thursday. But officials indicated a majority of the members appeared to favor issuing at least the substance of the proposal as a notice of rulemaking.

They cautioned, however, that sentiment could change as the commission digs into the proposal more deeply. And some commissioners privately indicated that, although they favored the proposal in general, they were troubled by some elements in it.

**Significance** ▪ The immediate significance of the proposal, if it's issued in a rulemaking proceeding, is that it would supersede the commission's present interim policy on multiple ownership, which has virtually frozen the sale of VHF's in the 50 biggest markets to anyone owning one or more VHF's in those markets. Under the policy, ap-

plications for such sales would automatically be set for hearing.

The commission has been under mounting pressure to issue a rulemaking because of that policy, which has been sharply criticized by members of Congress as well as broadcast industry representatives since it was issued Dec. 18 (BROADCASTING, Dec. 21, 1964). FCC Chairman E. William Henry has said on several occasions it would be dropped as soon as the commission issues a formal rulemaking proposal which could be employed as a new interim policy.

He told Senator John O. Pastore (D-R.I.) on Feb. 25 that within two months the commission would be prepared to issue a proposed multiple-ownership rule. That deadline passed last month. Senator Pastore, an influential member of Congress in broadcast matters who has stood up for the FCC in past controversies, has criticized the top-50-market freeze. He calls it a harassment (BROADCASTING, March 1).

There was no indication last week as to when the commission would be prepared to invite industry comments. Additional staff work was requested on the proposal, and some officials indicated that more than one meeting would be required before action could be taken.

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of various representations made by the CATV's to be served, including the stations whose signals they intend to relay. AT&T said if carriers are to bear any responsibility in the matter, it should be only for transmitting the information to the commission provided by the CATV's.

Similarly, USITA said that it takes no position on the FCC's regulation of CATV's but thinks that the policing of CATV's should originate from the commission itself.

## FCC faced with case on LBJ station

The FCC may have to make a decision in a dispute involving a TV company in which President Johnson's

family has an interest.

KWTX-TV Waco, Tex., has asked that the commission set for hearing the applications of Telephone Utilities Services Corp. of Killeen, Tex., for microwave facilities to serve community antenna television systems in Waco, McGregor, Temple and Belton, all Texas.

The President's wife and two daughters are involved through their 84% ownership of Texas Broadcasting Co., which owns 29% of KWTX. The Johnson interests are being held by trustees while Mr. Johnson is President.

There was a possibility last week that the issue might be resolved short of a commission decision. KWTX filed its original protest against the TUSCO applications before the commission adopted its rule requiring microwave-fed CATV's to protect local TV stations (BROADCASTING, April 26). Counsel for KWTX said that action might alter the

station's position.

KWTX-TV had asked the commission to set the TUSCO applications for hearing to determine whether a grant would impair advertising-supported television in the Waco-Temple area. The four CATV communities to be served are all located within KWTX's city-grade contour.

The station also said a hearing was needed to determine whether TUSCO had been candid in stating who the proposed operator of the CATV's in Temple, McGregor and Waco would be. The applications had indicated it would be KCEN-TV Temple, but other material filed with the commission indicated other interests were involved. TUSCO principals are the Belton CATV.

TUSCO said it was interested in serving whoever was granted the CATV franchise. KCEN-TV had once expressed interest in taking over the permits,

Commission members have long been unhappy with the multiple-ownership rules. Some feel it is unrealistic to equate ownership of, say, five TV's in the top markets with five VHF's in small markets. Others have expressed concern about situations in which the only newspaper in a community acquires the only radio station. (However, some commissioners feel such cross-ownership is a positive good, in that it often enables a newspaper to stay in business). And a fundamental complaint of some is that the present rules do not provide sufficient diversity of ownership.

The commission, under existing rules, could deny a station sale or application for a new TV outlet that led to situations some members feel constitute a concentration of control of media. Officials point out that while the rules permit a licensee to own five VHF's, they don't entitle him to that many. Most commissioners, however, have been unwilling to move against applicants on an ad hoc basis. They say a rule applicable to all applicants is necessary.

The commission staff has been working on various proposals for commission consideration for almost a year. In September, it suggested a rule that would have changed the basis for ownership limits from number of stations to population served, by a licensee's newspapers, if any, as well as his stations.

The present proposal is less elaborate. But it retains the essence of that plan in placing special restrictions on the number of TV stations that could be owned in the top markets and in attaching multiple-ownership significance to a licensee's interests in a local daily newspaper.

TUSCO said, but it had never done so.

Actually, TUSCO faces competition as a microwave carrier from TV Cable of Temple-Waco-McGregor, which is seeking business radio microwave grants to serve CATV's in those communities. KWTX-TV has filed a letter with the commission stating it would expect protection from that company if it receives a grant, but the station has not asked that the applications be designated for hearing.

TUSCO already serves CATV's in communities near Waco under an agreement providing for protection of KWTX-TV. The agreement was reached in November 1963, before the commission required carriers to assure protection as a condition for granting microwave facilities to serve CATV's. However, KWTX-TV said it wasn't satisfied with the manner in which TUSCO was carrying out the provisions.

# Phone company offers CATV in 500 locales

## Big independent negotiates for franchises and operating companies across nation

An independent telephone company, the third largest in the nation, announced last week that it was moving into complete ownership and operation of community antenna systems.

The company is United Utilities Inc., Kansas City, Mo., which is a holding company for 14 separate telephone companies serving 600,000 telephone subscribers in over 500 communities.

United joins about a dozen other independent telephone companies which have entered the CATV field in recent months (BROADCASTING, May 10), but it is by far the largest. Many of AT&T's operating companies have offered transmission facilities for CATV; none, however, has entered the ownership and operation of CATV systems themselves.

Most of the independent telephone companies as well as the Bell System companies have increasingly offered to supply transmission facilities on a lease basis to CATV operators.

The announcement of United's entry into CATV was made by P. H. Henson, its president. Mr. Henson, who is also president of the United States Independent Telephone Association, called CATV "a natural adjunct to telecommunications operations. We have the transmission media, the tools, the experience and the financial ability to provide dependable, high quality multi-channel television reception in those areas where reception is now less than perfect or where television programming is not sufficiently comprehensive."

**Negotiations Underway** ■ United said it was negotiating for franchises in a number of communities in Missouri, and also for the purchase of several existing CATV systems.

Officers declined to identify the communities or the systems, but Raymond M. Crockett, a vice president of United and president of the CATV subsidiary, United Transmissions Inc., acknowledged that one application is for Pinehurst, N. C. He also said that the company expects to invest upwards of \$10 million in CATV under its present plans, which will be to provide full CATV service to subscribers. By full, Mr. Crockett said, he meant a various number of TV signals, FM, time-

weather, and local origination of public events where called for.

United had gross revenues of \$65.7 million and net profit of \$11.3 million after taxes in 1964. This amounted to \$1.98 a common share, compared to \$1.72 in 1963. Plant and equipment was valued at \$242,885,000 according to its 1964 annual report. Early this year, United, which is on the New York Stock Exchange, split its stock two for one. Last Thursday (May 27) United closed at 26%.

**National Circuits** ■ The component companies of United Utilities operate telephone service in such communities as Flemington and Newton, N. J.; Carlisle, Gettysburg, Chambersburg, Pa.; Warsaw, Ind.; Sidney, Eaton, Greenville, Ohio; Southern Pines, N. C.; Buford, S. C.; Rolla, Lebanon, Warrensburg, Marysville, Mo.; Hiawatha, Osawatomie, Kans.; Siloam Springs, Ark.; Newton, Iowa; Scottsbluff, Neb.; Hood River, Klamath Falls, Delake, Ore.

Leland B. Hallett is operating vice president of United Transmissions and James M. Keller is systems manager.

## NAB letters support FCC stand on CATV

As the House hearing on community antenna television prepared to open last week (see page 9), the National Association of Broadcasters was explaining its position on CATV to all members of Congress. A letter from Paul B. Comstock, NAB vice president for government affairs, was termed a summary of the association's views on CATV and covered the FCC proposals to regulate CATV and the bill by Representative Oren Harris (D-Ark.), which generated the hearing.

A few days earlier, all NAB members received President Vincent T. Wasilewski's briefing on the situation with a review of the three resolutions approved by the joint board May 12 (BROADCASTING, May 17).

Both letters noted that the FCC

offers immediate action and the legislative route could be a time-consuming one. Common to both letters was the "hope that the Congress would give guidance to the commission on the subject, but that it would take no action to delay the commission from exercising its responsibilities under the present law."

Mr. Comstock said: "The ultimate issue may well be whether television service will be limited to programs originating in a handful of large cities and distributed by wire to those people who can afford to pay CATV charges, or whether the American people—rich and poor—will receive television service without charge from their own local television stations."

He added that rural residents will find the problem particularly acute because "it is uneconomical to extend cable service to widely scattered homes."

Mr. Wasilewski told the NAB members that the association's position on CATV regulation "is consistent with its traditional opposition to any unnecessary extension of governmental power, for while broadcasting is regulated, CATV—which feeds off broadcasting—is not. Our objective is to preserve and advance free broadcasting and still recognize CATV's legitimate place as a supplementary service."

## FCC wins a case in Supreme Court

The U. S. Supreme Court last week upheld the FCC's right to insist on open hearings, even where a witness claims his testimony may disclose trade secrets.

The court in a unanimous opinion written by Chief Justice Earl Warren upheld the commission in its dealing with Taft B. Schreiber, vice president of MCA Inc., during the television network hearings in Los Angeles in 1960 and 1961.

The FCC has the right to establish rules for such hearings, the court said, and did not abuse its procedures when it refused Mr. Schreiber's requests to keep confidential certain reports he was asked to submit to the commission because he felt they might disclose business secrets.

The documents were lists of TV programs in which MCA figured as a packager or talent agent. The request was refused by the presiding officer, Chief Hearing Examiner James B. Cunningham. His ruling was upheld by the commission, and after Mr. Schreiber continued to object, the FCC asked the U. S. District Court in Los Angeles to compel compliance.

In 1962, District Judge Leon R.

Yankwich ruled that the FCC should hold private sessions to protect the witness and his testimony, but that the commission could, if it desired, petition the court to make them public. The FCC appealed and, in 1964, the Ninth Circuit appeals court, with one dissent, upheld the district court decision. The FCC asked the Supreme Court to review and the case was argued last month (BROADCASTING, May 3).

One issue which was before the lower courts involved Mr. Schreiber's right to have his lawyer participate in the hearings. This was originally forbidden under FCC rules, but these were changed later to permit counsel to participate.

**FCC Upheld** • Chief Justice Warren wrote that the commission's rule requiring public disclosure except where the witness demonstrates "that the public interest, proper dispatch of business, or the ends of justice would be served by nonpublic sessions" is well within the FCC's statutory authority. He also found that the FCC did not abuse its discretion in applying this rule.

The chief justice found that the district court exceeded its function in devising procedures to be followed by the commission "on the basis of the court's conception of how the public and private interests involved could best be served." And, he added, the appeals court erred also: "The question for decision was whether the exercise of discretion by the commission was within permissible limits, not whether the district judge's substituted judgment was reasonable."

The Supreme Court also determined that the commission's purpose in holding public hearings, so that the facts presented could be seen by others in the same business and the public generally, was sound.

## FCC approves sale of KTIV(TV)

The FCC last week approved the sale of half interest of KTIV(TV) Sioux City, Iowa, for \$2.2 million.

Perkins Brothers Co., owners of KSCJ Sioux City, purchased 50% of KTIV Television Co. stock from Dietrich Dirks (36.75%), D. S. Kidder, C. M. Corbett, W. A. Klinger Investment Co., Burton Bridgens, the estate of Ryal Liller (each 2.5%) and Royal Rostenbach (0.75%).

Perkins Brothers is owned by George D. Perkins (10.57%) Elizabeth Sammons (21.47%), Louise S. Freese (21.07%) and associates.

Mr. Perkins owns controlling interest in the *Sioux City Journal* and *Journal*

*Tribune* newspapers.

Mr. Dirks will be retained by KTIV (TV) at \$833 per month from Jan. 1, 1965, to closing date and as consultant for five years at \$25,000 per year and agreement not to compete in community antenna television, radio or TV in Sioux City.

## NAB lists changes in radio code stations

Thirty-seven radio stations were added and 21 were withdrawn from the roster of the National Association of Broadcasters' radio code stations for the period March 15 to April 15.

Added: KACL Santa Barbara, Calif.; KHIP Albuquerque and KOBE Las Cruces, both New Mexico; KLIK Twin Falls, Idaho; KTFC(FM) Sioux City, Iowa; KTOD-AM-FM Sinton, KTXN-FM Victoria and KVWG Pearsall, all Texas; WBBA-AM-FM Burlington-Graham, WBAG-AM-FM Burlington-Graham, WFAG Farmville, WGBG Greensboro, WJRI Lenoir, WMFR-AM-FM High Point, WNCA Silver City, WOXP Oxford, WTIK Durham, WTNC-AM-FM Thomasville and WYRN Louisburg, all North Carolina; WCER-AM-FM Charlotte, Mich.; WJIG-AM-FM Tullahoma, Tenn.; WKAZ Charleston, W. Va.; WLNR-FM Lansing and WRTL Rantoul, both Illinois; WOMP-AM-FM Bellaire, WSLR Akron and WVNO-FM Mansfield, all Ohio; WFBF Fernandina Beach and WXIV Windermere, both Florida.

Withdrawn: KDFN Doniphan, Mo.; KHAK-AM-FM Cedar Rapids, Iowa; KVIN Vinita, Okla.; WEDA-FM Grove City and WJWR(FM) Palmyra, both Pennsylvania; WGTM Wilson and WLTC Gastonia, both North Carolina; WJIL Jacksonville and WMCW Harvard, both Illinois; WLBC-AM-FM Laurens, S. C.; WLCS Baton Rouge; WMOP Ocala, Fla.; WMSK Morganfield, WMTA Central City and WNGO-AM-FM Mayfield, all Kentucky; WRUN Utica, N. Y.; WTKM Hartford, Wis., and WUNI Mobile, Ala.

## Papers told CATV is good investment

Community antenna television operation is a good investment for newspapers since it is related to publishing—it offers information and entertainment—J. W. Diederich, vice president and treasurer of Norfolk-Portsmouth Newspaper Inc., advised fellow newspaper financial officers.

In a discussion of CATV at the Institute of Newspaper Controllers and

Finance Officers May 19, Mr. Diederich made these observations:

Return on investment should be 12% to 15% after taxes "using the discounted cash flow technique" and the investment should be paid back in seven to ten years.

Mr. Diederich warned that the payment of special city taxes on gross receipts would cause earnings to fall below the 12% figure. "Unfortunately," he said, "the competition for franchises has resulted in applicants skimming the cream off potential profits and paying it to the cities. . . ." Many applicants are offering to pay cities up to 5% of gross, he noted, "and 10% is not altogether uncommon."

Norfolk-Portsmouth Newspapers Inc. publishes the *Norfolk (Va.) Virginian-Pilot* and *Ledger Star*, the *Greensboro (N. C.) Daily News and Record*; owns WTAR-AM-FM-TV Norfolk and WFMY-TV Greensboro. Its CATV subsidiary, TeleCable Corp., owns CATV systems in Beckley and Mabscott, W. Va. (began Jan. 1 and has 1,100 subscribers); Princeton, W. Va. (under construction); Roanoke Rapids, N. C. (began April 1 and has 400 subscribers). Lee Coleman Kitchin is operations vice president of TeleCable.

## ABC-TV drops UHF, adds VHF in Tampa

WLCY-TV Tampa-St. Petersburg, Fla., which plans to begin operation in July, has been signed as an ABC-TV affiliate, beginning Sept. 1, according to Sam Rahall, president of the channel 10 permittee, and Robert L. Coe, ABC vice president in charge of TV station relations.

When its affiliation with WLCY-TV begins, ABC will terminate its affiliation with WSUN-TV (channel 38). City of St. Petersburg, which owns WSUN-TV and its AM adjunct, is preparing to offer stations for sale, and is scheduled to adopt final, authorized specifications at meeting June 3.

## Media notes . . .

New AM starts • WSBR Boca Raton, Fla., has gone on the air. A 1-kw daytimer on 740 kc, WSBR is owned by Dr. Fred S. Grunwald of Washington and Boca Raton. R. R. Allen is general manager.

Moving • KFMU(FM) Los Angeles on June 15 will move to 3810 Wilshire Boulevard, with space on the 10th floor of the new 22-story Getty Union Bank Center. The new larger studios will be equipped with Simplimation, automation gear manufactured by International Good Music, KFMU's owner.

# Crosley buys WOAI-AM-TV

## \$12-million purchase not subject to FCC's interim policy on top 50 market TV sales

Crosley Broadcasting last week took another multi-million dollar step forward in broadcasting with the purchase of WOAI-AM-TV San Antonio, Tex., from Hugh Halff, Jr. and family. On April 28 Crosley announced the purchase of WWDC-AM-FM Washington from Ben Strouse and family for \$4 million (BROADCASTING, May 3).

The \$12-million San Antonio sale was announced last Thursday (May 27) by John T. Murphy, Crosley president, and Hugh Halff Jr., chairman and majority owner of licensee, Southland Industries Inc. WOAI, a clear-channel station on 1200 kc with 50 kw, went on the air in 1922 and WOAI-TV, on channel 4, began broadcasting on Dec. 11, 1949, as the first TV station in San Antonio. Both facilities have been under Southland ownership since their inception, and are affiliated with NBC.

Mr. Murphy said that "the acquisition of WOAI radio and television is another indication of Crosley's forward movement in the broadcasting field." He added that the addition of clear channel WOAI to WLW, Crosley's clear channel station in Cincinnati, is "particularly gratifying to us."

Mr. Halff stated: "We are happy that an organization of the stature of Crosley Broadcasting is planning to purchase WOAI radio and TV." He added, "My family has endeavored to serve the interests of San Antonio and the Southwest with the best possible radio and TV service. I am certain the principles and ideals that have guided the WOAI operation will be perpetuated. . . ."

In addition to WLW, Crosley Broadcasting, subsidiary of Avco Corp., owns WLWT-TV Cincinnati; WLWC-TV Columbus, Ohio; WLWD-TV Dayton, Ohio, and WLWI-TV Indianapolis, all

VHF stations.

Both the WWDC-AM-FM and WOAI-TV purchases are subject to FCC approval.

An interim policy adopted by the FCC on Dec. 18, 1964, requires a hearing on the purchase of a VHF station in the top 50 markets by a broadcasting entity already owning a station in the top 50 (BROADCASTING, Dec. 21, 1964). This policy is not applicable to the WOAI-TV sale since it does not fall in the commission's first 50 markets. TELEVISION Magazine lists San Antonio as the 53d market (TELEVISION, March 1965).



Completing sale arrangements for the purchase of WWDC-AM-FM Washington by Crosley Broadcasting Corp., were (seated): Ben Strouse, president of WWDC Inc., and (standing l to r), John J. Heywood, Crosley executive vice president, and Matthew A. McLoughlin, secretary and general counsel of Avco Corp., of which Crosley is a subsidiary.

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## Attack on tall-tower problem

FCC proposal would gather antennas over 1,000 feet in farms, over 2,000 feet might be allowed after hearing

The FCC took two steps last week aimed at resolving the problem created by the proliferation of tall broadcast antenna towers. The Federal Aviation Agency, which has a direct responsibility in air-safety matters, is involved in both aspects of the commission's approach.

The commission proposed a rule-making looking to the establishment of antenna farms as a means, it said, of accomodating tall towers and, at the same time, protecting air safety. Under the proposal, most new or modified towers more than 1,000 feet tall would have to be located in farms established after consultation with the FAA. The FAA has long advocated the grouping of towers as an air-safety measure.

In a separate action, the commission issued a policy statement that virtually put a 2,000-foot (above ground) ceiling on towers located anywhere. The statement was drafted by the commission staff after conferences with FAA officials.

The two actions are likely to be controversial. Broadcast industry spokesmen in the past have criticized both antenna farm proposals that would

require the grouping of towers in designated areas and the establishment of fixed limits on tower heights.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, also has exhibited direct interest in both matters. He has introduced legislation to limit towers to 2,000 feet. But he has also said he would not object to administrative action that would have the same result.

**Antenna Farm Worries** • And he has expressed concern over the possibility that forcing stations to locate antennas in a farm might limit or restrict their service to the communities to which they are assigned (BROADCASTING, March 8.) Commission officials, however, said the antenna farm proposal does not contemplate any waiver of coverage requirements. Stations would still serve the communities to which their frequency was allocated.

The proposed rulemaking, which has been under consideration for more than two years, was issued on a 4 to 2 vote. Comments are due Sept. 30. Chairman E. William Henry and Commissioners Kenneth A. Cox, Lee Loevinger and James J. Wadsworth were in

the majority, and Commissioners Robert T. Bartley and Robert E. Lee dissented. Commissioner Rosel H. Hyde was absent.

The proposal provides for separate rulemakings to establish antenna farms on a community-by-community basis. The commission would initiate the proceedings after coordinating its views with the FAA. More than one farm might be located in a community.

Under the proposal, once a farm was established, the commission would not accept an application for a tower exceeding 1,000 feet in height unless it were to be located in the farm. The only exceptions would be for applications cleared by the FAA as posing no air-safety hazard.

**No Forced Moves** • Existing stations would not be required to move their towers into farms. But it's assumed that the prospect of the additional height possible in such locations might induce some broadcasters to move voluntarily.

The commission would amend its rules to provide for equivalent protection for stations from the effects of the less-than-standard mileage separations that might result from antenna-farm installations.

However, the proposed rule would not authorize short separations, and any requests to locate in a farm that would result in such a separation would be determined on a case-by-case basis.

"The continuing trend to more and higher towers (particularly in TV and FM)," the commission said, "makes it advisable to group such structures." It said this would contribute to air safety while at the same time "permitting higher towers than would otherwise be possible."

The commission added that "broadcast service to the public would be improved since all receiving antennas in an antenna farm would be oriented for reception in a single direction."

**Lee's Concern** • Commissioner Lee objected to the proposal on the ground that, in his view, UHF and FM stations do not require very tall towers, as do VHF stations, and present no serious air-safety problem. He feels they should not, therefore, be required to locate in farms.

Commissioner Bartley feels that the commission is abdicating some of its responsibility to the FAA. Both commissioners were preparing dissenting statements, but they had not been issued as of late Thursday.

The policy statement, which was adopted unanimously, had not yet been released, either. But it was learned it makes clear that applications for towers exceeding 2,000 feet in height above

## AM, FM highlight EIA receiver report

February sales of black-and-white TV receivers were slightly less than in January, the Electronic Industries Association has reported. But total sales of monochrome television sets for the first two months of 1965 were ahead of the same period last year.

Color TV production in the first two months also rose, with the Feb-

ruary production rising 86.6% over the February 1964 total and 32.7% over the January 1965 total.

Radio sales and production for the first two months of the year also moved up, with FM production increasing by 50%.

Sales and production of TV and radio for the first two months of the year:

Period	SALES			
	Television (Monochrome)	(Color)	(Total)	Radio (With FM)
Jan.-Feb. 1965	1,241,547	—	1,585,022*	—
Jan.-Feb. 1964	1,232,617	—	1,209,486	—
PRODUCTION				
Jan.-Feb. 1965	1,298,662	297,280	3,527,499**	427,305
Jan.-Feb. 1964	1,302,684	179,827	2,781,155	282,106

\* Excluding auto radios.

\*\* Including auto radios of 1,581,544 for two months in 1965, compared to 1,316,436 for same period in 1964.

ground stand little chance of FCC approval.

The commission reportedly says that an applicant's right to a hearing will be respected but expresses the view that towers of more than 2,000 feet are unnecessary.

The statement, which was cleared with the FAA, indicates that the commission and the FAA would consider requests for towers in excess of 2,000 feet. This leaves open the possibility that such applications might be approved.

But commission officials said the purpose of the statement is to put broadcasters on notice that the commission has "a strong presumption" against towers of that height.

## NAB engineering group has busy agenda

How to meet attempts by land-mobile services to share TV channel space, a decision on how to conduct unbalanced audio tests and selection of a university for the engineering-management seminars are on the agenda of the National Association of Broadcasters Engineering Advisory Committee meeting in Chicago, Thursday (June 3).

A subcommittee will report on efforts by the Electronic Industries Association, Joint Technical Advisory Committee and National Association of Manufacturers to get the FCC to give land mobile users a portion of spectrum space now allocated to television on a share basis. The deadline for comments on the commission's notice of inquiry on channel sharing had been June 3 and the NAB last week was preparing to seek an extension so the advisory committee could have additional time to study the other proposals.

The committee will also approve a design for the audio tests to be conducted at WSVA Harrisonburg, Va. The tests, a result of NAB attempts to find an answer to the loud commercial problem, received the FCC's blessing in March (BROADCASTING, March 15).

Although criteria aren't set, the tests will probably be made on tape with A and B tracks; one track with the audio as it would come over the air and the other with technically augmented audio. Using sound processing it would probably show results of compression, various equalizations and different degrees of reverberation.

Officials from Purdue University, Lafayette, Ind., will make a proposal to the committee on the school's facilities and ability to handle the engineering-management seminar.

# Satellite-to-home TV in decade

## Sarnoff says stations in the sky could cover earth at about the cost of present major-market VHF

Worldwide radio and television broadcasting direct to home receivers from three synchronous communications satellites is foreseen as technically possible within a decade by Brigadier General David Sarnoff, RCA chairman.

In a speech to the Armed Forces Communications and Electronics Association in Washington last week, General Sarnoff itemized the requirements for a three-satellite system which would cover virtually all the earth, and expressed the expectation they could be met:

- High-power satellites, each weighing 5,000 pounds, powered by nuclear reactors generating up to 30 kw, and operating in the UHF television band.
- Each with broadband capability, for three separate radio and TV signals beamed directly to receivers at home.
- In synchronous orbit over the equator, each satellite to cover an area of 1 million square miles.
- Minor modification of the home receiver, a receiving antenna about six feet long and directionalized toward the satellite. Cost? "Minimal."

Apart from the development costs, General Sarnoff said, the actual cost of

launching, booster and satellite would be in the area of \$10 million. Cost of a ground station would be about \$5 million, the RCA chairman said.

(These figures are close to those estimated by Leonard H. Goldenson, president of American Broadcast-Parmount Theaters Inc., in that company's proposal for its own satellite to feed domestic affiliates of the ABC network [BROADCASTING, May 24, 17]. Mr. Goldenson told stockholders two weeks ago that a satellite could be launched for less than \$9 million; in an earlier announcement, ABC estimated that the cost of a satellite might be around \$8 million.)

"With three such satellites—together costing about \$30 million—exclusive of ground stations—three TV channels would be available through each satellite to beam programs to the entire United States and north into Canada." This is virtually the cost of purchasing a single leading VHF television station in a major U. S. market, General Sarnoff observed.

The effect of such a system on the economics of broadcasting can be significant, General Sarnoff commented. He noted that the three U. S. television

## Engstrom warns about space regulation

Elmer W. Engstrom, president of RCA, warned last week that regulatory policies of the government could work against the future integration of a worldwide communications system. Dr. Engstrom predicted that by the end of this century, two-way wide-band communications facilities could pipe all types of communications services into the home.

The RCA president also predicted a day when all business and personal information outside a local area could be channeled through communications centers which might be operated as utilities. Such centers, he said, might use cable, land-station microwave or satellites, to transmit information in a worldwide communications system.

However he described a current "fragmented pattern" in communications service authorizations. "We

still operate under national regulatory procedures that were conceived at a time when a clear technical separation existed between voice and nonvoice services." Thus, he continued, one carrier is authorized to handle international phone traffic and excluded from record service while five others are authorized for record service but are excluded from public phone service.

Now, Dr. Engstrom said, the FCC has ruled that the Communications Satellite Corp. will own and operate, for an interim period, the ground stations used by communications satellites.

Future wide-band signals, he continued, will carry voice, television, data and other traffic without distinction.

Dr. Engstrom spoke in St. Louis at the fifth National Conference on the Peaceful Uses of Space.

networks today spend about \$50 million a year for 53,000 miles of circuits to transmit programs to their affiliates, and additional millions of dollars for special feeds.

**National Policy** ■ There would be jurisdictional problems in this type of communications, General Sarnoff noted, particularly on the question of broadcasting by one nation to the nationals of another. This requires a national U. S. telecommunication policy, he commented. He also referred to a high-level intra-governmental study now underway to make recommendations to Congress for an international communications policy for the U. S. This has been underway for about six months and is under the joint chairmanship of James D. O'Connell, the President's telecommunications adviser, and E. William Henry, chairman of the FCC.

The principal thrust of General Sarnoff's speech is the need to reassess the long time division of international communications carriers into voice and record companies, when circuits today are capable of carrying all types of communications and when the differentiation is no longer valid. General Sarnoff mentioned that he had brought this subject up three years ago in a speech to the American Bar Association and had suggested that one possibility is a single, unified international communications carrier to handle all types of overseas traffic. He also called for a distinction to be made between the Communications Satellite Corp. and the international carriers so that Comsat functions as a "carrier's carrier".

## Business radio band users set up association

Formation of the National Association of Business and Educational Radio to represent radio frequency users in the business radio band was announced last week in Chicago.

NABER will make united industry representations in allocations and other matters before the FCC and other government bodies and will also encourage technical research. NABER's formation was spurred by channel scarcity and the growing usage of the business radio band, it was explained by the organization's president, Frank T. Bailey Jr., national service operating manager, Sears, Roebuck & Co.

NABER's offices will be set up at location to be selected in Washington and 4707 Willow Spring Road, LaGrange, Ill., and its executive vice president-general manager, Val J. Williams, will eventually be in Washington. Mr. Williams formerly was with Spector Freight Service Inc.

Other NABER officers include Elbert

## The quiet beep

A new telephone beeper device which is not heard on the air last week resulted in the National Association of Broadcasters dropping a two-year-old complaint against AT&T.

The June 1963 complaint to the FCC had charged AT&T with "unreasonableness" in requiring an audible tone for phone conversations being recorded. NAB had asked permission for broadcasters to drop the beeps from taped news reports telephoned to the stations and from recorded phone conversations with listeners who call voluntarily for broadcast purposes.

The new device, to be available about Sept. 1, lets the caller know the conversation is being recorded, but filters the beep out of the recording.

Matthews of International Business Machines, vice president; William C. Matthei, American Oil Co., also vice president, and John A. Swider, Montgomery Ward & Co., treasurer. Legal counsel is Donald Beeler of Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington.

## TV used in making motion pictures

Vidifilm Inc. has introduced a new system of motion picture making which enables the director to see each frame as it is being rehearsed or filmed in live TV production fashion. The Vidifilm camera combines a professional 16 mm motion picture camera and a vidicon TV camera in a single blimp, with a five-inch TV monitor mounted at the rear for use by the cameraman. On the right side of the blimp, a combination focus and zoom control can be operated with the right hand, leaving the left hand free to guide the camera pan head and tripod, dolly or pedestal. The Vidifilm camera weighs 52 pounds.

A master-control unit, connected to the camera by lightweight cable, is an upright console housing four nine-inch TV monitors and two speakers, with a switching panel enabling the director to select the camera shot he wants filmed by push-button operation. The console weighs 75 pounds, the switching panel 35 pounds.

The complete Vidifilm system can be rented for \$600 a day. The firm has offices at 8730 Sunset Boulevard, Los Angeles. Telephone: 657-4302.

## NBC color claim draws rebuttals

NBC research authorities have claimed that in color television NBC-TV has a technical edge over CBS-TV and ABC-TV, in addition to its advantage in the amount of color programming being offered.

ABC-TV and CBS-TV discounted the claim, and independent engineers tended to give it less importance than the NBC researchers did.

The research memo said "the reason for NBC's consistent strength in color TV homes" would seem to be "due in large measure to 'antenna orientation'" —that it is desirable to orient a color-set antenna to a specific color station, and that when this is done "other stations broadcasting color may show a color ghost," which is "much more noticeable in color" than in black-and-white.

"Up to now the color antenna has been generally oriented to the NBC affiliate in the market," the memo continued. "Even in New York, where all the TV signals come from a common [transmitting] antenna, color sets have to be oriented to [NBC-TV] for best reception. We feel that even though there is some extra nighttime competition to NBC's colorcasting, the fact that NBC is the only network colorcasting in the daytime, when sets are installed and antennas oriented, means that NBC will maintain most of its present color audience advantage. . . .

"Men buying color sets to receive football games and the World Series in color will orient their antenna to the stations broadcasting those events. Women who view NBC daytime programs and/or Johnny Carson will want their antenna oriented to the station broadcasting those events. These are the reasons why NBC not only gets high ratings for color programs in color homes but also gets high ratings for black-and-white programs on NBC in color homes. When reception is better the program seems better. When reception is poor, people think the programs are poor and do not watch them."

An ABC-TV engineering expert dismissed the NBC contention quickly. It is true that in built-up areas there may be ghosting, he said, but "it's equally true in black-and-white."

A CBS-TV expert said it was true that "a certain percentage of homes" get better reception if their sets are oriented to a particular channel but that in his experience "this is not a very big percentage." Moreover, he said, "it works both ways." After CBS has presented color programs, he re-

ported, viewers have written in to say the CBS signal was better than they were accustomed to get on NBC.

He thought antenna orientation was a less critical factor than the fine-tuning adjustment of the receiver, and in any case he thought the situation would be "very quickly corrected" when there are a number of non-NBC color programs that people want to watch in color.

Independent engineers queried by BROADCASTING recalled that in the early days of black-and-white most antennas were oriented to the NBC station because most sets were made by NBC's parent, RCA, and because NBC stations usually were on the air earlier in the day with signals that servicemen could use in orientation.

Since this condition is quite similar today in color set installation, they say, it is probably the accepted practice for servicemen—particularly if they are RCA servicemen—to "lock on" to the local NBC station and clean up its signal as best they can, without regard to the signals of other stations.

## FCC rejects higher power for class IV's

The FCC last week once again turned down a request by the Community Broadcasters Association to raise the nighttime power limit of class IV AM's operating on local channels.

The CBA, comprised of class IV AM licensees, asked the commission to increase the nighttime power limit of class IV's on local channels from 250 w maximum to 1 kw and permit stations operating with daytime power of 500 w or 1 kw to use the same power at night. The FCC turned down a similar CBA request on Jan. 9, 1964.

The commission, in reply to CBA's request, said that a power increase of all class IV's would have some limited potential for improving nighttime serv-

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ice, but the claimed great and pressing need for increased nighttime power lacks technical support. It added that unless a power increase is possible for all class IV's the proposal has potential to destroy existing nighttime service areas by causing adjacent channel interference.

The commission concluded that it does not rule out the possibility of a future power increase, but said it feels that no purpose would be served until it could be accomplished without injury and in compliance with international agreements.

## Zenith to push output of pay-TV decoders

Zenith Radio Corp. is tooling up and ready to produce the Phonevision decoders needed for expansion of the pay television test in Hartford, Conn., it was announced last week by Joseph S. Wright, Zenith president. FCC has approved a three-year extension of the experiment (BROADCASTING, May 24).

Zenith will start quantity production of the decoders in a few weeks, Mr. Wright said.

New subscribers to Hartford's pay-TV station, WHCT(TV), may have to wait a while for installation of their decoders, according to Station Manager Mark Forrester.

Mr. Forrester said the station currently has 5,000 of the devices in use but must wait until more are produced by the Zenith Corp. before making new installations.

## Technical topics . . .

**Gets color gear** ■ Midwest Television Co. last week announced receipt of color film projection equipment from RCA and will be put into operation in September. The \$200,000 color investment is for WCIA(TV) Champaign, WMBD-TV Peoria, both Illinois, and KFMB-TV San Diego.

**New CATV cable** ■ Viking Cable Co., Hoboken, N. J., has a new seamless aluminum sheath cable for community antenna service in 2,000-foot lengths, maintaining quality and 26 db return loss.

**Recorder/reproducer** ■ Ampex Corp., Redwood City, Calif., has a new series of solid-state professional audio recorder/reproducers. The AG-350, first all-transistorized studio recorder offered by Ampex, is an advanced version of the 351 series that incorporates many of the engineering features of the MR-70 higher-priced recorder. The AG-350 ranges in price from \$1,750 for a full-track unmounted recorder/reproducer to \$2,

670 for the two-speed stereo console.

**Background music** ■ In the commercial sound products line, RCA Service Co., Camden, N. J., has placed on the market new equipment for background music installations and audio entertainment control systems, along with other sound systems. Equipment can be purchased directly or through a lease plan from the company.

**Audio/video modulator** ■ Dynair Electronics Inc., San Diego, has developed the TX-4A Dyna-Mod, a solid-state audio/video modulator for closed-circuit TV applications. The Dyna-Mod, sells for \$850, is available for use with either separate video and audio inputs, a combined video and multiplexed 4.5 mc input, or separate video and 4.5 mc aural inputs. The output in each is a standard VHF-TV signal.

## Two stations fined

The FCC last week informed two broadcasting firms that they were each subject to \$1,000 fines for failure to have a licensed operator on duty.

The commission cited KLIX Twin Falls, Idaho, and KFDI Wichita, Kan., for the alleged offenses.

Both have 30 days to contest or pay the forfeitures.

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## Sloan awards honor highway safety campaigns

WJAC-AM-FM, WJAC-TV and the Citizen's Safety Council, all Johnstown, Pa., each received an Alfred P. Sloan radio-TV award for highway safety for their cooperation in a community-wide safety campaign. Presentation was made last Tuesday (May 25) at the 17th annual Sloan awards banquet at the Waldorf-Astoria, New York.

The awards, which were first given in 1948, are sponsored by the Alfred P. Sloan Foundation and administered by the National Safety Council in cooperation with the Automotive Safety Foundation.

Winners of the bronze plaques in the sustaining category were: CBS Radio, for a series of 25 *Dimension* programs on the role of the automobile in American life; WEJL Scranton, Pa.; WGN and WGN-TV Chicago; WSBF-FM Clemson, S.C., noncommercial; WSPC Misenheimer, N.C., campus limited station at Pfeiffer College, and WHA-TV Madison, Wis.

Commercial awards were given to the American Oil Co.; MFA Insurance Co.'s, Columbia, Mo.; Frisch's Restaurants, Cincinnati, and Citizens Mutual Insurance Co., Howell, Mich.

Special creative awards of \$1,000 each were presented to Carl Zimmermann, WITI-TV Milwaukee, for writing a series of editorials on local traffic accident problems, and Robert Guy and



Mr. Wasilewski (l) presents the plaque to Mr. Sloan.

Richard Dietrich, WJBK-TV Detroit, for producing a documentary entitled *The Michigan Massacre*.

This year no awards were made in the sustaining categories of regional radio, regional TV and national TV; or national TV in the commercial category.

Vincent Wasilewski, president of the National Association of Broadcasters, on behalf of broadcasters and advertisers, presented a special award to Mr. Sloan, retired board chairman of General Motors, for his "encouragement and support of public service in highway safety."

## FM stations eligible for Major Awards

Radio stations which broadcast at least 50% of their programs on FM are eligible to compete for the Armstrong Memorial Research Foundation's 1965 Major Awards. Entry blanks for the contest have been mailed to FM stations throughout the U. S.

Awards are in honor of the late Major Edwin M. Armstrong, FM pioneer.

A bronze plaque and \$500 cash prize will be offered to winners in the categories of music, news, community service and education. Stations may enter one or more of the categories by submitting a tape recording of a "typical and representative program for each category entered" and by completing the entry blanks. Dr. John Dunning, dean of Columbia University's School of Engineering and Applied Science will head the board of judges. Full information on the contest may be obtained from the foundation at Columbia University, 632 West 125th Street, New York 10027.

## Baptist radio-TV awards

The American Baptist Convention has announced that its 11th annual awards "for outstanding and significant contributions in radio and TV on the basis of merit" would go to NBC-TV's *Profiles in Courage* series; Harold Gast, writer of "The Objector" on CBS-TV's

## FINANCIAL REPORTS

### Corinthian files brief in tax appeal

Corinthian Broadcasting Co. last week filed a brief in the U. S. Court of Appeals (Seventh Circuit) upholding a U. S. Tax Court decision allowing amortization of network affiliations. The case will be argued June 11. It was appealed by the Internal Revenue Service.

Last year, Tax Judge Howard A. Dawson Jr. ruled that Corinthian should be permitted to amortize \$4,625,000 allocated to CBS network affiliation contracts with WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana. Corinthian bought these stations, plus their radio adjuncts, in 1956 for \$11 million. Judge Dawson recommended that the amortization period be 20 years on a straight-line basis.

IRS denies that network contracts can

be amortized because, it claims, they have no determinable life. During the hearing before Judge Dawson it was shown by Corinthian witnesses that the life of a network affiliation contract can be ascertained. Based on this showing, Judge Dawson ruled that Corinthian is entitled to depreciate the contracts (BROADCASTING, March 16, 1964).

At stake is a \$2.2 million tax deficiency claimed by IRS for three years (1957-59).

### Jerrold back in black; CATV goals being met

Jerrold Corp., Philadelphia, has revealed that operations for the fiscal year ended Feb. 28 returned to the black after losing \$2,695,250 during the previous fiscal period.

The community antenna TV operator and equipment manufacturer said that

the profit was reached even though a subsidiary, Pilot Radio Corp., suffered a loss of \$1.5 million prior to its sale. A nonrecurring loss on the sale of Pilot Radio was partially offset by a gain of \$158,282 on the sale of another subsidiary, Microwave Communications.

Jerrold President Milton J. Shapp said that the profit this year was the result of major reshaping of the organization and its operations. Concerning CATV operations, he said that Jerrold was fully meeting or exceeding its subscriber projections, and announced an agreement with Alpine Geophysical Corp. to install and operate CATV's in five New Jersey communities.

For the fiscal years ended Feb. 28, 1965, and Feb. 29, 1964:

	1965	1964
Earnings per share	\$0.07	\$1.10*
Operating revenues	30,197,221	24,542,111
Net income	156,747	2,695,250†
Shares outstanding	2,117,041	2,071,898

\*Loss

†Before tax recovery of \$415,930.

*The Defenders*; WCAU-TV Philadelphia for "programs that serve the community life of the area with sensitive feeling and imagination"; Xerox Corp., Rochester, N. Y., for sponsoring "varied TV programs that are an aid to understanding difficult subjects in a changing world," and Bert Cowlan, community relations director, WINS New York, for "flexible, timely and religiously relevant community programming of note."

## Gabriel Awards given for religious programs

Religious programming in 1964 has won awards for NBC Radio, NBC-TV, CBS-TV, ABC Radio and ABC-TV as well as for several stations. The Gabriel Awards for outstanding religious presentations were announced by the Catholic Broadcasters Association of America.

NBC Radio won awards in various categories for its programs, *The Prophet, Christian Commitments to Freedom, Charity and the Christian Conscience*, and *The Trial of Prudence Crandell*, while NBC-TV was cited for *A Walk in the World* and *Ruth*. ABC-TV was honored for *The New Mass*; ABC Radio for *The Christian in Action* and CBS-TV for *Chile*. CBS-owned WBBM Chicago, KMOX St. Louis and KCBS San Francisco won individual Gabriel Awards, as did NBC's WMAQ-TV Chicago and WRCV-TV Philadelphia. Other



## Henry quizzed by junior high students

Junior high school students from Pittsburgh turned the tables last week on FCC Chairman E. William Henry. The group, representing finalists on WTAE-TV Pittsburgh's *Junior High Quiz*, spent an afternoon quizzing Mr. Henry about broadcasting.

The students were in Washington courtesy of WTAE and program sponsor Pittsburgh National Bank. With group (standing at right) were (l to r): Ricki Wertz, series coordinator; Harlan Singer, quiz director, and Frank Bollinger, publicity director.

station awards went to WKAT Miami, KSD-TV St. Louis and WSTV-TV Steubenville, Ohio.

## Mayors' Awards announced

Winners of the second annual Mayors' Awards for local community service programming by broadcasting sta-

tions are KNBC-TV Los Angeles, KMOX St. Louis and WBT Charlotte, N. C. The annual awards, sponsored by the Mayors' Conference and the Broadcast Pioneers, are being announced today (May 31) in St. Louis.

The judges this year agreed upon duplicate awards in radio because of the excellence of the two winning entries.

## More financial queries in Conn. CATV hearing

Members of the Connecticut Public Utilities Commission continued to criticize applicants for community antenna TV franchises who do not produce witnesses capable of giving details on financial matters.

As the cross-examination phase of the hearings resumed in Hartford May 24, Chairman Eugene S. Doughlin warned an official of New Haven TV Cable Co. that the company's application was being placed in a hazardous position by his inability to answer questions on the firm's 10-year income projection. In previous weeks, officials of Waterbury Community Antenna, Inc. were chided similarly.

Mr. Doughlin was referring to the inability of Howard Moffat, manager of CATV systems for Triangle Publi-

cations, sole owner of the New Haven cable company, to testify on the amount of capital investment the company would have made after 10 years.

At the May 17 hearing, another Triangle official, controller Charles J. Andrews, likewise was unable to give the commission an answer.

In other developments, New Haven TV Cable witnesses testified that a proper return on investment ought to be 10% to 15% and that a safety factor of 40% had been "built in" the financial projection.

The commission already has indicated that a return on investment should not exceed 8% and was critical of a safety factor of more than 10%.

## Fox to offer bonds

Twentieth Century-Fox Film Corp., New York, has requested the Securities & Exchange Commission to register an

\$18.4 million offering of convertible subordinated debentures. The bonds are to be offered to common stockholders on the basis of \$100 principal amount for each 15 common shares held. Any bonds remaining are then to be offered for public sale through underwriters headed by Lehman Brothers, New York.

Net proceeds from the bond sale will be applied to payment of bank loans originally incurred for working capital.

## 20th Century-Fox has big television income

Revenue from television series contributed substantially to marked increases in gross income and profits for the 20th Century-Fox Corp. during the first quarter of 1965, it was reported at the company's stockholders meeting

## Paramount opens seats on board for insurgents

Facing the prospect of a proxy fight, management of Paramount Pictures Corp. decided last week to support two leaders of an insurgent stockholder group for board membership.

Herbert J. Siegel, president of General Artists Corp. and board chairman of Baldwin-Montrose Chemical Co., and Ernest Martin, president of Feuer & Martin, a Broadway production company, will be on management's slate for election to the Paramount board at an annual meeting in New York tomorrow (June 1).

Mr. Siegel, head of the insurgent group, had informed the Securities & Exchange Commission that he might solicit proxies for election of a majority of the Paramount board and the group issued a tender for 125,000 shares of Paramount stock at \$64 a share (BROADCASTING, May 24).

Last week Paramount President George Weltner said Messrs. Siegel and Martin had become substantial shareholders in the company and that management would support them as replacements for present board

members Frank Freeman and Duncan Harris who had asked to be relieved of their directorships. Baldwin-Montrose plans to divest itself of its 70% holding in General Artists Corp. to prevent a conflict of interests. GAC is a talent agency and packager of television programs.

Paramount has varied interests in the entertainment field including TV-producing Plautus Productions and Talent Associates Paramount (51%). It is also owner of International Telemeter which franchises the Telemeter pay-TV system (see page 60). But feature-film distribution is by far the major part of its business.

Some industry observers feel that Paramount's plentiful store of post-1948 feature films, about half of them not yet committed to TV, represent assets not recognized in the market value of Paramount stock. These sources offer this as one reason for the new interest of Messrs. Siegel and Martin.

Last Tuesday (May 25) Paramount stock closed at 59½, down 5% for the day, apparently with the knowledge that the price would not be buoyed further by a proxy battle.

in New York.

First quarter revenue from TV series increased to \$6,614,000 from \$528,000 in the corresponding 1964 period, according to Seymour Poe, president. For next season, Fox will be represented on network TV by seven and one-half hours of programs a week.

For the first quarter ended March 31:

	1965	1964
Earnings per share	\$1.05	\$0.33
Net income	2,899,000	909,000
Gross income	30,363,000	22,262,000

## Disney profit shoots up to \$2.23 a share

Net profit of Walt Disney Productions for the first half of fiscal 1965 was up 47.7% from the like period of a year ago, with income up 7.9%, according to Roy O. Disney, president and chairman. In television, *Walt Disney's Wonderful World of Color* will continue on NBC-TV until September 1967; *Mickey Mouse Club* is in its last year of syndication. *Zorro* will go into syndication starting in September.

Six months ended April 3.

	1965	1964
Earnings per share	\$2.23	\$1.57
Income	40,212,000	37,257,000
Profit	4,136,000	2,803,000
Shares outstanding	1,854,273	1,780,337

## Sales and net income up in Entron fiscal report

Entron Inc., Silver Spring, Md., has announced that its sales for this fiscal year increased 15.7% over last year. Net income during the fiscal period which ended Feb. 28 showed a gain of 24.4%.

Entron's board voted two dividends during the 1965 fiscal period; a 5% stock dividend and a 5 cents a share cash extra, the first in the firm's history.

For the fiscal year ended Feb. 28:

	1965	1964
Earnings per share	\$0.56*	\$0.45**
Net sales	2,284,399	1,974,716
Net income	160,575*	129,062
Shares outstanding	285,653	285,653**

\*Before special charge of \$19,563 or 7 cents per share.

\*\*Adjusted for stock dividend.

## Collins Radio has higher sales, profits

Collins Radio Co. has announced improved sales and profits for the first quarter of 1965 and for the first nine months of the firm's current fiscal year. The equipment maker predicted continued sales and profit improvement with an April 30 sales backlog of \$261 million compared to \$204 million a year ago.

Consolidated statement of income:

	Nine months ended April 30, 1965	May 1, 1964
Earnings per share	\$1.19	\$0.85
Net sales	197,080,000	204,617,000
Income before taxes	4,945,000	3,805,000
Income taxes	2,291,000	1,903,000
Net income	2,654,000	1,902,000

Based on 2,230,080 outstanding shares.

## CATV contributes 70% of Teleprompter income

Teleprompter Corp., New York, now deriving 70% of its revenues from community antenna television, recorded first quarter profits 24% ahead of their 1964 level.

Irving B. Kahn, board chairman and president of the company, presenting the first-quarter report at its annual meeting, said new financing arrangements are being negotiated for further expansion of its CATV holdings.

At the stockholder meeting two new directors were elected to the Teleprompter board, Jack Wrather and Monte E. Livingston. Mr. Wrather recently purchased Western Union Telegraph Co.'s interest in Teleprompter and now owns about 13% of the company's outstanding stock.

First quarter ended March 31:

	1965	1964
Earnings per share	\$0.10	\$0.08
Gross revenues	1,167,215	906,729
Net earnings	70,917	57,116
Shares outstanding	744,300	737,608

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Frank E. Egan** and **Sheldon Moyer**, senior VP's at D. P. Brother & Co., Detroit, elected to agency's board of directors. **Arthur F. Feehan** was re-elected secretary-treasurer and elected director.



Mr. Egan



Mr. Moyer

**Frank W. Townshend**, VP and manager, named senior VP in charge of New York division, Campbell-Ewald Co. **Warren E. Rebell**, VP and account supervisor, promoted to general manager of C-E New York office.

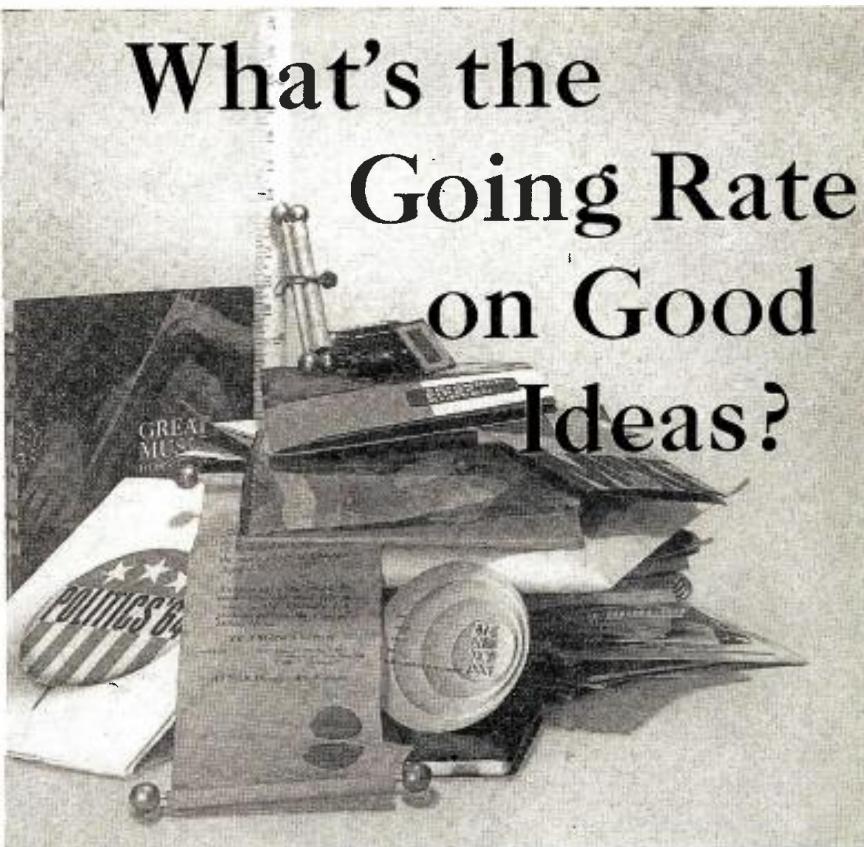
**J. Milton Rush**, manager of Raleigh Premium Center (Brown & Williamson Tobacco Corp.), elected president and board chairman of Premium Advertising Association of America Inc. **William P. Dunham**, president and chief executive officer of PAAA, steps down from posts to assume presidency of Dunham-Luttmann Marketing Service, but continues as director of association. **Raymond L. Icely**, Wilson Sporting Goods Co., newly elected VP of Premium organization and **J. R. Bouras**, Quaker Oats and **Joseph P. DiRienzo** of William Peck Sales Co., re-elected VP's as was **Arthur F. Cook**, Lever Brothers, who also is treasurer. **Sam D. Thompson**, The Borden Co., re-elected VP and chairman of executive committee, and **Frank T. Dierson**, as general counsel. **William C. Battle** named general manager of PAAA. Mr. Battle was formerly general sales manager for Ovaltine Food Products.

**David K. McCourt**, joins McCann-Erickson, Los Angeles, as account supervisor, coming from Foote, Cone & Belding, San Francisco.

**Ernest Metcalf**, with Adam Young Co., New York, joins radio sales staff of Avery-Knodel Inc., station representatives in that city. Mr. Metcalf had been radio time buyer for five years with BBDO prior to joining Young. He replaces **John Wolfe**, who joins Mutual's station relations department, also New York.

**James DeCaro**, local sales manager of KCBQ San Diego, named general sales manager of station.

**S. Champion Titus**, director of marketing, Tar Gard Co., San Francisco, appointed VP, marketing.



? Do you think the shape of your latest sales promotion piece is interesting?

! BPA members learned about a sixteen-foot mailer that set New York abuzz.

? Do you set type and do paste-ups for each VSI slide?

! BPA members learned how to do it easier, cheaper.

? Can you get a four-color effect at a two-color price?

! BPA members know how it's done.

? Have you a great umbrella for all your give-aways?

! BPA members know about one that's been socko.

BPA membership costs \$30 a year. For that price you get a monthly newsletter absolutely bulging with borrowable ideas. And the annual convention is the hardest work promotion managers do all year. Really, can you afford not to belong?

**BROADCASTERS PROMOTION ASSOCIATION**  
1965 CONVENTION AT WASHINGTON, D. C.

1812 HEMPSTEAD ROAD, LANCASTER, PA.



**Stan Taylor**, account supervisor in Los Angeles office of Klau-Van Pietersom-Dunlap, promoted to VP and manager of that office.

**Robert M. Altman**, account executive at WSYR Syracuse, named sales representative at WRGB-TV Schenectady, both New York.

**Herschel Williams**, head of Herschel Williams & Associates, management consulting firm in New York, named assistant to president of American Home Products Corp., that city.

**William Caro**, with Guild, Bascom & Bonfigli, Los Angeles, named assistant media director at Honig-Cooper & Harrington, San Francisco.

**James A. Landon**, director of research at WJXT-TV Jacksonville, Fla., since 1961, named director of research for Post-Newsweek Stations (WJXT; WTOP-AM-FM-TV Washington) with headquarters in Washington. He will be replaced at WJXT by **Larry Young**.



Mr. Landon

**Grant Smith**, VP on Chicago sales staff, named to new post of VP for station relations and forward planning, H-R Television Inc., Chicago. **William Hunefeld**, general sales manager at WDAU-TV Scranton, Pa., named VP in charge of TV sales, Chicago.

**Art Hansen**, public relations director at Castle & Cooke Inc., Honolulu, named copy chief at Milici Advertising Agency, that city.

**Tom D. Anderson**, on local sales staff of WTVO-TV Rockford, Ill., named local sales manager.

**Harold B. Arkoff**, VP for sales at KGIL San Fernando, Calif., resigns, effective July 1. Mr. Arkoff plans to re-enter broadcast business in Southern California, either in managerial or ownership capacity.

**W. S. (Bill) Morgan**, former general manager of KLIF Dallas, joined Commercial Recording Corp., that city, as VP and sales manager. CRC is producer of jingles and commercials for radio-TV.

**Bill McKibben**, sales coordinator of Taft Broadcasting Co., New York, and formerly general manager of Taft's WGR-AM-FM Buffalo, N.Y., named administrative assistant at WBEN-AM-FM-TV Buffalo. Mr. McKibben formerly was assistant to managing director of WIL-AM-FM



Mr. McKibben

St. Louis before moving to WGR-AM-FM last year.



Mr. Hetherington



Mr. Prouty

**Norman R. Prouty**, national radio sales manager at Advertising Time Sales Inc., New York, and **Robert M. Hetherington**, manager of St. Louis office of ATS, named VP's of station representative firm.

**Gerard Rody Scheib**, formerly with Post-Keyes-Gardner, Chicago, joins Anderson, Niefeld & Paley there as account executive.

**Myron Barg**, formerly with WEEF Highland Park, Ill., joins sales staff of WCIU-TV Chicago.

**Howard Field**, with Norman, Craig & Kummel, New York; **Bernhard H. Klepper** and **Emilie Griffin**, both copywriters at Compton Advertising Inc., that city, named copy group heads at Compton.

**Leonard Mandlebaum**, film editor with Dynamic Films, Campus Films, National Television Associates and Vision Associates, named editorial supervisor at Elektra Films, commercial producers, New York.

**Paul Inkman**, former sales manager at KNOT Prescott, Ariz., named to sales staff of KGGK-FM Garden Grove, Calif.

**Robert A. Kroll**, copy group head for General Foods and U. S. Department of Labor's automation education campaign, and **David Strousse**, account supervisor for new line of Clairol cosmetics, both named VP's of Foote, Cone & Belding, New York. **Barbara J. Appel**, advertising and promotion copy chief for *Mademoiselle* magazine, and **Rosalyn Smolen**, advertising copywriter at Bergdorf Goodman, New York, named copywriters on Clairol account at FC&B, that city. **Edward F. Seaton** and **Percy J. Muender**, account supervisors, FC&B, Chicago, promoted to VP's.

**Florence Talbot**, controller at Charles Schlaifer & Co., New York, joins Bliss/Grunewald Inc., that city, in similar capacity, newly created position at company. **Richard Lenton**, production manager at B/G, named director of internal operations.

**Richard S. Reibold**, copy chief at M. J. Beckman Associates, Los Angeles, promoted to VP-group supervisor. **Sandy Dvore**, in creative department, promoted to VP-creative director. **Richard Monka**, specialist in real estate market-

ing and development, joins agency as account executive.

**Robert Lansdon**, contact executive at Young & Rubicam Inc., New York, named account supervisor.

**Edwin R. Rooney**, with L. W. Froehlich, New York, named producer in radio-TV department of Warwick & Legler, that city.

**F. Procter Jones**, director of sales for WNAC and Yankee Network, both Boston, named account executive at Donald A. Hodes Advertising Inc., Worcester, Mass.



Mr. Farber

**Herbert Farber**, with research department at WABC-TV New York, since 1960, named manager of research department. **Ron Laufer** appointed senior research analyst for station, succeeding Mr. Farber.

**Harvey N. Gersin**, formerly with WBZ Boston, joins WBKB-TV Chicago, as research director, succeeding **George B. McAneny**, acting research director for WBKB, named midwestern manager of sales promotion and research for CBS-TV Stations National Sales, with offices in that city.

**Richard Berger**, with product management at Post Division of General Foods Corp., and new product department for Jell-O Division, named merchandising director for Warren, Muller, Dololowsky Inc., New York.

**James E. Martz**, account executive at WONE Dayton, Ohio, named to sales staff of WKEF-TV, that city.

#### FCBA officers nominated

Nominated to be president of Federal Communications Bar Association is **J. Roger Wollenberg**, partner with Washington law firm of Wilmer, Cutler & Pickering. He succeeds **Thomas W. Wilson**, retiring president.

Others nominated by committee headed by **Fred W. Albertson**: **Arthur H. Schroeder**, first VP; **Ben C. Fisher**, second VP; **Stanley S. Harris**, secretary; **Warren C. Zwicky**, assistant secretary, and **Robert F. Mullin Jr.**, treasurer. Selected for three-year terms on executive committee are **Robert A. Marmet** and **Morton H. Wilner**. Mr. Wilson was recommended to post of delegate to American Bar Association.

Association's annual meeting takes place June 8 at Mayflower hotel, Washington.

**William H. Weber**, VP-account executive, Richard C. Lynch Advertising, St. Louis, joins sales staff of KMOX-TV there.

**Frank Carvell**, group media supervisor for N. W. Ayer & Son, Philadelphia, named media director for Lewis & Gilman Inc., that city.

**Ralph Freeman**, with Ted Bates & Co., New York, named creative director for radio-TV at Weightman Inc., Philadelphia.

**Ted R. Lazarus**, advertising manager for Paramount Pictures, Hollywood, named VP in charge of motion picture division of Frank B. Sawdon Inc., Los Angeles advertising agency.

**Richard G. Koenig**, program sales manager, WPIX(TV) New York, named director of special sales projects.

**Philip Peppis**, with Doyle Dane Bernbach, New York, named copy chief at Smith/Greenland Inc., that city.

**Robert Buell**, western region sales manager of Pet Milk Co., Milk Products Division, St. Louis, named national sales manager.

**Dick Duryee**, formerly with Advance Machinery Co. and 3M Co., joins Knox Reeves Advertising, Minneapolis, as account executive.

**Philip M. Morrow**, with Needham, Harper & Steers, Chicago, since 1956, promoted to media supervisor. **James M. Spero**, formerly with Tatham-Laird there, joins NH&S as assistant media supervisor.

**Andres Rodriguez**, formerly with McCann-Erickson, Chicago, joins E. H. Russell & Co., there, as art director.

**Roy Pelz**, formerly assistant advertising manager of Sterling Beer, joins WTVW-TV Evansville, Ind., as director of merchandising and sales promotion.

**Gene Pyle**, account executive at WANE-TV Fort Wayne, Ind., promoted to manager of local sales.

**Bob Allen**, formerly on public relations staff of Milwaukee Braves, joins WOKY Milwaukee as account executive.

**Willard J. (Bill) Fleming**, formerly with J. Walter Thompson Co., Kling Studios and D'Arcy Advertising, joins Leo Burnett Co., Chicago, as commercial producer. **William Coop** and **John W. Lane** join Burnett as account executives. Mr. Coop was with D'Arcy and Mr. Lane was with Lincoln Bank, Syracuse, N. Y. **Paul J. Dezell**, **William C. Gunn**, **Donald O. Keller**, **Stanley Sherwin**, **Harry J. Smedley**, **Martin H. Smith**, **Robert D. Weber** and **David J. Zilis**, art directors at Burnett, Chicago, promoted to art supervisors.

**William H. Brown Jr.**, formerly broadcast producer with Compton Advertis-

ing, Chicago, joins Post-Keyes-Gardner, there, in similar capacity.

**Len Hensel**, national sales manager of WSM Nashville, named commercial manager of station. Mr. Hensel previously was with Ziv-United Artists, and WAPI Birmingham.

**George A. Kirby**, formerly with MacFarland-Aveyard Co., Chicago, joins Clinton E. Frank Inc., there, as account executive.

**Kay Murray**, traffic coordinator at Erwin Wasey, Los Angeles, named broadcast traffic manager at Anderson-McConnell Inc., that city.

## THE MEDIA



Mr. Schreiber



Mr. Swift

**Frank P. Schreiber**, president and general manager of WQAD-TV Moline, Ill., resigns, but continues as stockholder and director of corporation, and member of its executive committee as special consultant. Succeeding him is **Arthur M. Swift**, former VP and general manager of WTCN-AM-TV Minneapolis-St. Paul, until stations were sold by Time-Life Broadcasting, presently general executive with Time-Life Broadcast, New York, who becomes executive VP and general manager at WQAD-TV (CLOSED CIRCUIT, May 17).



Mr. Lewis



Mr. Corey

**Al Lewis**, formerly manager of accounting, NBC, New York, named controller of Field Communications Corp., permittee of WFLD(TV) Chicago. **Joseph F. Corey**, formerly director of personnel and office manager at WBKB-TV Chicago, joins Field Communications as engineering supervisor.

**David M. Brennan**, account executive at WIL St. Louis, named assistant to managing director of station.

**William L. McPheeters**, Carmel, has been elected president of California Community Television Association at 21st semi-annual meeting. Other officers elected: **Gene Iacopi**, San Francisco, VP; **Howard King**, Ukiah, secretary-treasurer; **Franklin T. Williams**, Mar-

tinez, immediate past president, and **Walter Kaitz**, Sacramento, legislative counsel. Newly elected board members are **Norman Boggs**, Beverly Hills; **William Hargan**, Salinas; **C. M. Kirkeeng**, Dublin; **John Muir**, Sausalito, and **Henry Goldstein**, San Diego.

**Buford Saville**, Cumberland, Md., elected president of Mid-Atlantic Community Television Association at convention in Athens, Ohio. Other officers elected: **Carl Gainer**, Richwood, W. Va., VP, and **Bertram Cousins**, Fairmont, W. Va., secretary-treasurer. Elected to board of directors: **M. William Adler**, Weston, W. Va.; **T. H. Huffman**, Keyser, W. Va.; **Sandford F. Randolph**, Clarksburg, W. Va.; **Ralph Shepler**, Elkins, W. Va.; **Randolph W. Tucker**, Staunton, Va.; **Frank Tacy**, Marietta, Ohio; **William Turner**, Waynesville, N. C., and **James Vickers**, Harrisonburg, Va.

**Milton E. Mitler**, owner and manager of WALE Fall River, Mass., recalled to active duty with U. S. Air Force Reserves. Mr. Mitler holds reserve rank of lieutenant colonel.

**Pete Kempf**, Lufkin, Tex., community antenna operator elected president of Texas CATV Association. Other officers elected: **John Campbell**, C. A. Sammon Systems Co., Dallas, VP and **John Mankin**, Tyler, secretary-treasurer. New board members: **Charles Williams**, Graham; **Louis R. Eddins Jr.**, Brownwood, and **Mal Gilbert**, Snyder.

**Douglas H. Brown Jr.**, general manager of WRVM Rochester, N. Y., named general manager of WLOB Portland, Me., succeeding **Burton J. Sherwood**, named station manager of WTRY Troy, N. Y.

**Walter E. Wagstaff** and **Patrick H. Crafton**, station managers of KGW-TV and KGW, respectively, retain their posts with appointment of **Ancil H. Payne** as VP and general manager of KGW-AM-TV Portland, Ore. (BROADCASTING, May 24).

**Richard J. Maffe**, controller of The Hospital and Welfare Board of Hillsborough county, Tampa, named controller of WLCY St. Petersburg-WLCY-TV Largo, all Florida.

**Edward W. Somes**, general manager of WKVT Brattleboro, Vt., for five years, joins staff of WTTT Amherst, Mass.

## PROGRAMING

**Otis L. Smith**, executive salesman with ABC Films Inc., eastern sales office, New York, named eastern division manager, succeeding **Philip Conway**.

**Fred H. Ball**, management consultant to Desilu Productions Inc., and brother of President and Board Chairman **Lucille Ball**, named administrative assistant to president.

**Tom Thacker**, assistant manager at KIXZ Amarillo, Tex., named program director at KEZY Anaheim, Calif.

**John Mantley**, a story consultant for *Gunsmoke*, named to additional post of associate producer.

**Jack Shafer**, production manager at KOGO-TV San Diego, named program director of KLZ-TV Denver. Both are Time-Life stations. **Bill Stevens**, news and special events producer at KOGO-TV, succeeds Mr. Shafer as production manager, and **Bob Myers**, art director of KOGO-TV, takes added responsibility as assistant production manager.

**Bob Rogers**, catcher with Los Angeles Angels baseball team, joins sports department of KEZY Anaheim, Calif.

**Jack Shea**, director of *Death Valley Days* and Bob Hope and Jerry Lewis specials, named director of *Hollywood Talent Scouts* for CBS, Hollywood. Also joining program staff is **Chris Kochoff**, named production supervisor.

**Ron Lundy**, music director of WIL St. Louis, named operations director of station.

**Jerry Olin**, announcer and sports director at WMOU Berlin, N. H., named program director at WEIM Fitchburg, Mass.

**Irwin Sonny Fox**, president, Sonny Fox Productions and program host on WNEW-TV New York, elected president of New York Chapter of The National Academy of Television Arts and Sciences. Also elected: **Charles Montain**, announcer, VP; **Paul Taubman**, musician, second VP; **Richard R. Rector**, director, community broadcasts at WCBS-TV New York, treasurer; **Evelyn F. Burkey**, executive director, Writers Guild of America East, secretary.

**Dr. William Swanson**, assistant professor of medicine at University of California at Los Angeles, named technical advisor for MGM-TV's *Dr. Kildare*.

**Dick Donovan**, with WLOB Portland, Me., named assistant program director.

**Hal Herman**, unit production coordinator for 20th Century-Fox TV's *Voyage to the Bottom of the Sea*, named to newly created position of supervising production coordinator for *Voyage* as well as new *Lost in Space*.

**Joseph C. Tirinato**, account representative in station clearance and station relations, ABC-TV New York, named to sales staff, ABC Films, Chicago.

**Lou Boda**, NBC sportscaster, named to announcing staff of *NBC Sports in Action* series.

**David C. Cole**, director of ABC Radio's *Breakfast Club*, named midwest manager for ABC Radio. **Charles L. Stephen**, writer for *Breakfast Club*, be-

comes show's new director.

**The Rev. Delmar Glock**, *Lutheran Hour* branch office manager in Naha, Okinawa, and Tokyo, named assistant director of broadcasts for worldwide programs supplied by Missouri Synod of The Lutheran Church.

**Stanley Moldow**, manager of sales service, domestic and international for CBS Films, named international service manager, newly created position. **Mort Fleischer**, assistant manager of sales service, succeeds Mr. Moldow.

**Dean Whitmore**, director of *Shindig*, named producer, succeeding **Jack Good**, who leaves to produce motion pictures.

**Cal Milner**, at KHJ-AM-FM-TV Los Angeles as announcer, named director of programming at KGFJ, that city.

**Joe Swerling Jr.**, appointed producer of *Run for Your Life* and **Paul Freeman** named associate producer of hour-long color series, which is being produced at Universal-TV to start in fall on NBC-TV.

**C. R. Watts**, broadcast consultant to radio-TV interests in Texas, Louisiana and New Mexico, named head of new farm and ranch department of KAIF Mesa, Ariz.

## NEWS

**Art Schreiber**, since 1960, news director of KYW Cleveland, joins WCFL Chicago as news director.

**Welles Hangen**, NBC News bureau chief in West Germany, returns to New York to accept year's fellowship from Council on Foreign Relations. **James Robinson**, NBC News correspondent in Hong Kong, replaces Mr. Hangen. **Jack Perkins**, correspondent with Huntley-Brinkley team in Washington, succeeds Mr. Perkins in Hong Kong. **Sander Vanocur**, NBC News correspondent, named Washington correspondent for NBC-TV's *Today* show (daily 7-9 a.m. EDT). Mr. Vanocur, who has been on six-month leave of absence to write book on former President Kennedy, joined NBC News in 1957 and was most recently White House correspondent.

**Bill Elder**, newscaster at KATC-TV Lafayette, La., named news director.

**Robert Rogers**, with WRAL-TV Raleigh, joins news staff of WFMV-TV Greensboro, both North Carolina, as photographer.

**Blair Clark**, former VP and general manager of CBS News and director of Paris operations for CBS News, named to newly created position of associate publisher of *New York Post*. Mr. Clark, who won Peabody Award for *The World Tonight*, on CBS in 1956, resigned from network last December.

**Monroe Benton**, news director of WVIP Mount Kisco, N. Y., named director of special events for Radio Free Europe in New York.

**David H. Baum**, with United Press International, Chicago, joins WNUS, that city, as news and sports broadcaster. **Dave Martin**, sports director KWK St. Louis, joins WNUS as news and sports broadcaster, and **H. D. Briant**, with KRVN Lexington, Neb., joins WNUS as newscaster.

**Don Brice**, reporter at KPIX-TV San Francisco, promoted to news supervisor. He succeeds **Deacon Anderson** who joined KING-AM-FM-TV Seattle as managing director of news.

## EQUIPMENT & ENGINEERING

**Jerry Hastings**, named manager of CATV Division, Jerrold Electronics Corp., Philadelphia, responsible for development and marketing of all Jerrold community antenna television equipment and services.

**Marshall N. Arlin**, named director of Boulder, Colo., division, Deco Electronics Inc., Washington. Mr. Arlin, previously project manager at Leesburg, Va., division of Deco, succeeds **A. D. Watt**, appointed chief scientist of corporation.

**Stanley C. Stefanski**, with Westinghouse Electric Corp. since 1940, named operations manager of microwave and special purpose tube department at WEC's electronic tube division, Elmira, N. Y.

**Charles Spoon**, with Teleprompter Corp., Chicago, named production manager-central division.

**W. J. Gilmore**, chief engineer for KQV Pittsburgh, named chief radio engineer for ABC Radio in Midwest.

**George Andros**, director of product sales for Q-TV, named VP for Q-TV Sales & Distributing Corp., manufacturers of Q prompter, Q horizontal tape dispatcher and other special effects equipment, New York.

## ALLIED FIELDS



Mr. Erickson

**Rodney Erickson**, senior VP and director of marketing for American Research Bureau, division of C-E-I-R Inc., Beltsville, Md., named member of the board of directors and member of executive management committee.

**Daniel Jacobson**, engineering assistant to former FCC Commissioner **Frederick W. Ford**, named engineering assistant to Commissioner **James J. Wads-**

worth. Mr. Jacobson joined Federal Radio Commission in 1930 and transferred to FCC in 1934, where he has been ever since. Thomas George Fisher, with Arnold, Fortas & Porter, Washington communications attorneys, since 1961, named legal assistant to Commissioner Wadsworth. Ann Parsons, with international public relations firm and formerly on Mrs. Dwight D. Eisenhower's staff at White House, named confidential assistant. Others named to Commissioner Wadsworth's staff are Norma Budeshem and Jeanne Dance.

Kenneth J. Lenihan, assistant to National Association of Broadcasters' director of research since March 1964, resigns to return to Columbia University's Bureau of Applied Social Research to work on doctoral dissertation and grant program.

## DEATHS

**John William Eschbach**, 30, general manager of WTRN-WGMR-FM Tyrone; WBLF Bellefonte, and WEND-AM-FM Ebensburg, all Pennsylvania, died May 22, following automobile accident near Huntingdon, Pa. Mr. Eschbach joined WTRN in 1955 as program director and became general manager of group in 1961. He is survived by his wife, Donna Jean, two daughters, and one brother.

**Bruce Davies**, 42, farm director of KFAB Omaha, and past president of National Association of Television-Radio Farm Directors (1963), died May 25 during open heart surgery at Clarkson hospital, Omaha. Mr. Davies began broadcasting with KCMO Kansas City, Mo., in 1947, became a market reporter for Chicago Livestock Exchange in 1954. In 1956 he joined WLS Chicago

and moved to Omaha in September 1958. He is survived by his wife, Kay, two sons, and one brother.

**George (Mike) Franklin**, technical sales manager, electronics division, Tele-Measurements Inc., New York equipment supplier, killed in auto accident May 19.

**John Clark**, 62, general manager of WLW Cincinnati in its early years, found dead May 25 at his home in Opal, Va., where he retired in 1957. Medical examination indicated he died of carbon monoxide poisoning. Mr. Clark supervised WLW, then 500-kw, for nearly 10 years until 1936 when he joined in establishment of former Trans-American Broadcasting and Television Corp. (BROADCASTING, July 1, 1936). He later produced such radio series as *Famous Jury Trials*, *The Greatest Story Ever Told* and *The Plainclothesmen*.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 20 through May 26 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.

**Abbreviations:** Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sun-set. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. uni.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV stations

##### ACTIONS BY FCC

**Concord, Calif.**—Jerry Bassett Inc. Granted CP for new TV on UHF channel 42 (638-644 mc); ERP 269 kw vis., 53.7 kw aur. Ant. height above average terrain 536.32 feet, above ground 196.17 feet. P.O. address c/o Jerry Bassett, 74 A. Street, Concord. Estimated construction cost \$351,268.24; first year operating cost \$324,000; revenue \$348,000. Geographic coordinates 38° 01' 49" north latitude, 122° 00' 04" west longitude. Studio location Concord; trans. location Contra Costa County, Calif. Type trans. GE TT 25A; type ant. GE TY-25D. Legal counsel Fletcher, Heald, Rowell, Kenenhan & Hildreth, Washington; consulting engineer Jerry Bassett Inc., Concord. Principals: Jerry Bassett (1.917%), James M. Christensen (3.835%), Benjamin D. Gaynor (3.068%), Roi N. Peers (3.835%) and others. Action May 25.

**Bangor, Me.**—Dirigo Broadcasting Inc. Granted CP for new TV on VHF channel 7 (174-180 mc); ERP 46.42 kw vis., 23.21 kw aur. Ant. height above average terrain 650 feet, above ground 137 feet. Estimated construction cost \$278,726; first year operating cost \$332,280; revenue \$400,000. Studio and trans. locations both Bangor. Geographic coordinates 44° 44' 14" north latitude, 68° 42' 06" west longitude. Type trans. RCA TT-5BH, type ant. RCA TF-12BH. Legal counsel Spear, Hill & Greeley, consulting engineer Silliman, Moffet and Rohrer, both Washington. Principals: Leon P. Gorman Jr. (70%), Jules G. Larochele (10%), and others. Mr.

Gorman is assistant to president of WINS New York and KTVR Denver. Action May 25.

**Canton, Ohio**—Janson Industries. Granted CP for new TV on UHF channel 29 (580-586 mc); ERP 35.3 kw vis., 7.08 kw aur. Ant. height above average terrain 445 feet, above ground 448 feet. P.O. address Box 985, Canton. Estimated construction cost \$318,384; first year operating cost \$160,000; revenue \$160,000. Studio and trans. locations both Louisville, Ohio. Geographic coordinates 40° 51' 04" north latitude, 81° 16' 37" west longitude. Type trans. RCA TTU-2A, type ant. RCA TTU-30J. Legal counsel not listed; consulting engineer George P. Adair Engineering Co., Washington. Principals: Richard W. Janson (45%), Raymond K. Janson (32.5%) and Russell C. Janson (22.5%). Messrs. Janson are Canton businessmen. Action May 25.

**Erie, Pa.**—Jet Broadcasting Inc. Granted CP for new TV on UHF channel 24 (530-536 mc); ERP 329 kw vis., 175 kw aur. Ant. height above average terrain 742 feet, above ground 560.6 feet. P.O. address 1635 Ash Street, Erie. Estimated construction cost \$335,859.78; first year operating cost \$282,600; revenue \$330,000. Studio and trans. locations both Erie. Geographic coordinates 42° 02' 09" north latitude, 80° 03' 42" west longitude. Type trans. RCA MI-27792, type ant. RCA TTU-12A. Legal counsel John H. Middle, Washington; consulting engineer John H. Mullaney and Associates, Rockville, Md. Principals: Myron Jones (63½%) and William Fleckenstein (36½%). Jet Broadcasting Inc. is licensee of WJET Erie. Action May 26.

##### APPLICATIONS

**Lexington, Ky.**—Kentucky Central Life Insurance Co. UHF channel 40 (626-632 mc); ERP 1,090 kw vis., 642 kw aur. Ant. height above average terrain 835 feet, above ground 835 feet. P.O. address Kentucky Central Building, Lexington. Estimated construction cost \$995,800; first year operating cost \$450,000; revenue \$450,000. Geographic coordinates 38° 00' 43" north latitude, 84° 27' 21" west longitude. Studio and trans. locations both Lexington. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Legal counsel Arent, Fox, Kerner, Plotkin & Kahn, consulting engineer Kear & Kennedy, both Washington. Principals: Garvice D. Kincaid (44.1%), Southern Investment Inc. (4.7%) and others. Mr. Kincaid has substantial interest in several banks and investment firms. Ann. May 18.

**Kansas City, Mo.**—Allied Broadcasting Co. UHF channel 25 (536-542 mc); ERP 813 kw vis., 160 kw aur. Ant. height above average terrain 515 feet, above ground 536 feet. P.O. address 915 Grand Avenue, Kansas City. Estimated construction cost \$467,000; first year operating cost \$500,000; revenue \$550,000. Geographic coordinates 39° 05' 51" north latitude, 94° 35' 05" west longitude. Studio and trans. locations both Kansas City. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineer George C. Davis, both Washington. Principals: James H. Ottman, Carl E. Boite Sr., David R. Hardy, Gerald B. Rowan Jr. (each 5%) and others. Applicant stockholders have interest in Consolidated Broadcasting Co., applicant for new UHF-TV on channel 16 in Wichita, Kan. Ann. May 17.

## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

## Existing TV stations

### ACTIONS BY FCC

■ By separate memorandum opinion and order, commission denied waiver of Sec. 73.614(b)(1) of rules governing TV operation in zone 1, and dismissed following applications: Television Wisconsin Inc., to increase effective radiated vis. power of WISC-TV, channel 3, Madison, Wis., and Capital Cities Broadcasting Corp. to increase average effective vis. power and to decrease ant. height above average terrain of WKBW-TV, channel 7, Buffalo, N. Y. Action May 19.

KMEX-TV Los Angeles — Waived Sec. 73.685(e) of rules and granted application to install new ant. reduce ant. height from 2,950 feet to 2,930 feet above average terrain and reduce horizontal ERP from 121 kw to 87.1 kw. Action May 19.

■ By memorandum opinion and order, commission denied request for waiver of grade B overlap prohibition of Sec. 73.636 of rules and, on own motion, dismissed application for transfer of control of Bay Video Inc., permittee of unconstructed WBVI-TV (ch. 13) Panama City, Fla., from John S. Thompson et al., to WTVY Inc. (WTVY, channel 4, Dothan, Ala.); dismissed as moot contingent application to reduce power and tower height of WBVI-TV, also, opposing petitions by WJHG-TV (ch. 7) Panama City. By letter, directed John S. Thompson to, within 30 days, submit plans for expeditious construction of WBVI-TV; failure to so file will result in dismissal of pending application for extension of time to construct for failure to prosecute. Commissioners Hyde and Lee dissented. Action May 19.

## New AM stations

### ACTIONS BY FCC

McCall, Idaho—Valley County Broadcast- ing. Granted CP for new AM on 1240 kc, 250 w, 500 w LS, unl. P.O. address Box 194, McCall. Estimated construction cost \$5,730; first year operating cost \$43,620; revenue \$57,525. Principal: Thomas A. Hill. Mr. Hill is layout engineer for Idaho Power Co. in Boise, Idaho. Action May 21.

### APPLICATIONS

Dumas, Ark.—D&T Broadcasting Co. 1190 kc, 1 kw, D. P. O. address 115 Main Street, Dumas. Estimated construction cost \$18,500; first year operating cost \$40,000; revenue \$43,000. Principals: Dante & Tanenbaum Inc. (100%). D&T Inc. is owned by Bernard J. Tanenbaum Sr. (25.05%), Bernard J. Tanenbaum Jr. (18.71%), Mrs. B. J. Tanenbaum Sr. (16.71%), Mrs. B. J. Tanenbaum Jr. (3.96%) and others. D&T Inc. is wholesale and retail dry goods and department store group. Ann. May 21.

Calhoun, Ga.—New Echota Broadcasting Co. 1110 kc, 250 w. D. P. O. address Route 2, Calhoun. Estimated construction cost \$7,590; first year operating cost \$30,000; revenue \$52,000. Principals: William E. Stocks (60%) and Emma H. Stocks (40%). Mr. Stocks owns retail store. Ann. May 21.

Yadkinville, N. C.—Yadkin Broadcasting Inc. 1130 kc, 1 kw, D. P. O. address Yadkinville. Estimated construction cost \$25,- 237; first year operating cost \$36,000; revenue \$45,000. Principals: Harry D. Dunnigan (52%), Carlisle B. Hughes Jr. (16%), Clyde G. Reavis (16%) and H. Smith Williams (16%). Mr. Hughes is associated with

WFMY-TV Greensboro, N. C. Mr. Williams is attorney. Ann. May 21.

South Zanesville, Ohio — Muskingum Broadcasting Co. 940 kc, 1 kw, D. P. O. address First National Bank Building, Zanesville. Estimated construction cost \$68,345; first year operating cost \$72,000; revenue \$96,000. Principals: Marja Broadcasting Corp. (44.4%), Capitol Broadcasting Corp. (44.4%) and Quadran Co. (11.2%). John P. and Martha F. Carr own Marja Broadcasting, licensee of WDNE Elkins, W. Va. E. M. Johnson has 80% interest in Capitol Broadcasting, owner of WCAW-AM-FM Charleston, W. Va. Quadran Co. is owned by Zaneville attorneys, James B. Stubbins and John C. Ringhiser (each 50%). Ann. May 19.

## Existing AM stations

### ACTIONS BY FCC

■ By memorandum opinion and order, commission dismissed request for "special temporary authority," denied request for waiver of sec. 73.24 and 73.37 of rules, and returned as unacceptable re-tendered application of Charles W. Dowdy to change operation of WROA Gulfport, Miss., from 1390 kc, 1 kw, D, to 1400 kc, 250 w-N, 1 kw-LS. Action May 19.

■ By letter, commission denied request by George G. Beasley for waiver of sec. 1.569(b)(2)(iii) of rules (clear channel criteria) to permit acceptance of application to change operation of WPYB Benson, N. C., from 1580 kc, 500 w, D, to 1190 kc, 1 kw, D; returned application. Chairman Henry not participating; Commissioner Lee abstained from voting. Action May 19.

■ By memorandum opinion and order, commission dismissed petition by KXA Inc. for waiver of rules and returned recently tendered application to increase power of daytime KXA Seattle, on clear channel 770 kc, limited to WABC, from 1 kw to 10 kw, DA; dismissed as moot petitions by Suburban Broadcasters and Hubbard Broadcasting Inc. Chairman Henry abstained from voting. Action May 19.

■ Commission afforded following daytime AM's, operating on class I-A channels, 90 days to file amendments bringing up-to-date pending applications filed before adoption of 1961 clear channel decision for increased daytime facilities which commission feels would not materially affect consideration of possible future assignments of unlimited time class II-A stations on 12 Class I-A channels now held in status quo or possible use of power up to 750 kw by class I-A stations now assigned I-A channels: KOWH Omaha, 660 kc—from 500 w to 1 kw; WNAD Norman, Okla., 640 kc—from 1 kw to 5 kw, DA; WKAR East Lansing, Mich., 870—from 5 kw to 10 kw; WLBB Carrollton, Ga., 1100 kc—from 250 w to 1 kw; WFEO Peoria, Ill., 1020 kc—from 1 kw to 10 kw, DA; KSKY Dallas 660 kc—from 1 kw to 50 kw, DA, and WESC Greenville, S. C., 660 kc, to kw, to change from DA to DA only during CH. Chairman Henry and Commissioner Lee concurred in sending above letters. Action May 19.

## New FM stations

### ACTIONS BY FCC

Brunswick, Ga.—Dixie Radio Inc. Granted CP for new FM on 101.5 mc, channel 268, 32.6 kw. Ant. height above average terrain 244 feet. P.O. address Box 519, Panama

City, Fla. Estimated construction cost \$21,- 825; first year operating cost \$7,500; revenue \$12,500. Principal: Denver T. Brannen (100%). Dixie Radio is licensee of WDLM Panama City, and WYNR Brunswick, Ga. Action May 19.

Wabash, Ind.—Upper Wabash Broadcasting Corp. Granted CP for new FM on 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 288 feet. P.O. address High and Beach Streets, Oxford, Ohio. Estimated construction cost \$2,987; first year operating cost \$41,300; revenue \$55,000. Principals: Paul G. Adams (64%), Harold F. Parshall (30%), Charles R. Tiede (3%) and Robert E. Magley (3%). Mr. Adams is engineer at WCPO Cincinnati. Mr. Parshall is vice president of Mid-American Broadcasting Corp., licensee of WOXR Oxford, Ohio. Messrs. Magley and Tiede are Wabash attorneys. Action May 19.

### APPLICATIONS

Fayetteville, Ark. — Kessler Mountain Broadcasting Inc. 103.9 mc, channel 280, 800 w. Ant. height above average terrain 512.6 feet. P.O. address 25 North East Street, Fayetteville, Ark. Estimated construction cost not listed; first year operating cost \$15,000; revenue \$10,000. Principals: Hal C. Douglas (40%), Harold R. Lindsey (20%), Ralph D. Goff Jr. (20%) and Maupin Cummings (10%). Messrs. Lindsey and Cummings are associated with Fayetteville Broadcasting Co. and Trans-Video Corp. of Arkansas. Ann. May 19.

Redlands, Calif.—University of Redlands. 89.1 mc, channel 206, 681 w. Ant. height above average terrain minus 509 feet. P.O. address 1200 East Colton Avenue, Redlands. Estimated construction cost \$5,875.50; first year operating cost \$1,900. Principal: Board of trustees. Ann. May 19.

Plymouth, Ind. — Community Service Broadcasters. 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain 218 feet. P.O. address 208 North Water Street, Plymouth. Estimated construction cost \$5,595; first year operating cost \$7,200; revenue \$8,- 000. Principal: Kenneth E. Kunze (100%). Mr. Kunze owns WTCA Plymouth. Ann. May 17.

Ellsworth, Me.—Coastal Broadcasting Inc. 95.7 mc, channel 239, 50 kw. Ant. height above average terrain 316 feet. P.O. address 88 State Street, Ellsworth. Estimated construction cost \$38,865; first year operating cost \$10,000; revenue \$12,000. Principals: Donald E. Knowles and others. Coastal Broadcasting owns WDEA Ellsworth. Ann. May 19.

Union, Mo.—Franklin County Broadcast- ing Inc. 101.7 mc, channel 269A, 2.08 kw. Ant. height above average terrain 347 feet. P.O. address Box 72, Union. Estimated construction cost \$10,095; first year operating cost \$24,310; revenue \$31,000. Principals: L. P. Ware and others. Franklin County Broadcasting owns KLPW Union. Ann. May 18.

## Existing FM stations

### ACTIONS BY FCC

WFIL-FM Philadelphia—Granted change in operation on channel 271 (102.1 mc) from ERP 6.3 kw, ant. height 780 feet, to ERP 17 kw, ant. height 770 feet; conditioned that grant does not preclude WPPA-FM Pottsville, Pa., being authorized to operate with facilities equivalent to maximum class B facilities (ERP 50 kw, ant. height 500 feet.) Commissioner Cox dissented. Action May 19.

WDBN(FM) Barberton, Ohio — Granted mod. of license to change designation location to Medina. (Is licensed on channel 235 (94.9 mc); ERP 118 kw; ant. height 430 feet). Commissioner Cox not participating. Action May 19.

■ Commission granted request by Newark Broadcasting Corp. for waiver of sec. 73.214 (f)(1) of short spacing rules and accepted for filing application to change trans. site of WVNJ-FM (chan. 262, 100.3 mc) Newark, N. J., increase ERP from 20 kw to 24 kw, and increase ant. height from 330 feet to 666 feet. Further action on application will be withheld pending resolution of short-spacing problem with WXUR-FM Media, Pa. Action May 19.

## Ownership changes

### ACTIONS BY FCC

KBBM(FM) Hayward, Calif.—Granted assignment of license from Bay Shore Broad- casting Co., owned by Keith Moyer. (75%)

BROADCASTING, May 31, 1965

Please start my subscription for (CHECK)  52 issues \$8.50  
ONE

Name \_\_\_\_\_

Position \_\_\_\_\_

52 issues and  
'65 Yearbook  
\$13.50

Company \_\_\_\_\_

1965 Yearbook  
\$5.00

Business  
 Home

Payment  
enclosed

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Bill me

and James Hilderbrand (25%), to Vernon C. Hatfield. Consideration \$15,000. Mr. Hatfield has 33 1/2% interest in KIQS Willows, Calif. Action May 21.

KLAN Lemoore, Calif.—Granted assignment of license from Fred W. Volken tr/as Radio Lemoore, to Radio Lemoore Inc., owned by N. Vincent Parsons (50%), Fred W. Volken (33 1/2%) and Melvin J. Vierra (16 2/3%). Consideration \$100,000. Mr. Volken is surviving partner and presently has 10% interest in KLAN and is engineering consultant in Sierra Madre, Calif. Mr. Vierra is sales manager and general manager of KLAN. Mr. Parsons is radio and TV technician for CBS Inc., Los Angeles. Action May 20.

KLFM(FM) Long Beach, Calif.—Granted assignment of license from Harriscopic Music Corp., owned by Irving B. Harris (50% before), Burt I. Harris (30% before) and Donald P. Nathanson (20% before), to Harriscopic Inc., owned by Messrs. Harris and Nathanson and others. No financial consideration, transaction of asset transfer. Action May 25.

WYOU Tampa, Fla.—Granted assignment of license from John M. McLendon, to WYOU Radio Inc., owned by T. B. Lanford (74%), H. Arthur Reuben (25%) and William L. Switzer (1%). Consideration \$175,000. Mr. Lanford owns KALB-AM-FM and has 50% interest in KALB-TV Alexandria, La.: 13.8% interest in WSLI and WJTV(TV) Jackson, Miss., and owns KRMD-AM-FM Shreveport, La. Mr. Reuben is national sales manager of KALB-AM-TV. Action May 24.

WCIL Carbondale, Ill.—Granted assignment of license from Paul F. McRoy (33 1/2% before) and Ann E. Shearing (66 2/3% before) d/b as Southern Illinois Broadcasting to Mr. McRoy. Consideration \$60,000. Action May 25.

WIZZ-AM-FM Streator, Ill.—Granted assignment of license from Stephen P. Bellinger (36%), Charles Vandever (20%) deceased, Joel W. Townsend (9.75%), Ben H. Townsend (9.75%), Morris E. Kemper (19.25%), and T. Keith Coleman (15.25%) d/b as Streator Broadcasting Co., to Stephen P. Bellinger (30%), Joel W. Townsend (10.75%), Morris E. Kemper (21.5%), T. Keith Coleman (17%) and John R. Hallstrom (10%) d/b as Streator Broadcasting Co. Consideration \$45,000. Action May 25.

KSTT Davenport, Iowa—Granted assignment of license from Quint Cities Broadcasting Co., owned by Frederick Epstein (22%), Arthur Epstein (22%), Burt H. Corwin (23%), Milton H. Corwin (23%) and Marvin Borman (10%), to KSTT Inc., owned by Frederick Epstein and Arthur Epstein (each 50%). Mr. Fred Epstein owns Midwest Concert Productions, Davenport theatrical production firm. Action May 20.

KTIV(TV) Sioux City, Iowa—Granted acquisition of positive control of licensee corporation, KTIV Television Co., by Perkins Brothers Co. (50% before, 100% after), owned by George D. Perkins (10.57%), Elizabeth Sammons (21.47%), Louise S. Freese (21.07%), and Florence L. Sich (9.78%) and others, through purchase of stock from Dietrich Dirks (36.75%), D. S. Kidder, C. M. Corbett, W. A. Klingler Investment Co., Burton Bridgens, Estate of Ryal Liller (each 2.5%) and Royal Rostenbach (0.75%). Consideration \$2.2 million. Perkins Brothers owns KSCJ Sioux City. Action May 26.

WBRN-AM-FM Big Rapids, Mich.—Granted transfer of control of licensee corporation, WBRN Inc., from John A. and Elaine E. White (100% before, none after) to J.A.W. Co. and E.E.W. Co., joint tenants (none before, 100% after). No financial consideration. Action May 25.

WMPA Aberdeen, Miss.—Granted assignment of license from Ray Tolar, to J. W. Furr. Consideration \$70,000. Mr. Furr owns WMBC Macon, Miss. Action May 20.

WTRE Latrobe, Pa.—Granted assignment of license from Henry J. Mahady, Paul W. Mahady, Louis Rosenberg, Kenneth E. Rennekkamp and L. Kenneth Harkins, deceased, d/b as Latrobe Broadcasters, to Gerald N. Ziskind, receiver. No financial consideration. Action May 25.

WIBF-TV Philadelphia and WIBF-FM Jenkintown, Pa.—Granted assignment of CP from William L. Fox, to WIBF Broadcasting Co., owned by William L. Fox, Irwin C. Fox and Dorothy Kotin (each 19 1/3%), Benson Apartment Corp. (29 1/3%) and Fox Brothers Management Corp. (12 2/3%). Messrs. Fox and D. Kotin own Benson Apartment Corp. and Fox Brothers Management. Consideration \$63,000 worth of WIBF Broadcasting stock to be issued. Action May 26.

KCPX-AM-FM-TV Salt Lake City—Granted assignment of license from Screen Gems Inc., to Screen Gems Broadcasting

Corp., wholly owned subsidiary of Screen Gems Inc. Action May 25.

KIT Yakima, Wash.—Granted transfer of control of licensee corporation, KIT Inc., from Carl E. Haymond (79%), C. Dexter Haymond (6%) and Jack H. Goetz (15%), to Goetz Enterprises Inc., owned by Jack H. Goetz (88.39%), Margaret A. Goetz (0.03%) and Douglas A. Wilson (1.59%). Consideration \$430,590. Mr. Goetz is vice president and general manager of KIT. Mr. Wilson is attorney. Action May 24.

KIT Yakima, Wash.—Granted assignment of license from KIT Inc. to Goetz Enterprises Inc. See above. Action May 24.

#### APPLICATIONS

KLOC Ceres, and KLOC-TV Modesto, both California—Seeks assignment of license from Corbett Pierce and Chester Smith d/b as Redchester Broadcasting Co., to KLOC Broadcasting Inc., owned by Messrs. Smith and Pierce. No financial consideration. Contingent on grant of above procedure, transfer of control will be sought of licensee corporation, KLOC Broadcasting Inc., from Messrs. Smith and Pierce (each 50% before) to Mr. Smith (51% after) and Mr. Pierce (5% after). Consideration \$135,000. Ann. May 21.

WINF Manchester, Conn.—Seeks assignment of license from Information Radio of Connecticut Inc., owned by Profit Research Inc. which is owned by Sidney Walton (48.9%), Mrs. Sidney Walton (48.5%) and others, to Profit Research Inc. No financial consideration, transaction of asset transfer. Ann. May 19.

XXX Colby, Kan.—Seeks assignment of license from Town & Farm Inc., owned by Don Searle (65%), H. A. Searle Jr. and Helen Searle Blanchard (each 17.5%), to Golden Plains Inc., owned by W. A. Mosier, Sam W. G. Lowe, Dwight S. Reed, Max M. Friedman and Edward P. Shurick (each 20%). Consideration \$188,150. Mr. Mosier is general manager of XXXXX. Mr. Lowe is attorney. Messrs. Shurick, Reed and Friedman are associated with H-R Representatives Inc., New York-based national representation firm. Ann. May 19.

WPKE-AM-FM Pikesville, Ky.—Seeks transfer of control of licensee corporation, East Kentucky Broadcasting Corp., from William M. Whitaker and J. Earl McBrayer (each 33 1/3% before, none after), to Walter E. May (33 1/3% before, 50% after), Herman G. Dotson, Hobart C. Johnson, Henry D. Stratton, T. Thelmer Colley and Charles D. Roberts (each none before, 10% after). Consideration \$100,000. Ann. May 17.

WCME Brunswick, Me.—Seeks acquisition of negative control of licensee corporation, Central Maine Broadcasting System Inc., by Roland G. Fortin (36% before, 50% after) and Maurice L. Goulet (24% before, 50% after) through sale of stock by John J. Pineau and Gerald R. Pineau (each 20% before, none after) to licensee corporation. Consideration \$8,000. Ann. May 19.

WKTE King, N. C.—Seeks acquisition of negative control of licensee corporation, Stokes County Broadcasting Co., by Radford N. Butler (29.2% before, 30% after) and Jane Butler (none before, 20% after) through purchase of stock from corporation. Ann. May 18.

WSHB Raeford, N. C.—Seeks assignment of license from Al G. Stanley tr/as Stanmar

Broadcasting Co., to Hoke Broadcasting Corp., owned by Al G. Stanley (97.69%), Miralyn J. Stailey, Harold L. Gillis and Peggy M. Gillis (each 0.77%). No financial consideration. Ann. May 18.

WRAL Raleigh, N. C.—Seeks assignment of license from Capitol Broadcasting Inc., owned by A. J. Fletcher (87.48%), Fred Fletcher (3.49%) and others to Robert E. Stephenson and Harry D. Stephenson d/b as Raleigh Radio Co. Consideration \$290,000. Messrs. Stephenson are partners in application for new AM in Lexington, N. C. Ann. May 18.

WPGH(FM) Pittsburgh, Pa.—Seeks assignment of CP from Nemco Broadcasting Corp., owned by Merle H. and Ophelia L. Miller (each 50%), to Gateway Broadcasting Enterprises Inc., owned by Nelson L. Goldberg (25%), Burstein Co. pension trust (20%), Irwon S. Terner (10%), Jerry D. Silverman (10%) and others. Consideration \$8,038. Mr. Goldberg is general manager of WKPA and WYDD New Kensington, Pa., which is owned by Gateway Broadcasting. Ann. May 18.

WISA-AM-FM Isabela, P. R.—Seeks assignment of license from Bela Broadcasting Corp., owned by Sergio Martinez (99.94%), Gualberto Martinez and Gloria Maria Macchado (each 0.03%), to Louis Alan Mejia. Consideration \$188,257. Mr. Mejia is general manager of WIAC San Juan, P. R. Ann. May 21.

KFTV Paris, Tex.—Seeks transfer of control of licensee corporation, Lamar Broadcasting Co., from James F. Hendrix, deceased, to Dorothy M. Hendrix, executrix of estate of James F. Hendrix. No financial consideration. Ann. May 18.

KPUG Bellingham, Wash.—Seeks assignment of license from R. E. Pollock, to San Juan Radio Inc., owned by Mr. Pollock. No financial consideration, transaction of incorporation. Ann. May 18.

#### Hearing cases

##### INITIAL DECISION

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Marion Moore for new daytime AM on 1420 kc, 1 kw, in Joshua Tree, Calif.; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. Action May 20.

##### DESIGNATED FOR HEARING

Fidelity Radio Inc., Producers Inc. and WHAS Inc., Louisville, Ky.—Designated for consolidated hearing applications for new FM to operate on channel 248 (97.5 mc)—Fidelity with ERP 35 kw, ant. height 343.75 feet; Producers with ERP 11.5 kw, ant. height 900 feet; and WHAS with ERP 100 kw, ant. height 496 feet; denied request by Fidelity for waiver of sec. 73.207 of mileage-separation requirements, but afforded applicant 45 days to amend application to specify site in compliance with sec. 73.207, otherwise, application will be dismissed with prejudice. Commissioner Lee abstained from voting. Action May 19.

Greater Erie Broadcasting Inc., Lawrence Park, Pa., and James D. Brownyard, North East, Pa.—Designated for consolidated hearing applications for new daytime AM on 1530 kc—Greater Erie with 250 w. and Brownyard with 1 kw, 250 w (CH). Action



May 19.

Webster County Broadcasting Co., Eupora, Miss., and WXTN, Holmes County Broadcasting Co., Lexington, Miss.—Designated for consolidated hearing AM applications—Webster for new daytime AM on 1000 kc. 1 kw, and Holmes County to change facilities of WXTN from 1150 kc, 500 w, D, to 1000 kc, 5 kw, D. Action May 19.

#### OTHER ACTIONS

■ Commission proposed rulemaking looking toward adoption of procedures for establishing ant. farm areas to accommodate growing number of tall broadcast ant. towers while, at same time, protecting air safety. Comments are invited by September 30. Commissioners Bartley and Lee dissented and issued statements. It contemplates that, after coordination with Federal Aviation Agency, commission would institute separate rule making proceedings to establish areas for concentration of such tall structures. It might be necessary to have more than one ant. farm for same community. Under proposal, once ant. farm has been established for community, commission would not accept application for new or modified tower exceeding 1,000 feet in height in that locality unless applicant would locate it in designated area or submit statement from FAA that structure at proposed location would not be hazard to air navigation. Existing stations would not be required to move to ant. farm areas, but could do so voluntarily. Commission also proposed to amend sec. 73.209 and 73.612 of its rules to give equivalent protection to permittees and licensees from short separations which might result from possible ant. farm installations. Proposed rules would not authorize short separations, and any requests to locate in farm area, where such location would result in short separations, will be determined on a case-by-case basis. Continuing trend to more and higher towers (particularly in TV and FM) makes it advisable to group such structures. Grouping of ant. in farm areas should contribute to air safety, while at same time permitting higher towers than would otherwise be possible. Broadcast service to public would also be improved since all receiving ant. in ant. farm area could be oriented for reception in single direction. In making new proposal, commission, by separate order, terminated 1956 proceeding intended to encourage grouping of ant. towers of more than 500 feet high in designated areas and multiple use of existing structures. Actions May 26.

■ Commission adopted rules, effective August 5, under which common carriers were prohibited from selling any stock in Communications Satellite Corp., prior to June 1, to entities other than authorized common carriers without consent of commission. Basic purpose of rules was to prevent carriers from profiting from preferred position in procuring stock by selling shortly after issue at prices considerably in excess of issue price. Commission believes that rules accomplished intended purpose and there appears to be no need at this time to extend prohibition beyond June 1. However, commission will maintain close surveillance over stockholdings of carriers in corporation. In this connection, commission, by letter of this date has requested Communications Satellite Corp. to report periodically regarding changes in stock ownership of authorized common carriers. Commission proposes to review such reports carefully and will make such recommendations as appear appropriate, in light of developments as they occur, when it makes its reports to Congress pursuant to sec. 404 (c) of Communications Satellite Act which requires it to propose such additional legislation as it may consider necessary in public interest. Action May 26.

■ By order, commission, by subscription television committee composed of Commissioners Loewinger (committee chairman) and Cox granted petition by National Association of Broadcasters to further extend time from May 28 to July 14 to file responses to joint petition by Zenith Radio Corp. and Teco Inc., for further rule making to authorize nationwide television, and from June 10 to July 29 for filing replies. Action May 25.

■ Commission gives notice that April 1 initial decision which looked toward granting amended application of Hubbard Broadcasting Inc. for new FM on channel 233 (94.5 mc) in St. Paul became effective May 21 pursuant to sec. 1.276 of rules. Action May 24.

■ By order, granted request by RKO Phonovision Co. for extension of authorization to conduct trial subscription television operations over WHCT (TV) (ch. 18)

Hartford, Conn., subject to general terms and conditions specified in initial three-year authorization which expires June 28. Extension is for period of three years or until such time as commission terminates rulemaking in Doc. 11279 and enters order with respect to instant authorization. Connecticut Committee Against Pay TV filed opposition. Action May 21.

Columbus Television Inc. (WCBI-TV), and Columbus Broadcasting Inc. (WCBI), both owned by Birney Imes Jr., at Columbus. Actions May 19.

■ By memorandum opinion and order, commission dismissed petition by Stokes Gresham Jr. for reinstatement and processing of application for a new daytime AM on clear channel 1030 kc, 1 kw, in Elwood, Ind., which was dismissed by commission on June 22, 1964. Action May 19.

■ Commission granted application of Tahoe Translator Co. for assignment of licenses and CP or TV translators K73BD, K75BJ, K78BL, K82AU and K71BF at Bijou, Calif., from Ray R. and Donald R. Wygal to TV Pix Inc., CATV operator; consideration \$49,895 plus \$5,000 yearly for 6 years to Wygals for not competing in area and employment of Donald R. and Kenneth E. Wygal as consultants for 2 years at \$3,000 per year. In so doing, it addressed letter to TV Pix. Action May 19.

■ By decision, commission granted application of Newton Broadcasting Co. for new AM on 1550 kc, 10 kw, D, in Newton, Mass., and denied application of Transcript Press Inc. for new AM on same frequency with 5 kw, D, in Dedham, Mass. Supplemental and initial decisions of July 15, 1964, and May 3, 1961, respectively, looked toward action. Action May 19.

■ By order, commission, on petitions by CBS Television Affiliates Association, National Broadcasting Inc., Columbia Broadcasting System Inc., supported by American Broadcasting Co., granted extension of time from June 21 to Oct. 21 to file comments and from July 21 to Dec. 1 for replies in Doc. 12782 concerning amendment of part 73 of rules with respect to competition and responsibility in network television broadcasting. Action May 19.

■ Commission granted Capital Cities Broadcasting Corp. CP for new VHF-TV translator on channel 7 to serve Schoharie and Middleburg, N. Y., by rebroadcasting programs of WTEM, channel 10, Vall Mills, N. Y.; denied opposition by Ellenville Telecable Corp., Ellenville, N. Y. Action May 19.

■ By memorandum opinion and order, commission denied application by Alnardion Incorporated of Florida for review of Feb. 12 action which returned, as unacceptable for filing under "cut-off" provision of rules sec. 1.571(c), application for new FM on channel 274 (102.7 mc) in Pompano Beach, Fla. Commissioner Cox not participating. Action May 19.

■ By report and order in Doc. 15772, commission reserved for noncommercial educational use channel \*6 (now commercial) in Casper, Wyo. Reservation was requested by Natrona County High School District and School District No. 2. Commissioner Bartley dissented. Action May 19.

#### Routine roundup

##### ACTION BY REVIEW BOARD

■ By memorandum opinion and order in Delray Beach-Pompano Beach, Fla., consolidated FM proceeding in Doc. 15803-6, granted petition by Boca Broadcasters Inc. to enlarge issues as to application of John N. Traxler and Alvera M. Traxler to determine latter's financial qualifications, site availability, efforts made to determine programming needs of community and area it proposes to serve and manner in which it proposes to meet such needs, and adequacy of proposed staff. Members Nelson and Kessler abstained from voting. Action May 26.

■ By memorandum opinion and order in proceeding on application of WEPA-TV Inc. for modification of CP to change operation of WEPA-TV Erie, Pa., from channel 66 to channel 24 and Jet Broadcasting Inc. for new TV on latter channel in Erie, granted joint petition for approval of agreement whereby Jet would reimburse WEPA-TV \$16,541 for expenses incurred in return for withdrawal; dismissed WEPA-TV's application; and granted Jet's application; condition. Member Pincock concurred and issued a statement in which Member Nelson joined. Action May 26.

■ By memorandum opinion and order in Bangor, Me., TV channel 7 proceeding, granted joint petition by Dirigo Broadcasting Inc. and Downeast Television Inc., for reconsideration of revised agreement whereby latter would reimburse Dirigo \$12,221 for out-of-pocket expenses in return for withdrawal; dismissed Dirigo's application, and granted Downeast's application for new TV in Bangor. Member Pincock concurred and issued statement; Member Nelson not participating. Action May 25.

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 26

	ON AIR	NOT ON AIR	TOTAL APPLICATIONS
Lic.	CP's	CP's	for new stations
AM	4,030	38	74
FM	1,309	22	232
TV	551 <sup>1</sup>	42	105
			437
			295
			206

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 26

	VHF	UHF	TV
Commercial	509 <sup>2</sup>	165	674
Noncommercial	59	56	115

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

ruling made by commission, review board, or chief hearing examiner will not be entertained." Action May 25.

■ Designated Examiner Elizabeth C. Smith to preside at hearings in proceeding on applications of Fidelity Radio Inc., Producers Inc. and WHAS Inc. for new FM in Louisville, Ky., in Doc. 16020-2; scheduled prehearing conference for June 17 and hearing for July 16. Action May 24.

■ Because of illness of presiding hearing examiner, continued hearings and prehearing conference in following proceedings as indicated:

Applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV on channel 40 in Columbus, Ohio; June 2 hearing to date in near future to be specified by presiding hearing examiner.

Applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSUR-TV, channel 9, Ponce, and increase power of WKBM-TV, channel 11, Caguas, P. R.; June 1 hearing to date in near future to be specified by presiding hearing examiner.

FM applications of Regional Broadcasting Corp. and Evergreen Enterprises Inc., Loveland, Colo.; May 26 prehearing conference to June 4. Actions May 24.

■ Designated Examiner Millard F. French to preside at hearings in proceeding on AM applications of Webster County Broadcasting Co., Eupora, and Holmes County Broadcasting Co. (WXTN), Lexington, both Miss., in Doc. 16025-6; scheduled prehearing conference for June 17 and hearing for July 19. Action May 24.

■ Designated Examiner James D. Cunningham to preside at hearings in proceeding on applications of Greater Erie Broadcasting Inc. and James D. Brownyard for new AM's at Lawrence Park and North East, Pa., respectively, in Doc. 16023-4; scheduled prehearing conference for June 16 and hearing for July 15. Action May 24.

■ In proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSUR-TV, channel 9, Ponce, and increase power of WKBM-TV, channel 11, Caguas, P. R., dismissed petition by applicant for leave to amend WSUR-TV application to change trans. site, install 300 foot tower at new site, increase ERP to 14.4 kw, RMS using DA, and employ new trans. to produce increased power, and return amendment. Chief hearing examiner stated that, "by reason of amendment herein, petitioner's application becomes new one, within meaning of sec. 1.1103 of commission's rules, and since petitioner has failed to tender in advance filing fee required by rule, amendment will not receive action on merits." Action May 24.

■ In proceeding on applications of American Homes Stations Inc. and Orlando Radio & Television Broadcasting Corp. for new FM in Orlando, Fla., denied petition by American Homes Stations Inc. to change place of hearing from Washington, to Orlando, Fla. Action May 21.

■ Designated Examiner Thomas H. Donahue to preside at hearings in proceeding on AM applications of Missouri-Illinois Broadcasting Co. (KZYM) and KGMO Radio-Television Inc. (KGMO), both Cape Girardeau, Mo.; scheduled prehearing conference for June 15 in Washington, and hearing for July 20 at Cape Girardeau. Action May 21.

■ Ordered that following examiners, in lieu of Sol Schildhouse, will serve as presiding officer in proceedings, concerning which hearings are scheduled as indicated:

Charles J. Frederick — Application of United Artists Broadcasting Inc. for new TV on channel 23 in Houston; applications of Integrated Communications Systems Inc. of Massachusetts, and United Artists Broadcasting Inc. for new TV on channel 25 in Boston; and applications of United Artists Broadcasting Inc. and Ohio Radio Inc. for new TV on channel 31 in Lorain, Ohio; hearings for June 15.

Chester F. Naumowicz Jr.—Application of United Broadcasting Inc. for renewal of license of WOOK Washington; hearing July 7. Actions May 21.

■ Continued June 1 hearing to date to be specified by subsequent order in proceeding of AM applications of Lebanon Valley Radio and Cedar Broadcasters, Lebanon, Pa., Catonsville Broadcasting Co., Radio Catonsville Inc. and Commercial Radio Institute Inc., all Catonsville, Md., and dismissed Cedar Broadcasters motion for brief continuance for hearing. Action May 20.

■ Continued May 20 prehearing conference to date to be specified by presiding hearing examiner in proceeding on AM

■ By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al., denied petition by Pasadena Broadcasting Co. to enlarge issues with respect to application of Bible Institute of Los Angeles Inc. By separate order, dismissed petition by Pasadena to enlarge issues as to application of KFOX Inc. Member Nelson not participating on both actions. Action May 25.

■ By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al., (1) granted petition by California Regional Broadcasting Corp. to extent of enlarging issues to determine (a) whether Fullerton and/or Whittier, Calif., are "separate communities" for purposes of applying sec. 73.28(d) (3) of rules; (b) whether proposals of Orange Radio Inc. and/or Pacific Fine Music Inc. are realistic proposals to serve Fullerton and Whittier, respectively; (c) if Orange or Pacific proposals should be treated as application for community already having first local transmission service, whether interference which would be received by such proposal would affect more than 10% of population within normally protected primary service area in contravention of sec. 73.28(d) of rules and, if so, whether circumstances exist which would warrant waiver thereof; (d) whether, because of interference received, proposal of Topanga-Malibu Broadcasting Co. would be consistent with requirements of sec. 73.24(b) of rules; (e) names and addresses of legal and/or beneficial holders in excess of 1% and less than 3% of stock of Storer Broadcasting Co. as required by form 323; and (f) whether grant of Storer's application would be consistent with provisions of sec. 73.35(b) of multiple ownership rules; (2) granted petition by Storer to extent of modifying issue 13 to be made applicable to application of Pacific Fine Music Inc.; and (3) struck request by Orange Radio Inc. for leave to file comments and reply comments in response to Topanga-Malibu Broadcasting Co.'s opposition to petition to enlarge issues, and dismissed as moot related pleadings. Member Nelson absent. Action May 21.

■ Members Berkemeyer, Kessler and Pincock adopted decision granting application of North Central Video Inc. insofar as it requests increased power of KWBT Rochester, Minn., on 1270 kc, D, from 500 w to 5 kw, DA, D, but denied application to operate nighttime with 1 kw-N, DA-2; conditioned to no pre-sunrise operation with

daytime facilities pending decision in Doc. 14419, Nov. 16, 1964, supplemental initial decision looked toward granting both daytime and nighttime operation. Action May 21.

■ By order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al., dismissed petition by Pasadena Broadcasting Co. to enlarge issues as to application of Voice of Pasadena Inc. Member Nelson absent. Action May 20.

■ In proceeding on AM applications of Brown Radio & Television Co. (WBVL), and Barbourville-Community Broadcasting Co., Barbourville, Ky., in Doc. 15769-70, granted motion by Barbourville-Community to extend time to May 27 to file replies to opposition by Broadcast Bureau to applicants joint request for approval of agreement and other relief. Action May 20.

■ By memorandum opinion and order in remand proceeding on applications of WMOZ Inc. for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla., in Doc. 14208, 14228, denied applicants' motion to vacate examiner's order which scheduled hearings for June 1. Members Sloane and Pincock dissented. Action May 19.

## ACTIONS ON MOTIONS

By commission

■ Commission granted request by Central Virginia Broadcasting Co. (WMNA-FM), Gretna, Va., to extent of extending time from May 28 to July 26 to file comments and from June 11 to Aug. 27 for replies in FM rulemaking proceeding involving Gretna and Danville, Va. Action May 24.

By Chief Hearing Examiner  
James D. Cunningham

■ In proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSUR-TV, channel 9, Ponce, and increase power of WKBM-TV, channel 11, Caguas, P. R., dismissed petition by applicant for reconsideration of May 24 order of chief hearing examiner which dismissed previous petition by party for acceptance of substantial amendment to application; and returned tendered filing fee. Chief hearing examiner stated that "under sec. 1.106 of commission's rules of practice and procedure, requests for reconsideration of interlocutory

application of KUNO Radio Inc. (KUNO), Corpus Christi, Tex. Action May 19.

■ Granted petition by Carolina Radio Broadcasting Co., Spartanburg, S. C., for leave to amend application to specify new trans. site, removed amended application from hearing status, returned it to processing line, cancelled June 7 hearing and terminated proceeding. Action May 19.

■ Ordered that Examiner Jay A. Kyle, in lieu of Sol Schildhouse, will preside at hearing on applications of Television Broadcasters Inc. to move trans. et al. of KBMT (TV) Beaumont, Tex., and for renewal of licenses of KBMT and Texas Goldcoast Television Inc. (KPAC-TV), Port Arthur concerning which prehearing conference is scheduled for June 4 in Washington, and hearing for July 20 in Beaumont. Action May 19.

By Hearing Examiner Basil P. Cooper

■ Granted petition by respondent Radio Station KXYZ Inc. to extend time to May 24 to file reply conclusions in proceeding on AM application of Radio Station KVOL Inc. (KVOL), Lafayette, La. Action May 24.

■ Pursuant to agreements reached at May 24 prehearing conference in proceeding on AM application of WHOO Radio Inc. (WHOO), Orlando, Fla., in Doc. 15985, continued June 23 evidentiary hearing to July 26. Action May 24.

■ In proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM in Prattville, Ala., in Doc. 14878-9, granted petition by Billy Walker to extend time to May 24 to file reply to pleading filed by Prattville on April 29. Action May 24.

■ Granted petition by Broadcast Bureau to continue May 21 prehearing conference to May 24 in proceeding on application of WHOO Radio Inc. (WHOO), Orlando, Fla. Action May 19.

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town and Farm Inc. (KMMJ), Grand Island, Neb., upon request by KMMJ, suspended for 30 days procedural steps established by order of April 23 and continued June 14 hearing to date to be specified in subsequent order. Action May 18.

By Hearing Examiner Thomas H. Donahue  
■ On own motion, continued May 27 hearing to June 9 in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn. Action May 25.

■ Upon request of Connecticut Coast Broadcasting Co., scheduled hearing conference for May 25 in proceeding on application for new AM in Bridgeport, Conn. Action May 21.

By Hearing Examiner Charles J. Frederick

■ On own motion, scheduled prehearing conference for May 28 in Houston, Boston and Lorain, Ohio. TV proceeding in Doc. 15213 et al. Action May 24.

■ Pursuant to agreements reached at May 24 prehearing conference in proceeding on applications of Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee, for new FM in Knoxville, Tenn., in Doc. 15977-8, scheduled certain procedural dates and rescheduled June 30 hearing for July 7. Action May 24.

■ On own motion, scheduled prehearing conference for May 27 in proceeding on AM application of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga. Action May 24.

By Hearing Examiner Millard F. French

■ Granted petition by Lampasas Broadcasting Corp. (KCYL), Lampasas, Tex., to continue June 2 prehearing conference to June 14 in proceeding on AM application. Action May 25.

■ Formalized by order agreements reached and rulings made at May 20 prehearing conference in proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS). Everett, and Beacon Broadcasting Concern, Martinsburg, Pa., in Doc. 15942-3, and scheduled certain procedural dates and rescheduled June 10 hearing for June 29. Action May 21.

■ Granted petition by Cover Broadcasting Inc. (WKMC), Roaring Spring, Pa., for leave to intervene in proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, Pa. Action May 20.

By Hearing Examiner Walther W. Guenther  
■ In proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM in Tallahassee, Fla., in Doc. 15886-7,

granted petition by Tallahassee Appliance Corp. for leave to amend application to correct engineering statement. Action May 24.

By Hearing Examiner Isadore A. Honig

■ Formalized by order agreements reached at May 24 prehearing conference in proceeding on applications of Dixie Broadcasting Inc. and Tupelo Broadcasting Inc. for new FM at Tupelo, Miss., and rescheduled June 29 hearing for Sept. 8. Action May 24.

■ Granted motion by respondent Plains Television Corp. to continue May 25 further hearing to June 22 in proceeding on application of Midwest Television Inc. for new TV on channel 26 in Springfield, Ill.; and provision will be made at future date convenient to all parties for any cross-examination required of Midwest's witness, Dr. Harold Barnett. Action May 24.

By Hearing Examiner Forest L. McClelling

■ In 1110 kc Pasadena, Calif., area proceeding, in Doc. 15752-66, granted petition by Space-General Corp. for leave to intervene subject to condition that issues subsequently be enlarged in such manner as to make it party in interest with participation limited to such additional issue or issues. Action May 20.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain rulings made and agreements reached at May 26 prehearing conference in proceeding on applications of Parish Broadcasting Co. and Clinton Broadcasting Co. for new AM's in Franklinton, La., and Clinton, Miss., and scheduled certain procedural dates, and hearing for July 6. Action May 26.

■ In Houston, TV channel 29 proceeding, denied petition by Crest Broadcasting Co. for leave to amend application to reflect action of board of directors which on May 10 gave options for 50,000 shares of stock each to Bruce T. Kelly and David R. Haworth, proposed station manager and business and promotion manager, respectively, and rejected amendment. Action May 25.

■ Scheduled further prehearing conference for May 28 in proceeding on application of United Broadcasting Inc. for renewal of license of WOOK Washington. Action May 25.

■ Granted request by Trinity Broadcasting Co. to continue May 24 hearing to June 1 in proceeding on application for new TV on channel 20 in Fort Worth, Tex. Action May 18.

By Hearing Examiner Herbert Sharfman

■ Rescheduled June 1 hearing for June 2 in Mobile, Ala., in proceeding on application of WMOZ Inc. for renewal of license of Edwin H. Estes for WPFA Pensacola, Fla. Action May 21.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Waynesboro Broadcasting Corp. and WANV Inc. for new FM in Waynesboro, Va., in Doc. 15967-8, continued June 11 hearing to date to be fixed at further prehearing conference now scheduled for July 20. Action May 25.

■ In proceeding on applications of Waynesboro Broadcasting Corp. and Music Productions Inc. for new FM in Waynesboro, Va., in Doc. 15967-8, granted petition by Music Productions Inc. for leave to amend application to show change in name of applicant to WANV Inc. Action May 24.

By office of opinions and review

■ In proceeding on applications of D and E Broadcasting Co. and Great State Broadcasters Inc. for new AM in San Antonio, Tex., granted petition by Great State to extend time to May 21 to file reply to oppositions to application for review. Action May 20.

■ In proceeding on applications of Tide-water Broadcasting Inc., Smithfield, and Edwin R. Fischer, Newport News, Va., in Doc. 13243, 13248, granted request by Broadcast Bureau to extend time to May 26 to file exceptions. Action May 20.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 25

WIVI-FM Christiansted, St. Croix, V. I.—Granted license for FM.

KANO Anoka, Minn.—Granted license covering changes in ant. and ground systems.

■ Following were granted extensions of completion dates as shown: WCIK-TV South Miami, Fla., to Nov. 25; WGBS Miami, Fla., to July 10; WPNH Plymouth, N. H., to Aug. 1; KNED-FM McAlester, Okla., to Nov. 15; KBHF(FM) Bozeman, Mont., to Nov. 1; WLIV-FM Livingston, Tenn., to Sept. 1.

WCEN Mt. Pleasant, Mich.—Granted license covering installation of new auxiliary trans. at main trans. site, using DA-N.

WPTF Raleigh, N. C.—Granted license covering installation of new auxiliary trans. at main trans. site, using DA-N.

KBWD Brownwood, Tex.—Granted license covering changes in auxiliary ant. system.

WABA-FM Aguadilla, P. R.—Granted license covering installation of new ant. and changes in ERP and ant. height.

K71AP Seaside, Ore.—Granted CP to include Gearhart and Warrenton in principal community, and change type trans. for UHF-TV translator.

W05AC Tryon, N. C., and Landrum, S. C.—Granted CP to include Columbus, N. C., in principal community, and make changes in ant. system for VHF-TV translator.

WEAU-TV Eau Claire, Wis.—Granted CP to change ERP to 195 kw vis., and 38.9 kw aur. trans. location to Fairchild; type ant.; ant. height to 1990 feet; specify studio location, and make changes in ant. structure; conditions.

KPRC-TV Houston—Granted request to delete authorization for auxiliary ant. system, which expires August 1.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KYNT Yankton, S. D.; KBLB Helena, Mont.; KEYL Long Prairie, Minn., and change in studio location and remote control point.

Actions of May 24

WMIS Natchez, Miss.—Granted renewal of license of AM.

WQIK Jacksonville, Fla.—Granted license covering change in ant.-trans. location, changes in ant. and ground systems, and remote control operation.

KKTV(TV) Colorado Springs—Granted CP to change aur. ERP to 17 kw (DA), type ant., and make changes in ant. system.

■ Granted CP's for following new VHF-TV translators: Iron County School District, on channel 7, Cedar City, Utah, to rebroadcast programs of KUED-TV (ch. 7) Salt Lake City; and Navajo Tribe, on channels 13, 7 and 4, Navajo, N. M., KGGM-TV (ch. 13), KOAT-TV (ch. 7), and KOB-TV (ch. 4) Albuquerque, N. M., respectively.

Actions of May 21

KAKE-TV Wichita, Kan.—Granted renewal of license; without prejudice to whatever action may be taken as result of proceedings in Doc. 15415.

KFMQ Flat River, Mo.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WDEC-FM Americus, Ga.—Granted SCA on sub-carrier frequency of 67 kc.

WOKJ Jackson, Miss.—Granted CP to install new auxiliary daytime and alternate main nighttime trans. at main trans. site.

WEYE Sanford, N. C.—Granted CP to change ant.-trans. location, and make changes in ant. system.

KDEC Decorah, Iowa—Granted CP to change ant.-trans. location; conditions.

KXII(TV) Ardmore, Okla.—Granted renewal of license of TV; without prejudice to whatever action may be taken as a result of proceedings in Doc. 15419.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KCMS-AM-FM and SCA Manitou Springs, Colo.; KGRN Grinnell, Iowa; KNIA Knoxville, Iowa; WRNW(FM) Mount Kisco, N. Y.

■ Granted mod. of CP's to change type ant. for following: WJOL-FM Joliet, Ill.; WENY-FM Elmira, N. Y., and change type trans.; KSLO-FM Opelousas, La.; KROS-FM Clinton, Iowa; KOSY-FM Texarkana, Tex., and change type trans.; remote control permitted.

■ Remote control permitted for following: WVAF(FM) Charleston, W. Va.; WAYE Baltimore, and change studio location; conditions.

\*WVBU-FM Lewisburg, Pa.—Granted CP to replace expired permit for new educational FM.

WDOC-FM Prestonsburg, Ky.—Granted CP to increase ERP to 78 kw, decrease ant. height to 540 feet, and install new trans.

Continued on page 91

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENTIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

I want a man who can think on his feet!! He must be: 1) An experienced broadcast sales executive—national, regional, local. 2) A family man, interested only in that "final move" with the "right" organization. He must have: 1) The ability to sell for an FM station with AM ratings in one of the top 10 markets (even though we have a "no-jingle" policy). 2) A proven sales record from a good music radio station. 3) Good references. He must do: 1) Creative selling with or without a rating book. 2) High level presentations, from design to delivery with understanding of research. 3) Everything that goes with running a top sales department. Take complete charge of a three-man sales staff; handle hiring and training of new salesmen. If you are the man I am looking for, you will earn a five figure salary, with override, plus unlimited opportunity for future advancement. Write Box E-357, BROADCASTING.

General Manager for stable Country and Western station in first one hundred market. Must be seasoned in C&W programing and thoroughly mature in station administration and sales. Good base plus profit sharing incentive. Full biography and references required plus narrative on past station successes. Box E-359, BROADCASTING.

Competative manager-salesman who wants ownership. Southwest fulltime. Small investment required. Box E-397, BROADCASTING.

North Dakota radio manager. Population 2,000. Excellent area over dozen good towns. Progressive community, new equipment. Sales experience necessary. Absentee owned. Apply Q.P. Coleman, with reference to KOLY, Mobridge, S.D.

### Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Texas small market needs top salesman. The right man will be station manager within 6 months. Salary plus commission. References. Box E-288, BROADCASTING.

Salesman-announcer . . . Oklahoma station . . . \$300 base plus 15% commission. Limited air work. Good future. Box E-360, BROADCASTING.

Wanted: Professional salesman. No beginners. Dale Low, KWIX, 300 West Reed, Moberly, Mo.

Need 2 experienced salesmen. Must be sales manager material. Must have proven sales record that will stand investigation. Annual income \$7,000-10,000. Send complete resume, recent snapshot. Harry Dougherty, KXEO, Mexico, Missouri.

2 Iowa sales openings. Contact manager, KSMN, Mason City or KXGI, Ft. Madison.

Seven station group in Wisconsin-Michigan needs a young, aggressive and creative salesman who likes to sell ideas. Guaranteed income and commissions. Send resume and photo to Bill Pacelli, WITL, Lansing, Michigan. Wonderful advancement opportunities.

Our salesmen are dragging. They are running with tongues hanging out from picking up to much business per man and too many trips to the bank. We need a partner to share the wealth. Must have good hands (for picking up the business) and strong back (for hauling the money). Call Dick Via, WLLE, Richmond. If I am at the bank, leave your number.

### Sales—(Cont'd)

Chattanooga . . . person who likes to sell who has ability to assume responsibility in time of sales manager and assistant station manager. Profit sharing and ownership available to right man. Contact: Al Dick, WMOC Radio, P.O. Box 886, Chattanooga.

### Announcers

5-thousand watt regional station with FM in small community in Southwest Virginia coal fields needs pro interested in settling down. References checked. Rush tape, resume and salary. Box E-337, BROADCASTING.

Experienced chief engineer. Must know maintenance. A better job if you can announce. Send complete resume 1st letter. This is a midwest small market, fulltime AM going FM soon. Box E-349, BROADCASTING.

Leading Southern radio-TV operation has immediate opening for nice appearing TV man with some radio dj work. Send resume photo and tape to Box E-350, BROADCASTING.

Above-average Virginia network station offers above-average pay for a "morning man" with minimum 5 years experience. Send resume, tape and snapshot. Box E-354, BROADCASTING.

Combination deejay and newsman for late morning program. Must be bright, happy sounding, with appeal to adults and teens. At least four years Top 40 experience. Send tape, photo, and resume to Box E-355, BROADCASTING.

Quality Oklahoma station needs announcer with first ticket. \$100 per week . . . small market living nets good return. Send tape and references. Box E-361, BROADCASTING.

A staff announcer for Northeastern good music station. Excellent production knowledge desirable. Send tape and resume to Box E-389, BROADCASTING.

East central fulltimer needs combo man with first class ticket for morning-afternoon split shift. 33 hour a week on the air, for this national-reputation small station, in a town equidistant from two major cities. All equipment recently new, fulltime chief handles maintenance. \$150 per week to start, with paid insurance, vacations, etc. Sell if you want, for 15% commission. Some talent extra too. Middle-of-road format for personality, pop emphasis afternoons. Right man will get pd job. Full resume, tape, to Box E-396, BROADCASTING. Tapes will be returned.

If you are a respected announcer in your market and take pride in the radio profession, you may be the man we need. One of the outstanding stations in Arizona requires an announcer who has radio "know how," is capable of good professional production, and who understands the technique of sell without scream. A great deal of experience is not necessary, but we must have a mature voice and a mature mind—a man who is aware of the world around him and can think of ways to use his experience and knowledge to interest his listeners. If you aren't aware of current events, if you read only comic books, and think slang is "in," please do not apply. Send your tape of commercials, record introductions and other material to Radio KCEE, Box 5803, Tucson. You must have a first class license, but maintenance experience is not important.

Announcer, write some copy. Nice area. Excellent working conditions. KPBM, P. O. Box 70, Carlsbad, N.M.

### Announcers—(Cont'd)

Northern Arizona AM and FM station needs announcer with good news delivery and third class license. Good straight radio. No "personalities." KVWM, Show Low, Arizona.

If you have a pleasant voice, know how to sell on the air, do a decent job of reading news and like the "standards" in music, we have a place for you. Send tape, background and salary expected to C. E. Williams, KWNO, Winona, Minnesota. No phone calls please.

Needed at once, a good experienced combo announcer with 3rd class broadcast endorsed ticket. Good station—benefits. Must stand rigid examination. Send complete resume including tape and picture to Mr. Harry Dougherty, KXEO, Mexico, Missouri.

Announcer-engineer with mature voice for network station. Send tape & resume to Mike McCormick, General Manager, WBHC-MBS, Hampton, South Carolina.

Announcer who is versatile for well established station in city of 14,000. Send photo, tape, references and complete information. WBYS Radio, Canton, Illinois.

DJ-announcer, must be a man of integrity, willing to work. Contact Rick Rawlins, WFIN, Findlay, Ohio.

Immediate! Two men. One announcer: good-music, evening shift; experienced, mature voice. One newsman: college. WIBV, Belleville, Ill.

WKIS-Orlando, Florida, 5000 watts, middle-of-the-road, NBC station is looking for a modern sounding personality with good voice and type production for important time slot. Rush tape and resume to Jim Long, WKIS, Box 1353, Orlando, Florida.

Indiana daytimer and FM needs first phone for some AM and night FM announcing, no maintenance. Phone 317-664-7396.

### Technical

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

Florida FM station needs chief who is qualified to carry a large part of the non-technical load also. If you can write copy, and/or sell, announce, keep books, run the office, we need you. Equipment is new and first-class. Box E-281, BROADCASTING.

Chief engineer for good Eastern AM-FM. Must be expert on installation and maintenance. No announcing. Excellent living area for stable family man. Chain operator, good future. Start \$425 to \$500 month for right man. Resume, recent earnings to Box E-416, BROADCASTING.

Help! Expanding 5 kw full-time AM with CATV in the offing looking for good technical men with or without experience. Stable operation with profit-sharing plan, benefits, paid vacations. Call Chief Engineer at 215-384-2100 or write WCOJ, Coatesville, Pa. (40 miles West of Phila.).

WORX, Madison, Indiana, has opening for transmitter engineer. Write full particulars to General Manager.

## NEWS

Indiana AM-FM needs experienced newsmen . . . strong local-area coverage. Box E-364, BROADCASTING.

Penna., good music station expanding its news department is looking for a man capable of assuming duties of news director either immediately or within 30 days. Send tape and resume to Box E-388, BROADCASTING.

Creative TV news combo man, writer, reporter, photographer for news broadcast and documentaries. Some air work. Leading New York state market. Box E-401, BROADCASTING.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Somewhere a good newsmen is ready to move up to news director of good fully equipped station. Must be capable of taking charge and building a top flight news department. All equipment needed already here—Mobile units—beepers—tape recorders. Send complete resume including tape and picture in 1st letter. Harry Dougherty, KXEO, Mexico, Missouri.

Immediate opening for news director. Contact manager WDLC, Port Jervis, New York.

Experienced newsmen only. Gather-write-air local news. Contact Ken Wayne. WEZE Boston.

## Production—Programing, Others

Experienced aggressive person to handle copy and traffic for Chicagoland medium station in college community. Chance to progress. Write complete background, experience, references and desired remuneration. Box E-358, BROADCASTING.

Staff production positions (not assistantships) in radio-TV for qualified students working on MA degree. BA and academic acceptance to graduate school necessary. 10-month contract for half-time position \$3,600; possibility of quarter-time position. University in northwest area. Box E-368, BROADCASTING.

Immediate opening for program director. "Middle of the road" format. Pennsylvania. Box E-376, BROADCASTING.

Immediate opening for Program Director—Announce with excellent fulltimer in lower New York medium market. Middle road format. Solid citizen, married, good appearance, prefer five years minimum experience. Chain operators, good future. Start \$425-\$500 month depending on experience. Interview possible at station or N.Y.C. or Michigan. Rush resume, tape, recent earnings, photo if available to Box E-400, BROADCASTING.

Experienced PD-announcer. Live in a charming city only 100 miles from N.Y.C. Ski, swim, hunt, visit the World's Fair in your spare time. Excellent schools. Settled family man, solid background, good appearance. Chain organization offers security and advancement. Salary commensurate with experience. Resume, photo, tape, recent earnings to Box E-417, BROADCASTING.

## Situations Wanted—Management

If your urgent need is thrifty administration; if you want a man who can sell both the agencies and the small retailer, who can hire and train sales people; either one or both available on reasonable notice. Excellent references. Presently Midwest. Box E-381, BROADCASTING.

Professional broadcaster . . . 13 years radio-television . . . General-salesmanager . . . Medium-major markets, 37, family, excellent references . . . available June 25. Florida or Northeast. Investment to \$20,000. Box E-392, BROADCASTING.

## Sales

Experienced dj-salesman for adult music, Northeastern New England kilowatter. College grad. looking for permanent position \$90 plus commission. All replies answered. Box E-374, BROADCASTING.

## Sales—(Cont'd)

Available July 1st. Working Sales Manager. Experienced, mature. 20 successful years in medium size market. Prefer Kansas, Nebraska, Iowa. All replies answered. Box E-418, BROADCASTING.

Need an experienced salesman? Years in radio. No high pressure but honest selling. Know sales promotion-management. Box E-419, BROADCASTING.

## Situations Wanted

### Announcers

Majors only: Format radio personality. 8 years. \$150-200 starting salary. Afternoon show. Excellent references. Box E-56, BROADCASTING.

Helicopter pilot—announcer, authoritative newscaster. Personable, dependable, not a floater or prima donna. Box E-221, BROADCASTING.

Northeastern metros—5 years experience—personality rock or middle—versatile. Box E-274, BROADCASTING.

DJ — 1 year middle of road experience. Single. Prefers Northeast. Box E-286, BROADCASTING.

Combo man—1st phone. Good "good music" sense. Sensible, non-frantic, family man. Midwest to West. Box E-292, BROADCASTING.

Business-minded, experienced, good music, country dj, presently employed. Box E-366, BROADCASTING.

Thorough training plus twelve years local radio. Can communicate with audience. Straight or dramatic commercial and news delivery. Family, employed, 3rd ticket. Job with future. Box E-373, BROADCASTING.

Experienced DJ — good music, Country, Newsman or P.D. Available June 15th. Contact present employer. Mature. Will consider all offers. Box E-378, BROADCASTING.

Experienced First phone announcer. Would like to relocate September first. Family. Experienced play-by-play man. Box E-382, BROADCASTING.

Light experience, desires position. College trained. Refined, reliable, hard worker. Box E-383, BROADCASTING.

D.J. announcer, authoritative newscaster, cooperative, personable, not a floater. Box E-384, BROADCASTING.

Clever? Yep! Experienced? Yep! Versatile? Yep! Bright sound? Yep! Family? Yep! Ohio, Michigan, neighboring states? Yep. Box E-393, BROADCASTING.

Female dj/announcer available . . . news gathering . . . womans program . . . sales . . . traffic . . . dependents . . . East please . . . (student). Box E-395, BROADCASTING.

Pro comedian—pro jock with ideas wants cosmopolitan, major market, middle road personality station. Box E-399, BROADCASTING.

Ten years in radio announcing. Experienced disc-jockey, smooth commercial delivery; good news. New Jersey, New England need apply. Box E-402, BROADCASTING.

Young, swinging dj—5 years production major N.Y.C. rocker, 1 yr. local N. J. experience—100 miles N.Y.C. only. Box E-403, BROADCASTING.

First phone, A.T.S.—graduate looking for in station. Willing to start immediately. Box E-404, BROADCASTING.

Lady dj/announcer. Recent graduate of top N. Y. announcing school. 3rd endorsement. Box E-405, BROADCASTING.

DJ-newscaster. Bright sound. 3rd phone. Will relocate. Box E-406, BROADCASTING.

Negro, dj announcer, 3rd phone, top school graduate, draft free, 23, unlimited potential start anywhere—now. Box E-407, BROADCASTING.

Announcer, authoritative newscaster, all phases of broadcasting. Married, mature, money no object, experience, future is 100 miles New York. First phone. Box E-408, BROADCASTING.

Newsman-announcer, also desires to learn sales. Married. Pennsylvania preferred. Box E-411, BROADCASTING.

## Announcers—(Cont'd)

Experienced first phone announcer weekend position in Baltimore-Washington area. Box E-413, BROADCASTING.

Female. DJ/announcer. Desires position with R&B station. Beautiful voice. 3rd ticket. Box E-414, BROADCASTING.

Man, graduate Announcer's Training School. 2½ years NYU; recent division sales manager Wall Street firm. Intelligent, vocal. Wants any opening radio station leading to position announcer, preferably evenings. 100 mile radius New York City. Tapes available. Box E-425, BROADCASTING.

Broadcasting school, 3rd ticket, some experience in basketball play-by-play. Heavy knowledge sports. Trained in news, commercials and records. Write Rick Rodefdr, 835 Tark, South Bend, Indiana 234-1705.

First phone, three years experience. Available immediately. Bill Melton, 2 South Clinton, Trenton, New Jersey. 392-5168.

D. J., first phone; one year experience; will answer all inquiries; 4115 S.W. Charlestown St., Seattle 16, Washington, WA 5-4954.

1st phone jock, college student wants summer employment. Don Woods, 710 North Lake Shore Drive, Chicago.

Summer replacement: California college student seeks summer replacement work anywhere in U.S. Want only R-R, Top 40. I run tight board with fast program. Have first phone, 1 year part-time experience at California middle-of-roader. Am 17. No maintenance. Available June 15-September 1. If interested let me know and I will rush tape and photo. Will not be able to consider any offers after June 15. Will not work for anything less than \$2.00 an hour. Dan Ohse, 195 Coronado, Ventura, California.

1st phone announcer desires West coast position. Married, college background, announcing school graduate. \$100 weekly minimum. 612-522-2377.

Polished, friendly, smooth disc jockey and phone talk show. Want step up from sports & special events director. Wil Huett, 1202 Ave. A, Ft. Madison, Iowa. 319-372-7967.

Announcer—Three years experience production-programing department 50 kw New York city. Third phone. Single, will relocate. Air work desired. Tape and resume on request. Nick Menist, 1985 Sedwick Ave., Bronx, 53, New York.

From \$40 a week engineer to \$175 combo pd/engineer in eight easy years . . . including year at 50 kw million market. I still have a long way to go . . . and the kids will be in school in a couple of years. Problems. What I need is an organization offering advancement, security, money etc. Is there any such animal? 25 years old . . . Military complete . . . finest references from employers, past and present. Top 40 only. Ron Brandon, 3446 A, Maury St., Richmond, Virginia 703-232-5601.

Top 40 jock with experience, 3rd ticket, tight board, good production, even play-by-play. Available immediately. Prefer East. Tape, resume. Terry Knight, 406 St. James Square, Fayetteville, N. C. 483-2091.

Fifteen years experience, all phases air man, including first phone ticket. David Ross, Box 371, Doylestown, Pa.

Attention Independent Station producers: All-around man, News oriented writer, airmen, available. 9 years General Broadcast experience. 35, stable. Call Ken Lawrence, Detroit, Michigan. Evenings. Phone 272-3541.

## Situations Wanted—Technical

16 years experience broadcast; 9 years Chief engr. 5 kw AM-FM DA-installations. Prefer Eastern states—available June. Box E-371, BROADCASTING.

Chief Engineer AM-FM, construction-proofs, seeking permanent position in Western U.S., some announcing if desired. Box E-372, BROADCASTING.

Experienced first phone operator available soon. Southeastern states. Box E-420, BROADCASTING.

Experienced 1st engineer looking for work in Northeast. Call 203-232-7314.

## News

Newsman now in top ten Eastern market seeking reporting opportunity. Impressive writing, reporting, newscasting, documentary background. Box E-88, BROADCASTING.

Seasoned radio-TV newsman & public affairs director. Twenty years experience—eighteen with same CBS station as O&O and affiliate. Prize-winning. Expert all phases. Top references. Willing to relocate. Salary open. Box E-282, BROADCASTING.

Not just news . . . but heartfelt entertainment. Interested in human beings . . . news of life. Robbery and murder yes . . . but tears and laughter too . . . and sports. Think you can challenge? Let's communicate now. Five years radio news. Box E-287, BROADCASTING.

Stable family man available mid-July for radio news position. 3 years radio, 3 years TV. Finest references. Box E-367, BROADCASTING.

## Production—Programing, Others

Young married man with five years experience and journalism degree, seeking advancement and opportunity in sportscasting. College and high school play-by-play background. Experienced news editor, too. Tapes and resume available. Box E-391, BROADCASTING.

A quality broadcaster deserves a quality program executive. As music director of NY's finest award winning FMer, my record is enviable. I'm expanding to general programming, bringing with me skill, industry and imagination. AM-FM separation problems? Opportunity knocks! Box E-398, BROADCASTING.

Need a new secretary for the summer? Can type, write, do production work, board work—have endorsed third phone. Prefer So. Illinois, So. Indiana, Southeast Missouri, Kentucky. College student, single, Lynn Kohner, Woody Hall C-308, SIU, Carbondale, Illinois.

I promised my PD I'd help him move he was ready for a bigger market. He's ready. Topnotch on production, interviews, excellent board. Tireless worker, 1st class ticket. He makes \$120. Wish I could pay him enough more to hold him but I can't. Available short notice. Write or call owner, WMOU, Berlin, New Hampshire. Phone 1797.

## TELEVISION

### Help Wanted—Sales

Wanted: an individual to sell television to both large agency and small retailer. Top ten market. Top dollar potential. Youth helpful. Three years radio or TV experience preferred. Be hungry but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box D-294, BROADCASTING.

### Announcers

Experienced television announcer wanted. Southeastern vacationland in major market. Man strong in commercial presentation. Will also handle variety of on-camera assignments. Send resume, audio (or video) tape, picture and minimum salary requirements to Program Manager, WLTS-TV, Box 827, Asheville, N.C.

### Technical

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Transmitter supervisor, G.E. transmitter experience preferred. Full power station in upper Midwest. Box E-321, BROADCASTING.

Television broadcast maintenance engineer for New York based mobile unit. Heavy RCA camera and Video Tape recorder experience desired. Good salary and overtime. Willing to do some traveling. All replies confidential. Box E-379, BROADCASTING.

## Technical—(Cont'd)

Expanding operations. Openings for several experienced studio, recording and/or maintenance broadcast television technicians with 1st phone. Major midwestern university ETV complex with flagship ETV station, developing statewide network, rapidly expanding closed circuit system, major recording and duplicating facility with 6 video recorders. Opportunity to develop professionally in various aspects of television engineering, to work with fully-equipped facility in challenging atmosphere with creative young professionals. Responsible positions with substantial potential for growth. Competitive wages; university benefits. Send resume and picture with application to Box E-394, BROADCASTING.

Midwest VHF station seeking ambitious transmitter or studio engineer. First phone. Experience desired. Contact John Trutin, Chief engineer, WLUC-TV, P. O. Box 479, Marquette, Michigan.

Wanted: Television technicians for large closed circuit military installation. Need one technical director (mobile unit); one video technician; one video tape technician. 4-8 years television experience required. Must be capable of performing maintenance on latest I.O. equipment and hold valid first class license. Excellent working conditions and hours. Send complete resume to TelePrompTer Corporation, 2700 S. Memorial Parkway, Huntsville, Alabama 35801. An Equal Opportunity Employer.

### News

TV News reporter for expanding news team, mid-west, 3 station market. Well equipped NBC station. On-camera, writing, photography. Send story samples, picture, tape. Box E-352, BROADCASTING.

Major midwestern television station has opening for aggressive news man experienced at gathering, writing, and reporting news on television and radio. Position demands maturity and experience. Excellent opportunity. Send video and/or audio tape with resume. Box E-409, BROADCASTING.

Newsman—experienced, hard-hitting, on the air. Able to shoot and write. Send complete details, tape or film to News Director, WFTV, Orlando, Florida.

### Production—Programing, Others

Designer, scenic. Imaginative, creative, thoroughly experienced in color TV production. Needed in large midwest market. Renderings, shop drawings a must. Salary open. Position available near future. Box D-169, BROADCASTING.

Program Director: For Southwest area station. Three VHF market. Must be experienced P.D. capable of assuming programming and supervisory responsibilities. All replies confidential and qualified applicants will be acknowledged. Box E-385, BROADCASTING.

### Situations Wanted

### Management

General manager thoroughly experienced in all phases: administration, sales, promotion, programming and production. Known nationally as aggressive, dynamic industry leader and fierce competitor. 11 years television, 13 years radio. Just turned forty. Tripled billings in year, doubling value of one station, quadrupled value of another. Just sold interest in my stations. Qualified to take charge, produce prestige and profits anywhere. Box D-21, BROADCASTING.

### Announcers

Strong TV Impact! Experienced personality wants entertainment vehicle East coast . . . will consider others. Salary open. Film, full particulars. Box E-369, BROADCASTING.

### Technical

Have you opportunity for engineer with 14 years television experience, including color, planning, construction? 5 years assistant chief. Box E-380, BROADCASTING.

## NEWS

News director. Extensive major market experience covering top national stories for the past 15 years. Top rated, strong air delivery award winning photography. Available for Fall programming. Box E-415, BROADCASTING.

Experienced stringer, journalism major, productive feature writer, member NPPA. Seeks TV spot in West. C. Kendall, 601 University Ave., Palo Alto, California 94301.

### Production—Programing, Others

Childrens show personality—excellent references and top ratings. Box E-198, BROADCASTING.

Producer-director, five and a half years major market experience. Available immediately. References. Box E-351, BROADCASTING.

Producer-director. Experienced ETV & commercial production. Degree. Box E-353, BROADCASTING.

Available immediately, for your continuity or promotion department. 10 years in Radio & TV. Resume and sample material on request. Box E-356, BROADCASTING.

Desire opportunity in television news or sports work. Five years experience news and sportscasting. College degree. Presently employed in market of 400,000. Prefer Midwest or Southwest. Married. Box E-390, BROADCASTING.

Radio and/or television: Five years experience in broadcasting, as announcer, program director and assistant manager. Interested in television direction, prefer East, small city. Box E-410, BROADCASTING.

College graduate desires job in TV production-direction. Broadcasting degree. Thomas Hogan, 1011 SO. 17th St., La Crosse, Wisconsin 54601.

### WANTED TO BUY—Equipment

Wanted: FM transmitter—3 or 1 kw. Monitor. Charles P. Rowland, Rt. 1, Box 337-C, Kenosha, Wis.

1-one kw transmitter, frequency monitor, modulation monitor remote control equipment console, turntables, tape recorders, tape cartridge record and playback units, tower two hundred feet with all lightning equipment. Norman Thomas, P. O. Box 428, Chattanooga, Tenn.

### FOR SALE—Equipment

Television radio transmitters, monitors. microwaves, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliex, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

Used equipment for sale: Gates MBC-20 multiplex exciter and SCA generator \$495. RCA MI-28-151 10 kw. FM harmonic filter \$75. Gates "Studioette" audio console \$295. Two Ampex 450 tape playback machines, automatic reversal \$425 each or \$795 for two. W.E. 1126-C limiting amplifier \$195. W.E. 110A limiting amplifier \$110. Gates M-4809 remote control equipment \$475. RCA 1 1/2" antenna coupling transformer for FM \$75. 225 ft. 1 1/2" styroflex cable \$195. For complete package \$2,500. WRFM, 41-30 58th St., N.Y., N.Y. 11377. Phone DEFender 5-1051 code (212).

## FOR SALE

### Equipment—(Cont'd)

For sale: 1) RCA FM transmitter (mono) BTF-1C, one kilowatt. First \$2,500 check received, gets it. Transmitter available as soon as our new one received. F.O.B. Paris, Illinois. 2) Hewlett-Packard FM monitor (mono) type No. 81547A. First \$800 check received gets it. Monitor available as soon as our new one received. Contact A. C. Ferguson—WPRS Radio, Paris, Illinois.

Station increasing power. Have replaced transmitter with new RCA-20 . . . available in 60 days—one RCA BTF10C—10,000 watt FM transmitter . . . in excellent condition completely rebuilt six months ago. Many extras including stereo generator, custom built micro match, etc. . . . Also available, 300 feet 3½ inch rigid coaxial cable, with assortment of elbows, 6 bay antenna—100.7 megacycles, Hewlett Packard frequency and modulation monitor, automatic power output control (never used) 2 BA 33RCA program plug in amplifiers with shelf, 1 RCA 11 position remote control system, 1 Moseley tone remote control system. All equipment presently on the air . . . Inspection invited. Box E-272, BROADCASTING.

8 bay Andrew multi-V FM antenna, type 1308-A. Used 4 years; condition good, with associated lines. Price \$1,400 F.O.B., Newport News, Va., or best offer. Write C. E. WGH Radio, Newport News, Virginia.

For Sale: Schafer model 1200 automation. Includes 2 Schafer model LU-3 Seeburg units and 3 racks. Rack A includes 3 tape playback units (AMPEX) including all electronics. Rack B includes all automation electronics and controls. Rack C includes program preparation for unit. It can also be used as playback unit. All plug-in cables are furnished. Bought originally for night operation. Due to change in station programming no need for it now. The unit has been used less than 25 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

Sparta 300P tape cartridge playback and Sparta CP-5 portable tape cartridge audition playback. Like new. Used for demo only. Best offer over \$375 takes both. Legett, 9531 Riverton, Dallas, Texas.

250 Watt Gates FM-250B Transmitter tuned to 97.7 mc. Excellent condition. \$1200 F.O.B. KCVR, Lodi, California.

Transmitter, ITA FM1000A 1 kw 94.7 mc crystal Hewlett Packard 335 B Freq Monitor. Andrews 4 bay ant. Heliax, 206 ft. 1-5/8" OD. All papers, books. All or part. Williams TV, 100 Classen 405-CE 45567 Oklahoma City.

Used Truscon 190 foot heavy duty self supporter. Top has 55 foot pole with A-2 lighting, dismantled ready for shipment. Price is \$5,000.00. New England Tower Construction Co., Brandon, Vermont. Telephone 247-5725 area code 802.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N.Y.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts . . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 76th St., Brooklyn, N.Y. 11229

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, 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, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 18, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin June 29, Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programming, 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.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N.Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D.C.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 625 North Jefferson Street, Milwaukee, Wisconsin 53202.

First phone through tape recorded instruction or in six week resident class starting July 7. Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

## RADIO—Help Wanted

### Management

#### ONE MAN MANAGEMENT TEAM

Retiring multi-station operator in small markets seeks heavily experienced Radio General Manager capable of promptly shouldering complete responsibility for several stations. Must have exclusively a small to medium market management background, and have been personally responsible for strictly controlled costs. He must recognize profits are made in nickels, and be capable of carrying down substantial percentage of gross to cash flow. Minimum 10 years experience, age 35 to 45, married. This ad is directed to pros only. Applicant must have outstanding record preferably in multi-station management. Amateurs please don't apply. Salary to \$25,000 plus incentive. Complete resume, recent earnings, photo to:

Box E-423, BROADCASTING

### Sales

#### BROADCAST SALES SPECIALIST

Opportunity of a lifetime to join the sales force of a major broadcast equipment manufacturer. Immediate opening for Broadcast Sales Engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Must be sales minded self-starter and have a good knowledge of broadcast equipment. BSEE or equivalent and minimum of three years in field or radio broadcasting required. Excellent salary plus commission. Company paid benefits. An equal opportunity employer which is a profitable growth minded company and a leader in the broadcast equipment field. Send resume to:

Box E-370, BROADCASTING

### Announcers

#### TALK—TALK

Immediate opening—controversial telephone opinion show. Must be good commercial man. Tape resume.

Box E-347, BROADCASTING

#### Lifetime Opening for MORNING MAN or TEAM

Unusual, talented. Challenging opportunity. Start \$300 a week. Your ability to increase present high ratings will increase your salary. Major Eastern Top 10. Tape, resume to:

Box E-348, BROADCASTING

#### DJ

Major market top rated 50 kw giant needs fast moving personality dj. Prefer man with first phone ticket. Rush tapes, resume, salary requirements.

Box E-421, BROADCASTING

## NEWS

### NEWS DIRECTOR

Hard working, authoritative voice, savvy on local news. Unlimited opportunities, fast growing New England contemporary chain. Tape, salary to:  
Box E-346, BROADCASTING

### WE ARE FUSSY. WE CAN AFFORD TO BE.

Finest radio news staff in mid-west major market needs two mature career newsmen. Requirements: Nose for News, writing ability and quality air work. If you can cut it with an award-winning news staff, rush tape and resume to:  
Box E-362, BROADCASTING

### NEWSMAN

Major market top rated 50 kw giant needs modern, hard-driving newsmen for eventual news directorship. Rush, tape, resume, salary requirements.

Box E-422, BROADCASTING

### Production—Programing, Others

### COMPLETE STAFF

New fulltime AM station, WFTN, Franklin, New Hampshire. Send full resume first letter. E. W. Clark, 1-14 Plaza Road, Fair Lawn, New Jersey.

### PROGRAM DIRECTOR

Major market top 40 station is looking for a new program director. The man we want has an excellent track record with the ability to maintain staff morale and keep a young station where it should be. Tell us about yourself, your experience and salary requirements.

Box E-387, BROADCASTING

### Situations Wanted—Announcers

#### ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio  
3911 Pacific Highway  
San Diego 10, Calif.

### TELEVISION—Help Wanted

#### Management

### MANAGER WANTED

Metropolitan market UHF station established 3 years. Fine opportunity for advancement with growing company. If you are now a TV salesman, Assistant Manager or Manager write today to Box E-412, Broadcasting or call (Area code 301) 365-1934. Mr. Myers.

## Announcers

### —WANTED— ANNOUNCER

Announcer for on camera and booth. TV experience required. Directing experience helpful, but not necessary. Starting salary of \$105.00 a week or better. Send picture, audio tape, film, or video tape to Clark W. Davis, WHTN-TV, P. O. Box 1448, Huntington, West Virginia.

### Technical

#### RADIO-TELEVISION TECHNICIAN (With First Phone)

Needed in an expanding closed circuit television system utilizing professional equipment only. Requires experience in all phases of television operation and maintenance of RCA Type Video Tape Recorders preferred but not essential. Send resume with salary information to: University Personnel Office, Room 4, Morrill Hall, University of Minnesota, Minneapolis, Minnesota 55414 (69)

## Production—Programing, Others

### NEED TOP NEWS DIRECTOR

Corporate News Director wanted for holding company with radio and three television stations in the west. Will have creative and administrative supervision over the Radio and Television News Departments. Will directly supervise the production of all News, Special Events, and Public Affairs Programs. On-air personality with newspaper background preferred but not necessary. Salary open. Send complete resume with references and picture to:

Box E-363, BROADCASTING

### PHOTOGRAPHER

Experienced motion picture and still photographer for progressive TV station in the Northeast. Qualifications must include using AURICON sound cameras, editing films and reversal film processing. Immediate opening. Send resume to:

Box E-386, BROADCASTING

### MISCELLANEOUS

#### RADIO STATION MANAGEMENT CONSULTANTS

\*Programing Services

\*Sales Development

NATIONWIDE BROADCAST SERVICES  
925 Federal Blvd., Denver 4, Colorado  
Phone 303-292-0996

### EMPLOYMENT SERVICE

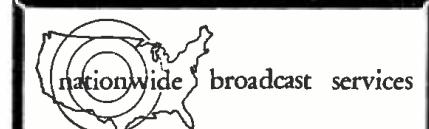
## THE AMPS AGENCY

### BY BROADCASTERS • FOR BROADCASTERS

For the attention and consideration of Radio and Television Stations, packages, Ad agencies, commercial producers, client advertisers and others, we have hundreds of excellent, thoroughly qualified applicants with broadcast experience in all job categories. Among these men and women are the people you need. Phone or write us now.

#### ★ THE AMPS AGENCY ★

All Media Placement Service  
130 S. Robertson Blvd., Beverly Hills, Calif.  
Telephone OL 7-4881



### READY TO MOVE UP?

Let an experienced broadcaster move you up to a better, higher paying job in radio or TV. Immediate action guaranteed for qualified, dependable air personalities, newsmen, engineers, salesmen, copy writers, and traffic girls. Write for application.

NATIONWIDE BROADCAST SERVICES  
925 Federal Blvd. Denver 4, Colorado  
Phone area code 303-292-0996.  
Station Inquiries For Personnel Invited.

### You Can't Top A CLASSIFIED AD in

## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## EMPLOYMENT SERVICE

Continued

### ATTENTION STATION MANAGERS

Available immediately: DIS, NEWSMEN, COMBO ANN. PEOPLE CAPABLE OF PERFORMING any task under all conditions. Some First Ticket, some with third and endorsement. With all salary secondary, employment primary.

THEIR AT YOUR SERVICE WITH MIN. NOTICE. WRITE OR PHONE: BILL WADE SCHOOL FOR RADIO 2223 El Cajon Blvd., Suite 527, San Diego, Calif. Phone 296-6355.

### Mr. STATION MANAGER

If you need a qualified, reference checked employee, we have several hundred in our files. Our applicants are in all parts of the U. S.

Call or Write:

**C.B.I. Placements**  
707 Colorado Bldg., Denver Colorado 80202  
Phone 303-292-3730

527 Madison Avenue, New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherrie Burish, Director

### WANTED TO BUY—Stations

### STATION WANTED

Small chain wants to buy additional station in a one to four station market East of Mississippi River. Will pay 29% to 100% cash. All information confidential.

Hudson Millar  
**WKUL**  
Cullman, Alabama

### MEDIUM to LARGE MARKET RADIO STATION

in \$100 to \$300-thousand price range. Must be profitable or at least break even with good potential under top management. All information confidential.

Box E-365, BROADCASTING

**SMALL GROUP INTERESTED** in acquiring another AM facility. Will consider any station in any market. Contact:

JIM BONNETTE  
BOX 66  
PERRYSBURG, OHIO

**WEST COAST AIR PERSONALITY** wants all or part of AM in black. Prefer Cal/West.

Confidential—No Brokers  
Box E-424, BROADCASTING

## FOR SALE—Stations

### WANTED:

Working Partner to invest in growing Calif. community with profit minded AM, reap benefits. 50% available . . . \$50,000.

Box E-301, BROADCASTING

### FOR SALE

So. Calif. Class B FM Station

Dual Polarization

Hi Power—Major Market  
(City 600,000 plus)

No Brokers—Principals only

Box D-266, BROADCASTING

### ESTABLISHED

### CLASS AM-FM STATION

between San Francisco and San Jose  
3000 watt ERP, 24 hour license. Family  
reasons for selling. 3,000,000 listener  
potential. Principals only.

Box E-377, BROADCASTING

### OHIO! AM-FM IDEAL MARKET

\$225,000.00

Principals only—NO BROKERS  
Reply E-375, BROADCASTING

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN, TEXAS 78756

Miss.	small	profitable	\$ 62M	SOLD
Tenn.	small	daytime	100M	cash
S. E.	medium	fulltime	95M	30M
N. Y.	metro	daytime	100M	29%
S. E.	major	fulltime	300M	29%

buying and selling, check with

V CHAPMAN COMPANY INC.

2045 PEACHTREE RD., ATLANTA, GA. 30309

### STATIONS FOR SALE

1. **SOUTHWEST.** Major market. \$210,000.  
29% down.

2. **CALIFORNIA.** Fulltime. Profitable. \$300,-  
000. Terms.

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

Continued from page 85

and new ant.

**WSRS(FM)** Worcester, Mass.—Granted CP to increase ERP to 25 kw, install new trans. and ant., and make engineering changes.

**WNAV-FM** Annapolis, Md.—Granted CP to increase ERP to 50 kw, and install new trans.; conditions.

**WPFR(FM)** Terre Haute, Ind.—Granted CP to increase ERP to 1.2 kw.

**WGIR-FM** Manchester, N. H.—Granted CP to increase ERP to 9.6 kw, and ant. height to 960 feet; make changes in ant. system, install new trans. and ant., and make engineering changes; remote control permitted; conditions.

**WTFM(FM)** Lake Success, N. Y.—Granted CP to change ant.-trans. location; decrease ERP to 7.1 kw; increase ant. height to 980 feet; install new trans. and ant., and make engineering changes; remote control permitted by personnel only; conditions.

**KLAF-FM** Tacoma, Wash.—Granted mod. of CP to change ant.-trans. location; change type trans.; install new ant.; increase ERP to 39 kw; decrease ant. height to 245 feet, and make engineering changes; remote control permitted by personnel only.

**KSJT(FM)** San Angelo, Tex.—Granted mod. of CP to change ant.-trans. and studio location, decrease ERP to 34 kw and ant. height to 100 feet, and change type trans. and type ant.

**WLIB-FM** New York—Granted mod. of CP to change ant.-trans. location, type trans. and type ant.; decrease ERP to 2 kw; increase ant. height to 1,220 feet, and make engineering changes; remote control permitted.

**KTFC(FM)** Sioux City, Iowa—Granted mod. of CP to increase ERP to 96 kw; change type trans. and type ant.

Actions of May 20

**WBNX** New York—Remote control permitted of main trans.

■ Granted renewal of licenses of following main and co-pending auxiliaries: **KJLT** North Platte, Neb.; **KSID** Sidney, Neb.; **KWHK** Hutchinson, Kan.; **KKIN** Aitkin, Minn.; **KLEO** Wichita, Kan.; **KLCO** Poteau, Okla.; **KNCK** Concordia, Kan.; **KTOW** Sand Springs, Okla.; **KNUJ** New Ulm, Minn.; **KERL** McCook, Neb.; **KLWN-FM** Lawrence, Kan., and **\*KSTE(FM)**, Emporia, Kan.

**WOW-TV** Omaha—Granted renewal of license; without prejudice to whatever action may be taken as result of proceedings in Doc. 15419.

**WMVG** Milledgeville, Ga.—Granted license covering use of old main trans. as alternate main trans.

**WESC-FM** Greenville, S. C.—Granted license covering installation of new trans. and increase in ERP.

**KDNT-FM** Denton, Tex.—Granted license covering installation of new trans. and ant. and changes in ERP and ant. height.

**WLAC-FM** Nashville—Granted license covering changes in ant.-trans. location, ERP and ant. height, and installation of new trans. and ant.

**WYSL-FM** Buffalo, N. Y.—Granted license covering installation of new trans. and ant. changes in ant.-trans. location, ERP, ant. height and ant. system.

**WFMT(FM)** Chicago—Granted license covering installation of a new ant. and increase in ant. height.

**WHCN-FM** Hartford, Conn.—Granted license covering installation of new trans.

\***WFMU(FM)** East Orange, N. J.—Granted license covering installation of new trans. changes in ERP, ant. height and transmission line, and remote control operation; specify ERP as 1.44 kw and type trans.

**KCPX-AM-FM-TV** Salt Lake City—Granted mod. of licenses to change name to Screen Gems Broadcasting of Utah Inc.

**WGAT** Gate City, Va.—Granted mod. of license to change name to Tri-Cities Broadcasting Corp.

**WT3AB** Littleton, N. H.—Granted CP to change type trans. for UHF-TV translator.

**K13GH** Thale, Five Mile Creek community, White Sulphur Springs and Fort Logan community, Mont.—Granted CP to replace expired permit for new VHF-TV translator.

**WDCA-TV** Washington—Granted extension of completion date to Nov. 20.

**WRNW(FM)** Mount Kisco, N. Y.—Rescinded action of April 22 which granted renewal of license of FM.

■ Granted licenses for following FM's: **WZEP-FM** De Funiak Springs, Fla.; **WCFS-FM** Greenwood, S. C., and specify type trans. and delete remote control operation.

■ Granted licenses covering increase in daytime power for following: **WMBC** Macon, Miss.; **WMOG** Brunswick, Ga., and install new trans.; **KLBK** Lubbock, Tex., and install new trans.

■ Granted CP's to replace expired per-

mits covering changes in following UHF-TV translators: K71BG, Greenbelt TV Translator System Inc., Wellington and Dodson, Tex.; K77AQ, K80AU, K82AZ, Cap Rock Translator System Inc., Memphis, Tex.; K70DA, K72BZ, K74CH, Red River Valley Translator TV Association Inc., Childress, Tell and Cee Vee, Tex.

KZEEY Tyler, Tex.—Granted license covering increase in power, installation of new trans., and change in directional ant. pattern; specify type trans.: condition.

WEER Warrenton, Va.—Granted license covering change of facilities of daytime AM from 1570 kc, 500 w to 1250 kc, 1 kw; installation of new trans. and changes in ant. system.

KVGB Great Bend, Kan.—Granted license covering changes in nighttime directional ant. pattern.

WKXY Sarasota, Fla.—Granted license covering changes in daytime DA pattern. KAMD Camden, Ark.—Granted license covering installation of auxiliary trans.

WKDA Nashville—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control permitted.

KZEEY Tyler, Tex.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WFRO-FM Fremont, Ohio—Granted license covering installation of new ant. and increase in ERP.

KFM(FM) Fremont, Calif.—Granted license covering increase in ERP and installation of new trans.

KHQ(FM) Sacramento, Calif.—Granted license covering changes in ant.-trans. and studio location, ant. height and ERP, and installation of ant.; remote control permitted.

WLS-FM Chicago—Granted license covering installation of new trans. and ant. changes in ERP and ant. height; specify type trans.

WCNC(FM) New York—Granted license covering installation of new trans. and ant. and changes in ant.-trans. location, ant. height and ERP.

WBKV-FM West Bend, Wis.—Granted licenses covering installation of new trans. and ant. changes in ERP and ant. height, and engineering changes; and use of old main trans. as auxiliary trans. at main ant.-trans. site.

\*WMUA(FM) Amherst, Mass.—Granted license covering installation of new ant. and changes in ant. system.

WRKT Cocoa Beach, Fla.—Granted CP to install new main nighttime trans.

WSTC Stamford, Conn.—Granted CP to make changes in ant. system.

WFBC Greenville, S. C.—Granted CP to change ant.-trans. location, and install new trans.; remote control permitted daytime only.

K72CB, K78BI, K82AY Canadian, Higgins, Lipscomb, Booker, Follett, and Darrouzet, Tex., and Arnett, Okla.—Granted CP's to replace expired permits covering changes for UHF-TV translators.

Mutual Broadcasting System Inc., New York—Granted extension of authority to May 1, 1966, to deliver, by wireline, programs to CKWX Vancouver, B. C., and CKLW Windsor, Ontario, and/or other stations owned and operated by Canadian Broadcasting Corp. or licensed by Canadian Minister of Transport.

■ Granted licenses for following AM's: WHVL Hendersonville, N. C., condition; WOKJ Jackson, Miss., and specify main studio location; WERK Muncie, Ind., and specify type trans.: condition.

■ Granted licenses for following FM's: WCON-FM Cornelius, Ga.; WELP-FM Easley, S. C.

■ Granted CP's to replace expired permits for following new UHF-TV translators: K79BA, K81AR, K83BA, Roger Mills Translator System, Cheyenne and Reydon, Okla.; K70DB, K72CD, K74CJ, Donley County Translator System, Clarendon, Tex.

■ Granted CP's to replace expired permits for following new VHF-TV translators: K02CV, Sumner School District #320, Sumner and Puyallup, Wash.; K12CA, Wyarno TV Association, Dutch Creek area, Wyarno and Prairie Dog Creek area, Wyo.; K07GI, Prospect Lions Club Inc., Prospect, Ore.; K11GO, K13GL, Slater Butte Translator Co., Fort Goff, Happy Camp, and North Indian Creek, Calif.

■ Remote control permitted for KGBX Springfield, Mo.; conditions.

■ Following were granted extensions of completion dates as shown: WHNB-TV New Britain, Conn., to Nov. 19; KLGS(FM) Los Gatos, Calif., to Nov. 1; WHPL-FM

Winchester, Va., to Nov. 15.

Action of May 17

WCBM-FM New York—Remote control permitted.

#### Fines

■ Commission notified Snake River Radio and Television Inc. that it has incurred apparent liability of \$150 forfeiture for five rule violations by KRXX Rexburg, Idaho, including failure to post license of person signing logs as radio operator on duty. Licensee has 30 days to pay or contest forfeiture. Commissioner Hyde dissented. Action May 19.

#### New call letters requested

■ KCJH Arroyo Grande, Calif.—Larson-Irwin Enterprises. Requests KOAG.

■ Richland, Wash.—Three Rivers Broadcasting Inc. Requests KCYS.

■ Corvallis, Ore.—Oregon State University. Requests KBVR.

■ WDMS Lynchburg, Va.—Southeastern Broadcasting Corp. Requests WIXY.

■ KILB Long Beach, Calif.—John Lamar Hill. Requests KJLH.

#### Rulemakings

##### PETITIONS FOR RULEMAKING FILED

■ WIXX New Richmond, Wis.—Smith Broadcasting Co. Requests amendment of FM table of assignments to add channel 292A to River Falls, Wis. Received May 14.

■ WRSR Stanford, Ky.—Lanier Burchett. Requests amendment of FM table of assignments to add channel 240A to Stanford. Received May 17.

■ KFGQ Boone, Iowa—Boone Biblical College. Requests amendment of FM table of assignments to delete channel 281 in Ames, Iowa, and assign 281 to Boone in lieu of 257A which would then be assigned to Ames. Received May 17.

■ Bedford, Pa.—Carl W. Amick. Requests amendment of FM table of assignments to assign channel 265A to Bedford. Received May 18.

■ Buffalo, N. Y.—National Association of Broadcast Employes and Technicians, AFL-CIO. Requests amendment of rules to remove optional aspect from present rule regarding stations broadcasting to public accurate information relative to emergency weather conditions. Received May 18.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 26. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. ■ Indicates a franchise has been granted.

Bloomington, Ill.—Tevco Inc. (Edgar E. Lunde Jr., president) has submitted an application. Tevco has been supplying closed circuit TV service in the area. A previous applicant for the franchise is Friendly Broadcasters Inc. (WEIC Charleston, Ill.)

Springfield, Ill.—First Illinois Cable TV Inc., Chicago (M. R. Johnstone, president), has submitted an application. The firm plans to carry Springfield, Champaign, Decatur and Chicago stations, all Illinois, and educational stations from St. Louis. Previous applicants are Springfield TV Cable Co. and Springfield Community Television Inc.

Greenwood, Ind.—Visual Communications Corp., 165 S. Madison Ave., Greenwood, has applied for a franchise. The firm proposes a \$14 installation fee with a \$5 monthly charge. Stations from Louisville, Ky., and Cincinnati would be carried. Visual is represented in Greenwood by Attorney James Sargent.

■ North Vernon, Ind.—Columbus Communications Corp. (Dr. H. S. Knotts, Columbus, Ind., president) has been awarded a franchise. Columbus Communications is a subsidiary of Franklin Communications Services, Hartford City, Ind., one of four applicants for a franchise in Columbus.

Sedalia, Mo.—Two of the six applicants, Commonwealth Theatres Inc. and Clearview Cable Co., have merged to form Commonwealth Sedalia CATV Inc. The other applicants are Meredith-Avco Inc., Omaha; United Video Systems Inc., Kansas City, Mo.; Cable TV Construction Inc., Iola, Kan., and Vumore Co., Oklahoma City.

■ Lansdale, N. J.—Jerrold Electronics Corp., Philadelphia, a CATV equipment manufacturer and a multiple CATV owner, has been granted a 25-year franchise.

Mount Holly, N. J.—Jerrold Electronics Corp., a CATV equipment manufacturer and a multiple CATV owner, has applied for a franchise. Subscriber costs would be a maximum of \$25 for installation and \$5 monthly. The township would receive 5% of the annual gross receipts. Township buildings, schools and the fire department would receive free hook-ups.

■ Falconer, N. Y.—Jamestown Cablevision Inc. (Simon Goldman, president) has been awarded a 15-year nonexclusive franchise. The firm has agreed to charge a maximum of \$30 installation and \$4.90 monthly fees.

The city will receive 2% of the firm's annual gross receipts with initial payment at the beginning of the third year of operation. Simon Goldman is joint owner with R. A. Lenna of the Goldman Group, a group station owner.

Lockport, N. Y.—The Lockport Union-Sun and Journal, the Bytown Television Inc. (a Canadian firm) and a third unidentified organization have applied for a franchise. A previous applicant is Frontier Television CATV Inc.

■ Ranlo, N. C.—Cablevision Inc., Gastonia, N. C., has been granted a franchise.

■ Bellefontaine, Ohio—Logan Cable Television Co., Bellefontaine, has been awarded a 25-year franchise. Logan Cable (represented by Philip S. Church) is owned by D. L. Rike & Co., Dayton, Ohio, which holds an interest in Hi-Point Broadcasting Co. (WOHP Bellefontaine). The firm has agreed to a maximum \$7.50 installation fee with a \$5 monthly charge. The city is guaranteed a minimum annual remittance of \$1000 plus \$1 for every installation over 1000.

Lima, Ohio—Neptune Broadcasting Corp., Steubenville, Ohio, (Les Rau, general manager) has applied for a franchise. Neptune, a subsidiary of Rust Craft Broadcasting Stations, proposes a 12 channel system for a maximum \$10 installation fee and \$4.95 monthly. A remittance of 3% of annual gross receipts would go to the city. Ohio Cablevision Inc. (WIMA-AM-FM-TV Lima and WHIO-AM-FM-TV Dayton, Ohio) holds a franchise in Lima and currently is seeking a renewal. Meredith-Avco Corp., New York, has also applied for a franchise.

■ Fairview, Okla.—Major TV Cable Co. has been granted a 10-year franchise. The company plans to provide six TV signals. Subscriber costs will be a maximum of \$10 for installation and \$5.50 monthly. A device will be provided so that the city can cut off all channels and carry special meetings or storm warnings.

■ McKeesport, Pa.—Tex-Video Inc., represented by Eddie Hirshberg, has been granted a 15-year franchise. Firms denied were Wander Sales Inc., Valley Cable TV Co. and Tri-City Broadcasting Co.

■ Warminster, Pa.—Bucks County Cable TV Inc., 1352 Easton Road, Warminster, Pa., has been awarded a nonexclusive franchise. The firm has established a maximum \$20 installation fee with a \$5 monthly charge. A remittance of 5½% of annual gross receipts will go to the city. Bucks County Cable is represented by Pat Rooney, president, of Holland, Pa.

■ Galax, Va.—The Inter-Mountain Telephone Co. has been granted a franchise. Subscriber costs will be \$10 for installation and \$4.50 monthly and the city will receive 3% of the annual gross receipts. According to plans the system will be in operation in about six months.

Martinsville, Va.—Booth Broadcasting Corp., Detroit, a group station owner, has applied for a franchise. It proposes to bring in 11 TV signals and 10 FM signals. The city would receive 3% of the annual gross receipts. The estimated cost of the system is \$225,000. A previous applicant is Harry Anglin, operator of a local radio-TV firm.

**W**HEN *Newsweek* did a cover story on the new South, it picked Columbia, S. C., as the locus, and Charlie Batson, a broadcaster, as spokesman.

If a computer were to choose a president of a chamber of commerce, *Newsweek* said in its May 3 issue, it couldn't come up with a more ideal candidate than Charles A. Batson, the president of the Columbia chamber. "Square-faced, graying, handsome . . . low key . . ." it said of him.

Though *Newsweek* didn't say so, Charlie Batson is also the type a computer would pick to manage a television station—which he does. When he isn't running the Columbia Chamber of Commerce or a Rotary committee or a Red Cross campaign, he's to be found in the boss's office at *WIS-TV* Columbia.

He's a native of South Carolina, and except for two periods, has spent his life there. And, betokening his career, it's also interesting that his almost 25 years in broadcasting have been with only two stations—*WFBC* in his native Greenville, and *WIS-TV*.

Early this year, Mr. Batson was named a senior vice president of the Broadcasting Company of the South, parent company of *WIS-TV*. BCS, which also owns *WSFA-TV* Montgomery, Ala., and recently bought *WTOL-TV* Toledo, Ohio, for \$12 million, is changing its name officially June 1 to Cosmos Broadcasting Co. This is due primarily to its expansion north of the Mason-Dixon line, not because of any plans to operate in the vastness of space. BCS also has community antenna TV interests in South Carolina and in Florida.

*Newsweek's* complimentary description of Charlie Batson is echoed by his associates and friends. G. Richard Shafto, president of BCS, who hired him in 1951, says of him: "He is one of the most logical men with whom I've ever worked, with a splendid capacity for the business."

Albert M. Wharfield, Mr. Batson's superior in North Africa during World War II (and now a vice president of A. C. Nielsen Co. in New York) recalls that "Charlie Batson was a pillar of sanity" in the maelstrom of Algiers then.

Does the man have no faults? The only one that could be dredged up by those who know him is that he "agonizes" over decisions.

Mr. Batson chose to make broadcasting his career after careful deliberation. He had entered Furman University in Greenville as a pre-law student, but had continued part-time broadcasting work with *WFBC* which he had begun while in high school. He was persuaded to give up his dreams of law and to remain in radio by advisers.

For his last two years at Furman, young Batson was a full-time employe

## A southern gentleman in broadcasting

of *WFBC*. His first regular job he recalls, was in the control room. On his first day, he accidentally put the station off the air. "Immediately," he says, with a twinkle in his eye, "I was shifted to the program department."

The war came two years later. Mr. Batson was trained in the Adjutant General's Department, assigned to the Fourth Armored Division, landed in England to prepare for the North African landings. After arriving in Algiers, young Batson was "rescued" from paper work by Mr. Wharfield who was then

### WEEK'S PROFILE



Charles Alvin Batson—Senior VP, Cosmos Broadcasting Co. (formerly Broadcasting Co. of the South), and managing director, *WIS-TV* Columbia, S. C.; b. Greenville, S. C., Aug. 14, 1916; BA Furman University, 1938; announcer, program director, *WFBC* Greenville, S. C., 1936-41; U. S. Army, 1941-46; National Association of Broadcasters, 1946-51, director of public relations, assistant director, Broadcast Advertising Bureau, director of television; Broadcasting Co. of the South, 1951—managing director, *WIS-TV* Columbia, S. C., 1953; senior VP, 1965; director, NBC-TV Affiliates Board; director, TV Stations Inc.; past president, South Carolina Broadcasters Association; president, Columbia Chamber of Commerce; director, Columbia Rotary Club; director, American Red Cross Chapter; past director, Better Business Bureau of Columbia; past director, United Community Services; deacon, Eastminster Presbyterian Church; m. Frances Bost, 1942 (divorced); Sadie Lee Vincent, 1956; son (by adoption), Reginald; hobbies—fishing, boating, golf.

radio officer in General Eisenhower's headquarters there, and who was desperate for a man with radio experience.

Mr. Batson was reassigned and immediately found himself in the vortex of radio work in North Africa. He was, Mr. Wharfield says, "as responsible as anyone for establishing the pattern for radio standards during the war."

After a bout with malaria, Mr. Batson was shipped home to the Pentagon where he was a member of the radio desk of the Army's public relations department and a major when the war ended.

**Mr. TV** ■ Mr. Batson joined the National Association of Broadcasters as a public relations staffer, was assigned to help establish the Broadcast Advertising Bureau in New York, then brought back to Washington to do a special study on television. The result of this one-year project was a four-part brochure sent to all NAB members on "Television—the Visual Broadcasting Art." It pointed the way to his next assignment at NAB, director of television.

Mr. Batson was in his TV post at the NAB for two years, when his native state in the person of Mr. Shafro beckoned him to return. BCS then was preparing to apply for TV in Columbia, and Mr. Batson was hired in 1951 to take command of this work. When the grant came through in 1953, Mr. Batson was named managing director of *WIS-TV* and has remained in charge of that station to this day.

Mr. Batson's philosophy in running *WIS-TV* is simple: "We place our emphasis on the selection of key people. Outstanding people attract other good talent."

His major interest is in his news operation. Composed of eight full-time and four part-time newsmen, the *WIS-TV* news department is much larger and has more on-the-air time than most stations in the same market category. News accounts for four live shows a day—from an early morning farm program to the half-hour following the *Huntley-Brinkley* show in the evening. "The area of news specials," Mr. Batson says, "may be our best opportunity for future improvement."

As for TV in general, Mr. Batson has a plain philosophy: "I said years ago that the then new visual broadcasting medium would have the greatest influence since movable type in shaping the minds of men. I think television is doing this in more ways than we realize. For families everywhere, television has opened for the first time a window to the world and even the most ordinary program brings them an unusual experience. I feel that in most cases the result has been better understanding between people and for the problems faced by society."

## EDITORIALS

### The last knockout

**S**ONNY Liston wasn't the only victim in last Tuesday's farce. In addition to the prize-fight industry, which might have suffered a mortal blow, closed-circuit television and pay TV were knocked for box-office loops in that one-minute performance billed as the world's heavyweight championship.

An estimated 600,000 fans saw the dismal exhibition via Sportsvision Inc., closed-circuit theater projection. They thought they had been taken, along with the few thousand at ringside. Pay TV, whatever its present or eventual form, takes it on the chin because championship boxing has always been given top billing in attempting to attract subscribers. Even Early Bird was clipped. British and European fans stayed up until 3:30 a.m. and, according to cabled reports, were disgusted.

Vice President Hubert H. Humphrey, avid sports fan who headed an audience of VIP's at a closed circuit held by the Mutual Broadcasting System, was heard to remark that he had seen better fights at home.

Inadvertent beneficiaries were free-TV viewers who were spared the ordeal. TV networks long ago dropped prize-fight schedules. Their judgment again is vindicated. One must feel compassion, however, for Mutual, which picked up the radio tab for what it had every right to expect would be an up-and-up contest.

### Tying a noose knot by knot

**T**HE FCC has succeeded once again in tightening its controls over broadcast programming without risking a challenge to the constitutionality of its acts. It has invoked its first sanctions for violations of its fairness doctrine, but in such a way that its decision is almost certain to escape a test in court. In the process, the fairness doctrine has been reinforced, and all broadcast stations have been subjected to new restraints.

As reported in this publication last week, the FCC imposed the penalty of short-term license renewals for WJWX-AM-FM and WIBT-TV Jackson, Miss., on a finding that they had unfairly emphasized the segregationist position in controversies over civil rights.

The stations, it must be assumed, are glad to have gotten off so lightly; in the next nine months before they file for regular renewal of their licenses they have only to meet the specifications of program balance that the FCC has prescribed to be assured of returning to a state of federal grace. The organizations that unsuccessfully opposed the renewal of the stations' licenses—the AFL-CIO and United Church of Christ—are unlikely to appeal since the FCC has put the stations on notice that they must conform to the policies that the opponents accused them of ignoring.

So the probable prospect is that the Jackson decision will stand as is and will become another restrictive element in the body of case law that regulates broadcast programming. It is this body of case law, carefully pieced together bit by bit without serious court review of the principles it contains, that the staff and members of the FCC have learned to use to shape the content of American broadcasting.

The trick is to avoid, in any case where constitutional questions are apt to be embarrassing, a penalty severe enough to provoke the penalized to go to court. The trick has been worked time and again. A station's application for license renewal is questioned by an official letter implying that the FCC would like more local live programming in prime time or fewer commercials in the average week. The renewal is forthcoming after the station amends its

plans to conform to the commission's suggestions. Or a station's application for renewal is protested by some group that fancies that its views have been denied exposure. The renewal is granted after the station vows to mend its ways. In such cases, the FCC applies effective pressure without having to submit to a test of its basic authority to deal in such matters at all.

Yet it is reasonable to suppose that if the FCC could somehow be taken into court, a good many of its programming policies, including certainly its fairness doctrine, would be declared illegal. The libertarian decisions of the U. S. Supreme Court in recent years have widened the application and confirmed the precedence of the First Amendment. Only last week the Supreme Court declared unconstitutional a postal law requiring recipients of Communist literature from abroad to identify themselves to the federal government. The law, the court said, was in conflict with the First Amendment. "Inhibition as well as prohibition against the exercise of precious First Amendment rights is a power denied to government," said the court. It is difficult to reason that the FCC's program controls neither inhibit nor prohibit the exercise of precious First Amendment rights by broadcasters.

Absent the prospect of an early test of FCC policies in court, broadcasters have only one way to arrest or eliminate the trend toward tighter federal regulation of programming. They must rely upon the Congress to write a law that confirms the application of the Constitution to radio and television. If the National Association of Broadcasters is looking for a project worthy of its \$2 million annual budget, it could do much worse than to start with the drafting of such a law and the persuasion of the Congress to adopt it.

### The right way

**A**CCORDING to the interpretation of the deputy register of copyrights, the new copyright bill now under consideration provides no exemption for CATV. If it were passed, CATV could no longer pick up programs without the consent of the copyright owner. This, as we have suggested before, is the most equitable way to solve the CATV problem. If broadcasters had the clear right to grant or reject CATV requests for carriage of their shows, no artificial restraints on CATV competition would be needed.



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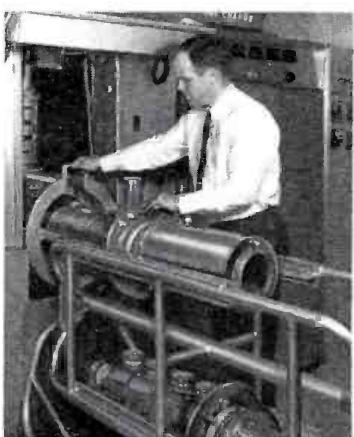
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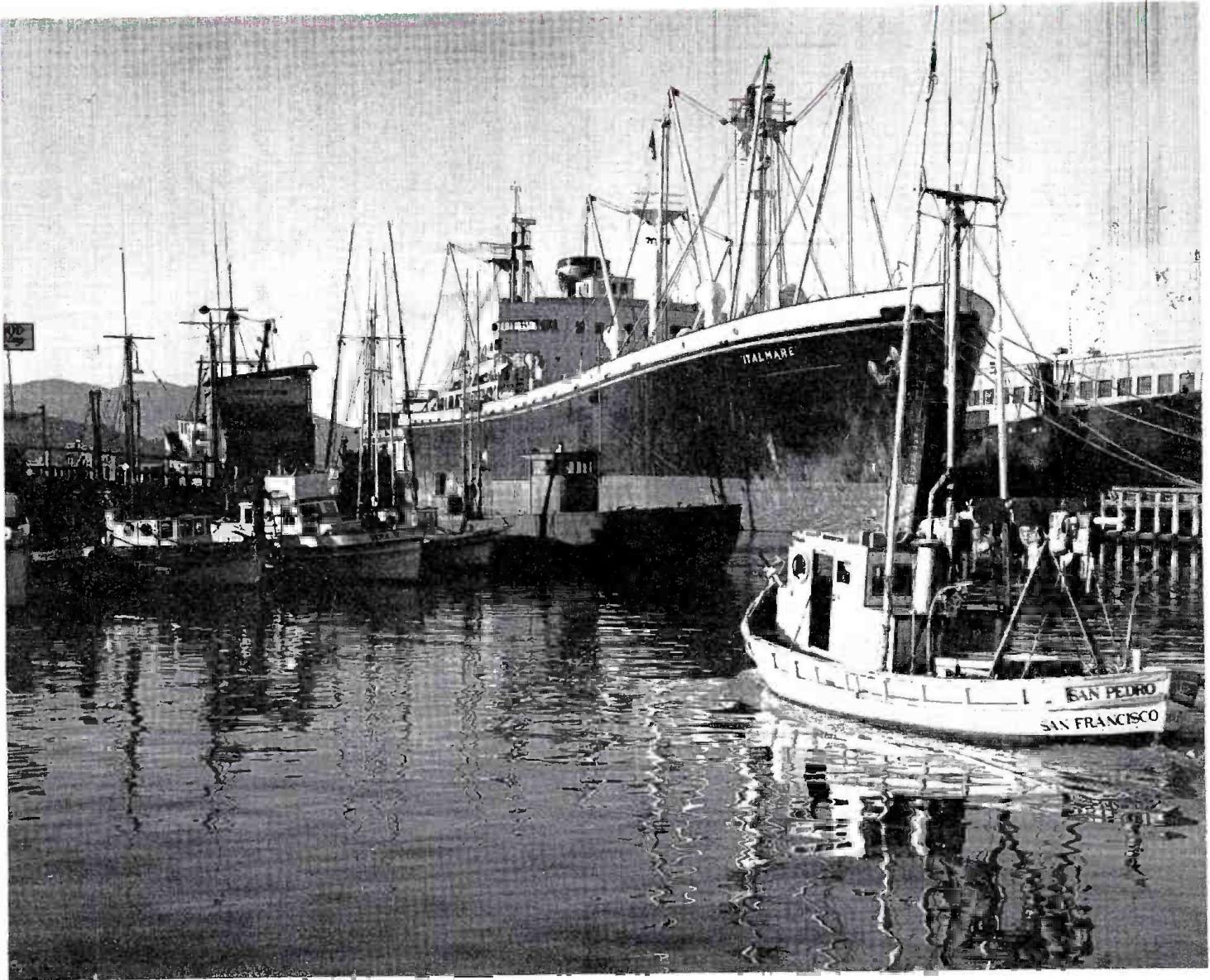


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