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FCC's plan for passing around network programs. p65
Battle lines on CATV form at Harris bill hearing. p74

COMPLETE INDEX PAGE 7

...and look who's bought it!

METROMEDIA STATIONS: KTTV Los Angeles, WTTG Washington, D.C. RKO-GENERAL
STATIONS: CKLW-TV Detroit-Windsor, WNAC-TV Boston. Also WTTV Indianapolis, KMSP-TV Minneap-

Dennis anyone?
Call, write,
wire now!

Screen Gems
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

[Image of the Blue Mosque in Istanbul]
Behind this door...

BALTIMORE'S $1,000,000.00 MOVIE LIBRARY
(over one million dollars in prepaid film rentals)

Just acquired! Another great new package—102 Universal first run and color features distributed by MCA

SELECTION — STORAGE — SCHEDULING . . . these are the key points in the WMAR-TV movie policy!

Selection: Features are carefully selected from the best film packages available.

Storage: Films are stored with extreme care . . . each in its own protective dust jacket in a vault, specially built at Television Park, that is electronically controlled for humidity and temperature.

Scheduling: Each feature is scheduled to appeal to the biggest audience in its time segment.

Top features . . . plus heavy daily promotion are yours when you buy in any of the 15 full length features scheduled each week on WMAR-TV . . . a most effective way to sell to this important 43-county market!

In Maryland Most People Watch

WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
KRLD-TV is the name brand in the Dallas-Fort Worth Market and has been for many, many years. It is identified by viewers in this 55-county area with the best in entertainment and informational television.

22.4% more people viewing per average quarter-hour, 9:00 AM-Midnight, Monday through Sunday, is the Channel 4 lead over the second station in the market, according to March ARB.

To sell a name brand, pick the name brand station. Your clients will be in good company on KRLD-TV. Call your ATS representative.

represented nationally by Advertising Time Sales, Inc.
Moving day

By June 19 NBC and Westinghouse Broadcasting Co. will probably be operating in what are now each other's stations in Philadelphia and Cleveland. Exchange of properties was ordered months ago by FCC to restore ownerships that existed before NBC swapped its Philadelphia properties for those owned by Westinghouse in Cleveland, in deal later challenged by Justice Department suit that was settled by consent decree. Last Friday U. S. Court of Appeals officially accepted withdrawal of appeal by RKO General which had made deal to trade its Boston stations for NBC's in Philadelphia and which felt aggrieved by FCC order requiring NBC to trade back with Westinghouse (see page 78). Original FCC order gave NBC and Westinghouse 15 days to comply after order became final, which it did with court's approval Friday.

Anyone calling WRCV-AM-TV Philadelphia after June 19 may hear phone answered as KYW-AM-TV, which is what Westinghouse called those stations when it originally owned them and will call them again. What NBC will call Cleveland stations (which have been KYW under Westinghouse) hasn't been announced.

Kickoff for Cox?

If American Football League expands to 10 teams for 1966 season, Cox Broadcasting Corp. stands good chance of getting Atlanta franchise. Cox, with headquarters in Atlanta, had negotiated for acquisition of AFL Denver team earlier this year. AFL meets today (June 7) in Monmouth, N. J., to consider expanding from 8 to 10 teams, with Philadelphia and Atlanta front runners. Older National Football League is considering expansion to 16 teams in 1967.

No word on Bartley

Having just passed through one tortuous waiting period that ended with reappointment of former Ambassador James J. Wadsworth to FCC, both insiders and outsiders are wondering what's holding up reappointment of Robert T. Bartley, whose current term expires June 30. Mr. Bartley, Democrat, native Texan, and nephew of late Speaker Sam Rayburn, is personal friend of President Johnson and family, and his reappointment was and is regarded as virtually automatic.

Mr. Bartley has served on FCC since 1952 and is up for third seven-year consecutive term. Mr. Bartley, 56, is only commissioner with broadcast experience, having been vice president of Yankee Network (1939-1943) and both FM and war activities director of National Association of Broadcasters (1943-1948). He also served as Speaker Rayburn's executive assistant and was director of Telegraph Division of FCC when it was first activated in 1934.

TV end wire ownerships

FCC began moving Friday (June 4) in direction of permitting some cross-ownership of community antenna television systems and television stations in same market. Discussion at special meeting was general, but it appeared that majority of commissioners would impose flat bar on such cross-ownership only in top markets—perhaps top 50. Everyone felt it should be allowed in cases where CATV would provide needed financial crutch for struggling TV station. Question becomes complicated in in-between situations, where staff and some commissioners feel CATV could be unfair advantage to TV station in competition with other stations in market. Still undecided is whether to issue policy statement or proposed rulemaking. Staff will come back with draft of one or other—perhaps both.

Commission indicated its cross-ownership attitude by approving grant of long-pending application for microwave facility to serve CATV in San Luis Obispo, Calif., owned by John C. Cohen, licensee of KSHV-TV in same city.

Deal in the making

Negotiations appeared close to completion late last week for purchase of KVTY (TV) Sioux City, Iowa, by Wisconsin Valley Television Corp., group-station newspaper owner. Price is said to be in $3-$4 million range. Seller, Peoples Broadcasting Co., earlier last week confirmed sale of its WNAW Yankton, S. D., to Red Owl Stores Inc., Middle West food chain for $1.5 million (see page 69). Peoples bought WNAW and KVTY in $3 million package in 1957. Wisconsin Valley group owns five newspapers in state and contracts WSAU-AM-TV Wausau and WMTV (TV) Madison, both Wisconsin. KVTY, on channel 9, began operating in 1953 and is affiliated with both CBS and ABC.

MCA: new group owner?

MCA, one of biggest TV production and syndication companies, with substantial interests also in motion picture and records production, reportedly is scouting prospects of expanding to another field: station ownership. Two radio-TV station groups were said to be among possibilities MCA is considering, though there was no indication that either had been firmly approached. FCC approval last week of acquisition of WUVE (TV) New Orleans, by Screen Gems, another big production-distribution firm (see page 79), may have given MCA added interest in expanding into station field.

Try, try again

Leo Burnett Co.'s capture of $12 million United Air Lines account (story page 9) over competition of half-dozen other top agency presentations rests chiefly upon persistence of Burnett's president, Edward M. Thiele, who kept knocking on door for business regularly over past two years. United made decision Friday morning, was to disclose it Sunday (yesterday).

The most wire

Teleprompter Corp., which now claims 60,000 CATV home connections, has tentatively completed domestic acquisitions that would make it biggest operator in CATV field, according to reliable report. H & B American, which reportedly has 70,000 CATV homes, is now first but is being pressed by both Teleprompter and American Cablevision Co., subsidiary of Jack Kent Cooke Enterprises, which in past year has invested in excess of $20 million. Action on new Teleprompter acquisitions is expected at board meeting in New York June 15.

Color capacity

Rising tide of color may bring problems as well as profits to television. Head of leading film production plant in Hollywood notes that build-up in production of color programs and commercials for TV already has industry labs working at capacity and warns that they may not be able to handle further increase in volume of color film anticipated for fall. New York lab officials say color volume in East is so far no cause for worry about processing facilities.
"We who live to please, must please to live."

Dr. Samuel Johnson, England's famed author and lexicographer, could have added that the ability to know what pleases is just as vital. Griffin-Leake stations employ PERCEPTIVE EMPATHY to please the viewing public.

GRIFFIN-LEAKE TV, INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
WEEK IN BRIEF

Broadcasters, once in love with dream of communications satellites, now find nightmare of costs practically too much to cope with. Prospective European charges plus U.S. fees may yield no trans-Atlantic TV. See... PRICED OUT OF REACH?...29

"Get together" is Harris warning to NAB, FCC and CATV as hearings continue on his bill to regulate cable firms. He finds CATV program origination on par with pay TV; Merrill charges FCC partial to broadcasters. See... POSITIONS HARDEN...74

Top 100 newspaper advertisers spent 3½ times as much in TV as in print; P&G alone as much in TV as top 12 newspaper clients. While they increased newspaper budgets by $31.6 million, they're up $116.2 million in TV. See... LIKE NEWSPAPERS, BUT LOVE TV...32

Sixteen applicants are on the line for operation of soon-to-be-silenced KWK St. Louis. Station will probably be run on interim basis during hearings. One applicant suggests that 5 kw station be put on 500 w during interim. See... 16 HATS IN RING...82

Long-contested battle by RKO for Philadelphia stations has ended with RKO pulling out of fight. Reverse swap can now take place between NBC's WRCV-AM-TV and Westinghouse's KYW-AM-FM-TV Cleveland. See... RKO DROPS OUT...78

Station sales totaling $6.8 million and involving four properties were announced last week; only one TV facility in group. FCC approved transfers totaling $8.28 million. See... FOUR STATIONS SOLD...79

MAJOR PROFIT IN MINOR SPORTS...55

Sports programing costs money, lots of it, but advertisers seem to be happy to pick up the tab. Beer, razor blades, tobacco and petroleum are major sponsors of everything from fishing to football. See... LIKE WHAT THEY GET...45

Proposed FCC rulemaking would permit independent stations to pick up any network programing rejected by affiliate in same market. Move seen as boon to UHF's and stations in overshadowed markets. See... NETWORK FARE FOR INDIES?...65

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**what's an influencible?** A listener. Specifically, a Storz radio listener. Influencibles are the “in-touch” young moderns with ideas...buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles. On a Storz station you get action where it counts—in sales.
Rebels urge congressional action on CATV

BOLT NAB-AMST POLICY FAVORING FCC ACTION

Anti-CATV front that broadcasters had pointed at congressional hearings last week was splintered Friday (June 4) when owners of 27 television stations, many in major markets, said they were in "substantial disagreement" with two associations that had testified earlier in week in favor of immediate FCC regulation of CATV (see page 74).

Hearing ended Friday, but record is being kept open for additional statements.

National Association of Broadcasters and Association of Maximum Service Telecasters had testified in favor of FCC action in CATV field and had indicated lack of support for HR-7715, bill offered by Representative Oren Harris (D-Wisc.), conferring jurisdiction over CATV on FCC, but limiting its authority.

Dissenting station owners said, in joint letter filed with Communications Subcommittee Chairman Walter Rogers (D-Tex.), that they felt FCC proposals permit commission to "assume questionable jurisdiction and adopt overly restrictive regulations."

Group offered six general principles for federal regulation of CATV:

- Public need for greater program choice can be filled by CATV and available services but "should be determined by technological potential and public demand, and not as a result of government fiat or preemption."

- Background of public service responsibility, experience and training make broadcasters "particularly qualified" to operate CATV's and there is no justification for restrictions on broadcast ownership.

- CATV systems should carry local station programing and not duplicate it simultaneously. Concern with CATV's impact on station allocations "is misplaced and exaggerated."

- CATV will aid UHF and color TV development. UHF will never succeed or be healthy "if it has to be nurtured and protected by government restraint from legitimate competition."

- Better color comes from better antennas.

- Government has "no logical or legitimate basis" to restrain distribution of additional program services.

- Long-range public, industry and government interests would be harmed by following FCC, NAB or AMST position.

AFL's growth shouldn't affect NBC-TV contract

It was doubted Friday (June 4) that TV rights would be immediately affected if American Football League approves this week expected expansion of league from eight to 10 teams, to take effect in 1966 football season, with possible addition of Atlanta, Philadelphia or Chicago. Expansion was not expected until after 1966-67 season.

Indications are that AFL would reapportion TV monies or renegotiate, or pursue combination of both.

In present AFL contract with NBC-TV, each team starting with first year of five-year contract, beginning this fall, receives approximately $900,000 per year (Broadcasting, Feb. 3).

Joe Foss, president of AFL, said network most likely would end up paying

United Airlines moves to Burnett and Frank

United Air Lines, Chicago, moves its broadcast-heavy $12 million advertising account to Leo Burnett Co. and Clinton E. Frank Inc., both Chicago, effective Oct. 1 dropping N. W. Ayer & Son after association of nearly two decades. Burnett gets passenger business and Frank becomes first agency to handle United's fast growing cargo business on special account basis. Cargo ad billing is now at $400,000 level.

United explained need for Chicago-based agency to fit into its greatly expanded marketing goals for next five years rather than any dissatisfaction with Ayer. United is spending $1 billion on new jets and expects passenger capacity to double.

Wometco makes big board

Wometco Enterprises Inc., Miami, group broadcaster, vending machine and motion picture theater operator, announced Friday (June 4) approval for listing on New York Stock Exchange. Trading on big board will begin July 7. Wometco has been traded over counter since 1959.

CBS takes Gemini ratings

CBS-TV claimed top ratings on basis of Arbitron overnights in coverage of first day of Gemini-Titan 4 spaceflight. Figures released Friday (June 4) showed CBS with 10.0 rating and 38 share; NBC with 9.9 and 37, and ABC with 2.9 and 11 for period 7 a.m.-4:30 p.m. on June 3.

In first six hours of flight, average number of TV homes tuned to space-shot coverage fluctuated between high of 17,304,840 (32.4%) of all U. S. viewing homes per half hour and low of 12,44,530 (23.3%). Peak viewing came at 11:30 a.m., June 3, about hour after liftoff; ebb viewing was at 2:30 p.m.

Community' stations set in new UHF table

FCC is expected to issue this week new "unsaturated" table of UHF allocations and proposed rulemaking providing for creation of new class of low-power "community" television stations operating on upper UHF channels (CLOSED CIRCUIT, May 31). Commission approved both documents without dissent Friday (June 4).

New UHF table provides for some 1,100 assignments in little more than 800 communities. Present table has 1,600 assignments. Except in cases of operating stations, new table makes no assignments to communities of less than 25,000; allocations are to be made in those communities on basis of demand.

Approximately half assignments are ETV. These include number in communities of less than 25,000 population, but no city has more than two ETV stations.

Proposed community TV stations would operate on channels 70-83 (which would be reserved for that purpose) and, because of their low 10 kw power would allow commission considerable flexibility in their location. No restrictions would be placed on size of community they might serve, and channel and adjacent-channel mileage separations could be sharply reduced.

more AT DEADLINE page 10
Irwin Segelstein, VP in charge of programming at Benton & Bowles, New York, named VP, programs division's national department heads.

Mr. Segelstein has been associated with Triangle and its stations (he joined WPIL in Philadelphia as night supervisor) since 1942. In 1947, he became operations assistant to general manager of WPIL-AM-TV. Triangle's stations are WPIL-AM-FM-TV, WFBG-AM-FM-TV Altoona, WLHY-TV Lebanon, all Pennsylvania; WNFV-AM-FM-TV Binghamton, N. Y.; WHNC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.

Mr. Segelstein

For other personnel changes of the week see FATES & FORTUNES

WEEK'S HEADLINERS

Irving Klein, VP and secretary and executive assistant to president of Independent Television Corp., New York, named to board of directors. Alvin E. Unger, VP for syndication, responsible for all syndicated sales and supervision of ITC's sales force in U. S., also named to board. Mr. Klein joined ITC in 1962 and in 1964 was made VP for creative services, responsible for advertising, promotion and public relations. He assumed present job in March of this year. Mr. Unger joined ITC in March 1965. Previously he was VP in charge of sales at TV Personalities and was sales executive for Ziv in both radio and TV for 19 years.

Forrest F. Owen, executive VP of WABC-TV, Chicago, elected president in new realignment of officers. Albert G. Wade II continues as board chairman and chief executive officer. Hal H. Thurber, president, named vice chairman. Others promoted include Louis J. Nelson, senior VP, named executive VP in charge of marketing services; David S. Williams, VP, becomes executive VP, and Sidney B. McAllister, VP, becomes senior VP. Tom D. Scholts, VP at agency's Los Angeles office, named executive VP for west coast.

Seeks okay on WTVR(TV) sale

Application seeking FCC approval of sale of WTVR(TV) Richmond, Va., and AM-FM adjuncts was filed Friday (June 4). Stations are being sold by Wilbur Havens and associates to group broadcaster Roy H. Park for $3,572,956. Discussions concerning sale were begun last November (Broadcasting, Nov. 9, 1964).

Contract contains clause which provides that 43% of stations' net earnings before taxes, from Jan. 1, 1965, to date when commission gives approval, will go to Mr. Havens, who has agreed to remain as consultant and continue as board member without remuneration. Walter A. Bowry Jr., presently assistant general manager, will succeed Mr. Havens as general manager.

For additional yearly monies for rights, but new teams would receive less than teams now in league until new contract is negotiated after 1969 season.

Duplication protection imposed on translators

FCC has called attention to new interim policy it is following of imposing nonduplication condition upon some translator grants.

Commission, in notice Friday (June 4), noted that it is seeking information on "definitive policy" to be followed on translators. Question is in April notice of inquiry dealing primarily with community antenna television systems (Broadcasting, April 26).

Pending conclusion of that proceeding, commission said, it has decided to condition translator grants on agreement of translator operator to honor request for protection of station within whose Grade A contour it operates.

As in case of microwave-fed CATV's, translators would have to refrain from carrying programs simultaneously with or within 15 days before or following their appearance on local station.

Commission enunciated policy in order granting — with nonduplication condition — applications of Lee Co. TV Inc. for four UHF translators in southern Florida.

It also granted, with nonduplication condition, applications of Hubbard Broadcasting Inc., for five new UHF translator stations to rebroadcast programs of its KSTP-TV St. Paul-Minneapolis, Minn.

Commissioners Lee Loevinger and Robert T. Bartley opposed imposition of conditions in all cases.

More time for group comments

FCC Friday (June 4) extended to Aug. 2 deadline for filing comments on its inquiry and proposed rulemaking on multiple ownership of broadcast stations.

Delay was sought two weeks ago in joint petition by 22 group broadcast owners. Broadcasters noted that informal conference was scheduled with commission for June 11, three days before comment deadline, and that more time would be needed to evaluate and prepare comments.

FCC also advanced replies from July 12 to Aug. 31.

Broadcasting, June 7, 1965
In major markets where 77 SUNSET STRIP runs five days a week in various afternoon and evening time periods—such as Albany-Schenectady-Troy, Louisville, Memphis, St. Louis, Syracuse, Tulsa—the mystery-adventure strip starring Efrem Zimbalist, Jr., Roger Smith and "Kookie" Byrnes averages 26% more homes, 26% more men, 62% more women than programs in the same time period, same station, the previous year. Source: ARB Reports, March 1964-65
What's in back of our
Encouraging local programming.


What size audiences? It seems that KGO-TV's "Nutcracker" was at least as popular with San Franciscans as a football bowl game. That's encouraging. And that's what's in back of our surge to the front.

ABC OWNED TELEVISION STATIONS
WABC-TV, New York - WXYZ-TV, Detroit
WBKB, Chicago - KABC-TV, Los Angeles
KGO-TV, San Francisco
CONSIDERING CATV?

THEN CONSIDER AMECO!

If we were betting folks, we would bet that once you consider CATV, you would soon be entering CATV. And it is almost impossible to consider CATV without considering the pacesetter of the field, Ameco! Consider the fact that Ameco is at least three years ahead of competition in solid-state equipment, and it seems rather foolish to consider anyone else, doesn't it? One thing for sure, it doesn't cost anything to consider CATV or Ameco...just write or call collect.

---

OPEN MIKE

Stop debating over CATV

EDITOR: While so many broadcasters are spending their time arguing about the merits of community antenna TV, people outside our industry are snapping up these valuable franchises. If anyone ought to be in CATV, it should be broadcasters who understand public taste and needs.

Is not part of the debate based on a fear of competition from CATV—part imagined, part perhaps real? How much of some broadcasters' concern about CATV is a matter of public interest; how much is a concern over their own pocketbooks?

Broadcasters ought to stop debating and start building CATV's before many more people outside our industry get these franchises.—John F. Hurbut, president and general manager, WVMG, Mt. Carmel, Ill.

Yearbook popular

EDITOR: I would like to order a copy of your most recent Broadcasting Yearbook listing the radio and television stations and their major personnel.

Your magazine is an excellent publication and we are continually borrowing the secretary of state's copy.—Edward J. Wren, assistant director, information and research, Florida State Road Department, Tallahassee.

Thanks for the Wink

EDITOR: Just a note of appreciation for the wonderful Horace Wink story [Broadcasting, May 24].

It certainly told the story in a clear, concise manner.—Keith R. Matzinger, J. Walter Thompson Co., Los Angeles.

(Book note referred to a description of an advertising campaign run by the Ford Dealers Advertising Association of Southern California.)

BOOK NOTE


The authors have put their broad backgrounds of teaching at New York University, Communications Art Group, into a practical manual to show how televised instruction can be effectively used at all educational levels. In addition, they have called on the collective experience of many others familiar with the TV instruction field to explain common sense classroom procedures.
Ever wonder how you get all the sports results so fast?

Listen.

Click, Click, Click, Click, Click, Click…

That's your reliable Associated Press printer you hear, clicking away everyday with the blow-by-blow and play-by-play of every big event in the athletic world. Your own top-notch staff stays on top of the results of all the local sports, while The Associated Press covers the national and international competition. So, no matter what your game is or where it's being played, we've got it covered... fast! Click, click, click, click, click, click, click, click, click, click, click, click, click...
Early Bird: 'You ain't seen nothing yet'

One of the Hughes engineers responsible for the development of the Early Bird communications satellite said it: "You ain't seen nothing yet." And what he said was true—especially for those of us in marketing and advertising. This satellite, now stationed 22,300 miles above the Atlantic, is more than just a better way of transmitting TV, radio or telephone across the ocean. It represents a new way of thinking about how men can communicate over distances.

Global Ad Conference • Without applying too much politics to the crystal ball, one might visualize a scene ... the U.S. offices of a major corporation. The marketing manager is in video contact with his Far East regional manager. The picture, transmitted via TV satellite link, is clear as a bell on the 30-inch screen.

They're discussing the slow results from a couponing program in Nagoya, Japan. The boss refers to his daily movement recap, which he got first thing that morning from the computers, data which was transmitted via the company's satellite facilities during the night. The man in Tokyo calls his boss's attention to the poor weather in Nagoya. Tests like this have been affected adversely before.

They agree to wait a couple of more days for a clearer indication. In the meantime, the Tokyo man, again via satellite links, will contact Berlin direct. The Berlin manager had a similar experience a few months back. He will ask that facsimiles of the Berlin test results be relayed (via satellite) to him, will compare applicable trends and prepare a report for the boss.

All The Difference • That's for openers, because the Early Bird type of satellite has something going for it which makes all the difference. This difference can be explained by the "22,300 mile tall pole" analogy. Stick this pole into the earth. Perch the satellite atop it. As the earth turns, so does the satellite. This eliminates a major drawback of other satellites that whiz round the earth: the need for complex, computer controlled antennas which must precisely track their movement. A stationary satellite is always there.

Further, from this altitude, one satellite can look down and see over a third of the earth. So, another advantage is that just three could cover the globe, instead of at least 18 of the "whiz-around" variety.

This can be a great boon to the millions of people who live a long way from really practical, dependable communications. These nations can put up comparatively simple and inexpensive antennas which only need to see one fixed satellite. In one giant step, these countries could immediately join in the world communications networks. Every lean-to won't have a telephone and The Hallmark Theater the next morning, but these people won't have to wait for painful generations of time for the wires to reach them.

Think of the impact this could have on world trade. Dior may not see Upper Volta as a major market, but don't you think the folks at Sears aren't wondering a little?

Looking further into the future, we can see even more exciting implications for satellite communications.

Historians tell us that communications and trade have always gone hand in hand. You first have to talk to your prospect, then maybe you can sell him something. But, if you don't speak his language, it makes the sale a bit tougher.

So, another possibility arises. When the Romans ruled the world, they made Latin the language. In a way, Early Bird and its successors can have the same kind of power. With everyone talking, the babel of tongues will make the need to translate tiresome. If a universal language is in the cards, it may well start to develop here.

It Won't Be Long • When will all this take place? Faster than we dare think. Look at the acceptance Early Bird has gotten in the few weeks it has performed. Launched in April, it had inaugural programs in May. Millions have watched as Chet Huntley and Dimbleby exchanged seats in New York and London; or saw the Soviet singers perform in Portsmouth; or heard the Pope speak; or listened as world leaders discussed major events on the Town Meeting of the World. These millions were witness to history being made—as it happened, and for as long as it was happening.

Because the basic idea of the stationary satellite is to be there when it is needed, this is the major difference. And there is something in the human imagination which sparks when it knows that what it is seeing is happening right now. Who will ever forget actually seeing Jack Ruby pull the pistol in that police garage? Or seeing John- John salute at his father's funeral?

Teacher's Pet • Educational television is another subject that comes up in any discussion of satellites. Everybody agrees it's a great thing. But. The problem is not so much one of foot-dragging as one of need. In our country we already have a working educational system. Television is used, sure. It's just that we aren't pressed.

In other places, this is not the case. Compare the situation to a country without roads. People who need to go from one place to another fly. So it's not silly to think of having TV in a remote mountain village to help in the teaching process.

And, contrary to the gloomy types who say people can't be changed, that it takes generations to change a way of life, I submit there are some who do want to learn the new and better ways. Whether they are buying, learning or thinking—these are the people who will be important to us as marketers and advertisers.
Day Part Station Shares
And Total Households Reached

Tulsa

Average Week Estimates—Period Ending March 24, 1965

(All times shown herein are Central Standard)

Table 1. Metro Area (Percent)

<table>
<thead>
<tr>
<th>STATION</th>
<th>CHANNEL</th>
<th>MONDAY THRU FRIDAY</th>
<th>SUNDAY THRU SATURDAY</th>
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<td>NETWORK</td>
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Table 2. Station Totals (Households)

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<tr>
<th>STATION</th>
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<th>MONDAY THRU FRIDAY</th>
<th>SUNDAY THRU SATURDAY</th>
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N.B. Each station is assumed to be on a full operating schedule within these time blocks.

The above figures represent the average quarter-hour audience for each station within each daypart. For specific quarter-hour Metro Shares and Station Total Audiences, see the body of the report, beginning on page 6.

Below minimum Reporting Standards or not regularly scheduled.

For a guide to Statistical Accuracy, see back of report.

* NIELSEN *
What’s the big deal about

Times' new 2000 ft. seamless sheath CATV cable?

Plenty!
It not only saves money in installation and maintenance. It performs better throughout the life of your CATV system... and actually increases system profits.

1. Easily saves you 10% on installation and shipping costs. 2,000 ft. lengths mean fewer splices—8% saved. Only 1 reel needed for 2,000 ft. of cable instead of 1 reel for each 1,000 ft.—2% saved.

2. Increases profit. The fewer the splices, the less maintenance needed. Less maintenance means less labor cost and more profit.

3. Improved electrical performance. Times' JT-1000 cable, in 2,000 ft. lengths, guarantees 25 db minimum return loss—a must for minimum ghosting. Times' seamless tube JT-1000 cable won't let in moisture vapor that stops your signal short of target. And don't forget... long after so-called economy cable has been replaced, Times' JT-1000 cable will still be a top performer.

Re-installing a cable system costs more than the original installation. With a so-called economy system, your system starts deteriorating the day you put it in. But Times' JT-1000 cable keeps pace and lives up to your system's planned potential.

TIMES WIRE & CABLE
Division of the International Silver Co. Wallingford, Connecticut

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

**JUNE**

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—Kappa Alpha professional chapter of Alpha Epsilon Phi national radio-TV fraternity, new membership meeting with interested broadcasters invited. KCET(TV) Hollywood.


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


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. Wasiewski, president, National Association of Broadcasters; and Frederick W. Ford, president, National Community Television Association. Savannah, Herman Talmadge (D-Ga.).


June 13-16—Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N. Y.


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.

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-Aug. 31—Boston University's School of Public Information's first in-depth study of cinema and television at institutes in three European countries (London, July 28-Aug. 6; Birmingham, Aug. 7-21, and Edinburgh, Aug. 23-31) all Great Britain; Turin, Italy, July 5-11, and Venice, France, June 14-25.

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

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

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

June 16-18—3rd 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 17-19—Annual convention of the Maryland-District of Columbia-Delaware Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Paul Comstock, former FCC general counsel for government relations, NAB. Henlopen hotel, Rehoboth Beach, Del.


June 18-22—International Television Contest in Berlin. For further information write Dr. A. Bauer, Bundesallee 1-12, Berlin 15.


June 22—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—33rd Stanford Radio-Television-Film Institute. Ten courses offered by Stanford University with the cooperation of KPIX(TV), KQED(TV), non-commercial, and KQED-FM, all San Francisco.

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

June 22—FCC deadline for filing comments on proposed rulemaking concerning implementation 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 26-29—Advertising Federation of America’s 61st annual convention. Speakers (Continued on page 27)

DATEBOOK

NAB PROGRAM CLINIC SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Clinic Title</th>
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<tr>
<td>June 7-9</td>
<td>Denver Hilton, Denver</td>
<td>Broadcasting spring radio program clinics</td>
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<tr>
<td>June 10-11</td>
<td>Continental, Los Angeles</td>
<td>Broadcasting spring radio program clinics</td>
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</tbody>
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BROADCASTING, June 7, 1965
a WILLIAM WYLER production

THE CHILDREN’S HOUR

AUDREY HEPBURN SHIRLEY MacLAINE
James Garner Miriam Hopkins

RUNNING TIME: 107 MINUTES

Here’s what happens when your station programs with UA SHOWCASE features:

In ATLANTA — WSB-TV logs “blue chip” off-network features on Mondays, 7-8:50 pm, instead of available network programs. The success of the plan is seen, for example... UA SHOWCASE, rated twice in this time slot, beat all competition both times. Average rating: 27—opposing stations averaged 20 and 11. (ARB, Overnight Coincidentals, Nov. 16, '64-Jan. 18, '65.)
UNITED ARTISTS Showcase

ONE OF THE GREATEST SCREEN SUCCESSES OF THE SIXTIES

Stanley Kramer's

ON THE BEACH

BURT LANCASTER
JUDY GARLAND

in

A CHILD IS WAITING

RUNNING TIME: 102 MINUTES

GREGORY PECK
AVA GARDNER
FRED ASTAIRE
ANTHONY PERKINS
and Donna Anderson

RUNNING TIME: 133 MINUTES

In NEW ORLEANS—A typical UA SHOWCASE success occurred Wednesday, May 13, '64. SHOWCASE pulled 25% of the audience away from Dick VanDyke, Beverly Hillbillies, Danny Kaye, Ben Casey and 77 Sunset Strip, for WDSU-TV at 8:10 pm. (ARB Overnight Coincidental).

In AMARILLO—KVII-TV is unbeaten, Sunday at 9-10:45 pm, when UA SHOWCASE pulls 35.3% of the audience away from long-established competitors such as What's My Line, DuPont Show of the Week, Candid Camera and Checkmate. (ARB Overnight Coincidental, Mar. 31, '64).

In NEW YORK, WABC-TV—UA SHOWCASE beats all 6 competing channels for WABC-TV 6 out of 7 consecutive times rated, Nov. 2, '62 to May 24, '63. Films surveyed include typically impressive UA titles such as The Pride and the Passion, Not as a Stranger, Sweet Smell of Success, Anna Lucasta, Run Silent Run Deep. (Nielsen)

In SAN FRANCISCO — ARB for April/May '64 ranks KPIX's "Big Movie" over all 3 competing stations in the 2 hours starting 11:15 pm Saturdays. All features on "Big Movie", that month, were UA SHOWCASE entries.
U.C.L.C.I. is pleased to announce the release of a new selection of IMPORTANT FEATURE FILMS
YUL BRYNNER
THE MAGNIFICENT SEVEN
co-starring
ELI WALLACH  STEVE McQUEEN
Charles Robert Horst Bronson Vaughn Buchholtz

ONE OF THE STRONGEST
CASTS AND STORIES
EVER BROUGHT TOGETHER
IN A SINGLE FILM

RUNNING TIME: 126 MINUTES • COLOR

THE APEX OF CAGNEY’S FABULOUS CAREER

Robert Montgomery presents
JAMES CAGNEY
as Admiral Halsey
in
THE GALLANT HOURS
with Dennis Weaver

RUNNING TIME: 115 MINUTES

In DETROIT—UA SHOWCASE features played throughout April ’64 on WXYZ-TV, Saturdays 11:15 pm to 1:15 am. ARB’s 4-week average put WXYZ-TV on top of the 4-station competition, with 35.7% share of audience. (All channels also played features in the time period).

In PROVIDENCE—ARB took “Overnight Coincidentals” Thursdays March 19 and June 18, ’64, in the vital 7:30-9 pm time period. WPRO-TV’s UA SHOWCASE features were unbeaten both times, pulling 35% and 31.4% shares in the two reports of the 5-channel competition.

UA SHOWCASE OFF-NETWORK FEATURES top strong competition in a 3-city, 3-night study of prime time performance. The Times: 7-11 pm. The Outlets: KROD-TV, El Paso; WFLA-TV, Tampa-St. Petersburg; WPRO-TV, Providence. The Nights: Tuesday, Thursday, Saturday. The Competition: My Three Sons, Hazel, Combat, McHale’s Navy, Red Skelton, Jimmy Dean, Dr. Kildare, Saturday Night at the Movies, others. The Results: SHOWCASE ranked Number One in all cities, with a 23.5 average rating and 41.8% of all sets in use. (ARB Overnight Coincidentals).
the Full Range of Entertainment for Your Entire Audience

ADVENTURE...COMEDY...EPIC HISTORY...FAMILY DRAMA
WESTERN ACTION...COURTROOM DRAMA...BIOGRAPHY
FANTASY...SCIENCE FICTION...SUSPENSE-INTRIGUE...

with front-rank motion picture and television stars:

JAMES CAGNEY
GREGORY PECK
AVA GARDNER
MARIENY PERKINS
DIANNE FOSTER

SOPHIA LOREN
SHIRLEY MACLAINE
DEAN'S WREN
STERLING HAYDEN
JEAN PETERS

JAMES MASON
JOEL McCREA
ANNE BAXTER
ANGELA LANSBURY
RORY CALHOUN

AUDREY HEPBURN
E. G. MARSHALL
YUL BRYNNER
THEODORE BIXEL
FRED ASTAIRE

ELI WALLACH
GIG YOUNG
JAMES CARNER
WANDA HENDRIX
ERNEST BORGnine

JUDY GARLAND
ROBERT RYAN
STEVE McQUEEN
SEBASTIAN CABOT
JOHN MILLS

BURL IVES
BASIL RATHBONE
JEAN-PIERRE AUMONT
DAVID BRIAN
DIANA LYNN
DAY OF THE OUTLAW
starring
ROBERT BURL TINA RYAN IVES LOUISE
RUNNING TIME: 90 MINUTES

RORY CALHOUN
in THE BIG CAPER
James Gregory Mary Costa
RUNNING TIME: 86 MINUTES

GUNFIGHT AT DODGE CITY
starring
JOEL McCREA as Bat Masterson
RUNNING TIME: 81 MINUTES • COLOR

... and other profitable-to-program features

"APACHE"
starring
BURT LANCASTER JEAN PETERS
running time: 91 minutes • COLOR

"HERO'S ISLAND"
starring
JAMES MASON RIPTORN * NEVILLE BRAND KATE MANX
running time: 94 minutes

"THE BOY WHO CAUGHT A CROOK"
starring
WANDA HENDRIX ROGER MOBLEY DON BEDDOE RICHARD CRANE
running time: 72 minutes

"TERROR IN A TEXAS TOWN"
starring
STERLING HAYDEN
running time: 80 minutes

"WAR DRUMS"
starring
LEX BARKER JOAN TAYLOR
running time: 78 minutes • COLOR

"THE MAGIC SWORD"
starring
BASIL RATHBONE GARY LOCKWOOD ESTELLE WINWOOD ANNE HELM
running time: 80 minutes • COLOR

"OKLAHOMA TERRITORY"
starring
BILL WILLIAMS GLORIA TALBOT
running time: 67 minutes

"DEAD TO THE WORLD"
starring
REEDY TALTON JANA PEARCE
running time: 87 minutes

"INSIDE THE MAFIA"
starring
CAMERON MITCHELL
running time: 72 minutes

"ON THE BEAT"
starring
NORMAN WISDOM JENNIFER JAYNE RAYMOND HUNTLEY
running time: 105 minutes

"RABBIT TRAP"
starring
ERNEST BORGNINE BETHEL LESLIE DAVID BRIAN
running time: 72 minutes

"COUNTERPLOT"
starring
FORREST TUCKER ALLISON HAYES
running time: 76 minutes

"HIDDEN FEAR"
starring
JOHN PAYNE
running time: 83 minutes

"FURY AT SHOWDOWN"
starring
JOHN DEREK • NICK ADAMS CAROLYN CRAIG JOHN SMITH
running time: 75 minutes

"EXPLOSIVE GENERATION"
starring
WILLIAM SHATNER PATTY MCCORMICK
running time: 89 minutes

"TEENAGE MILLIONAIRE"
starring
JIMMY CLANTON ROCKY GRAZIANO ZASU PITTS
running time: 84 minutes

"NUN AND THE SERGEANT"
starring
ROBERT WEBBER ANNA STEN
running time: 73 minutes

"THREE ON A SPREE"
starring
JACK WATLING CAROLE LESLEY
running time: 83 minutes

"FANFARE FOR A DEATH SCENE"
starring
RICHARD EGAN BURGESS MEREDITH VIVECA LINDFORS
running time: 71 minutes

"REVOLT AT FORT LARAMIE"
starring
JOHN DEHNER • GREGG PALMEI FRANCES HELM • DON GORDON
running time: 73 minutes • COLOR

"THE BOLD ADVENTURE"
starring
GERARD PHILIPPE • JEAN VILAR FERNAND LEDOUX
running time: 87 minutes

"IF EVERY GUY IN THE WORLD"
starring
GEORGES POUJOLY TRINTIGNANT
running time: 110 minutes

UNITED ARTISTS ASSOCIATED
a division of UNITED ARTISTS TELEVISION, INC.
555 Madison Avenue, New York, N.Y. 10022 • 212 MU 8-4700
A DRAMA OF WARRING EMOTIONS AND HIGH TENSIONS

KIRK DOUGLAS in TOWN WITHOUT PITY
costarring E. G. MARSHALL

RUNNING TIME: 105 MINUTES

STARS NOW AT THE VERY HEIGHT OF AUDIENCE ACCEPTANCE
Anatole Litvak's
FIVE MILES TO MIDNIGHT
starring
SOPHIA LOREN
ANTHONY PERKINS
with
GIG JEAN-PIERRE
YOUNG AUMONT

RUNNING TIME: 110 MINUTES

In NEW YORK, WOR-TV — In the first 20 weeks of "The Big Preview", Sundays at 8:10 pm, WOR-TV presented UA SHOWCASE off-network features twice—Jan. 2 and Feb. 23, ’64. Both times, UA SHOWCASE topped all WOR-TV’s ratings for the entire week. The Jan. 12 UA SHOWCASE feature outpointed every other “Big Preview” program in the whole 5-month period . . . and the average rating for UA SHOWCASE was 59% higher than the average of the other 18 “Big Preview” shows. (ARBitron)

In TAMPA-ST. PETERSBURG — According to ARB “Overnights” for March 31 and June 16, UA SHOWCASE off-network features put WFLA-TV way ahead of the competition. The March report rates SHOWCASE 31—50% higher than the nearest contender—with 54.4% share of audience. In June, UA SHOWCASE gives WFLA-TV 51.4% of the audience. The March rating pulls WFLA-TV’s valuable 7-9 pm time period up 24% from the preceding monthly ARB rating for the time.
A CLASSIC "CHASE" ADVENTURE, WITH ACTION AND ROMANCE

STERLING HAYDEN in
TEN DAYS TO TULARA
RUNNING TIME: 77 MINUTES

FAMOUS DRAMATIC ACTORS IN A HIGHLY HUMOROUS CHAIN OF EVENTS

Academy Award Winner
ERNEST BORGnine in
SEASON OF PASSION
ANNE BAXTER LANSBURY MILLS
RUNNING TIME: 93 MINUTES

BURT LANCASTER as
THE KENTUCKIAN
also starring
DIANNE FOSTER and DIANA LYNN

HISTORIC ADVENTURE ON
"THE WILDERNESS TRAIL"
RUNNING TIME: 104 MINUTES • COLOR
include Mary Gardner Jones, commissioner of the Federal Trade Commission; Sargent Shriver, director of the Peace Corps, and director of office of Economic Opportunity, and executive vice president and board member, J. Walter Thompson Co., New York, Stadler Hilton, Boston.

June 27—30—30th Annual convention of Plastics Broadcasters. Speakers include Tom Murray, vice president and copy director, Campbell-Ewald, Detroit; Jack Tar-Harrington, Clearwater.

July—2—First Advertising Agency Network annual meeting, The Equinox House, Manchester, N.H.

July 6—June 30—Advising Association of the West's 62nd 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, broadcasters may qualify. Awards will be given in two categories: one for radio and the other for television.

JULY

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

July 9—11—American Women in Radio and Television's educational foundation board of trustees meeting, Statler Hilton, Boston.

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 due July 29.


July 19—20—Annual summer meeting of New York State Broadcasters Association.

NAB CONFERENCE SCHEDULE

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

Oct. 18—19—Marriott motor hotel, Atlanta.
Nov. 11—12—Sheraton-Chicago, Chicago.
Nov. 15—16—Brown Palace, Denver.
Nov. 18—19—Davenport hotel, Spokane.
Nov. 22—23—Westward Ho hotel, Phoenix.

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 inter-network sales of independently produced programs.

July 22—24—Third Annual Broadcast Editorial Conference sponsored by National Broadcast Educational Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBMM-TV, both 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 28—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 cable television. The former deadline for replies was June 10.

AUGUST

Aug. 3—New FCC deadline for reply comments relating to frequency allocations and technical rules of the commission's 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—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. Wastlewski, president, National Association of Broadcasters, Greenbrier, White Sulphur Springs.

Aug. 27—FCC deadline for filing comments on Part II of the 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) general 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.

SEPTEMBER

Sept. 10—11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wastlewski, president, National Association of Broadcasters, Bar Harbor Club, Bar Harbor.

Sept. 10—12—American Women in Radiotelevision's second annual Western Area Conference. San Francisco.


Sept. 19—21—Annual fall meeting and election of officers of Louisiana Association of Broadcasters. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters, Fontainbleau motor hotel, New Orleans.

Sept. 19—21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wastlewski, president, National Association of Broadcasters, Blackstone hotel, Omaha.


Sept. 22—24—Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wastlewski, president, National Association of Broadcasters, Andrew Jackson hotel, Nashville.

It's "Summer Bonus Plan" time again at WMAL-TV

Now through August 31

Now when you buy WMAL-TV's Summer Bonus Plan you get WMAL-TV's big viewing audience all summer long and a big plus audience without additional cost.

Depending on your weekly product expenditure as indicated in the first column, you select the type bonus spots desired from the 1D, 20 or 60 columns.

[Weekly Expenditure] [Buy 'n Wall*] [Buy 'n Wall**] [Buy 'n Wall***] [Buy 'n Wall****]

$300-599 4 0 1 3 2
600-899 7 2 4 2 4 3
900-1199 10 3 5 2 5 4
1200-1499 13 4 6 6 6 5
1500-1799 15 6 7 4 7 5
1800 & over 17 8 5 8 7 8

* Day Time—Sign-on 9:30 A.M.
** Night Time—5 P.M.—Sign-off

wmal-tv

Washington, D.C.

Represented by: Harrington, Righter & Parsons, Inc.
Proud of our Baby Sister!

We put her on the air four years and three months ago.

We decided that concert-lovers of Rochester deserved a radio station that devoted itself entirely to them. □ So we insisted that our Baby Sister be consistent—just as we are. □ And Baby Sister has been consistent: 24 hours of the day she plays concert music. No Latin American rhythms. No folk music. No neutral dinner music. And definitely no poetry readings or lengthy talks on esoteric subjects. □ Just concert music.

And now, Baby Sister—we call her WBBF-FM—has been cited, by the National Music Council, for excellence in FM programming. The Council tells us that more than 50 stations were considered—and that their vote in favor of WBBF-FM was unanimous! . . .

So WBBF-AM—which serves a larger, but scarcely a more deserving audience—salutes its Baby Sister.

This is what the National Music Council said about her on May 11:

For catholicity of taste, breadth of repertory, and for its splendid presentation of the spectrum of serious American music, the National Music Council, representing the musical organizations of the United States under a charter from the Congress of The United States, has selected from among the FM stations of the country for its first Citation for Excellence In Broadcasting, station WBBF-FM of Rochester, New York.

No wonder we're proud!

WBBF
Early Bird: priced out of reach?

U. S. networks say rates proposed by Comsat and by European terminals may queer the use of satellite for intercontinental television

The era of large-scale trans-Atlantic television was in danger last week of being deferred indefinitely, just as it was getting started.

Early Bird, the synchronous satellite whose launching a month ago was hailed as the harbinger of worldwide live TV program exchange, appeared to have been all but grounded—so far as TV is concerned—by the rates being asked for its use.

The U. S. networks, which would be the chief TV users of Early Bird on this side of the Atlantic and probably the biggest users on either side, unanimously agreed that the rates filed by the Communications Satellite Corp. (BROADCASTING, May 31) would discourage use of the satellite—and that this inhibition would be compounded when European rates are added on.

In a more strongly worded appraisal the news chiefs of the three TV network organizations warned European authorities that "an electronic curtain" would be dropped between Europe and North America if unreasonable rates should "force television back to the inadequate facilities which existed prior to the satellite."

Comsat's rates, filed with the FCC May 28, call for a one-way TV charge of $3,350 an hour in "off-peak" telephone periods and $5,245 an hour in "peak" periods—just to get a black-and-white television signal from Early Bird down to the U. S. ground station at Andover, Me.

The rates for getting the signal up to Early Bird from the European ground stations are to be set by European authorities. It was generally expected last week that these rates would be around $5,000 an hour and may go up to $10,000 or more in the "peak" periods.

Total Tabs = Thus the total rates for getting a black-and-white signal to or from Europe, in either direction could range from around $8,350 an hour in "off-peak" hours to $15,245 an hour in other periods (BROADCASTING, May 31). "Off-peak" telephone hours are 5-8 a.m. and 2-9 p.m., New York time.

At best these figures are more than twice, and at worst about five times, what the networks had regarded as the level—around $3,000 an hour for a complete trans-Atlantic transmission—beyond which TV use of Early Bird would be "severely" reduced.

In addition, it was noted last week, if premium rates established by Comsat for color and for two-way transmission are applied to these prices, and if the costs of landlines to and from the ground stations in Europe and the U. S., and charges for back-up cable facilities and production connection lines are all figured in, the satellite-associated costs for a two-way color program could easily become a $20,000-an-hour investment—even in the "off-peak" or cheapest hours.

"Ridiculous" and "chaotic" were two words used by network officials last week in evaluating this sort of prospect. CBS and NBC authorities agreed that the rates currently envisioned would discourage the use of Early Bird for television, and an ABC spokesman called the outlook "completely uneconomic."

"If the Comsat rates covered the full trans-Atlantic relay from ground station to ground station they would be acceptable, the ABC spokesman said."

European cooperative, coordinated the European distribution. Live coverage of the lift-off was carried in the United Kingdom, France, Belgium, the Netherlands, West Germany, Austria, Denmark, Sweden, Norway and Switzerland. Delayed broadcasts, played from tape recorded off the Eurovision feed, were scheduled in Finland, Ireland, Spain, Portugal and Yugoslavia. East German, Czechoslovakia and Poland reportedly recorded the broadcast for later use.

Comsat and the European terminals made four hours available to the trans-Atlantic feed, from 8 a.m. to 12 noon EDT. Under rates proposed by Comsat and reportedly considered by the European ground stations, the price of that much service could be as much as $60,000.

For stories of U. S. broadcast coverage of Gemini-Titan 4 (see page 58).
EARLY BIRD: PRICED OUT OF REACH? continued

said. "But with the costs what they seem sure to be, we'll find ways to get film from Europe to the U. S. as quickly as possible and use Early Bird only for very special events."

Most authorities seemed to feel that the event eventually would come down, but probably not until more satellites are afoot. Whether this will happen one or two years from now, or several years in the future, was a matter of speculation last week. Comsat officials have talked of launching additional satellites, but no dates have been set, and it is generally assumed that the timing will be determined to a large extent by traffic demands.

Whether the networks or other satellite users will challenge the Comsat rates, and ask the FCC to hold hearings, was not clear last week. There was no indication that the FCC itself intended to challenge them. Unless challenged, the rates will become effective June 27.

A Costly Minute • Aside from the Comsat rates and the seeming certainly that the European charges would be even higher, the outlook to U. S. broadcasters was darkened further with disclosure that, even during the present "experimental" period, European authorities planned to start charging $116 a minute for TV use of their ground stations.

This interim rate, to go into effect this week, amounts to $6,960 an hour. It is the rate charged by the European ground stations during the earlier Telstar satellite transmissions, when TV service at the U. S. end was provided without charge.

The news chiefs of the three TV network organizations protested the imposition of this charge, and also stressed the need for reasonable permanent rates, in a joint, unpublicized message to all European postal telephone and telegraph ministries—which control the respective ground stations—last week.

Referring to meetings held in London some months ago, when American broadcasters urged that Early Bird TV rates be kept to approximately the current U. S. charge for land lines, or about $3,000 an hour for the complete trans-Atlantic transmission and ground-station reception. The message stressed that charges above that level would "severely reduce utilization" of the satellite by broadcasters.

Electronic Curtain • The news chiefs said they "cannot believe you intend to price broadcasters off the satellite" and "force television back to the inadequate facilities which existed prior to the satellite." This result, they said, "would drop an electronic curtain between the European and North American continents and deprive trans-Atlantic viewers of instantaneous news, cultural and informational broadcasts."

Alluding to the European authorities' obvious preference for use of the satellite for telephone communications, the joint message noted that potential telephone and telegraph users of Early Bird have alternative cable facilities, while TV has none.

The message "deplored" the imposition of rates by the European ministries during Early Bird's experimental period, and expressed need for "prompt clarification" of European intentions as to "rates, access and priorities" after the experimental period.

The message was sent by Elmer W. Lower, president of ABC News; Fred W. Friendly, president of CBS News, and William R. McAndrew, executive vice president in charge of NBC News. Copies were sent to the Canadian Broadcasting Corp., which agrees with U. S. networks that the contemplated Early Bird rates are exorbitant, and to Comsat.

The European postal ministries, which apparently are counting on revenues from the use of Early Bird for telephone service to make up losses incurred in other parts of their operations, have left no doubt from the outset that they wanted the satellite devoted primarily to telephone communications. For Early Bird's precommercial period, only one day a week (Monday) was set aside for TV use on a regular basis, and TV authorities privately considered it a victory to have got that much.

The $5,000 to $10,000-an-hour rates expected to be set by the European authorities are believed to be intended to discourage TV use of the satellite and to make sure that, when TV does use it, the European ministries will lose nothing from this diversion of telephone potential.

Although it was first thought that Early Bird could not be used for TV and telephone relays simultaneously, Comsat engineers have proved—in theory—that the satellite can handle 60 phone calls and one-way TV signal at the same time. However, the European authorities have failed to install the equipment necessary to test this theory in actual simultaneous transmissions (CLOSED CIRCUIT, May 31).

American broadcasters have also expressed fear that political as well as economic considerations may influence the use of satellites for TV. Since the ground stations are essential in any transmission to or from Europe, they could be declared unavailable for the reception or origination of any specific program, and that would be that.

Presumably this was one of the questions in the minds of the U. S. network news chiefs when, in their message to the European authorities last week, they asked for clarification of intentions regarding "access" as well as rates and priorities for the use of European ground stations.

Kintner cites need for unfettered satellites

The need to maintain the freedom of satellite communication was emphasized by Robert E. Kintner, president of NBC, in a speech prepared for the 35th annual Institute for Education by Radio-Television at Ohio State University last week (see page 81).

Mr. Kintner was unable to be present at the Columbus Institute to accept the First Person award of the group for which he had been designated. He remained in New York to oversee NBC-TV's coverage of the Gemini-Titan 4 flight. His remarks were read to the institute by NBC newcomer Sander Vano- cur.

The NBC president asserted that the maintaining of freedom of satellite communication is as much the concern of the public and its representatives as it is of professional broadcasters. He warned that every decision that is being made on satellite communication in these early months of operations (rates, schedules, priorities) establishes precedences which "may shape the global flow of information for years to come."

He noted that the present satellite system was developed with government support and, consequently, now is "within the shadow of governmental influences." Under the present arrangements for Early Bird, he continued, any one of a dozen countries can exercise what amounts to a veto. He pointed out France already has exercised this power against the opposition voice of Jean Monnet:

"We may hope that global television will permit news, information and entertainment to flow from country to country, unfettered by government restriction," Mr. Kintner observed. "The viewer must, of course, be aware of the difference between political discussion and political proselytizing. However, the line between them is often a fine one and we must not let our mistrust of the latter wipe out the benefits of the former . . . ."
If your spot appeared on WHIO-TV between Ed Sullivan and Bonanza Sunday night, your cost-per-thousand would be approximately 94¢!

Network buffs will do a double take at our headline but WHIO-TV does carry both of these entertainment blockbusters back to back. Shows like these help give WHIO-TV a weekly coverage reach of almost 95% of the 533,000 affluent TV households in our coverage area.

*MARCH '55
They like newspapers, but love TV

TV GETS FAR MORE OF BUDGETS FROM NEWSPAPERS BEST CLIENTS

The top 100 newspaper advertisers last year spent three and a half times more dollars in television than in newspapers, the Television Bureau of Advertising reported last week. TVB released the newspaper and television investments for 1964 of the top 100 newspaper advertisers at $320.5 million spent in newspapers and more than $1.1 billion spent in television.

TVB also claimed the top 100 advertisers increased TV budgets by more than $116.2 million as against a $31.6 million increase in their newspaper budgets. In addition, the bureau said that 54 of the 100 advertisers cut their newspaper budgets and although 46 advertisers increased their newspaper expenditures some $41.4 million, these same advertisers raised TV spending by $57.1 million.

The bureau noted that four advertisers on the newspaper list were distillers and distillers for the most part do not advertise on TV, that only five other advertisers didn't use TV (travel companies among them) and that one of the five was CBS "which does not report its own expenditures on CBS-TV."

It was noted that Procter & Gamble, TV's largest advertiser at $148.7 million last year, alone spent more on national TV than the combined expenditures of the leading 12 newspaper advertisers.

Newspaper and television investments of the top 100 newspaper advertisers in 1964:
**Rep. appointments**

- **K-SOR Salt Lake City**: Venard, Torbet & McConnell, New York.
- **KVIQ-TV Eureka, Calif.; KTVR-TV La Grande and KAPT Salem, both Oregon; KUSB Great Falls and KQVN Billings, both Montana; KSEM Moses Lake (which becomes effective in September) and KENE Topeka, both Washington: Del Day Inc., Seattle.

**Agency appointments**

- National Airlines announced last week it will move its $5.5 million billings from Kenyon & Eckhardt to Papert, Koenig, Lois, both New York, effective Sept. 1.
- **Caryl Richards Inc., New York, manufacturer of cosmetics and toiletries, has named Sudler & Hennessey as agency to replace Hockaday Associates, both New York.** Caryl Richards billed $600,000 in the first five months of 1965, according to S&K.
- **Dr. Pepper Co., Dallas, names its regular agency, Grant Advertising, Chicago, to handle national advertising for new canned food drink, Hustle, which it has been test marketing in Oregon. Total billing may hit $1 million by market introduction of Hustle.**
- **American Home Products’ Boyle-Midway Division has appointed McCann-Erickson, New York, to handle Aero Shave shaving cream, Old English furniture polishes, and three new products which have yet to begin test marketing. Aero Shave which bills an estimated $1 million, most of it in television, moves to M-E from Cunningham & Walsh, New York. Old English polishes had been inactive recently.**
- **The Nisonger Corp., New Rochelle, N. Y., has appointed Riedel & Freede, Clifton, N. J., as agency. Nisonger distributes British accessories and instruments to the foreign car field.**

**West Coast agency opens New York office**

Cole & Weber Inc., one of the largest Pacific Northwest agencies, has established an eastern headquarters office in New York. A staff of eight persons has been set up at 122 East 42d Street with Paul C. K. Smith as manager. COLE & WEBER, which has been operating in Portland, Ore., and Seattle and Tacoma both Washington, has an annual billing in excess of $10 million. George C. Weber, president, said the move was to better serve the agency’s western clients whose operations have been expanding into the East. Also, he said, there are broad opportunities on the east coast for an agency with Cole.
Look, maw—no wheels!

Chevrolet commercials on television during the past decade have prompted many letters asking how the unusual visual situations are achieved. But not only the agency, Campbell-Ewald Co. of Detroit, knows; General Motors likes to tell the secret.

The latest sequence, a color commercial showing a car body and its passengers floating through the air above the moving chassis, was filmed by VIP Productions of Hollywood near Encino, Calif., using a complex truck-and-crane rig. However, the shooting plan and the original idea were first worked out using toy models.

Among earlier commercials was one of a girl and car on top of a sheer rock pinnacle in the western U. S. and another of a Chevrolet floating like a gondola up a canal in Venice.

& Weber's background in banking and insurance, building materials, forest products and heavy equipment.

The latest expansion was organized under the direction of Richard M. Wilkins, of Tacoma, executive vice president of eastern operations for Cole & Weber.

AMA buys time for its Medicare position

American Medical Association, Chicago, has purchased a half hour in prime time for June 17 on ABC-TV to discuss the Medicare program. ABC-TV, meantime, said last week it has made available without charge the same time period, 7:30-8 p.m. on the following night to the National Council of Senior Citizens Inc. for its viewpoint on Medicare.

The program on June 17, placed through Fuller & Smith & Ross, New York, is entitled Health Care at the Crossroads and will feature discussions by Dr. Donovan Ward and Dr. Edward Annis, AMA's current and past presidents respectively. John Edelman, president of the senior citizens organization, will be joined by others on the June 18 program, according to ABC-TV spokesmen.

Gilbert takes half of new Beatle series

In a substantial boost in its television expenditures, A. C. Gilbert Co., New York, will become a half-sponsor of a new cartoon series, The Beatles, on ABC-TV next fall (Saturday, 10:30-11 a.m.).

Gilbert will invest an estimated $1.5 million in the color series and is supplementing this buy with spot TV purchases in the top 30 markets amounting to more than $500,000 and participations in various other ABC-TV daytime shows for another estimated $500,000.

The cartoon series will feature the singing of the Beatles, though their speaking parts will be imitations. The series is being produced by the Television Division of King Features Syndicate under the supervision of Al Brodax, vice president of KFS.

In addition to Gilbert, a leading manufacturer of toys, one minute on each segment of The Beatles has been bought by Quaker Oats, through Compton Ad-

BAR estimates for 16 markets

Estimates of the dollar volume of nonnetwork television business on the air in 16 U. S. markets during the week ended May 14 are reported below as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numerals in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are BAR's estimated of all national spot, regional and local business on the air during the week indicated.

<table>
<thead>
<tr>
<th>Market</th>
<th>Week ended May 14:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>$270,659</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>243,771</td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>178,499</td>
</tr>
<tr>
<td>Flint, Mich.</td>
<td>94,497</td>
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<tr>
<td>Grand Rapids, Mich.</td>
<td>201,033</td>
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<tr>
<td>Indianapolis</td>
<td>289,558</td>
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<tr>
<td>Lansing, Mich.</td>
<td>85,834</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>289,791</td>
</tr>
<tr>
<td>Nashville</td>
<td>147,316</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>137,390</td>
</tr>
<tr>
<td>Providence, R. I.</td>
<td>196,216</td>
</tr>
<tr>
<td>San Francisco</td>
<td>737,921</td>
</tr>
<tr>
<td>Seattle</td>
<td>229,993</td>
</tr>
<tr>
<td>Shreveport, La.</td>
<td>81,432</td>
</tr>
<tr>
<td>Spokane, Wash.</td>
<td>88,003</td>
</tr>
<tr>
<td>Youngstown, Ohio</td>
<td>49,953</td>
</tr>
</tbody>
</table>

BROADCASTING, June 7, 1965
TWO WAY S-T-R-E-T-C-H

WTHI-TV
CHANNEL 10
TERRE HAUTE, INDIANA

UP AND OUT

UP . . . WTHI's New TV Tower is double the height of the old tower . . . a total height of 993 feet.

OUT . . . The Radius of the new signal stretches out to approximately 65 miles—(radius of old tower 50 miles).

The Area covered stretches out approximately 65%, from 7850 square miles to 13,300 square miles.

The Population reached in Indiana and Illinois will show an increase of approximately 48%.

WTHI's New TV Tower increases the number of TV Homes potentially reached in Indiana and Illinois from 237,000 to approximately 295,000, a potential increase of 58,000 TV Homes.
NOW IN RELEASE
IN SYNDICATION FOR
FALL '65 START...

The
Rogues

starring
DAVID
NIVEN
CHARLES
BOYER
GIG
YOUNG

costarring
ROBERT COOTE • GLADYS COOPER

PRAISED FOR ITS UNIQUENESS, QUALITY, STARS AND APPEAL.

"THE ROGUES'... one of the most
delightful comedy series ever to come
out of Hollywood... superbly played,
deftly written and mounted with
immense relish and sophistication."

JACK GOULD
THE NEW YORK TIMES

"One of television's best series, 'THE
ROGUES'... has style, grace, charm,
flair and wit... one of the brightest
spots on television during this or any
other season." DICK GRAY
ATLANTA JOURNAL

"Light and Bright... a vast improve-
ment on most TV series." J ACK O'BRIAN
NEW YORK JOURNAL AMERICAN

"It's high time somebody puts some
class in TV crime." BOB WILLIAMS
NEW YORK POST

"... beautifully done, slick, witty and
nimble..." CECIL SMITH
LOS ANGELES TIMES

"THE ROGUES' brings to television
a high style..."
PITTSBURGH POST GAZETTE

"Delightful." INDIANAPOLIS STAR

"... the lightly handled swindles of
'THE ROGUES' with Gig Young in-
creasingly polished to match the shine
of David Niven and Charles Boyer."
VOGUE MAGAZINE

"SWinderful." PITTSBURGH PRESS

"... the treatment is smart, bright and
sophisticated." BALTIMORE SUN

"'THE ROGUES' this season's only so-
plicated comedy series... slick
and colorful performances."

HANK GRANT
HOLLYWOOD REPORTER

"'THE ROGUES' clever and diverting."
MEMPHIS PRESS SCIMITAR

"'THE ROGUES'...is quality comedy,
a delicious excursion into the world of
'raffles' and a show which personally,
I watch for pure, non-professional
pleasure, and those shows, believe me,
are rare." DONALD FREEMAN
THE SAN DIEGO UNION
A WELL RATED SERIES AVERAGING
OVER 33% SHARE OF AUDIENCE ON NBC *
HERE ARE THE RATINGS:

<table>
<thead>
<tr>
<th>STATION</th>
<th>CITY</th>
<th>SHARE</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC-TV</td>
<td>New York</td>
<td>37.5</td>
<td>24.0</td>
</tr>
<tr>
<td>WSB-TV</td>
<td>Atlanta, Ga.</td>
<td>33.5</td>
<td>18.0</td>
</tr>
<tr>
<td>WGR-TV</td>
<td>Buffalo, N. Y.</td>
<td>29.5</td>
<td>18.5</td>
</tr>
<tr>
<td>WMAQ-TV</td>
<td>Chicago, Ill.</td>
<td>29.5</td>
<td>21.5</td>
</tr>
<tr>
<td>KYW-TV</td>
<td>Cleveland, Ohio</td>
<td>28.0</td>
<td>19.0</td>
</tr>
<tr>
<td>WBAP-TV</td>
<td>Dallas, Texas</td>
<td>32.5</td>
<td>23.0</td>
</tr>
<tr>
<td>KDA-TV</td>
<td>Denver, Colo.</td>
<td>35.0</td>
<td>25.5</td>
</tr>
<tr>
<td>KPRC-TV</td>
<td>Houston, Texas</td>
<td>40.0</td>
<td>26.5</td>
</tr>
<tr>
<td>WDAF-TV</td>
<td>Kansas City, Mo.</td>
<td>30.5</td>
<td>20.0</td>
</tr>
<tr>
<td>WAVE-TV</td>
<td>Louisville</td>
<td>38.0</td>
<td>19.0</td>
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<thead>
<tr>
<th>STATION</th>
<th>CITY</th>
<th>SHARE</th>
<th>RATING</th>
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</thead>
<tbody>
<tr>
<td>WMCT-TV</td>
<td>Memphis, Tenn.</td>
<td>35.5</td>
<td>22.5</td>
</tr>
<tr>
<td>KSTP-TV</td>
<td>Minneapolis-St. Paul</td>
<td>37.5</td>
<td>23.5</td>
</tr>
<tr>
<td>WDSU-TV</td>
<td>New Orleans, La.</td>
<td>30.0</td>
<td>20.0</td>
</tr>
<tr>
<td>WAVY-TV</td>
<td>Norfolk, Va.</td>
<td>32.0</td>
<td>17.5</td>
</tr>
<tr>
<td>KGW-TV</td>
<td>Portland, Ore.</td>
<td>29.5</td>
<td>13.5</td>
</tr>
<tr>
<td>KSD-TV</td>
<td>St. Louis, Mo.</td>
<td>34.5</td>
<td>25.0</td>
</tr>
<tr>
<td>WSTM-TV</td>
<td>Syracuse, N. Y.</td>
<td>34.5</td>
<td>22.0</td>
</tr>
<tr>
<td>WFLA-TV</td>
<td>Tampa</td>
<td>39.5</td>
<td>21.5</td>
</tr>
<tr>
<td>WRC-TV</td>
<td>Washington, D. C.</td>
<td>36.0</td>
<td>20.0</td>
</tr>
<tr>
<td>AVERAGE</td>
<td></td>
<td>33.6</td>
<td>21.1</td>
</tr>
</tbody>
</table>

NIELSEN 30-MARKET AVERAGE:
AN AVERAGE 29.5% SHARE OF AUDIENCE...SEPT. '64 THROUGH MAY '65.

FOUR STAR DISTRIBUTION CORP.
600 FIFTH AVENUE
NEW YORK 20, N. Y.

* A SUBSIDIARY OF FOUR STAR TELEVISION

ARL March '65—19 MARKETS
Five years ago, Jerry Bock and Sheldon Harnick illuminated the world of a little man in a big hat—and *Fiorello!* became a classic in the American Musical Theater. This year, Bock & Harnick have rekindled the world of a Yiddish writer from Kiev, and *Fiddler on the Roof* exploded into a magical hit. Brought together by a music publisher in 1957 (“and shoved toward a piano”) Jerry and Sheldon quickly developed a rapport that brought them the Antoinette Perry Award, Drama Critics Circle Award and the Pulitzer Prize. BMI bows to Bock & Harnick and to the many other brilliant composers and lyricists whose music we license for performance.

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

Among the memorable Bock & Harnick collaborations are the scores for: *Body Beautiful, Fiorello!, Tenderloin, She Loves Me, Fiddler on the Roof.*
Agencies to merge

Geyer, Morey, Ballard Inc., New York, announced last week a merger agreement with Fulton, Morrissey Co., Chicago, whereby Fulton, Morrissey's accounts, services and personnel will be consolidated in all phases with GMB's Chicago operation.

Among clients serviced by the Fulton, Morrissey agency are U. S. Gypsum Co., Canadian Gypsum Co. and divisions of the Goodyear Tire & Rubber Co.

Stockholders approve
Tatham-Laird & Kudner

The merger of the Kudner Agency, New York, and Tatham-Laird, Chicago, to form Tatham-Laird & Kudner was approved at special meetings of stockholders on May 28 (BROADCASTING, May 10). The new agency has billings estimated at $53 million.

Newly elected officers of the agency are C. R. Standen, president and chief executive officer; Kenneth Laird, board chairman; A. E. Tatham, chairman of the executive committee; James F. Black, vice chairman of the board; Roger A. Purdon, vice president and management director; William A. McDonough, vice president and management director, and J. Lewis Ames, vice president and assistant secretary.

Mr. Standen will move to New York to serve as president of the new company.

COMMERCIAL PREVIEW: Holsum bread

"Bread, the energy builder for active burners," is the theme of a new saturation TV campaign being conducted by the New Process Baking Co., Chicago, and other independent bakers of Holsum bread and related brands.

The spot campaign, which begins this month in 25 major U. S. markets and also in Canada, consists of four one-minute, four 20-second and four 10-second commercials scheduled during daytime hours at the rate of from 15 to 20 announcements a week. The campaign is expected to run about a year.

The commercials depict children, teen-agers and adults in off-beat, fast-action scenes designed to show the "energy power" of Holsum.

In one commercial (see pictures), a young girl dressed as a ballerina whirls through her dance practice into the kitchen to the bread box to refuel with Holsum bread. The commercial ends with the girl executing a ballet step as she exclaims, "Remember energy burners, get going with Holsum. It's the bread to buy! It keeps me on my toes!"

Agency for Holsum bread is W. E. Long Advertising, Chicago. The commercials, produced in Chicago by Film-Makers Inc., were written and created by Lincoln Scheurle of Film-Makers, and were co-directed by Mr. Scheurle and by John Pesick, TV-radio supervisor of Long.

YOU'VE MET THE TYPE

The convincing type.
When he says "Hear this!" everybody says "I'll buy that!"

Such a chap is Rog Russell, popular WKOW PROGRAM personality. Radio audiences flock to the 1070 spot on the Madison dial to hear Rog's brightly paced music show. His believable, informative style adds zest to their listening. Adds zest to their interest in the advertisers' products too.

WKOW's 10,000-watt power carries Rog Russell—and your sales message—throughout all Southern Wisconsin.

The PROGRAMming Station

WKOW 1070

MADISON, WIS. • CBS

TONY MOE,
Vice-Prs. & Gen. Mgr.
Ben Nusel, Gen. Sales Mgr.
Larry Benton, Pres.
Joe Floyd, Vice-Prs.
H-R Representatives
Madison's most powerful full-time station
Storer gets option on airline

Would purchase 55% interest in Northeast from Hughes Tool Co. for $6.30 a share

Storer Broadcasting Co., a major group station owner, was getting set to diversify from airwaves into airways last week as it acquired an option to purchase 55% interest in Northeast Airlines for $6.1 million. The option would expire in 30 days.

The deal would be accomplished through a purchase of 973,226 shares of Northeast's stock from the Hughes Tool Co. for $6.30 a share. There was added expectation that Storer would buy $29.5 million worth of convertible notes from Hughes, bringing the broadcaster's position in Northeast to $15.6 million or 80% of the carrier's equity.

Storer Chairman George B. Storer Sr. said consummation would depend on the orderly and prompt adjustment of the present debt of Northeast Airlines, which is understood to be in the neighborhood of $40 million. Observers speculated that, counting debt adjustments, the total Storer investment might reach and perhaps considerably exceed $25 million.

Northeast has been in a protracted court battle to maintain its service to Florida. The case is now pending before the Civil Aeronautics Board.

It was suggested that Eastern Air Lines and National Airlines, both competitors of Northeast on the Florida run, might try to prevent the acquisition by Storer, but according to Northeast President James Austin the acquisition would not require CAB approval because Storer does not currently hold interest in any air carrier.

George B. Storer Jr., president, said "while the airline business is new to us, we think that our experience in serving the public in the radio and television fields makes this a natural new area of endeavor for our company."

He said a financial rehabilitation of the airline would be planned leading to acquisition of additional jet aircraft. Northeast owns six DC-3's, 16 DC-6B's and four jet Convair 880's.

Northeast has been in poor financial shape in recent years, had a loss of $2.7 million in 1964, but has reportedly experienced a turn toward profitability in recent months. Observers noted Storer's interest in the airline would be a healthy shot in the arm as a new source of capital for the carrier.

Storer's gross revenues in 1964 were $43.7 million yielding profits of $7.2 million. The company has predicted record earnings for 1965.

Another group station owner, RKO General, which diversified into airline operation with a purchase of 54.9% interest in Frontier Airlines for $6.5 million (Broadcasting, Nov. 16, 1964), had apparently been seeking to gain control of Northeast recently.

The Storer move was considered significant as another of many recent endeavors by broadcasters to diversify.

Storer Broadcasting owns five VHF TV stations, the maximum number of V's allowed by the FCC, seven AM stations, also the maximum allowable, and five FM's. The outlets are WGBS-AM-FM Miami; WJR-B-AM-FM-TV Detroit; WSBO-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WTTI-TV Milwau-

Storer purchased 80% interest in Southern California Cable Television Corp., a community antenna TV operator, in 1963.

The company operates CATV systems serving about 2,300 homes. Storer also has an agreement to purchase a CATV system in Victorville, Calif., with a subscriber potential estimated at 4,000 homes, and holds a franchise to operate another system in Fillmore, Calif., with subscriber potential reported to be 2,300 homes.

Storer Broadcasting's stock is traded on the New York Stock Exchange. On Wednesday, the day the Northeast option was announced, Storer shares moved up 13 1/4 points to 49 3/4. Thursday it advanced 2% to close at 51 1/2.

Financial notes . . .

* Universal Pictures Co., New York, has declared a quarterly dividend of 25 cents a share on common stock payable June 29 to stockholders of June 16.

* Trans-Lux Corp., New York, announced its regular quarterly dividend of 15 cents a share on common stock payable June 25 to stockholders of record on June 11.

Lively meeting for Paramount

Paramount Pictures Corp. President George Weltrn told company stockholders last week improved earnings could be anticipated for 1965. First-quarter earnings doubled those for the same period last year, he said, and second-quarter profit would compare favorably with the first period.

These predictions of financial health for Paramount failed to quiet a lively annual meeting at which management met some loud protests to its decision to accept two new members to the board of directors.

The two are Herbert J. Siegel, chairman of the board of Baldwin-Montrose Chemical Co. and president of General Artists Corp. until his resignation from that post two weeks ago, and Ernest Martin, president of Feuer & Martin, a Broadway production company.

They had threatened to lead a proxy fight for their election to the board, filed a notice of this possibility with the Securities & Exchange Commission and in the meantime issued a tender for 125,000 shares of Paramount stock at $64 a share.

To avert a proxy fight management decided to admit Messrs. Siegel and Martin to the board, though they had previously advised against selling their shares to the insurgent group (Broadcasting, May 31).

At the annual meeting shareholders demanded to know why management had changed its mind and to know the motives of the Siegel-Martin group. Asked if he wanted to control the company, Mr. Siegel said that was not a fair question. He asserted his interests in Paramount are similar to those of other stockholders. "We have in excess of 135,000 shares now," he noted.

Edwin L. Weisl, chairman of Paramount's executive committee, said the holdings of Mr. Siegel and Mr. Martin entitled them to seats on the board under the company's cumulative voting method.

They had been appointed to the board a week earlier and their election to those seats at the meeting last week had been a virtual certainty since they had management's support.
THE MIAMI MARKET
MAY BE 22nd TO SOME PEOPLE...

BUT TO SMART ADVERTISERS
THE MIAMI MARKET IS 17th!

625,700 TV HOMES (Television Magazine March 1965)
144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel Ass'n., and Florida Development Commission)
770,366 TOTAL TV HOMES

Represented by Television, Inc.

WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA
AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO
TV sports: $140-million bonanza

Who profits most? The teams which draw an estimated $100 million for rights or the networks and stations which pay for them?

If a used television set were offered for sale and the seller claimed it had only been used by a little old schoolteacher in Pasadena to watch sports programs, chances are that it needs a major overhaul.

In 1965, sports rights will cost networks, syndicators and stations about $100 million, with the networks spending an estimated $65-70 million of this figure. The telecasters then may reasonably expect to get national, regional and local sponsors to pay about $140 million for the programs.

And the business does not show any real signs of having reached a peak. With rare exceptions sports programming, particularly on the networks, is still a weekend, daytime operation. When it finally hits prime time, and the feeling is that this move is not too far away, the money being spent on sports programing could double.

Prestige Programs • To the networks sports is a prestige item; to the stations down the line it is a highly saleable product (see page 45).

The networks find little difficulty in selling off the top sports plums. They get fancy prices for those "words from our sponsor" that filter into the World Series, professional and collegiate football games and the like. When it comes to the smaller sports programs, the prices go down and sometimes the "sold out" sign isn't hung up.

In a Broadcasting survey of networks, stations, syndicators and sponsors, the consensus was that good sports attractions are in demand and advertisers will come up with the price asked.

For the survey period, April 1, 1964, to April 1, 1965, CBS-TV said billings for its sports programs were $33.5 million; NBC-TV recorded $32.2 million, and ABC-TV said its billings ran more than $12 million. Sports Network Inc., which produces more than 20 national and regional network sporting events, had no figures, but estimates were in the $7-10 million neighborhood.

Range Is Wide • CBS's gross sponsor charges ranged from a low of $4,500 per minute in the Baseball Game of the Week, to the whopping $110,000 per minute for the 1964 National Football League Championship game. NBC's range was from $10,000 a minute for The National Invitation Tournament basketball games to $70,000 for 60-seconds in the Rose Bowl game.

But the prices paid by sponsors are by no means all gravy to the networks. CBS paid $14.1 million to show regular season NFL games, $1.8 million to show the NFL championship game and NBC shelled out $1 million for rights to the Rose Bowl. In the 1965-66 season, it is estimated that NBC will pay about $31.75 million in rights to a variety of sports events and expects sales to reach $45 million.

ABC-TV is up in the air about sports with plans for an Early Bird sports special package in the immediate future.

The first event will be the Le Mans race in France scheduled for June 19-20, with one-hour satellite relays at the beginning and end of the race (10:30-11:30 a.m. EDT). On June 26, the Irish Derby will be transmitted (9:45-10:15 a.m. EDT) and the British Open golf match on July 2 is tentatively set. Following the golf match, the fifth annual American-Soviet track meet at Kiev in the Soviet Union will be seen through transmission from Helsinki, Finland.

This package will be one-third sponsored by Goodyear Tire & Rubber Co. Another one-third sponsorship has not yet been confirmed by the Shell Oil Co.

Next year, ABC-TV will present the American Sportsman featuring a fishing tour with Bing Crosby from Las Cruces, Mexico; hunting rites from British Columbia; a mountain lion hunt from Colorado, and an Indian tiger hunt. Scheduled to begin Jan. 23, 1966, the program will have one-half sponsorship by R. J. Reynolds Tobacco Co., and a one-quarter sponsorship by Liberty Mutual Insurance Co.

Barry Frank, ABC-TV director of sports programming, said the network spent approximately $8 million for the programming rights to sports in the 12-month survey period. Production costs, for the year he estimated were $4 million.

Heavy Schedule • Sports programing on ABC-TV during the survey period covered 277 hours and 21 separate
Power of television

The prestige of television exposure and power of the television dollar proved evident in college football circles last month when a September game was rescheduled to December. The University of Maryland and Pennsylvania State University were to have met Sept. 18 in the season's opener for both schools. However, by changing the game to Dec. 4, they were inserted in NBC-TV's National Collegiate Athletic Association schedule as a national game to be shown in color. In addition the schools will receive more than $100,000 each for being on TV.

more for a sports event unless its for something exceptional."

Mr. McPhail said that CBS's coming sports schedule would be "much the same as this year's," but that the network "was always looking for sports properties that can be developed." He added that the network also expects to carry the Cotton Bowl on Jan. 1 and some of the National Invitational Tournament basketball games not carried this year.

In baseball CBS this year is telecasting 21 home weekend games of the New York Yankees. Last season the (network's) Baseball Game of the Week, included 46 games from the home parks of the Yankees, Baltimore Orioles, Philadelphia Phillies, St. Louis Cardinals and Chicago Cubs.

On Saturdays when the Yankees are away this season, CBS is presenting a two-hour CBS Bowling and Tennis Classic program: On Sunday, two hours are filled by a baseball commentary with Jack Whittaker and Pee Wee Reese and by selected re-runs taken from the CBS Sports Spectacular.

Beginning Aug. 7 CBS will carry nine NFL exhibition games on Saturdays or Sundays when the Yankees are away from home. NFL exhibitions were not carried by the network last season.

At NBC * Sports, already a major facet of NBC's programming, will take on new dimensions this fall with the addition of American League Football, an approximate 40% beef-up in sports colorcasts and a continuation of National Collegiate Athletic Association Football, World Series and the Rose Bowl among other attractions.

Carl Lindemann Jr., vice president of NBC Sports, noting that sports has assumed a greater role in NBC-TV's daytime schedule, particularly on the weekends, said the network anticipates still more activity in the coming year.

During the period April 1, 1964, to April 1, 1965, NBC-TV carried 35 separately titled sporting events, many on a continuing basis and, according to network estimates, NBC Sports programming has enjoyed more than 90% sponsor participation.

It is estimated that station lineups in NBC Sports ranged from an average 125 stations for the network's 1964 major league baseball to 221 outlets telecasting the World Series.

The network this season begins the
first year of a five-year contract with the American Football League. Rights for the games initially were estimated at $36 million but subsequent acquisitions of AFL rights to exhibition games (as many as six may be played), an all-star game, playoffs and the championship game, brought the five-year package rights to an estimated $55 million, or approximately $11 million a year.

During the past season, NBC roamed through the sports spectrum, telecasting in addition to the World Series and the Rose Bowl, 29 NCAA football games, and four other football bowls, baseball's all-star game, major league baseball on weekends and a number of special events from the Tokyo Summer Olympics.

The season also was highlighted with a number of commentary and interview programs adjacent to football games, various sports specials, the NBC Wide World of Sports, major golfing tournaments and the National Invitational Tournament in collegiate basketball.

In emphasizing NBC's step-up in sports colorcasting, Mr. Lindemann noted that color will dominate the network's fall football schedule, with 40 regular season games in colorcast this season, including 25 AFL and 15 NCAA games.

The 40% boost in color represents an increase from the 90 hours of sports programing in color in the April 1964 to April 1965 period to an estimated 129 hours of sports NBC expects to colorcast in the 12 months following.

SNI Plans • In a capsule report on the sports outlook, Richard E. Bailey Sr., president of Sports Network Inc., said: "We do not look for any significant changes over the previous 12-month period." He said SNI had "no definite plans for program expansion," but suggested that more color will "perhaps" become a reality.

Mr. Bailey said SNI currently produces more than 20 national and regional TV network sporting events.

SNI productions in 1966 will bear strong resemblance to those of the past year. Working on both national and regional productions, SNI last season averaged 150 stations on coast-to-coast lineups with 90% coverage of all TV homes, and 40 midwest and 20 West Coast stations in regional networks.

SNI's national network events cover golf, various college sports and professional tennis. In golf the Professional Golfers Association national television series was telecast from February through November last year.

For National Collegiate Athletic Association championship events, SNI presented live and taped coverage of the basketball championship game, the indoor track and field championships, the skiing championship and the swimming championship meet.

SNI's national basketball coverage included the East-West Collegiate All-Star basketball game. The National Indoor Tennis Championships were covered on tape.

On regional lineups, SNI presented the NCAA hockey championship final on tape; two live basketball events, the Big Ten Basketball Game of the Week for nine weeks with two-thirds of the games in color, and the Athletic Association of Western Universities basketball game of the week.

Horse racing was presented through Race of the Week live all year on Saturdays, originating from Aqueduct, Saratoga, Tropical Park, Hialeah, Gulfstream Park, Garden State and Monmouth—all on eastern regional hookups.

In the all-sports field, the taped Big Ten Showcase of Sports was presented on Sundays from January through March for one hour. Events originated for 40 Midwest stations included swimming, track, hockey, wrestling, gymnastics and fencing.

The Big Ten Football Game of the Week was produced on tape for ten weeks during the fall to the same midwest stations.

Sponsors for SNI: the Goodyear Tire & Rubber Co. participated during the year in SNI's "scatter plan." Goodyear backed such productions as the NCAA basketball finals, and entered a package deal with Chrysler Corp. (Detroit) for its Dodge & Plymouth cars, and AT&T (New York) for the PGA national television tours. With John Hancock Mutual Life Insurance Co. (Boston), Goodyear shared expenses in the 1964 National Indoor Tennis Championships.

Other sponsors active in SNI productions included the F & M Schaefer Brewing Co. (Brooklyn, N. Y.), which acted as sole sponsor of the Race of the Week, but which this year will share spots. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., participated in the PGA package with AT&T for the Cleveland Open and the Colonial Open, and also took part in the Western Open. General Mills Inc., Minneapolis, sponsored the East-West Collegiate All-Star basketball game. Colgate-Palmolive Co. (New York) went into the two regional basketball features: Big Ten game and West Coast game of the week.

No Hockey • The biggest sport without a network berth of any kind is professional hockey. Two weeks ago in New York, Clarence Campbell, president of the National Hockey League, showed advertisers and broadcasters a 20-minute color TV presentation of an NHL game to acquaint them with the potentials of the sport as a national presentation. Last week, he told Broadcasting that the league is "examining the alternative courses which it might take to exploit the obvious benefits of television of its games."

From 1959-61, NHL games were carried on CBS on Saturday afternoons. They were neither an overwhelming audience or advertiser success. But the memory of national TV exposure lingers on and today the American and Western Hockey Leagues are working on agreements for interleague schedules.

Help for Baseball • In baseball, the feeling is that TV money could be the salvation of the minor leagues. Sam Smith Jr., president of the Southern League, noted that national TV has hurt the minors, but that if the major league games now on Saturdays and Sundays go to Monday nights, it will help the minor leagues. "It might help us to sell our local stations on local TV games on the 10 Sundays our teams are at home," he said.

Hugh J. Finnerty, president of the Texas League, pointed out that the "market, locally, for any large sums for rights to the games is nonexistent in most cities... local sports, while hurt at times by national television, is caught in between" the high prices the
Sports sponsors: they like what they get

BEER, BLADES, CIGARETTES BASIC, THERE ARE OFF-BEAT ADVERTISERS TOO

Beer, razor blades, tobacco and petroleum for years have been the number one sponsors for sports fare on television. The men with the checkbooks haven't been overly concerned with top-rated shows, vast audiences or cures. They are after—and get—the type of audience that a sports show attracts. In recent years, the interest in the sports audience has broadened to other fields.

Following are examples of some typical national and regional advertisers, who are active in TV sports sponsorships. Some have been buying sports for years, others a shorter time. But all seem satisfied with the results they get.

AMF a Regular • The American Machine & Foundry's bowling division, Westbury, N. Y., credits a large degree of the success and popularity of bowling to television; yet the company doesn't always sponsor TV shows in the strict sense of the term.

The company “prefers to be in the background,” according to Jerry F. Donovan, vice president for bowling promotion. Mr. Donovan explains that AMF is more concerned with promoting the sport of bowling than with commercially promoting AMF.

“Television, a family entertainment medium, is the ideal vehicle for bringing bowling, a family sport, into America's homes,” Mr. Donovan asserted. Such is the case with Bowling's Battle of the Sexes, a promotion now in progress in Miami and being televised on WLBW-TV, that city.”

AMF and a group of bowling proprietors in the Miami area shared two-thirds sponsorship in the tournament. Chrysler dealers in the Miami area, who picked up the remaining one-third sponsorship, got more than their money's worth when AMF turned over some of its commercial time to them.

Other AMF ventures on television include Championship Bowling, a 26-show series, now in its 12th year, syndicated to 175 TV stations and co-sponsored in various areas by Firestone Tire and Rubber Co., Akron, Ohio, and CBS-TV's Bowling Classic, televised during the summer months. AMF also participates in the Professional Bowler's Association Tour, a 13-show series televised by ABC-TV; and The Major League Baseball Championship, which features bowling baseball players and was televised April 4 on NBC-TV's Sports in Action series.

For these and other television activities, AMF budgets in excess of $350,000 annually, according to Mr. Donovan.

American Likes Football • Over two decades of sponsorship of professional football, including a dozen years on TV, has given American Oil Co., Chicago, a franchise in customer and dealer relations that cannot be measured by the monetary value of the multiple millions invested in the advertising. American Oil officials report.

One advertising department spokesman says, "the sports shows are a big success and they make a tremendous hit with our dealers." He further explained that the programs give the dealer plenty of interesting conversation ammunition when serving his customers and build his local identification and appeal.

American Oil, through D'Arcy Advertising, Chicago, is co-sponsoring the
OUR NEW SERIES IS READY!

CHAMPIONSHIP BOWLING

Going into its 12th straight year—a record for filmed shows. We are not only the No. 1 Bowling Show in America, we have proved that we are the No. 1 program series in the history of TV syndication.

FIRESTONE IS ONE OF OUR IMPORTANT SPONSORS IN 150 MARKETS IN 1965-66.
Here's our 1964-65 Sold Station List

<table>
<thead>
<tr>
<th>Station</th>
<th>City/Town</th>
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<tbody>
<tr>
<td>WKBZ-TV</td>
<td>Bangor, Maine</td>
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<td>WJBF-AM</td>
<td>Springfield, Ill.</td>
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<td>KPAR-AM</td>
<td>El Paso, Tex.</td>
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<td>WKRC-TV</td>
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<td>WGN-TV</td>
<td>Chicago, Ill.</td>
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<td>WDEF-TV</td>
<td>Chattanooga, Tenn.</td>
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<td>WSOC-TV</td>
<td>Scranton, Pa.</td>
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<td>WLTV-AM</td>
<td>Little Rock, Ark.</td>
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<td>WAPI-AM</td>
<td>Alhambra, Calif.</td>
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<td>KGGM-AM</td>
<td>Honolulu, Hawaii</td>
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<td>WJFT-TV</td>
<td>West Palm Beach, Fla.</td>
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<td>KGMY-FM</td>
<td>Grants Pass, Ore.</td>
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<td>WIIB-TV</td>
<td>Columbus, Ohio</td>
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<td>WGNR-AM</td>
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<td>WQAM-AM</td>
<td>Miami, Fla.</td>
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<td>WOCX-FM</td>
<td>San Diego, Calif.</td>
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<td>KONG-AM</td>
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<td>WIBC-AM</td>
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<td>WLEX-TV</td>
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<td>WFXN-AM</td>
<td>Knoxville, Tenn.</td>
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<td>WWIN-AM</td>
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<td>WORC-AM</td>
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<td>WZOE-AM</td>
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<td>WAGA-AM</td>
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Walter Schwimmer INC.
410 N. MICHIGAN AVE. CHICAGO, ILLINOIS 60611 PHONE 467-5220

Produced in cooperation with AMF PINSPOTTERS, INC.
games of nine National Football League teams on eight regional networks of CBS-TV. The networks involve about 140 stations. This annual buy now runs in excess of an estimated $4 million each year.

For the past five years American also has sponsored Saturday afternoon Big 10 basketball on a midwest network of 33 TV stations, a package arranged by Sports Network Inc. In several areas American also has been sponsor of major high school basketball events.

Anheuser-Busch Brands * Anheuser-Busch divides its attention to sports sponsorships almost evenly between baseball and basketball. According to E. H. Vogel Jr., vice president, marketing, Anheuser-Busch, St. Louis, the brewer's sponsorships are sometimes used by its Busch Bavarian brand, through Gardner Advertising, and in other cases by its Budweiser brand, through D'Arcy, both St. Louis.

"Our evaluation of the assignment of sponsorships by brand, Mr. Vogel noted, "is dependent on local marketing conditions and the brand's relative position in that market."

For the 1965-66 baseball season, the company has purchased one-third sponsorship on the nine TV stations and 110 radio stations carrying the St. Louis Cardinals games; one-third sponsorship of the Los Angeles Angels on 20 radio stations and one TV station; one-fourth sponsorship of the Chicago White Sox on one radio station; one-third sponsorship of the Milwaukee (Atlanta) Braves on one radio and one TV station in Atlanta; and one-third sponsorship in the Atlanta Crackers on one Atlanta radio station.

Professional basketball programs sponsored by Anheuser-Busch include: one-half sponsorship of the St. Louis Hawks on three TV stations and one radio station; one-half sponsorship of the Boston Celtics on five TV stations; one-quarter sponsorship of the New York Knickerbockers; on one radio and one TV station. Anheuser-Busch also sponsored one-half of the National Basketball Association's All-Star game which was televised by CBS-TV on 65 stations.

Mr. Vogel summed up the company's feelings on sports sponsorship this way: "The increasing number of sports sponsorships that Anheuser-Busch participates in is testimony to our belief in the sales power of these events."

Atlantic Long-Time Sponsor * The Atlantic Refining Co., Philadelphia, claims the distinction of sponsoring major league baseball coverage—Philadelphia Phillies games—for the longest continuous period of time. Atlantic has sponsored the Phillies for the past 30 years. Close on the heels of that record is a 29-year sponsorship relationship with the Pittsburgh Pirates; 28 years sponsorship of the Boston Red Sox and 16 years of sponsoring the New York Yankees.

Atlantic, which owns the rights to the Phillies games, has one-third sponsorship in the radio-TV coverage of the four teams this season. The clubs and the number of radio and TV stations included in the purchases: Phillies—four TV, 23 radio; Pirates—four TV, 24 radio; Red Sox—five TV, 24 radio; Yankees (outside New York City)—eight TV, 37 radio. N. W. Ayer, Philadelphia, is the agency for Atlantic Refining.

General Cigar Wants Men * General Cigar Co., New York, has used sports TV programming effectively because such telecasts reach the target audience, men over 35, under favorable environmental conditions. Sponsorship of sports events in specific regions of the country, including Boston, Los Angeles, New York, Chicago and Detroit, for example, also enable General Cigar to deliver the male audience in the areas conforming to its distribution pattern.

During 1964-65 General Cigar has been a participant in the collegiate football telecasts on NBC-TV and has been sponsoring major league baseball telecasts in six areas. Next fall, the advertiser will switch its football investment to the eastern region National Football League games on CBS-TV.

General Cigar, through Young & Rubicam, New York, places 65-70% of its total ad budget in TV, and sports programming commands slightly less than half of that allocation. General Cigar spent more than $8 million in network and spot TV last year, an increase of more than $2 million over 1963. In the first quarter of 1965, the company allocated about $2 million to TV. Indications are strong that $1 million or more will be added to the 1965 TV budget.

Gillette's Record * The Gillette Co.'s continuing investment in what are termed "blue chip" sporting events on radio and television over the past 25 years has paid off in increased year-by-year sales, according to a spokesman.

"The exact relationship of programming to sales is difficult to determine," he said, "but we feel that sports broadcasts are an ideal medium for our advertising messages. Network sports attract the large male audience we want and some of them, such as The World Series and Rose Bowl also attract a good share of women viewers for our women's and family products."

On NBC (TV and radio), in addition to the World Series and Rose Bowl games, the Boston-based company also sponsored or participated in National Collegiate Athletic Association football and baseball All-Star games. On ABC-TV Gillette was in Fight of the Week (now off the air) and ABC's Wide World of Sports.

It's estimated Gillette spent $25 million on network sports from April 1964 to April 1965.

Gillette says it has been in network sports on a continuous basis longer than any other national advertiser. The company first started advertising nationally on radio during the 1939 World Series and in 1947 began sponsorship of the Series on TV.

Gillette currently retains exclusive radio-television contract rights with NBC for the Series and Baseball All-Star game. In recent years, Gillette has sold half-sponsorship in these events to the Chrysler Corp.

Agency for Gillette is Clynne-Maxon, New York.

Illinois Bell * In March the Illinois Bell Telephone Co. once again spent a very nominal part of its annual advertising budget to sponsor the finals of the state's high school basketball championships on a TV network of 13 stations.

And once again the phone company feels it struck gold.

Feedback favorable to the company continues to flow in all year, Illinois Bell reports, which is one reason why it has sponsored the tournaments on a state TV network for 14 years. This year's coverage totaled 14 hours over two days and was handled by wgn-TV Chicago using a crew of 30 men with eight cameras, including a remote handheld unit for floor shots. Total cost is estimated at about $100,000.

Illinois Bell used about 30 minutes.
Most Valuable Player in the National League, Ken Boyer, is a regular guest on the Ed Macauley Show. Because “Easy Ed” speaks with the authority and insight that only the professional player can offer, he is the Most Valuable Personality in the St. Louis television sports picture.

Just 2 of many reasons why St. Louis television is a brand-new ball game.

ART BROCK SPORTS
7:50 A.M. AND 12:20 P.M.
MONDAY THRU FRIDAY
The second half of KTVI’s 1-2 sports punch—four-time Emmy Award winner Art Brock.
As the winner crossed the finish line in Saturday's Belmont Stakes one of the year's top sports events came to an end—the running of the Triple Crown. But for the millions of fans who followed the race on the CBS Television Network, it was only the beginning of a thrilling series of exclusive sports broadcasts that await them each weekend in the months ahead.

For the simple fact is that CBS Sports is without a rival in presenting the most exciting events in television: NFL Football, the CBS Sports Spectaculars, the Carling World Golf Championship, CBS Golf Classic, the Masters, New York Yankees "Baseball Game of the Week," the CBS Tennis and Bowling Classics, and once again the running of The Triple Crown — the Kentucky Derby, the Preakness, and the Belmont Stakes.

This fact explains why CBS over the past year has won the biggest sports audiences in more weeks than any other network, why no other network has averaged bigger sports audiences, and why sports advertisers have spent far more dollars with CBS than with any other broadcaster.

But that's looking backwards. Now it's post-time, time to look forward to another great year of sports on the CBS Television Network. So play the favorite!

Based on Nielsen Television Index average audience estimates for sponsored broadcasts weighted by duration and frequency for the 12 months ending with the first May 1965 Report. Net time and program billings from LNA - BAR for 12 months ending March 1965. Subject to qualifications available from us on request.
SPORTS SPONSORS: THEY LIKE WHAT THEY GET

continued

of commercials during the two days for messages prepared by N. W. Ayer & Son, Chicago, to sell every facet of the company's services.

Over 2.5 million people watched the basketball coverage, Illinois Bell estimates, and the program interest is so strong "we can go up against some pretty stiff national TV competition and beat them," according to a representative of the firm's advertising department.

Jergens Looks for Women - Why should a woman's cosmetic manufacturer advertise on a TV sports program?

"Because it's an untapped audience and the sales justify it," according to Richard Depew, vice president and director of programming for Cunningham & Walsh, New York, agency for the Jergens Corp., Cincinnati.

Jergens participated in the 1964 Winter Olympics coverage on ABC-TV and apparently scored sales gains as a result. "It's difficult to determine the relationship of programming to sales," Mr. Depew said, "but we think the results of our Olympics sponsorship are tangible enough to indicate we reached a good-sized daytime woman's audience we normally would not reach with conventional daytime programming."

Mr. Depew said the company purchased 21 minutes during the Olympic events of January and February. He noted that "our product really stood out among the tire, beer, and other male-oriented products advertised on the programs."

The woman's audience for sports programming is virtually untapped, Mr. Depew commented. "We feel that the ski programs during the Olympics represented a natural tie-in for us."

Liberty Mutual Fishes - The Liberty Mutual Insurance Co., Boston, decided to test the interest of viewers in its Gadabout Gaddis, the Flying Fisherman half-hour color series by offering a set of fishing lures at $1 each. In six months, 86,000 fishing enthusiasts sent in $1, considered by Liberty Mutual to be a "very healthy mail pull."

Since last fall Liberty Mutual has been sponsoring the syndicated series in 49 markets to reach homeowners and heads of households in metro suburban areas. Robert Mattox, assistant vice president of Liberty Mutual, reported that the company decided to renew the series for 1965-66, claiming Gadis has been most helpful in reaching the company's prime target, men in the 25 to 45 age group.

"We estimate that 25% of leads and inquiries received as a result of the TV program are turned into sales," Mr. Mattox said. "We consider this to be an excellent percentage."

Pabst Big Spender - Pabst Brewing Co., Milwaukee, spends the major share of its advertising dollar for sports sponsorships. The total ad budget for all media now is estimated at around $7 million, placed through Kenyon & Eckhardt, Chicago.

Why so much emphasis on sports, an association more typical of local and regional beers than national? As James C. Windham, Pabst president, explains: "It remains our belief that sports are still the most wholesome attraction available to the television medium."

Pabst this spring again has co-sponsored for the third year three top horse racing events, the Triple Crown, on CBS-TV. These included the Kentucky Derby May 1, the Preakness May 15 and the Belmont June 5.

Pabst Brewing currently is sponsoring a total of 48 local sports strips across the nation as well as co-sponsoring the Detroit Tigers on a Michigan television network. Of the local strips, 33 are for Blatz beer and the others are for Pabst Blue Ribbon.

Other current or recent co-sponsorships have included a range of national and local events such as the All-Star football game at Chicago, the Orange Bowl, the Senior Bowl, midwest harness racing, a regional TV network of Vince Lombardi's Run to Daylight show plus several major sports feature specials in both New York and Chicago. Two years ago Pabst sponsored the Milwaukee Braves on a Wisconsin state TV network.

Sterling and Racing - The sport of kings has produced satisfying results for Sterling Brewers Inc., Evansville, Ind. Sterling's agency, J. Walter Thompson, Chicago, points out that since the areas around Louisville and Lexington, Ky., are the traditional home of thoroughbred racing in the U. S., any program on the subject commands a high audience interest and response. Sterling sponsors Racing from Miles Park on WAVE-TV Louisville and a series of feature races from Churchill Downs on WHAS-TV Louisville, WEHT (TV) Evansville, and Writt (TV) Lexington, Ky. In addition feature races from Keeneland race track at Lexington are sponsored on WHAS-TV.

The brewery has sponsored these shows for a "number of years," a JWT representative recalled and the agency has always recommended renewal because of their success. Sterling also sponsors a 10-minute three times a week general sports show, Sportirate, on WHAS-TV, three top Florida race events annually on Louisville stations and "extensive" coverage of special auto race features on TV stations in its market area.

Ratings often low but the audience is special

Advertisers believe there is added prestige in sponsoring a national sports show on TV

When a sponsor looks at a rating figure for a sports telecast and starts figuring the cost per thousand, he reads something extra into the numbers—something he doesn't see when the same numbers apply to other kinds of programming.

The cost of reaching 1,000 homes with a National Football League game, for example, can be close to $8, while the charge to gain the same number of households with a minute in an average network nighttime vehicle is closer to $4.

The buyer apparently sees some added punch in the sports numbers and is willing to pay for it. In a broad way sports ratings stand for heavy male viewership. But there's more to the current sports consciousness among advertisers than that. A major factor is the prestige that comes with being associated with a sports package of national interest.

Dave Donnelly, director of sports for BBDO, New York, explains that the lower-budget sponsor often can't afford to pay the cost of this prestige and must stick closer to strict "numbers" buying.

Generally, he says, the sports advertiser is going for a particular audience (mostly male), for middle and upper income households and often for seasonal advantages appropriate to his campaign.

Mr. Donnelly cites Liberty Mutual Life Insurance, Boston, as an example of companies willing to pay more to get the special segment of audience

52 (TV SPORTS: A SPECIAL REPORT)

BROADCASTING, June 7, 1965
The wise money's on Mutual!

Because Mutual can get you more listeners per dollar than any other network...TV or Radio! Forty per cent of all network radio stations are Mutual. Mutual covers the top metro markets and gives you exclusive coverage in over 260 others. In all, over 500 markets. So where broad coverage counts—the wise money's on Mutual!
they're going after, and with a budget of adequate size to do it.

Last year Liberty, through BBDO, sponsored one half of the American Sportsman series of four programs on ABC-TV. The show achieved a 9.7 average rating and, at that figure, was giving the insurance company a return of approximately 1,000 homes for each $5 it was spending.

Liberty and BBDO, Mr. Donnelly says, were going after an untapped market. ABC-TV's American Sportsman, concerned with hunting and fishing, was designed to attract enthusiasts of those sports, a national audience which they feel hasn't been reached before.

To the extent the program succeeds in this audience segmentation, the $5-per-thousand cost isn't extravagant. Seemingly satisfied with the results, Liberty is expected to be in the ABC-TV program again this year and the series has been expanded from four to 11 shows.

The other sponsor, R. J. Reynolds Tobacco, through William Esty Co., is also in again for the coming season. The agencies make no secret of their delight with the 9.7 average rating attained by the program.

Where the Numbers Are * In televised sports, football is king and draws the king's share of rating honors.

In a list of the 20 top-rated sports presentations (see below) football is in the top spot and the bottom spot and holds 14 places in between. Only four events or series of other description show up on the list.

An official of the Esty agency, commenting on the wide variation in costs per thousand homes which sponsors are willing to pay, says sometimes "emotion" and "familiarity" with sports make up in sponsor attraction what the sports themselves lack in ratings.

Sports, he says, are a common ground between all levels of management, and this is a factor in their appeal. More important, he maintains, is the prestige of association with a sports package.

Further, he says, don't discount sports audience ratings or overplay their cost to sponsors. The larger companies, groups as well as higher income homes.

J. Walter Thompson has a mammoth commitment for Ford Motor Co. In NFL football with one-quarter sponsorship of the regular season games worth an estimated $5.3 million plus one-quarter of the league's championship and playoff games.

Diamond Audience - Baseball, which went fully national this year for the first time with ABC-TV's Saturday telecasts of blackout-free American and National League games, has enjoyed less rating success on a national level than locally.

And of all televised sports, baseball is perhaps the one in which sponsors are most concerned with team-product association. These are the bonds, it's felt, which have to be loosened to create a financially successful baseball package of interest to national sponsors.

The ratings of the ABC-TV Saturday game have not been overly strong. A comparison between the ABC game of May 1 and CBS-TV's Yankee Baseball Game of the Week on the same Saturday shows CBS getting a higher average rating — 4.0 — although its coverage factor is only 51.5% of television homes because it is blacked out in the home territories of other baseball teams.

On the same day ABC-TV achieved a 3.5 rating according to Nielsen figures, with a coverage factor of 94%.

On the following day (May 2) with no ABC-TV game in competition, CBS-TV's Yankee game got a 5.8 rating.

### How some top sports events rated

<table>
<thead>
<tr>
<th>Event</th>
<th>Average Rating Reached (000)</th>
<th>Average Net Work Game</th>
<th>Average Rating Reached (000)</th>
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<tbody>
<tr>
<td>Rose Bowl</td>
<td>27.4</td>
<td>14,410</td>
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<tr>
<td>NFL Championship</td>
<td>26.7</td>
<td>14,040</td>
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<tr>
<td>World Series</td>
<td>24.0</td>
<td>12,260</td>
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<tr>
<td>NFL Playoff</td>
<td>21.9</td>
<td>11,520</td>
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<tr>
<td>Pro Bowl</td>
<td>21.2</td>
<td>11,150</td>
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<tr>
<td>Orange Bowl</td>
<td>20.6</td>
<td>10,940</td>
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<tr>
<td>Cotton Bowl</td>
<td>17.3</td>
<td>9,100</td>
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<tr>
<td>Kentucky Derby (part of</td>
<td>16.9</td>
<td>8,670</td>
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<tr>
<td>Triple Crown Package</td>
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<tr>
<td>All Star Baseball</td>
<td>16.0</td>
<td>8,210</td>
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</tr>
<tr>
<td>Sugar Bowl</td>
<td>15.9</td>
<td>8,360</td>
<td></td>
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<tr>
<td>College Allstar</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Union sponsors races

Union Oil Co. of California, through Smock, Debnam & Wadell, Los Angeles, and Lucky Lager Brewing Co., through BBDO, San Francisco, will sponsor the Saturday feature races from the Del Mar Turf Club on special CBS-TV Pacific Network of 11 TV stations in California and Nevada, Saturday, 5:530 p.m., starting July 31.

### Keep Time

Minerva Centralized Register

Radio and TV people—get the most of every minute you pay for—to the lost spill-second with the Minerva Stopwatch designed for radio and TV use. Eliminates the possibility of "lost minute" errors — easy-to-read and OFFICIALLY ADOPTED by major networks. Write TODAY for complete details.

List Price $39.50

Professional Price $26.95

M. Dukannan Company

Specialists in Timing Instruments

580 Fifth Avenue, New York 36—Plaza 7-2540

| 54 (TV Sports: A Special Report) | 55 | 56 |

### 65 Indianapolis "500" Classic

1½ Hr. 16 mm Color Movie

The Big Picture For The Big Selling Job

Be A Sponsor

READY AUGUST • ACT NOW • WRITE

SPORTLITE "500" FILMS • Dept. B

20 N. Wacker Drive • Chicago, Ill. 60606

BROADCASTING, June 7, 1965
Major syndication profit in minor sports

BOWLING, RACING, WRESTLING, AMONG LONG LIST OF EVENTS IN DEMAND

Minor sports have built up a good record on television as subjects for series in syndication. Bowling, auto racing and wrestling, which are covered less actively by the networks and local stations, offer opportunities for the program producer.

This view emerged last week from a discussion of the syndicated sports field with a group of distributors functioning in this sports area. They stressed that major sports events—baseball, football and golf—have in recent years veered increasingly in the direction of live and taped coverage on networks and local stations. Boxing has declined as a sports attraction, except for the outstanding bouts which are carried on closed circuit TV to theaters and arenas, they pointed out.

Similar to the first-run, action-adventure series, the new syndicated programs covering major sports generally cannot find time on a sufficient number of stations to make costly undertakings feasible, distributors agreed. These reasons were cited: extensive coverage of baseball, football and golf on a regular basis on networks and regional hookups of stations; the growth of sports specials on the weekends by TV networks and the expansion in the local live sports programs by stations.

This does not mean that major sports are not represented at all in the activities of TV producers-distributors. At least two companies which have been mainstays in regular distribution of both major and minor sports series are Tel Ra Productions, Philadelphia and Walter Schwimmer Inc., Chicago.

Schwimmer Format • Championship performance in sports has provided a highly successful television format for the syndicated product of Mr. Schwimmer. The company estimates its programs have reaped some $50 million worth of new advertising business for TV over the past dozen years.

Champion sports series of them all is the Schwimmer package of Championship Bowling, for which a new cycle of 26 one-hour programs has just been completed and again will be co-sponsored by Firestone Tire & Rubber Co. on at least 160 stations across the U.S. The series is now in its 12th year and is claimed to be “the oldest filmed sports show on TV” Firestone’s agency is Sweeney & James, Cleveland.

Counting the participation of local sponsors too, Championship Bowling now represents an annual TV advertising investment of some $1.5 million—a business builder that Producer Sch-

wimmer considers pretty good considering that critics originally asked "who would ever watch two guys bowl on TV." The series comes in a half-hour condensed version too.

Schwimmer’s newest syndicated sports film package, Let’s Go to the Races, appears to be building sales for sponsors too, according to the advertiser reports. In color, the series of 26 half hours feature five races per show and is especially designed to build traffic at supermarkets and other stores where viewers can get free race cards each week and possibly win a race. The format has been cleared by the FCC.

Four stations have already completed the series. It’s running on three others now and will start soon on three more. The library of 300 races was filmed at Sunshine Park near Tampa, Fla., and features much close-up coverage not usually seen by the race fan.

Daich Shopwell Stores, sponsor of a 13-week cycle on WOR-TV New York, reported that “in terms of exposure, customer interest and reaction, this was one of the finest promotions we have ever run.” The chain said customer letters and calls ran higher “than we had ever encountered before.”

Cas Walker’s Cash Stores, Knoxville, Tenn., sponsor of the series on WBR-TV the West, reported “we couldn’t quit this promotion if we wanted to... I have never had anything to excite people and has caused as much talk as our Saturday Night at the Races.” Store traffic is so high on Friday and Saturday that people wait in line for food carts, Cas Walker said.

Thornhill Oil Co., sponsor on WPTA (tv) Fort Wayne, Ind., reported 20% increase in filling station sales while Skag-Way Department Stores, Grand Island, Neb., where the show is on KHAS-TV Hastings, reported customer traffic up 25% and sales up 15-20%.

Golf a Winner • Schwimmer’s touch of success in sports programing helped to make golf a TV favorite some years ago and today too. For some seven

WRESTLING IS HOT

TOP STARS WITH TOP RATINGS

N. Y. Daily News says, “Wrestlers are back”—and Cinema-Vue has the best Grunt ‘N Groaners. To the fans, wrestling has no program competition. Championship Wrestling will pull big audiences, attract new viewers and deliver the lowest cost per thousand. 52 One Hour programs—AVAILABLE NOW!

Write, Wire, Phone for Details

CINEMA-VUE CORP. 245 W. 55 St., N. Y. 10019
Phone: (212) JU 6-8920
IN MINOR SPORTS continued

Tense moments during the sports car races, a series which is being distributed in color by Triangle Program Sales.

in color 5-6 p.m. for Oldsmobile sponsorship through D. P. Brother & Co. It too will be an annual production. Tel Ra, which has been producing TV film series for 17 years, is preparing six programs for regional and local sponsorship this year.

In football, Tel Ra is producing College Football Review, a half-hour color series of 13 weekly film round-ups of five top college games with Lindsey Nelson as narrator; Notre Dame Football, a weekly half-hour color series of 13 Irish contests with Ara Paraseghian, head coach of the team, as narrator-analyst and AFL Football Highlights, a half-hour program on outstanding action of all American Football League contests, scheduled for 15 weeks.

Other Tel Ra offerings for next fall and winter are Sports World, a weekly half-hour color program of highlights of top sporting events of the week; Sports Classroom, a half-hour black-and-white series for "the younger set," co-produced with Bert Cluster of Romper Room fame, and using a film-live format and host; Sports Specials, a group of 12 one-hour color programs covering the entire spectrum of sports.

Dan Wise, executive vice president of Tel Ra, said the company increasingly is "taking a feature approach to its sports presentations since games are getting such widespread coverage on the networks." Tel Ra is emphasizing color in all its shows and by September virtually all its programs will be tinted, he added.

Advertisers which have sponsored Tel Ra programs include General Motors, Philco, Ford Motor Co., Chrysler, American Motors, American Tobacco, General Cigar, R. J. Reynolds, P. Lorillard, P. Ballantine & Sons, Miller Brewing, Schmidt's Brewing, National Brewing, General Insurance, Hamilton Watch, General Mills, Gillette, Schick, Sun Oil Co., Standard Oil, Phillips Petroleum, Humble Oil and Bristol-Myers.

Triangle Specials • Triangle Program Sales is an example of accentuating the so-called minor sports. Triangle produces and sells each year a group of 10 monthly color film specials covering major international sports car races; three half-hour color films on parachuting championships; two half-hour color films covering the Miami-Nassau power boat race and the Nassau yacht cruise; half-hour color film covering the National Model Airplane Championships; monthly black-and-white films (30 or 60 minutes) of specialized sports events such as the Devon Horse Show, NBA Basketball Playoffs, Little League World Series; and Wonderful Age of Play, a series of 13 black-and-white half-hour taped programs on sports instruction by famous athletes. "Triangle has found a good market for its sports shows in the network weekend specials."

A resurgence of interest in TV wrestling is predicted by Joseph Smith, president of the Cinema-Vue Corp., New York, which placed into distribution recently a series of one-hour programs called Championship Wrestling. He said these programs have been seen in the U.S. only in Buffalo, Rochester and Erie, Pa., where ratings were "highly satisfactory." Cinema-Vue is in the process of completing a mailing to stations on Championship Wrestling, of which 104 hour episodes are available.

The absence of regular coverage of boxing on television is viewed as a boon by Greatest Fights of the Century Inc., which has compiled what it claims to be the most extensive film footage of bouts dating back to the 1890's. William Cayton, president, reported he has two packages of Greatest Fights of the Century available for stations, totaling 130 quarter hours.

He said 90 of these segments have not been previously shown on TV. In addition, the company is distributing Knock-out, five-minute segments of key episodes in leading boxing matches.

Racing from Indianapolis • The growing popularity of auto racing is evident in the expanding sales of an annual half-hour color film special produced by Sportlite 500 Films Inc., Chicago, based on the Indianapolis 500-mile event, according to Sportlite's president, Al LeVine. The racing market has been barely scratched, he feels.

Again there was no live TV coverage of the Memorial Day race last week except for closed circuit theater exposure distributed by MCA and produced by WFBM-TV Indianapolis using 15 camera positions around the track. World-wide live radio coverage was handled by WIBC Indianapolis.

They still watch the wrestlers in nearly every TV market. Here's a typical scene from one of Cinema-Vue Corp.'s 104 available episodes.

Sportlite's color special this year is titled They Came to Race. The show used a film crew of 22 and was in production a full month before the big race so as to capture the buildup of time trials and preparations. The feature has been produced each year since 1961 with Tom Carnegie, sports director of WFBM-TV and the 500 race announcer, as associate producer with Mr. LeVine.

Although the show is cleared for local TV use and is estimated to get wide airing, Sportlite has no way to record total TV use since the film traditionally has been sold to various national, regional and local companies who use it for a wide range of sales promotion and public relations goals. Last year's Driver's Choice feature was sold to 25 firms throughout the U.S. and this year's volume should top this, Mr. LeVine predicts, representing sales of at least $100,000.

Canadian League • The Fourth Network Inc., Los Angeles-based TV programming service which last year sold packaged tapes of Canadian Football League games to 20 U.S. stations, has
announced the same service for the coming season.

Karl Gruener, vice president of Fourth Network, says tapes of 13 top games will be offered again this year for programing immediately after the games are played. He expects about 50 stations will carry the once-a-week feature. The firm was particularly successful last year in selling tapes to stations in cities in areas blacked out because of home games.

A winter sports show enjoying increasing popularity is Ski Scene, produced by Warren Miller Productions. The show, in color, is tailored to either a 15-minute or a half-hour program. Mr. Miller, a top ski photographer and lecturer, started the show four years ago on one station in Boston, built up to 10 stations the next year and then sold it to Theo Hamm Brewing Co., through Campbell-Mithun, Minneapolis, for 40 markets west of Chicago.

This year Hamm's will have the show exclusively in all markets west of Chicago, expected to total between 50 and 60 cities. The half-hour version will be used in the larger markets and the quarter hour in smaller ones once a week for 13 weeks.

The program will go on the first week in November. There has been some interest from other breweries for the same show in eastern markets.

The company has furnished inserts for five NBC-TV Sports in Action programs and is planning to expand next year into a series on sailing.

Other distributors are marketing short subject television programs (five to 15 minutes in length) covering tips on specific sports or highlights of various sports events and programs which have been in release for several years. Among companies active in these areas are Independent Television Corp., Official Films, United Artists Television, Intertel Inc. and Yates Film Sales.

Like sports? Just tune in local TV

YOU CAN FIND ALMOST ANYTHING FROM BADMINTON TO BASKETBALL

With the possible exception of hopscotch, local television stations are providing viewers with just about every imaginable sport. There are always the staples: baseball, golf, football, basketball, bowling, racing, hockey and the like. But in today's market for the viewer and the dollar, sports-minded stations have come up with some contests that a few years back wouldn't be considered for fringe time, let alone prime time. Among them: surfing, badminton, karate, miniature golf, polo and rugby.

The local stations, like the networks, are looking into the woodwork for something—anything—to attract an audience, and please a sponsor. Although it hasn't been seen in many markets for years, the roller derby is still very much around in some areas; wrestlers still moan and groan on some stations; budding Willie Hoppes get a chance to show their prowess with a billiard ball and cue in some markets, and local boxing matches are presented in some areas.

And the sports being shown are more than the play-by-play variety or individual matches. Some stations, particularly those in competitive metro areas, are producing sports specials. Some examples of this programing are: Homers, Halos and Heart, KTLA (TV) Los Angeles' story of the L.A. Angels "birth and growth over the past five years"; Speedway Through the Years, a documentary on the Memorial Day 500-mile race, produced by WFBM-TV Indianapolis; Meet the Mud Hens, a 30-minute show, produced by WSPD-TV Toledo and featuring interviews with the players coaches and manager of the Toledo Mud Hens.

There are several factors playing a
LIKE SPORTS? JUST TUNE IN LOCAL TV continued

part in this local sports drive: Advertisers who buy sports shows generally are aiming for specific audiences and will pay to get those viewers (see page 45); stations producing local live shows are getting out in public and are having their call letters associated with sports events, and the increasing use of video tape.

Tape Helps Sports ■ Perhaps the invention of video tape is the most important facet in increased programing. The use of tape has made it possible to schedule a program in prime time when it would have had to run in a class Z period if shown live, and it has also made it possible to show high school and collegiate sports, which are barred from live coverage, within hours after the events occur.

According to a Broadcasting survey of TV stations (see adjacent table), basketball is programmed by more stations (78.1%) than any other sport. Bowling was shown on 69.3% of the stations and golf on 63%. In the top 50-market stations (see page 57), football was shown on more stations (73.8%) than any other sport. Bowling and basketball were each shown on 71.4% of the stations.

Although baseball was not shown on as many stations as some of the other sports, most stations in major league cities that carry baseball show more hours of it than any other single sport. WPIX-TV New York, for example, which carried the New York Yankee games, showed 390 hours of baseball in the survey year and devoted 323 hours to 15 other sports. The station devoted 12% of its program time to sports for the year April 1, 1964 to April 1, 1965.

WGN-TV Chicago programmed 568 hours of sports, with 450 hours devoted to the White Sox and Cubs baseball games. The station was also typical of many large-market outlets that said their sports schedule had increased over the previous year. WGN-TV said its present regional and local sports programing is about 30% more than a year ago and 60% more than five years ago.

KTLA-TV Los Angeles devoted 567 hours to sports programing and reported that its present schedule is 50% more than a year ago and 80% more than five years ago.

Sports Station ■ And now a new breed of station seems to be emerging. WKBK-TV Detroit, which went on the air Jan. 10, programs sports 75% of the time, the highest percentage of any station answering the questionnaire. And the events it programs would be considered in some instances to be secondary sports: swimming, track, wrestling, fencing and racing. But WKBK may be the forerunner of a new type of station: the UHF in a major market of VHF's that seeks a specialized audience.

However, some stations have gone beyond selling sponsors a quarter of a game or a minute in a horse race. Perhaps the most prominent examples of the new type of programing and selling are found in WPFL-TV Philadelphia and KTIV-TV Los Angeles.

The WPFL-TV package of 30 major events is sold to four advertisers and three of them: Liggett & Myers Tobacco Co., F. M. Schaefer Brewing Co. and Secony Mobil Oil Co., have been with the schedule of "suddenly available events" has 12 programs making up about 20 hours of on-air time.

A feature of the package is the "kitty," to which the sponsors contribute. This gives KTIV immediate sponsor backing to obtain rights to an event that has suddenly become available. The unused portion of the kitty goes back to the sponsors.

Sponsors for the package last year and this season are Ford Dealers of Southern California, Northwestern Mutual Insurance of Seattle, Liggett & Myers and Kellogg's. Liggett & Myers has been on the package since the 1961-62 season and the Ford Dealers since 1962-63.

All over the country TV stations are attempting to satisfy the rabid sports fan's appetite. The following examples of the type of programs on the air, their sponsors and success are typical of those detailed in the Broadcasting questionnaire.

Racing Fans ■ Although most racing fans go to Kentucky via CBS-TV only once a year for the Kentucky Derby, two Louisville stations are among those that are aware good racing can produce advertiser-audience success in the bluegrass country.

Between them WHAS-TV and WAVE-TV produce live feature races for 21 Saturday afternoon broadcasts. The WHAS-TV package of seven races in the spring and five in the fall from Churchill Downs is fed to stations in Evansville, Indianapolis, both Indiana, and Lexington, Ky. The WAVE-TV race package covers nine weeks from Louisville's Miles Park.

The races are sponsored on all stations by Sterling Brewers Inc., Evansville, Ind. The half-hour broadcasts on WHAS-TV and network cost the brewery about $30,000 for the 12 weeks.

On the West Coast the CBS-TV Pacific Network also carries thoroughbred horse racing on Saturday afternoons. Originated by KNXT-TV Los Angeles, the 11 weeks of racing from Santa Anita, Hollywood Park and Del Mar tracks are being sponsored again this year by Union Oil Co. of California. Union Oil began sponsoring the Hollywood Park and Santa Anita races when they began in 1957 and has sponsored most of the Del Mar races. The network includes stations in California, Washington, Oregon, Nevada and Arizona.

Golf Coverage ■ The Masters Golf Tournament from Augusta, Ga., is blacked out in Georgia and South Carolina. So, WRDW-TV Augusta sent four photographers and four reporters out to the course to cover the four days of play. The station carried 70 minutes of special reports on the Masters during

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<th>Nonnetwork sports on all TV stations</th>
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<td>% of stns.</td>
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<tr>
<td>Baseball</td>
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<td>Basketball</td>
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<td>Track</td>
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<td>Misc.</td>
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Figures are from a Broadcasting survey to all commercial TV stations and are exclusive of network sports programing.
Now It's G-E 4-V's at RKO General

Harry Whittemore, Director of Engineering at RKO General Broadcasting, has witnessed all recent developments of color film cameras right in his job.

His experience with 3-V's came from cameras at two RKO General Stations—KHJ-TV, Los Angeles, and WOR-TV, New York.

He first worked with the 4-V type when WOR-TV put one on the air late last year.

Now it's 1965, and Mr. Whittemore is still taking advantage of color film camera progress. This summer, RKO General, under his engineering direction, will take delivery of three more 4-V's—two for WNAC-TV, Boston, and one for WHBQ-TV, Memphis, Tenn.

This time, all three are General Electric 4-V's.

This is the kind of customer acceptance that will put more than 100 G-E 4-V's on the air by autumn. No other manufacturer can even approach this record of field-proven performance and market approval. For details on television's most-accepted 4-V Color Film Camera—the G-E PE-24—contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315 Electronics Park, Syracuse, N. Y. 13201 (Phone AC 315, 456-2105).
LIKE SPORTS? JUST TUNE IN LOCAL TV continued

the tournament.
In Spokane, Wash., KREM-TV reported
it covered a local golf tournament and
drew “considerable local comment.”
The technique was similar to national
coverage, Walter J. Schaar, program
director, said, with coverage of the
last three holes.
KTLA(TV) Los Angeles devoted 10
hours to live coverage of the L.A. Open
in January and added 90 minutes of
special programing to the package. The
coverage, sponsored by the Plymouth
Dealers Association was in color and
black and white. Stationary color cam-
eras were positioned at the 15th, 16th,
17th and 18th holes. Black-and-white
pick-ups came from a midget Cohu
camera which was shot from a golf
cart.
The golf carts were renamed tele-
carts, with one containing the announcer
and audio man and the other containing
the cameraman and director. However,
the wireless mobility of the Cohu also
made it necessary to turn the KTLA
helicopter into a transmitter satellite,
beaming the signal from the midget
camera to the station’s transmitter at
Mount Wilson.

Winter Sports • In the skiing country
of Michigan, woo-ty Grand Rapids
ran a 10-week Saturday afternoon series
of ski lesson, Ski Skol. Camera crews
went to five winter resorts and filmed
and video-taped two half-hour shows at
each. Sponsored by a sport shop, the
programs began with the basics of
selecting the proper equipment and cloth-
ing, progressed to advanced forms and
ended with actual competition
among Olympic skiers.

Peter A. Kizer, woo-ty program di-
rector, said each program was geared
to demonstrate a proper form by one of
the instructors and followed by his class,
one at a time. “The use of a wireless
microphone on the slope was invaluable
in picking up the instructor’s comments
to each student,” he said. Each pro-
gram also featured a short segment on
facilities of the area and any outstand-
ing attraction that was available. There
were 200 tickets allocated to each lesson
and available only through the sponsor’s
store. Mr. Kizer noted this “tailor-made
traffic increased sales and rentals in the
ski department” and produced “a client
eagerly awaiting” the 1965 edition of
the TV classes.

In Colorado Springs, KKT(TV) has
found “good viewer reaction and fair
sales success” with a series of taped
hockey telecasts of Colorado College.
The school is a member of the Western
Intercollegiate Hockey Conference and
had games with Michigan, Michigan
State, Minnesota, Denver and other col-
leges. The games were sold regionally
and locally with one-third sponsorship
running $200 per game. Rush Evans,
general manager of KKT(TV), said the sta-
tion worked out an exchange plan
with other stations with many of the
Colorado games being carried in other
markets.

Football • KGO-TV San Francisco has
found Pacific Gas & Electric Co., San
Francisco, through BBDO, a ready spon-
 sor for its High School Football. Last
year, PG&E, for the fourth consecutive
year, sponsored 10 games running
through the city championship game.
The games were played Friday after-
noon and taped for replay on Saturday
morning. The games receive additional
promotion as sportswriters from the Bay
area newspapers select a TV player of
the week for the station.

At WSLS-TV Roanoke, Va., Friday
ight high school football games were
taped for Saturday afternoon replay
and the “coaches loved it,” according
to Mel Linkous, program director.

In Omaha, wow-TV has found that
Touchdown Talk, a half-hour series
seen on Monday nights, is wanted by
advertisers. The 10-week series, now in
its fourth year, featured films of the
previous Saturday’s game and Bob
Devaney, head coach of the University
of Nebraska, discusses that game and
comments on the upcoming game. Dick
Carlson, wow-TV program director,
reported the show, seen 6:30-7 p.m.
It is fully sold for 1965 with four
sponsors per show at a gross charge of
about $200 per spot.

High school football, as covered by
KPAC-TV Port Arthur, Tex., also proved
highly successful. Bob Schnarr, produc-
tion manager, said the taped games were
scheduled on either side of the weekly
collegiate game from NBC-TV and were
sold at $175 per quarter.

Another NBC-TV affiliate in Texas,
KROW-TV Weslaco, charged $600 for its
weekly high school game which is taped
Friday evening and played back Satu-
day afternoon in conjunction with the
college football game. Fred W. Noble,
operations director, said each of the
games is sold to four sponsors at one-
quarter each, with all clients local and
no agencies involved.

He said production requires only two
cameras, each on the 38-yard line and
eight fixed lenses, with no “need of a
Zoomar.” In addition to being an ad-

BIG AGGIE SAYS

"Advertising stays where it pays! Advertisers stick with
Big Aggie for big results."

COMPANY

Standard Oil Div., American Oil Co. . . . Mar. 18, 1940
Keystone Steel & Wire Co. . . . . . . . . Oct. 11, 1939
Butternut Coffee . . . . . . . . . . . . . Dec. 21, 1938
International Harvester Co. . . . . . . . June 12, 1939
DeKalb Agricultural Association . . . Sept. 15, 1941
Allied Mills, Inc. . . . . . . . . . . . . . Oct. 28, 1940

Here are six current clients who have an advertising
history of 24 or more years on WNAX-570. All leaders
in their field, they realize the importance of the rich,
midwest market known as Big Aggie Land.

WNAX-570
CBS RADIO

60 (TV SPORTS: A SPECIAL REPORT) BROADCASTING, June 7, 1965
“Daddy, is Mr. Atom running your electric shaver?”

Susie may have read about “Mr. Atom” in school—how he has made his way out of the laboratory and is now serving people in a variety of ways.

For example, the atom is among the newest of the fuels used to produce electricity. And 127 business-managed, investor-owned electric light and power companies are engaged in 26 projects designed to bring the benefits of nuclear electric power to more and more people. These companies are putting about a billion dollars into this program.

But as vast as this program is, it is only one part of a continuing research and development drive by the investor-owned electric companies covering practically every phase of the production, transmission and use of electric power.

All in all, the more than 300 investor-owned electric light and power companies have under way, or recently completed, more than 1800 such projects. And these are aimed, of course, at keeping you and all America supplied, now and in the future, with plentiful, low-priced electric service.

You’ve got good things going for you with service by Investor-Owned Electric Light and Power Companies®

*Names of sponsoring companies available to you through this magazine*
LIKE SPORTS? JUST TUNE IN LOCAL TV continued

...and audience success, Mr. Noble pointed out that the games have helped the station in accomplishing "tremendous strides in public relations with the 18 independent school districts of our coverage area."

Score Roundup • Wral-Tv Raleigh, N. C., has a 9 a.m. Saturday high school football round up with scores and features of teams in the area. The 12-show series goes for $3,600 and is sponsored by the Savings & Loan League and a local sports store. The station also gives live coverage to high school games played on Friday night.

In Little Rock, Ark., Kark-Tv has found that interest among sponsors for the University of Arkansas football games runs high for its one-hour Sunday afternoon show, Arkansas Filmed Football. Head coach Frank Broyles is flown in from the site of the preceding day’s game and discusses that game, showing film highlights made by the station’s news department. There are 10 sponsors, each getting one game, and the series is sold out. The cost to each advertiser last year was $2,000 and will be about $2,150 this season.

Dev Nelson, sports director of Wibw-Tv Topeka, Kan., said the station has found video-tape of high school athletic contests “a good local audience builder and about as close a tie with our community as can be found in a daily programing schedule.” He said Wibw-Tv began taping key high school sports events two years ago and played them back at 10:30 p.m. “Special care was taken, he said, “to make sure that our play-by-play account also included comments about the school, other school functions and a constant reminder of the school’s football or basketball schedule. Our effort was met by success. School officials, instead of accusing us of hurting the crowd, actually gave us credit for helping attendance.”

Mr. Nelson said that last year the station began taking girls’ softball games with replay at 10:30 p.m. The games produced “fantastic” audience reaction, he noted, adding that the game is ideal for TV. “It is fast—average length is one hour—has plenty of action, and pretty girls who can throw a softball 90 miles an hour don’t hurt either.”

Heavy Schedule • J. M. Walters, general manager of WlTv(Tv) Bowling Green, Ky., said his station shot over 15 miles of film from September 1964 to March 1965 in covering sports events. WlTv filmed all football games of Western Kentucky State College and played them back Sunday afternoon. Since the Ohio Valley Conference schools cannot have live coverage of their basketball games, the station filmed these and played them back at 11:30 p.m. for games played earlier that night or Sunday afternoon for Saturday night games. In addition, 10 Southeast Conference games were covered live on Saturday afternoons and some high school games were shown on a delayed basis. Mr. Walters noted that “sports is expensive to do but gets a great deal of attention from businessmen.”

At Wtab-Tv Marion, Ind., the Saturday night playbacks of local high school football and basketball games were sold out to local and regional sponsors, according to Gene Cook, general manager. He said local coaches are used in 15-minute wrapup shows following their games. Sound-on-film was used last year, but Wtab-Tv will use video tape in 1965. Mr. Cook said that as an independent UHF “we rely heavily on local sports plus Sports Network.”

Wwlp(Tv) Springfield, Mass., used video tape and its private plane to give play-by-play coverage to the Springfield Acorns Atlantic Coast League football games played in Boston and Providence. According to Jerry Barnes, vice president and station manager, after the first half the tape was flown to Springfield for showing at 11:30 p.m. that night. The plane then went back to pick up the tape of the second half and deliver it to Wwlp in time to make a continuous telecast barely three hours behind the actual game, to the delight of viewers and sponsors,” Mr. Barnes noted.

KlTv Los Angeles carried the All-City High School championships in baseball, football, track and basketball with Household Finance Corp., taking half-sponsorship of each event. Frank J. Barron, publicity director of the station, said the sponsor was happy and viewer response was excellent. Each event was carried either live or taped in the evening to reach the prime-time audience and was aired the same night as the event. Gross charge for all four events was $14,000. Gil Harris, HFC advertising manager, said he had found sports events in general to “be very successful in securing new business” and with sponsorship of the high school championships, “we have found a way to reach the vital young adult and family audience.”

Wnhk-Tv New Haven-Hartford, Conn., ran two sports specials this year as an experiment “which may well lead to a series of several such programs in future seasons,” according to Robert H. Teter, station manager. The two one-hour shows, Yale Sports Weekend, were carried 6:30-7:30 p.m. Saturdays and featured a tape-film summary of a typical major sports weekend at the school. The February program covered basketball, wrestling, swimming and indoor track. The May program included a three-school crew race in color, plus Yale events in lacrosse, track, baseball, tennis and golf. F&M Schaefer Brewing Co. was a major sponsor of the two Yale specials.

Basketball • Kpar-Tv Abilene-Sweetwater, Tex., carried a two-hour local college basketball playoff in prime time in February. The program, a “first” for this type of programming in the market, according to the station, was sold in one quarter at a gross of $6 per each. Advertiser and viewer interest was high and the colleges were reported as feeling the telecast “stimulated interest in local sports.”

Live coverage of the West Virginia University basketball games over the past eight years has brought Wtfr-Tv Wheeling, W. Va., “more congratulatory mail than any other telecasting enterprise,” according to Wesley Manley, administrative assistant. The local Pepsi-Cola bottler has been “the leading sponsor right from the start,” Mr. Manley said, “and he has always considered it a very successful venture.” The station generally carries two or three regular season games and has covered the Southern Conference tournament.

During the past year coverage of basketball games involving area teams was the major series originated by Wsoc-Tv Charlotte, N. C. Bill Currie, sports director, said four home games of Davidson College were carried live and sold to participating sponsors with “more participants than it was possible to handle wanting in.” The gross charge was $400 per sponsor. Wsoc-Tv also
Now you can bring out the best in your TV pick-up equipment—even in the most critical applications—because you can select the proper RCA image orthicon specifically designed to cope with the practical problems of everyday broadcasting. Ask your RCA Broadcast Tube Distributor to explain this in terms of a specific, practical, everyday problem you face or might be faced with shortly. Or, write for current information: Camera Tube Booklet CAM-600.
LIKE SPORTS? JUST TUNE IN LOCAL TV continued

originated telecasts of regional playoff games of the National Collegiate Athletic Association, carrying all games featuring Southern or Atlantic Coast Conference teams. "These also sold like
hot cakes," Mr. Currie said. And the NCAA championship game, even though it was
scheduled late in the evening was "sold just as easily."

WHO-TV Dayton carries three home and six road basketball games of the
University of Dayton, with Schoening

Beer being exclusive sponsor of the
game for many years. Two Ohio State
University games and all of the Big
Ten Conference games are also carried
by the station.

The home basketball games of the
University of Maine are seen live on
WLBZ-TV Bangor in prime-time evening
periods. The games are sold to a whole-
sale food packager and the state milk
producers association for $1,200 in-
cluding television time and production
charges.

Bowling • WHIZ-TV Zanesville is now
in the second season of a late Saturday
night bowling show that is presented
live from four different bowling alleys.
The show, from 11:30 p.m.-1 a.m.,
features area bowlers and 12 one-minute
spots are sold in each show at card
rate plus talent and remote charges,
according to Nate Milder, whiz-tv di-
rector of sales. A separate 15-minute
show, Split Spot, is presented midway
in the program and has 10 bowlers
competing for a jackpot which builds
up at $50 per week. Prize money for
the matches and Split Spot is provided
by the bowling proprietors who act as
guest commentators on each of the pro-
grams.

In Milwaukee, Bowling with the
Champs, has been on WTMJ-TV for 10
years running 26 Sundays from October
to April. The program is presented live
and has been one-third sold over the
past several years to a local automobile
dealer with the other two-thirds sold
on a participating basis.

WHO-TV Des Moines has produced
its Sunday one-hour Let's Go Bowling
series for eight years with gross income
in 1964 of $10,000. The show, featur-
ing area bowlers who qualify for the
series through elimination matches,
originates from a different alley every
six weeks. Jim Zabel, sports director of
the station, hosts the program, which
he produces in conjunction with the
area bowling proprietors. The alley
owners have formed an association to
help organize bowlers and teams to
appear on the show.

Hunting and fishing are big in the
Midwest and KCMO-TV Kansas City,
Mo., shows The Sportsman's Friend
with Harold Ensley. S. B. Tremble, sta-
tion manager, says the program, which
is fed to a network of Missouri and
Kansas stations, is sponsored on the
whole network by the Ford Dealers
Association. The FFA has sponsored
the show for 12 years. Filmed in color,
the program covers hunting and fishing
in different areas. The show is seen on
KCMO-TV on Tuesdays, 6:30-7 p.m. and
is fed to the entire network on Satur-
days, 6-6:30 p.m.

KFDA-TV Amarillo, Tex., has found
the Amarillo Speed Bowl, a local race
track, a willing sponsor for its half-
hour racing shows from Triangle Pro-
gams. The programs presented on
Saturday afternoons bring $125 in gross
charges.

WFBR-TV Altoona, Pa., has found
"vastly increased interest in auto racing
over the past year and it is quite easily
sold in A or B weekend time periods."
The station has presented seven half-
hour racing films bringing in about
$2,100 from sponsors.
Network fare for independents?

Unused programs from networks would be made available to independents in same market, according to proposal FCC is instigating

The FCC has begun digging into the question of whether and how it should require networks to spread the wealth of their programing to independent stations.

It proposed a rule to require networks to make an affirmative effort to place on independent stations the programing which their affiliates in the same markets refuse to clear (CLOSED CIRCUIT, May 31).

And it initiated an inquiry into whether it should go another step and require networks to affiliate with, or offer programs to, independent stations in certain small markets. The inquiry, which looks to a dilution of territorial exclusivity arrangements, is concerned with markets located on the fringe of areas served by network affiliates.

Network programing has long been regarded as one of the critical factors in the development—or lack of it—of UHF television. And suggestions that the commission require networks to make uncleared programs available to independents date at least as far back as the Barrow Report—the report on network broadcasting submitted to the commission by a staff headed by Dean Roscoe L. Barrow of the University of Cincinnati Law School, in 1957.

In recent years, the commission has considered plans designed to equalize competition among the three networks as well as to provide programs for independent stations. One would require the networks to share programing equally among stations in major markets. Another would require them to share VHF and UHF affiliations.

Seiden Report * The importance of programing to independent stations was cited by Dr. Martin Seiden in the economic analysis of community antenna television systems he submitted to the commission three months ago. He said the lack of quality programing is a more serious threat to the life of an independent station in a major market than CATV competition (BROADCASTING, March 8).

The joint notice of rulemaking and inquiry, which was issued by the commission on a 6 to 0 vote last week, grew out of a petition for rulemaking filed by WUHF(TV) (ch. 18) Milwaukee (BROADCASTING, Feb. 24, 1964).

The proposed rulemaking, comments on which are due Sept. 3, would require networks to make "a good-faith effort" to place on independent stations the programs affiliates refuse to clear. The networks would have to make two announcements: A "Notice of Non-Clearance" would be given by Aug. 15 for programs beginning in the fall to alert stations in the market. A "Notice and Offer" would be issued by Sept. 15 for programs not yet cleared by that time.

The proposal would not require a network to make programs available to an affiliate of a rival network. And it would make provision for cases in which sponsor consent is required.

The networks and the independent stations would be expected to work out mutually satisfactory terms. If they could not, they would take their case to the commission. But agency officials indicated last week they would be reluctant to become involved.

The rulemaking invites comments on the criteria the commission should use.

Another place for a NielsenAudimeter

A new demographic category in the television audience was discovered last week. Officials of the Bronx Zoo in New York disclosed that their four gorillas had been regular viewers during the 1964-65 season.

Last winter, while the gorillas were confined to indoor cages, an environment that in the past had provoked restlessness and frequent brawling, a television set was installed just beyond the animals' reach. The 21-inch tranquilizer worked. When the set was on, the gorillas quit bickering among themselves and stared in fascination.

Action programs were the apes' favorites, zoo officials said.

Television, however, isn't for everybody. Orangutans in nearby cages also had clear views of the set but couldn't have cared less about TV.
Status report on all-night TV stations

With solid business in prospect for nighttime television and daytime too, what is the score on the off-beat hours like all-night TV? Marginal to pretty good, according to a check last week of those stations that have ventured into this post-midnight period.

The pioneer, KSHO-TV Las Vegas, which began an all-night format in 1956, claims the social peculiarities of its market have made the later hours a definite commercial success. Jack Reynolds, KSHO-TV program director, said the Thursday-Friday-Saturday all-night program of films and live star interviews conducted for many years by Jack Kogan has proved so popular the station continues to get complaints because the format isn't followed other nights as well.

Average tune-in is about 60,000 sets in the middle of the night, Mr. Reynolds estimated. Sponsors range all categories with the minute spot based at $50, he said.

Los Angeles all-night movies have proven very popular with auto dealers, according to KTTV(TV) which began the format daily in September 1962. Currently the all-night show is sponsored one-half by Brand Motors, a Ford dealer, with the other half a spot carrier.

Brand Motors picked up the package tab beginning April 15 for a similar all-night format on KNXT(TV), going into competition with itself. The Los Angeles stations are aiming especially for the "second city," the 300,000 swing-shift people and other late workers who make up 9% of the total working population in that area.

Quick Sale in Bay Area — In San Francisco, KGO-TV had no problem when it decided to go to 24-hour programming five days a week. Gil Hile Mercury Co., San Bruno, quickly picked up the tab for All Night Movies, starting at 1 a.m. and offering three or four features until KGO-TV's regular morning schedule begins. President Gil Hile, who devotes 90% of his budget to TV advertising, praises All Night Movies as a traffic builder for the firm's showrooms (Broadcasting, Feb. 22).

WCBM-TV New York went all-night in late February 1963 and its research finds that the middle-of-the-night audience composition matches that of the prime evening hours, minus children, in all vital categories such as family income, male and female, etc.

WCBM-TV said the average very late night tune-in ranges between 180,000 and 200,000 homes and last summer hit 208,000 homes. Minute spot base is $185 but the 40-plan discounts the spot to $70. Sponsors at that hour range widely as at other times.

WGN-TV Chicago just about breaks even with its all-night movie format which was instituted two years ago this month for the Friday and Saturday night late hours. Sales manager Dick Jungers said the period averages about 50-60% sold out but the period is considered more of a public service than a money maker.

Auto dealers and furniture companies have used the all-night show on WGN-TV quite successfully as an exclusive weekend saturation campaign vehicle, Mr. Jungers reported, although the sponsor list includes all general categories. The 10-plan gets $40 a spot. Latest research shows tune-in of nearly 53,000 homes at 2 a.m. he said, and these all-night viewers are generous with their letters of appreciation too.

WBBM-TV Chicago salesmen have approached advertisers with speculative offers on a possible all-night format but the station said the format is only under study and no decision has been made or is expected for some time.

WBBM-TV and WBBB(TV) Chicago have had considerable audience success with weekend conversation shows which run open end until late hours, but this format is considered still not quite the expensive challenge of the all-night programing venture.

in determining the bounds of a market area. One definition suggested in the rulemaking is the area within the affiliate's grade A contour.

Overshadowed Markets. Besides stations-in-law as network affiliates, the proposal would also help independents in overshadowed markets. When an advertiser asks a network to order such a station, a network would be required to "make a good faith effort" to place the program on the station.

Stations in overshadowed markets are the primary subject of the notice of inquiry, comments on which are due Oct. 5. It asks: "To what extent should networks be required to affiliate with or offer programs on a reasonably extensive basis" to stations in small markets that receive a weak signal from network stations in distant, larger markets.

The commission has in mind situations like that in Marion, Ind., where viewers, if they are to receive network programing off the air, must erect sky-scraping antennas to pull in stations from Fort Wayne, 45 miles to the north, or Indianapolis, 75 miles to the south.

Marion's only television station, WTAF(TV) (ch. 31), has been unable to obtain a network affiliation because, the networks say, their affiliates in Fort Wayne and Indianapolis serve the community.

This question came up before the commission in its consideration of community antenna TV policy. The staff at one point noted in a report that CATV's are unburdened by the "constraints" faced by independent television stations as a result of territorial exclusivity arrangements.

The question raised at the time was whether the commission should attempt to equalize competition between CATV's and independents by removing some of the constraints the stations face (Broadcasting, Feb. 1).

The commission's inquiry asks whether standards can be evolved by which network programing can be made available to stations like WTAF without damaging "reasonable network and advertiser interest in nonduplication of circulation."

Possible standards mentioned in the notice of inquiry include distance between the affected markets, signal contours, extent of overlap of the stations involved, and weekly circulation of the stations concerned. The inquiry also asks whether standards should differ under different circumstances—whether one or more advertisers are involved, for instance, or whether the program involved is public service or commercial.

Film sales...

Bold Journey (Banner): WSIU-TV Carbondale, Ill.
Judge Roy Bean (Banner): WDAM-TV

Broadcasting, June 7, 1965
WGOK cited on payola charge

The FCC admonished WGOX Mobile, Ala., last week for what it described as “possible payola practices,” and, at the same time, notified the station that it had incurred an apparent liability of $500 for failing to file time-broker contracts.

The station has 30 days to contest the action or pay the forfeiture, and 20 days to comment on “its apparent failure to establish appropriate internal controls to prevent situations conducive to ‘payola.’”

The warning stems, according to the commission’s announcement, from a letter sent by two WGOX disk jockeys “... to solicit payola from ...” an Atlanta talent booking agent “in return for the play of certain records of artists who were to perform in the Mobile area.”

The commission also noted that its investigation indicated that the selection of music at the station “is left completely in the hands of the disk jockeys; that the disk jockeys may refuse to play certain records or may play some more frequently than others.”

In issuing the warning and ordering the station to comment on the charges, the commission said that it appears that the station has “failed to exercise sufficient supervision” of its employees.

Last November, at the urging of its staff, the FCC unanimously voted to again delve into a payola inquiry (Broadcasting, Nov. 30, 1964). WGOX is owned by Jules Paglin and Stanley W. Ray Jr., who also own WBOX New Orleans, WXOK Baton Rouge, KXOK Houston and WLOK Memphis.

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with the performance-proven, network-accepted Comrex Wireless Microphone System, offering stability, quality and reliability that puts it in a class by itself. Tops in selectivity and sensitivity, the Comrex system consists of an easily-concealed Transmitter, the compact, lightweight solid-state Receiver... and may be used with any portable microphone. Ideal for studio or medium-range outdoor use such as sports programs, remote news coverage, community events by local commentators and performers.

SOUND ALIVE... LOOK ALIVE... IN ‘65

by joining the growing list of Comrex users, including: all the major networks, their owned and operated stations, many group stations and large and small independents.
Space coverage costs $4 million

Four-day flight will also cause about $2 million in preemptions; walk-in-space talk is heard live

As the Gemini-Titan 4 spacecraft moved into orbit last Thursday morning, news divisions of the three major television networks were prepared to spend an estimated $4 million to report the progress of the planned four-day space venture.

The $4 million would only cover production costs of the space flight programming.

Gross value of program time to be preempted by the TV networks while following the flight was expected to be close to $2 million, only part of which would be recovered through sponsorships.

Highlight of the first day's coverage was a conversation, heard live from space, between astronauts White and McDivitt during the former's time outside the space capsule.

ABC-TV coverage was sponsored by Bristol-Myers, CBS-TV's by Savings & Loan Foundation and NBC-TV's by Gulf Oil Corp.

NBC-TV established a first with color coverage of the blastoff Thursday and continuing color presentation of the story. All network plans were flexible and officials hesitated to predict how much time would be devoted to G-T 4 coverage. By Thursday afternoon one network (ABC-TV) had already expanded its coverage due to the delayed walk into space by Major White.

All three TV networks began continuous coverage at 7 a.m. on the morning of liftoff and stayed with the story through the afternoon.

After Blastoff  * In addition to full first-day coverage ABC-TV was set to present 15-minute wraps each morning and evening over the four-day period plus one-minute reports every hour on the hour from 11 a.m. to 2 p.m. each day and a final presentation of at least four hours to report events surrounding splash-down of the capsule.

Leading ABC's coverage was the network's science editor, Jules Bergman, who reported the liftoff from Cape Kennedy, then flew to the Houston Manned Spacecraft Center to cover the story from that point.

CBS-TV's Walter Cronkite also made the Cape-to-Houston switch for that network's coverage which included five daytime reports at least once an hour through recovery of the space capsule for which four-hour coverage was planned. Lengths of the reports varied from 30-seconds to 5-10- and 15-minutes. Mr. Cronkite shared anchor coverage for CBS-TV with correspondent Mike Wallace.

A special report was originated by CBS News from the McDonnell aircraft plant in St. Louis.

NBC-TV's Gemini presentation was anchored by Chet Huntley, David Brinkley and Frank McGee and involved some 250 NBC News personnel. Commentators Huntley and Brinkley were in a specially built unit at the Houston spacecraft center and Mr. McGee reported first from Cape Kennedy, then moved to "Kennedy Central" in the network's New York studios.

NBC-TV's first-day coverage was to be followed by brief reports which preceded every regularly scheduled program and by two special reports of 15-minute and half-hour lengths each day of the flight, plus splash-down reportage.

During regularly scheduled programs NBC-TV used its "Flashcaster," a traveling sign across the bottom of TV screens to give continuing news of the space trip.

Previews, Too  * All three TV networks previewed their reporting of the G-T 4 flight with specials.

NBC-TV put on a one-hour program in color June 1 (9-10 p.m.) with the Huntley-Brinkley team, already in Houston, and Frank McGee, at Cape Kennedy, explaining the 63-orbit mission and interviewing the astronauts.

CBS-TV presented a half-hour special the night before launch with Walter Cronkite, Mike Wallace, Bill Stout and Dave Dugan reporting.

ABC-TV's Scope program June 3 (10:30-11 p.m.) also previewed the flight.

An early Nielsen report for New York City on the first day of the space trip, covering the 7 a.m. to 4:30 p.m. period, showed WNBC-TV with an average rating of 9.6, WCBS-TV with a 7.8 and WABC-TV with a 1.6.

All radio networks offered comprehensive reporting of the space trip. ABC Radio covered steadily from 9 a.m. to 11:45 a.m. and between 3:30 and 4:15 p.m. on the first day. This was supplemented by five-minute reports each hour on the hour which were planned for the duration of the flight.

CBS Radio was to originate 21 news reports from Cape Kennedy and Houston during the flight and six editions of the network's Morning Report were to be presented from Houston.

NBC Radio expected to present at least 37 hours of flight coverage and Mutual scheduled two 25-minute reports and five daily five-minute rundowns of the space activity.

All stops pulled out on flight promotion

The three television networks' concentration on coverage of the Gemini-Titan 4 space flight last week (see above) was rivaled by the promotion campaigns they put on to build their respective audiences for the event.

On the obvious theory that promotion on their own air produces far better results than newspaper space, they preempted practically all of their regular promotion spots for almost a week, some of them for longer, and in some cases exceeded their usual budgets for newspaper space as well.

ABC-TV authorities said that during the two days before the flight they placed newspaper ads of varying sizes in Washington and in the cities where they have owned-and-operated stations, but carried on-air promotion intermittently over several weeks and devoted almost all of it in the final week, 275 to 300 spots, to promoting ABC-TV's G-T-4 coverage.

CBS-TV limited its newspaper space to Washington and New York, and in the final week turned over practically all of its normal on-air promotion availabilities to the space flight. CBS-TV got a later start than the other networks because most of its promotion through May 24 was devoted to The National
Drivers Test which it presented that night. Its concentration on G-T-4 from May 24 to the June 3 blastoff was one of the heaviest campaigns in the network's history, however. Authorities estimated that 160 minutes, system cues and over-the-credit announcements were used during the week.

NBC-TV authorities called their campaign "top secret" for competitive reasons and would say only that it was "on a par" with NBC's promotion of programs of similar importance in the past. It was apparent to viewers, however, that NBC-TV had dumped most of its regular promotion spots to insert flight-coverage announcements, and the network was also believed to have used newspaper space more extensively than the others.

**CBS-TV bolstering lineup of specials**

CBS-TV has indicated it will increase its number of specials in prime time next season. Earlier this spring, CBS announced set to carry 30-40 specials for the new season (BROADCASTING, May 24), but a renewed emphasis on network TV specials has arisen at CBS and this number now seems sure to be increased substantially.

John A. Schneider, president of the network, unlike his predecessor, James T. Aubrey Jr. (who leaned more heavily toward regular series scheduling), reportedly is betting on these upcoming specials as additional fuel in the network ratings competition.

Among the moves noted last week was a new association of Robert Saudek with CBS-TV. Mr. Saudek will produce a series of cultural specials, estimated to range from four to six programs. No time limit has been set on the finished product, nor has the use of color been decided. Mr. Saudek indicated last week that the series is still in the idea stage.

Mr. Saudek's network TV credits include Omnibus, Christmas Star Time, Leonard Bernstein and the New York Philharmonic, Hiroshima and the recent Profiles in Courage.

Related to the new push on specials at CBS-TV is a visit to Europe by Michael Dann, program vice president, to seek new talent and background for cultural specials. Also in the discussion stage is a Peter Sellers special on a tour through Tokyo, a tongue-in-cheek take-off on past serious travelogues conducted by such personalities as Sophia Loren, Melina Mercouri and Elizabeth Taylor. The Chenstrand Co., a veteran TV-tour advertiser, reportedly would sponsor the Sellers project.

Less than two weeks ago CBS-TV announced a group of four one-hour color specials to be produced by the National Geographic Society and David Wolper and sponsored by Aetna Life & Casualty Insurance Co. and the Encyclopaedia Britannica (BROADCASTING, May 31). Among the other specials to be presented by CBS-TV next season are an American Motors Corp.-sponsored one-hour program in color for early September and starring Andy Griffith, Don Knotts and Jim Nabors, and a General Foods Corp. one-hour special in color set for February and starring Carol Channing. The GF special is to be taped in Los Angeles in August.

**Schick-GOP name conflict resolved**

Comment is the new title of the five-minute, weekly news programs produced by the Republican National Committee.

The series began earlier this year as Washington Report (BROADCASTING, March 22), but was re-christened to avoid confusion with another news program of the same name written by Schick Safety Razor Division of Eversharp Inc.

Programs, which contain actuality interviews and speech excerpts by prominent Republicans, are available from state and local party organizations.

The Democrats started a similar service in 1964 (BROADCASTING, May 24, 1964).

**Radio series sales . . .**

*Top of the Pops* (Hartwest Productions): WBBQ Memphis; WPRO Hartford, Conn.; WQAM Miami; WGOY Minneapolis, and WTX New Orleans.

*The Joe Pyne Show* (Hartwest Productions): WMNZ Macao, Ga.; WBBW Youngstown, Ohio; KGMT Albuquerque, N. M.; WPFY Raleigh, N. C., and WMID Atlantic City.


*The Green Hornet* (Charles Michel-
Electronovision uses for TV cited by Sargent

Electronovision's adaptation of television production techniques to the making of theatrical motion pictures, with great savings of time and, more importantly, money, is being watched with interest by broadcasters and TV producers as well as by the major motion picture studios. Feature films have had a tremendous success on television, first as program fare for independent stations and in recent years for the TV networks. This fall, CBS-TV joins ABC-TV and NBC-TV in scheduling pictures made for showing in theaters as prime time TV programming.

But "there's a very large problem ahead. The well is running dry," Bill Sargent, president of Electronovision, said last week. He noted that there are fewer feature pictures being made today and that many of the few have subject matter so "adult" as not to be suitable for home viewing. His system, he suggested, could produce feature pictures directly for television at a cost TV can afford.

"We have already proved that features can be produced for less than a half-million dollars, features that the public wants to see," Mr. Sargent said. "'Hamlet' chalked up an astounding $3 million in two days. 'The T-A-M-I Show' grossed over $2 million, and 'Harlow' is expected to do between $2 million and $3 million. These are films the public paid to see.

"Not only can features for TV be made, but if such a show as, for example, Bonanza were to use the Electronovision process, the current cost could be reduced by at least 20% with absolutely no loss of production values."

The Technique - Traditionally, motion pictures have been photographed with a single camera, each scene being shot several times to get all the angles that might be needed. The film is then edited into a smooth continuous production, sound is added and, weeks or months later, the picture is ready for release. The Electronovision technique calls for multiple electronic cameras, much like TV cameras, which photograph a scene continuously, getting all angles simultaneously and in sequence. The special effects, so expensive and time-consuming in normal motion pictures, are achieved electronically and instantaneously.

Director Alex Segal, whose TV credits include Pulitzer Prize Playhouse, Theater Guild of The Air and U.S. Steel Hour, used four cameras in making "Harlow." He would line them up for a scene, then head for the control room, where he'd scan the electronic board, select the shot he wanted and have it recorded directly on standard motion picture film.

Editing as he went along, Mr. Segal would wind up each day's shooting with about 20 minutes of completed film. The picture was made in eight days, at a cost estimated at somewhere between $600,000 and $750,000, about one-fifth of the sum which another picture of the same name, made by traditional movie methods, will reportedly cost its producer.

"By using the multiple-camera Electronovision system, not only costs but shooting time can be reduced," Mr. Sargent stated. "And, we are perfecting some new developments that will make it possible for Electronovision to shoot in color.

"Another important factor," he added, "is that at the moment it is impossible to play taped programs in many foreign countries because of the difference in standards. The technical requirements of film, however, are universal, and Electronovision records directly onto film. Tapes of such programs as What's My Line, I've Got A Secret and, in the immediate future The Andy Williams Show could be put on film via Electronovision. The result would be better quality than heretofore possible with present tape-to-film recording methods."

Four miles away from the lot, Mr. Sargent adjusts audio and visual controls in his office prior to monitoring the shooting of scenes.

ABC News establishes new domestic unit

ABC News has placed into effect a series of moves and promotions of personnel designed to strengthen the organization's domestic operation, it was announced last Thursday (June 3) by Elmer W. Lower, president of ABC News.

The changes include the establishment of a TV news operations unit with Robert M. Sammon as director and a special events unit with Sid Darion as director. The TV News operations unit is participating in the planning and execution of all news planning and is responsible for development of new tools and techniques for TV news presentations. The special events unit is responsible for ABC News' TV coverage of the nation's space effort and of other major news events.

Promotions at ABC News announced by Mr. Lower include those of Jack O'Grady, assistant assignments manager, filling the vacancy created by the recent promotion of Nick Archer to director of basic news; Walter Porges, assistant to the director of radio news, to assistant assignments manager, and Nick George, a radio news editor, to assistant to the director of radio news.

Program notes...

Two new radio features - William E. Boice & Co., Los Angeles, has replaced two-five minute radio programs into syndication: In My Opinion with George Todt. Hearst columnist, and FBI Coun-
terspy with Karl Prussion, for 12 years an FBI agent within the Communist Party ranks. Boice is located at 1354 East Washington Boulevard, Los Angeles, 90021.

Ballet special • Seven Arts Associated Corp. announced last week it has acquired the TV rights to Behind-the-Scenes with the Royal Ballet, a half-hour special starring Rudolf Nureyev and Dame Margot Fonteyn. Seven Arts currently is negotiating with several networks, but if an agreement is not reached, the special will be released for syndication in the U.S. and abroad. The special was filmed at Covent Garden in London.

More space specials • Seven Arts Associated Corp. is producing five more one-hour specials in its Man in Space series, two to be ready this year and three in 1966. All productions are made in cooperation with the National Aeronautics and Space Administration and the U. S. Air Force.

Producers named • Jo Swerling Jr., producer, and Paul Freeman, associate producer, have been named to work under Roy Huggins, executive producer, for the one-hour color series Run for Your Life, starring Ben Gazzara to begin in the fall on NBC-TV.

Radio “success” • RKO General Broadcasting's special radio broadcast in May, Radio: Then, Now and Later has stirred up tape requests from 44 stations as of May 26, the company reported. The 45-minute documentary salute to National Radio Month was carried by the seven RKO stations.

ABC-TV O&O's plan pretest of programs

The ABC Owned Television Stations Division plans to pretest several of its local new programs this summer as a means of guiding its outlets in the scheduling of properties for the 1965-66 season.

The decision to implement the plan was made at a meeting of program directors of the ABC-owned TV stations in Chicago, which ended on May 28. Philip Mayer, director of program services for the group, said last week that pretesting of new network TV shows has been standard procedure for several years, but this technique has not been used for planned local shows.

Mr. Mayer reported that station program managers felt there was a need to evaluate the possibilities of new local projects before they are placed on the air. He said he could not divulge at this time the technique to be used or the programs to be pretested.

![Program form back to Budget](image)

**Program form back to Budget**

FCC accepts some recommended changes, rejects others

The FCC's proposed program reporting form for AM-FM applicants and licensees was back on the shuttle last week, headed for the Budget Bureau and, the commission hopes, the approval needed to put the document into use.

The commission went through the same exercise with virtually the same form in December (Broadcasting, Dec. 28). The referral last week was made necessary by the commission's refusal to accept all of the changes the bureau recommended.

The budget bureau, which must approve all such government forms before they are issued, made its recommendations after getting the view of a broadcast-industry advisory committee. The committee was sharply critical of the form, but FCC officials say the bureau's recommendations would not affect the form significantly, even if all were adopted.

The most significant budget recommendation the commission continues to balk at proposes the elimination, in the case of transfer and assignment applications, of questions concerning the seller's past programing record.

The commission has also declined to accept a suggestion that it reduce the number of program categories on which it proposes to ask applicants to report. The categories now are news, public affairs and "all other programs exclusive of entertainment and sports."

*Signature • One change the commission has accepted involves the signature. The commission had proposed, in the case of a corporate applicant, to hold the chief executive officer personally responsible for knowing the contents of the form. The signature requirement is now the same as in the present form. The commission agrees that the signature of an official responsible for signing the document would bind the corporation sufficiently.*

*Only Commissioners Rosel H. Hyde and Robert T. Bartley are said to oppose adoption of the form—actually part IV of the broadcast application form. Commissioner Hyde feels the document would impose a regulatory scheme on broadcasters. Commissioner Bartley reportedly feels more stress should be placed on inquiring into broadcasters' efforts to determine community needs. The commission has been attempting to revise its reporting form since 1960, in an effort to bring it in line with the programing policy statement issued that year. As work progressed, the commission decided to issue separate forms for radio and television. The proposed TV form was issued for comments in December 1963 and was the subject of an oral proceeding last June. But it is still undergoing revision by the staff.*

It would require applicants to survey community programing needs and to report on "typical" examples of broadcasts proposed to meet those needs. A broadcaster would be required to describe his method of determining community needs.

The form would also ask licensees to state the amount of time devoted in the composite week to news, public affairs and other programs, exclusive of entertainment and sports. It also asks the

*"One of the most exciting things ever put on celluloid!"—Saturday Review*

**LAURENCE OLIVIER**

in THE ENTERTAINER

ANOTHER QUALITY MOTION PICTURE FROM WALTER READE/STERLING, INC. 241 E. 34TH STREET, N.Y.C. 10016

BROADCASTING, June 7, 1965
RCA, AT&T to lease Early Bird circuits

RCA Communications Inc. on June 3 asked the FCC for permission to lease and operate a total of 30 channels—voice grade A and TV—between the United States and Europe by way of Early Bird. Approval, RCA said, would permit the company to provide for the first time international TV and closed-circuit transmission programs between this continent and Europe.

Thompson H. Mitchell, president of RCA Communications, said TV transmission by satellite was held by RCA as a “natural extension of the long-established voice-record services” the company has “traditionally provided.”

Also filing for FCC authority to lease Early Bird circuits was AT&T which asked for permission to use 100 voice channels and a single TV channel.

minimum time to be devoted to those categories in the ensuing licensee period.

The licensee would also be asked details about news and public affairs programing—time, length, and frequency of such programs, the staff available for producing them, as well as the number of public service announcements carried in the composite week and proposed to be carried.

Another question inquires into the programming carried in the preceding year to inform listeners on local, national and international problems of public importance.

The proposed form would also probe commercial practices more deeply than the present form, asking specifically about time devoted, and proposed to be devoted, to commercials, both in terms of hours and minutes and in percentages of total broadcast time.

New logging rules accompanying the form have reportedly been eased regarding the counting of commercial time. Licensees, who must now enter the beginning and ending time of a spot, would be required only to enter either the beginning time and length of a spot or to log in advance the spots to be broadcast within a 15-minute time segment.

In additional departures from the present form, the proposed questionnaire asks licensees to describe the format of their stations—country & western, good music, etc.—and to relate how the station contributes to the diversity of programing in the area served.

It was understood, that the TV form is shaping up as a somewhat simpler document than the one on which comments were invited. The shorter of alternatively suggested questions involving a survey of programing needs is favored by the staff. And where the proposal now requires reports on programing in composite weeks for each of the three years in the licensee period, it appears that only one composite week, as at present, will be in the final form. There is also sentiment for eliminating many of the questions dealing with details of programing.

Fine of $8,000 against Miami stations upheld

An $8,000 fine against WMIE and WEDR(FM) Miami, was affirmed last week by the FCC after reviewing a request that the forfeiture be reduced to $2,000.

WMIE and WEDR were notified two months ago that they had incurred the liability for failing to control foreign language programing, file time broker contracts, observe logging requirements and keep a record of broadcast time requests by candidates for public office.

At that same time the two stations were given short-term license renewals which run until Feb. 1, 1967 (Broadcasting, March 22).

The commission’s investigation originally began in February 1963 and stemmed from complaints that Spanish-language broadcasts by the station had tended to incite Cubans in the area to riot.

WMIE, on the air since 1947, operates on 1140 kc with 10 kw day and 5 kw night. WEDR(FM) programs separately on 99.1 mc with 18 kw. It went on the air in May 1963.

Pauley stresses communications’ effects

The power to communicate ideas is the “greatest means to produce light or darkness, order or chaos, good or evil,” Robert R. Pauley, ABC Radio

Harry Bannister recalls 50 years of radio & TV in his just-published memoir

THE EDUCATION OF A BROADCASTER

It’s the insider’s lowdown by one of the industry’s great pioneers — today Vice President at NBC. It begins in the days when radio was still flying by the seat of its pants (barbershop quartets, corny piano and 30 commercials in 45 minutes) and continues into the thick of TV today. Gossipy, funny, nostalgic and knowing. Must reading for the insider and the outsider who wants to be in. $5.95. Simon and Schuster

72 (PROGRAMING)
ACLU issues policy on political affiliations

The American Civil Liberties Union issued a policy statement last week opposing the firing of any TV-radio network or station employe because of his identification with a political or controversial issue.

At the same time, the ACLU declared it would not quarrel with a network or station decision to transfer one of its newsmen to a different position temporarily if he is identified with a specific political campaign or controversial issue.

John de J. Pemberton Jr., the union's executive director, released a letter sent to CBS, NBC and ABC outlining the policy adopted by ACLU's board of directors.

The ACLU undertook a study last winter of the participation by TV and radio personnel in political activity or public controversy and of network and station policy on this question. It noted the study was part of a continuing review of the civil liberties aspects of broadcasting practices by the ACLU's Radio-Television Committee.

ACLU said the problem centers around two categories of personnel, entertainers and newsmen. Though entertainers must be circumspect in their involvement with political and other causes, ACLU stated, the consensus of network and station reaction seems to recognize that such personalities should be "allowed full freedom in their non-broadcasting activity." Newsmen, on the other hand, pose the "real problem" since there is "a fear" that participation in political movements or taking sides in public controversy might affect their objectivity.

The union acknowledged that this was "a racial concern," and said it would not consider it a violation of civil liberties if radio and television newscasters were placed temporarily on nonsensitive assignments.

Four Star, Corinthian join on color specials

Corinthian Broadcasting Corp. and Four Star Television are producing 10 one-hour musical specials in color for distribution to TV stations. Initial sale of the programs has been made to Corinthian for its five stations.

An announcement today (June 7) by Tom McDermott, president of Four Star, and C. Wrede Petersmeyer, president of Corinthian, describes the project as a joint venture of a major station group and a production firm to provide local stations with "a quality series of specials on a first-run basis."

The programs will be produced on color tape by Four Star in Hollywood. The first program will star Julie London and will be titled Something Special—Julie. The announcement said other stars of equal stature will appear in other specials.

The five Corinthian stations are KHOU-TV Houston; KOTV(TV) Tulsa; KXTV(TV) Sacramento, Calif.; WISW-TV Indianapolis and WANE-TV Fort Wayne, Ind. The programs will be syndicated to other stations by the Four Star Distribu-


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BROADCASTING, June 7, 1965
Positions harden on CATV

Though Oren Harris as much as offers mediation in dispute, the splits between antagonists give no signs of healing as rival views go on record

Broadcasters, community antenna interests and the FCC were urged last week to come to a compromise over federal regulation of CATV. But although the urging came from no less a source than Oren Harris, the influential chairman of the House Commerce Committee, the disputing factions seemed only to dig in deeper in positions that were as far apart as ever.

Mr. Harris's urging came during hearings that the Communications Subcommittee of his Commerce Committee held on a bill introduced by Mr. Harris to prescribe regulation of CATV. The bill was introduced after the FCC had asserted that it now has the authority to regulate CATV and had proposed stiff controls to prevent CATV from developing into a competitor of broadcasting.

Mr. Harris, who attended almost all of the subcommittee sessions last week although he is not an official member of the unit, found his bill supported by the organized CATV industry and opposed by organized broadcasters. Among broadcasters, however, are a number of leading operators who disagree with the positions taken by their trade associations and who are expected to file their dissenting views with the subcommittee.

CATV operators, led by Frederick W. Ford, president of the National Community Television Association, not only urged the committee to put a brake on the FCC's attempts to regulate CATV, but urged that the committee order the FCC to undertake a full-scale "in depth" investigation to determine whether cable companies really impair local television stations.

Defending the FCC and its actions last month (which impose limitations on CATV's fed by microwave relays and propose to enforce the same hobbles on all CATV's) were Vincent T. Wasilewski, president of the National Association of Broadcasters; Lester W. Lindow, executive director of the Association of Maximum Service Telescasters; and Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBTV-TV) Charlotte, N. C., and WBTW-TV Florence, S. C.).

Both Messrs. Lindow and Crutchfield were scheduled to present their testimony Friday morning. Messrs. Ford and Wasilewski presented their positions last Wednesday and Thursday respectively.

About a dozen more witnesses were scheduled to testify after the leaders of both industries had made their presentations. The hearing began May 28 with the FCC's appearance (Broadcasting, May 31).

Harris Bill = Target of the testimony was Mr. Harris's bill which would confer on the FCC authority to regulate CATV systems, but which would limit its authority to a significant degree.

The Harris bill, submitted as an amendment to the Communications Act last month (Broadcasting, May 3), proposes to give "to the people of the United States access to the greatest practicable diversity of local, network, educational and other television programs . . . ."

In detail the bill proposes to give the FCC the power to regulate but not to license CATV systems. It would void all actions of the FCC taken in the CATV field up to now, and it would
prevent any new FCC regulations from taking effect for 90 days, to give the Congress a chance to review them.

Mr. Harris introduced his bill a week after the FCC had adopted rules restricting operations of CATV's that use microwave relays, had proposed the same rules for all other CATV's, and had issued a notice of inquiry into still stiffer controls that might be imposed on all CATV systems.

In his extensive questioning of several witnesses last week, Mr. Harris did not quite make plain what kind of CATV regulation he might personally favor. At times he indicated a distaste for out-and-out protection of broadcasting against the threat of CATV competition, apparently on the theory that such a course might lead to tougher regulation of broadcasting itself. At other times he expressed grave concern about the future intentions of CATV operators.

Heralds Pay TV = "Origination of programs by CATV . . . isn't that pay TV?" Mr. Harris asked, after Mr. Ford completed his testimony last Wednesday. "I think we're kidding ourselves," he added sternly, "when we say pay TV is just dropping a coin in a box . . . a lot of people are going to wake up and find themselves with something they don't want. We're sitting around watching the development of a nationwide system of pay . . ."

"Pretty soon we'll see a very few stations controlling what people should see . . . 'skimming the cream of the program' that people want to see . . . whatever it is it's still pay TV [and] in my judgment it ought to be a public utility."

Expressing deep disappointment at the failure of the various groups to come to terms with each other, Mr. Harris exclaimed, "For heaven's sake, don't let's kill the goose that lays the golden eggs . . . let's maintain this fine, sound system of television. Broadcasting can't be half regulated, half free."

Mr. Harris again expressed dismay, as he has several times in the past, at the inability of rival groups to get together on CATV regulation. "I think that the CATV industry . . . and the FCC and the broadcasters would all come to some resolution of this problem," he said, "instead of seeing it just go by the way itself and keep on, and the longer they go the worse it gets."

Originally, Mr. Harris said, CATV was established to provide a service that TV stations couldn't. Now that concept has been changed and CATV wants to bring in more than local stations. "What's going to happen to the concept of allocation and assignment?" he asked. Perhaps, he added, the only way to have "complete television service in the United States is by air and wire."

Mr. Harris's attitude toward CATV was perhaps best expressed later when he observed: "There's a place for CATV . . . as a supplementary service to TV . . . as long as you operate from off-air programs, you're nothing but a supplementary service."

Mr. Harris stated: "The FCC now has the authority to regulate CATV and further legislation is unnecessary.

- Unless CATV is curbed, it will disrupt the TV allocations plan and upset the national policy for local TV facilities and expression.

CATV as conceived originally, Mr. Wasilewski said, provided an important auxiliary service to communities without adequate off-air service. The nature of the CATV systems which will evolve, he said, "will, without the exercise of immediate jurisdiction, be an entirely different form of CATV . . . Far from being small businesses, these CATV systems propose multi-channel entertainment in cities already receiving good coverage, including full service from all three networks."

CATV systems, he added, have the potential to disrupt and impair free broadcast service, which he added "are essential to the cultural, economic and political vitality of every community."

Raising the possibility of all TV programming emanating from a few cities, Mr. Wasilewski stated: "The unregulated expansion of CATV could easily lead to the destruction of free broadcasting. At its ultimate the issue could well be whether service will be limited to programs originated in a handful of large cities and distributed by wire to those who can afford to pay the charges . . ."

The major threat, Mr. Wasilewski stressed, is to rural viewers who may lose their TV service because of the CATV's impact on local TV stations. CATV's, he noted, do not serve rural viewers.

Although he advocated no legislation, Mr. Wasilewski stated that if Congress should take any action in the future it should "make it clear" that CATV is a supplementary mode of transmitting broadcast programs to the public and that it should limit CATV operations "to the receipt and simultaneous retransmission of off-the-air broadcast signals"; prohibit origination of program material.
Here's how one CATV system graphically showed what would happen to its schedule if government rules against program duplication were imposed. The chart above was one of several submitted last week by the National Community Television Association to the House Communications Subcommittee.

The Columbus, Miss., CATV supplies its 1,400 subscribers with five signals: WCBV-TV in its home town; WAPI-TV and WBBR-TV Birmingham, Ala.; WTKO-TV Meridian, Miss., and WTVW(TV) Tupelo, Miss. The chart depicts the programs that were actually carried last April 4, a Sunday, but that the Columbus CATV would have had to black out under varying prohibitions against duplication that have been proposed.

Programs in the periods marked with light shading are those that would have been lost under a prohibition against simultaneous duplication (the carriage from a distant station of the same program being picked up at the same time from a local station). Programs in periods marked with solid black would have been lost under protection against duplication 15 days in advance of the local station's broadcast. Those in black hexagon cutouts would have been lost under protection 15 days after local broadcast.

Of any kind; encourage the ownership of CATV systems by broadcasters, and require CATV's to receive the consent of originating stations for the use of their signals.

Accompanying Mr. Wasilewski at the witness stand were Dwight Martin, WDSU-TV New Orleans, who is chairman of the NAB's Future of Television Committee, and Douglas A. Anello, NAB general counsel.

Threatens Policy - The rapidly spreading new trends in CATV pose a threat to the goals established by Congress for the structure of broadcasting in the United States, Mr. Lindow contended.

"The basic issue now presented," he said, "is whether the national objective should be changed. We believe the existing policy is wise and should be continued." The FCC, he added, "should be encouraged to proceed with prompt and effective action to provide for the orderly development of CATV to supplement but not to replace TV broadcast services."

The duplication of a local station's programs by outside stations, Mr. Lindow maintained, reduces audience. "Unregulated CATV's impact will eliminate many local and area stations; severely impair others to provide quality programming, and erase the promise of hundreds of new UHF stations."

The FCC, therefore, Mr. Lindow said, has applied "long-standing national policy" to CATV. The rules are reasonable, he said. The 15-day protection against duplication "seems to us to be a very minimal and reasonable provision."

Although AMST doesn't feel legislation is needed to authorize the FCC to regulate CATV, should legislation be enacted it should, he said, (1) not limit existing FCC authority over CATV; (2) not suspend or defer FCC action already taken; (3) not alter basic policy being applied by the FCC to CATV.

Protect UHF - If CATV is permitted to grow "little by little" and bring in distant TV stations, chances for the survival of UHF stations will be nil, Mr. Crutchfield said. Discussing the situation in Charlotte, he told of a new UHF station going on the air in November (WCCB-TV) and the applications of two groups for CATV there. If CATV were approved, he contended, UHF service would have been extinguished. The Charlotte city government, he recalled, decided against the concept of CATV (Broadcasting, May 3).

Answering charges that TV broadcasters are afraid of fair competition, Mr. Crutchfield noted that broadcasters spend "hundreds of thousands of dollars" for programs; CATV not only uses these programs without payment but even without the consent of the originating stations.

In discussing the proposed legislation, Messrs. Anello, Lindow and Crutchfield virtually found the same faults with it. It seems, they said, to give equal weight to CATV and TV stations; seems to treat CATV as a primary service rather than as a supplementary service; invalidates present action of the FCC; does not prohibit CATV from using programs of free TV to move into pay TV; equates all TV programs whatever the source.

The broadcasters' position was seconded by one nonbroadcaster last week. In a statement filed with the subcommittee, Walter L. Randolph, American Farm Bureau vice president, called for disapproval of the bill because it would have the effect of "narrowing rather than clarifying FCC authority to protect the interests of rural residents." Ranchers and other rural Americans are not and probably cannot be served by CATV systems, Mr. Randolph said.

And, in a letter to the committee ABC joined in the NAB presentation. Signed by Leonard H. Goldenson, president of the network's parent company, American Broadcasting-Paramount Theaters Inc., the letter said that ABC feels the FCC has jurisdiction. Mr. Goldenson said that ABC is investigating possible entry into the CATV business but that when and if it does it will follow the policies enunciated by the FCC.

Cable Service - The CATV position, presented principally by Mr. Ford and backed by almost a dozen CATV operators, was that Congress should issue some tentative guidelines to the FCC and, more importantly, order the commission to make a full-scale study of CATV and its impact on TV stations.

The commission might very well find, Mr. Ford observed, that no regulation of CATV is needed because, he stressed, no TV station ever was forced off the air because of CATV competition.

The success of CATV has been due to its answer to the public's desire for a choice of multiple TV services, Mr. Ford asserted. "The CATV industry is a technological advance in the art of delivering mass communications," he said, "to fulfill the urgent demands of the
since TV) Mr. biased he said commission's allocation plan had failed public

But this isn't so; CATV actually can prove beneficial to TV stations, he added. In Salisbury, Md., Mr. Ford said, a UHF station (WBOCI-TV) has increased its revenues by 48% since 1960 when a CATV system began operating in that community.

Between 1957 and 1963, he contended, total broadcast income rose from $160 million to $343.2 million, even though only 15 new TV stations began operating. During this same period, he asserted, CATV systems almost tripled in number.

"If an analysis of the financial reports of TV stations for the same period since 1957 are compared with the existence and growth of CATV systems within the service areas of the affected stations," Mr. Ford said, "the results will not sustain the commission's conclusions of adverse economic impact."

The commission's attitude, Mr. Ford said, could lead to blackmail. He cited the experience of the Roswell, N. M., CATV operator who applied to the FCC to bring in Albuquerque, N. M., stations. This application, Mr. Ford said, was protested by KSWS-TV Roswell, which agreed to drop its protest after its owner, John A. Barnett and two associates received a 20% interest in the cable company. Aside from a non-duplication agreement, Mr. Ford stated, the local station imposed a 29-day stay on programs it planned to carry, although this was later deleted and Mr. Barnett was given "sole and exclusive power" to select programs to be carried by the CATV system.

The CATV industry, Mr. Ford said, considers the 15-day before and after duplication ban a major threat. After describing the burdens it would impose on cable companies, he added that it may require CATV's to go into the origination business in order to fill dark channels and, he added, "probably to be paid for by selling advertising."

The former FCC commissioner, who became NCTA president Dec. 31, 1964, related the efforts made by an NCTA committee and its NAB counterpart to come to an agreement on what and how far the FCC might go in imposing regulation on cable systems. Only two major differences could not be resolved, he said. These were duplication (CATV's want only simultaneous protection to local TV stations; NAB wanted 15-days before and after) and the limitation of distant TV signals into a community.

Since the NAB board turned down these terms by one vote, Mr. Ford observed, perhaps after the election of new board members it may reverse its decision.

Suggesting amendments to Mr. Harris's bill, Mr. Ford listed these specifications:

- Give the FCC authority to require licensing authority over CATV; how is it going to enforce its standards?
- Representative J. Arthur Younger (R-Calif.) wanted to know should the FCC have authority to regulate networks?
- Representative Lionel Van Deering (D-Calif.) asked how about FCC Commissioner Lee Loewinger's observation that unrestricted competition from CATV might impel a local TV station to improve its local programing in order to win an audience? This was answered by Dwight Martin, WDSU-TV New Orleans, and chairman of NAB's Future of TV committee, who said it was "logical but ignores realities."

Also present during virtually the full two days last week were Democrats Fred B. Rooney (Pa.) John M. Murphy (N. Y.) and Republicans James T. Broyhill (N. C.) and James Harvey (Mich.).

The questions the congressmen asked?

What sort of questions were asked of broadcaster and community antenna witnesses at the two-day hearing last week? What inferences can be drawn from them?

Some examples:

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee which is conducting the hearing, questions the rationale of giving TV stations economic protection. He fears that such a move might lead to a ceiling on profits and public utility controls. He also questions the correctness of permitting the FCC to regulate reception. Why is the NAB in favor of giving the FCC power to regulate CATV, while it was opposed when the commission wanted to regulate the length and frequency of commercials?

Representative John E. Moss (D-Calif.) asked shouldn't the FCC have
dustry is to be regulated, it should have equal status with the broadcasting industry as part of a comprehensive program . . . to give people diversity of programming," he added.

Cable antenna systems are not parasites feeding off television, Mr. Shapp asserted. "It is true that CATV depends upon broadcasters to supply the signals it receives and distributes to subscribers . . . ." he commented. "The signals are in the atmosphere. CATV operators invest large sums to pick them up. Profit is made by rendering a service to subscribers who would not pay a plugged nickel for this service unless they felt it was of value to them."

The FCC proposals, he said, would make broadcasters "the lords and masters" to determine what programs people should see.

He derived the notion that CATV puts stations off the air. This has never happened, he said. Then he added: "In the next 10 years perhaps 100 million new TV sets will come into operation. A large percentage will be portable . . . it is entirely likely that even if all the homes in American cities were to be wired by CATV, there would still be more TV sets receiving off-the-air pickup in 1975 than there are today."

KWTX-TV wants CATV applications dismissed

KWTX-TV Waco, Tex., which is partially owned by President Johnson's wife and two daughters, urged the FCC last week to dismiss, or at least designate for hearing, four microwave applications that propose to serve as many community antenna TV systems within the station's city-grade contour.

The KWTX-TV protest involves Telephone Utilities Service Corp. of Killeen, Tex., which has applications pending for microwave facilities to serve CATV systems in McGregor, Temple, Waco and Belton, all Texas (Broadcasting, May 31).

A 29% interest in KWTX-TV is held by Texas Broadcasting Corp. of which the Johnson family is majority owner.

In a petition filed two months ago, prior to the FCC's adoption of its new rules protecting local TV stations from microwave-fed CATV's, KWTX-TV had asked the commission to defer action on TUSCO's applications pending the outcome of the rulemaking.

However, with the protection now assured local TV stations by the newly adopted rules, it was felt that the conflict between KWTX-TV and TUSCO might be resolved without the FCC having to intervene.

In its latest petition filed last week, however, KWTX-TV said that despite the protection now afforded the station by the rule, TUSCO's application must be either dismissed or set for hearing since the company has failed to show a need for the service.

KWTX-TV pointed out that TUSCO, in its applications, failed to show that the company has any commitments for the proposed service with any of the CATV's and therefore the commission cannot find that a grant would serve the public interest.

RKO gives up on Philadelphia

Dropping of court appeal paves way for swap back between Westinghouse, NBC

The end of the Philadelphia channel 3 fight appeared in sight last week, following RKO General Inc.'s decision to drop out of the contest.

RKO on Thursday (June 3) withdrew its court appeal from the FCC decision that, in effect, directed NBC to swap back its Philadelphia stations, WRCV-AM-TV, for Westinghouse Broadcasting Co.'s KYW-AM-FM-TV Cleveland (Broadcasting, Aug. 3, 1964).

RKO had hoped to acquire the Philadelphia stations through a trade for its Boston properties, WNAC-AM-TV and WRKO-FM. NBC entered into an agreement with RKO in 1960 as a means of meeting the terms of a court-entered consent decree to dispose of the Philadelphia properties.

But the commission, in directing the NBC-WBC swap, declared the proposed Boston-Philadelphia exchange was "moot."

The RKO notice of withdrawal from the case, filed with the U. S. Court of Appeals, in Washington, gave no reason for the action. And company offi-
Four stations sold
for $6.8 million

Only one TV in the group, FCC approves
sales of New Orleans and Reno stations

Four broadcast properties were sold last week for an aggregate price of $6.8 million and only one of the properties included a TV station. All the sales are subject to FCC approval.

Sold were WDOK-AM-FM Cleveland to Norman Wain, Robert Weiss and Joseph Zingale and others for $2 million; WSVA-AM-FM-TV Harrisonburg, Va., to James Gilmore, for $1.8 million; KTXS San Antonio, Tex., to Bernard Waterman, and WNAX Yankton, S. D., to Red Owl Stores Inc., for $1.5 million each.

In addition the FCC last week approved two major station transfers: WVUE(TV) New Orleans to Screen Gems Inc. for $7,950,000, and KENO Las Vegas to Lotus Theatre Corp. for $330,000.

WDOK-AM-FM was sold by Northeastern Pennsylvania Broadcasting Co. to the owners of WFAA-AM-FM White Plains, N. Y. Besides Messrs. Wain, Weiss and Zingale, the buying group includes Mr. and Mrs. Harry Stone of Cleveland, Frank Celeste, former Lakewood, Ohio, mayor, and Nick Mileti, a Cleveland attorney. Mr. Stone is president of American Greetings Corp., Cleveland. No changes are planned in programing or personnel, it was announced.

Northeastern Pennsylvania is the company that was formed to hold the Cleveland stations after Transcontinent Television Corp. was dissolved following the sale of all its other broadcast properties last year.

Messrs. Wain, Weiss and Zingale at one time worked for WHK Cleveland and Mr. Wain at one time was program director of WDOK.

WDOK operates fulltime on 1260 kc with 5 kw; WDOK-FM is on 102.1 mc with 31 kw.

Overlap Problem = The WSVA stations were sold because the principal owner, the Washington (D.C.) Evening Star, which owns WMAL-AM-FM-TV Washington, plans to increase the height of WMAL-TV's tower. If it did so, it would involve itself in an overlap with the Harrisonburg stations which are about 100 miles west of Washington.

The WSVA stations are owned 63% by the Star and 37% by Hamilton Shea. Mr. Shea, who is the chief executive of the stations, will remain, it was announced.

Mr. Gilmore owns KDOE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEFH(TV) Evansville, Ind.

WSVA operates fulltime on 550 kc with 5 kw day and 1 kw night; WSVA-FM is on 100.7 mc with 7.2 kw, and WSVA-TV, on channel 3, is affiliated with all three TV networks.

The WSVA stations were originally bought by Transcontinent Television Corp. and Mr. Shea jointly for $560,000 in 1956; in 1959 the Star bought TTC's 50% and 1% from Mr. Shea for $700,000. Subsequently the
Star increased its holdings to 63%. Mr. Waterman, who is buying KTS
from Gordon Mclendon, owns WAA-
AM-FM Worcester, Mass. Mr. McLen-
don retains KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KABL Oak-
land-San Francisco, WYSL-AM-FM Buf-
falo, N. Y., and WNUS-AM-FM Chicago.
KTS is fulltime on 550 kc with 5 kw.
Broker was Blackburn & Co.
Purchaser of WNAX is a food store
chain in the upper Middle West, which
already owns KRSI in St. Louis Park,
Minn. (a suburb of Minneapolis) and
is an applicant for 970 kc in Superior,
Wis. WNAX was bought from Peoples
Broadcasting Co., which owns WRFD-
AM-FM Columbus and WGA-AM-FM
Cleveland, both Ohio as well as KVT
(TV) Sioux City, Iowa. Peoples Broad-
casting bought WNAX and KVTY from
Cowles Broadcasting in 1957 for $3
million for both stations.
WNAX operates fulltime on 570 kc
with 5 kw.
FCC Approvals = The commission
last week approved the multimillion
dollar purchase of WVUE(TV) by
Screen Gems from Joseph A. Paretti
and group which owned 60% and
Rust Craft Broadcasting Corp., which
owned 40%. Payment was $4.8 mil-
lion to Mr. Paretti’s group, and $3.15
million to Rust Craft, which is a group
owner. Screen Gems is 89% owned by
Columbia Pictures Inc., and is the
owner of KCX-AM-FM-TV Salt Lake
City, WAPA-TV San Juan, P. R. (which
owns one third of WOLE-TV Aguadilla,
P. R.).
WVUE is on channel 12 and is
affiliated with ABC-TV.
Also approved by the FCC was the
transfer of KENO from VRA Enterprises
Inc. to Lotus Theater Corp. (theater chain) which also is the
licensee of WKKW Pasadena, Calif.
KENO is fulltime on 1460 kc with 1 kw.

NBC Radio adds
three new affiliates
Three stations—KTWO Casper, Wyo.,
WBCB Chambersburg, Pa., and WRKT
Cocoa, Fla.—have become NBC Radio
affiliates, according to the network.
KTWO, owned and operated by Har-
riscop Inc., is on 1470 kc; WCNG, li-
censed by Reese Broadcasting Corp., is
on 1590 kc, and WRKT, owned and op-
erated by C. Sweet Smith Jr., is on 1300
kc. Each station operates with 5 kw
day and 1 kw night.
According to NBC Radio, KTWO is its
first affiliate in Wyoming.

Cooke’s purchase of
microwaves approved
The FCC last week approved the
transfer of nine microwave radio sta-
tions in the Business Radio Service
to Jack Kent Cooke, head of American
Cable Co., which owns 19 community
antenna TV systems in 10 states
(BROADCASTING, May 3).
Seven of the facilities were purchased
from Wentricon Inc., one from East-
ern Shore CATV Inc., and the other
from Gallup Cable TV Co. No purchase
price was disclosed.
The nine microwave stations will be
used to serve Mr. Cooke’s CATV sys-
tems in Casper, Wyo.; Gallup, N. M.,
and Berlin and Ocean City, both Mary-
land. The commission’s approval of
the transfers was made subject to its
interim and adopted nonduplication
conditions.

Noncommercials
seek $2.5 million

KCET(TV) Los Angeles, noncom-
mercial station on channel 28, has started a
campaign to raise $2,560,000 from in-
dustry, individuals and the Los Angeles
community in general. Dr. Lee Du-
Bridge, board chairman, announced the
campaign during a special broadcast on
the educational station.
The sum is part of a budget of $6
million which is needed to underwrite
KCET’s operation and equipment costs
for a four-year period, starting with the
beginning of regular programing last
September. Already on hand is $1.6
million, Dr. DuBridge said. This in-
cludes $950,000 donated by commercial
broadcasting interests: $250,000 each
from CBS, NBC and Metromedia; $100,-
000 each from RKO General and KCOO-
(TV) Los Angeles.
Another $1,840,000 is anticipated
from other sources, Dr. DuBridge said.

New TV stations
As of June 3 there were 112 televi-
sion 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.

MBA supports 5-year license
The Montana Broadcasters Associa-
tion has announced its support of a bill
that would extend broadcast licenses to
five years. The bill (HR 7836), intro-
Moshman, statistician who has worked with the Atomic Energy Commission, metrics and operational research; Dr. New Brunswick, N. J.-New York, noncommercial station, said ETV is "the most promising, most exciting element on the current television scene . . . It could revolutionize American broadcasting and the whole field of communications—if it can prove itself solvent."

The solvency, he said, could come through contributions or subscriptions from a community or foundations, but "I no longer believe that what could be, necessarily, or even probably will be."

To help ETV meet "the massive financial challenges" it faces, he said, subscription television should not be quickly dismissed from a list of possible remedies. Subscription TV "will put its emphasis plainly and clearly upon viewer choice."

Another remedy for ETV's financial problems, he suggested, would be satellite-to-home communications, which would "enable National Educational Television to provide all Americans, simultaneously and without the expenditure of huge sums on wasteful, nonproductive long lines, an alternative program system of high quality and quantity."

Mr. Novik charged radio "has given up its dynamic role . . . as a medium of information . . . and abdicated its leadership to television. It has become a symbol of intellectual silence." Radio's future can be bright, he said, but there

**ARB sets up two advisory panels**

In a move to better acquaint the broadcasting industry with its product, and to better that product, the American Research Bureau has established a broadcasters' advisory panel and an advisory panel on methodology.

The first panel consists of broadcasters who meet with ARB and discuss its media diary ratings and ways in which the diary can be improved. The second panel includes three outstanding men in the fields of mathematical statistics and sampling and is to help ARB iron out problems, improve the diary and improve the sample so that a truer, more indicative picture is given.

The broadcasters' panel includes members from advertising agencies and station representatives. It was organized during the National Association of Broadcasters' convention in Washington, and met for its first all-day session April 27 in New York.

The methodology group is composed of Dr. Maurice Kendall, eminent in the fields of mathematical statistics, econometrics and operational research; Dr. Raymond Jessen, professor of business statistics at the University of California at Los Angeles and a consulting statistician for sampling techniques to a number of organizations, and Dr. Jack Moshman, statistician who has worked with the Atomic Energy Commission, Oak Ridge (Tenn.) National Laboratory, Bell Telephone Laboratories and C-E-I-R Inc., of which ARB is a subsidiary.

The broadcasters panel will be one of revolving membership and one that serves all markets.

**Satellites, pay TV suggested aids to ETV**

The use of satellites and/or subscription television to make educational television a healthy living entity was proposed last week by Richard D. Heffner, professor of communications and public policy at Rutgers University, New Brunswick, N. J., in a speech before the Institute for Education by Radio-Television at Ohio State University, Columbus. (see page 30).

Mr. Heffner, former vice president and general manager of WNIT(TV) Newark, N. J.-New York, noncommercial station, said ETV is "the most promising, most exciting element on the current television scene . . . It could revolutionize American broadcasting and the whole field of communications—if it can prove itself solvent."

The solvency, he said, could come through contributions or subscriptions from a community or foundations, but "I no longer believe that what could be, necessarily, or even probably will be."

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Another remedy for ETV's financial problems, he suggested, would be satellite-to-home communications, which would "enable National Educational Television to provide all Americans, simultaneously and without the expenditure of huge sums on wasteful, nonproductive long lines, an alternative program system of high quality and quantity."

Mr. Heffner offered an alternative system of broadcasting "designed to meet the interests of concurrent, though much smaller, audiences" than the American audience. He said just as there are specialty magazines that serve "audiences not satisfied with what America's mass culture provides" television must fill the needs of its concurrent audience and ETV "could meet the challenge."

**Novik wants Congress to investigate radio**

Congress was called upon last week to look at the Communications Act, evaluate where radio is today and decide where it should go and how. The call came from Morris S. Novik, New York broadcast consultant in a speech to the 35th annual Institute for Education by Radio-Television at Ohio State University, Columbus (see page 30).

Mr. Novik charged radio "has given up its dynamic role . . . as a medium of information . . . and abdicated its leadership to television. It has become a symbol of intellectual silence." Radio's future can be bright, he said, but there
Wadsworth tells FCBA he's still learning

The FCC's newest commissioner, James J. Wadsworth, revealed himself a man of wit and warmth last week, in his first public appearance as a member of the commission. But of wisdom concerning the agency and the industry it regulates, he told a luncheon meeting of the Federal Communications Bar Association, he has not yet acquired much.

The commissioner, who joined the agency May 5, spoke of the critical importance to world peace of "communication—without the 's' and of the roles the commission and the broadcasting industry have in that connection.

But he said his principal difficulty in his new job is learning the language—of "blanket areas" and "protected contours" and "taboos"—on which communication among commissioners and staff, and industry, depend. "Eventually I'm going to learn those terms and toss 'em off as though I've been using them all my life," he said.

The commissioner, who spent eight years at the United Nations under President Eisenhower, noted that the language of diplomacy is as foreign to the uninitiated as the jargon of the communications industry. He related a conversation with his engineering assistant, Daniel Jacobson, in which he used the word "anodyne," which is frequently used in diplomatic circles to describe a paper or policy designed to soothe feelings, but not accomplish much else. "Is that," he said Mr. Jacobson replied, "anything like a heterodyne?", which pertains to the beats of two radio frequency signals.

The anecdote helped underscore one of the points of the commissioner's talk—that without understanding there is no real communication.

"What you people and our agency do," he told his audience, "is going to have a profound effect on the kind of world we have. . . . It's not enough to say what our policy ought to be. This is often garbled at the source and scrambled in transmission by those not our friends."

Consequently, he said, policy must be so carefully thought out and stated with such clarity that it cannot be misunderstood.

Commissioner Wadsworth has written books and articles on disarmament and international affairs, and has twice been cited for his efforts to foster world cooperation.

Last week he said his concern is to do what he can "to see that peoples understand one another. When they do, there isn't going to be war."

FCC Chairman E. William Henry (l) and Commissioner Wadsworth

will be no move forward "without some new rules of the road, new charts for the airwaves."

An evaluation of "where we are now" is mandatory, he pointed out, adding that it cannot be a self-serving evaluation. He said the FCC had not done the job and now the task should be undertaken by Congress.

Mr. Novik said Congress should:

* Decide what legislation will meet new needs.
* Define public interest, convenience and necessity "to take into account the need for time on the air for responsible groups; the need for time on the air for political talk or discussion, free or paid—not just during elections, but at all times, leaving no doubt that every broadcaster must allocate equal and adequate time for political discussions, free and paid, in national, state and local elections."
* Require all stations to offer programming to serve the needs, conveniences and interests of the entire public, not just a segment.
* Spell out the power of the FCC to enforce the "laws of the airwaves."

KMRE renewal hearing set

The license renewal application of KMRE Anderson, Calif., was set for hearing by the FCC last week because of several alleged rule violations. Among the issues included in the hearing order are unauthorized transfer of control; misrepresentations to the commission; failure to file reports; operating violations, including unauthorized silence, and lack of proper supervision and control. KMRE operates daytime only with 1 kw on 1580 kc.

Two CATV bills passed in Connecticut

Two bills underscoring community antenna television's classification as a public utility had been passed by the Connecticut General Assembly and were awaiting the governor's signature last week.

One defines CATV as a public service, like power, telephone and telegraph service. The other imposes a 6% gross earnings tax on CATV companies doing business in Connecticut, along with the telephone company that serves the state.

The governor has 15 days in which to sign or veto the measure. Observers did not expect him to use the veto, however. If he fails to sign they become law at the end of the 15-day period. The bills, already cleared by the House,
were passed by the Senate May 27-28.

Early in the legislative session observers had given the measures only a 50-50 chance of being passed, because a number of state legislators, other political figures and lobbyists are associated with some of the 22 current applicants for Connecticut CATV franchises. What were considered high rates of return on investment proposed by two of the CATV applicants were believed to have helped win bipartisan support for the bills.

The cross-examination phase of the CATV hearings, before the public utilities commission, resumes today (June 7) with representatives of New Haven TV Cable Co. on the stand. Only one of the 22 applicants, Waterbury Community Antenna Inc., has completed the cross-examination phase. At this rate the once-a-week hearings probably will not wind up until early 1966, and the PUC then is expected to take another six months to decide who will get the grants.

Media reports...

Survey on FM — The Santa Monica Bay Area, group of 14 western suburban communities of the Los Angeles metropolitan area, has an FM penetration of 62%, according to a telephone survey made by Facts Consolidated for KSRF-FM Santa Monica. Nine adjoining communities, KSRF’s secondary area, have a 55.5% FM penetration, according to the report. Survey involved more than 2,000 completed telephone interviews. A question about auto radios, asked of nearly 900 respondents, revealed that 14% had FM sets in their cars, the figure rising to 18% for those with FM sets in their homes.

Moved — Final stages of the move of KGW-AM-TV Portland, Ore., to KGW Broadcast Center, were completed recently with the shift of television operations to the new building at 1501 S.W. Jefferson. KGW’s radio broadcasts have been emanating from the Broadcast Center since April 19.

Scholarships — KABC-TV Los Angeles reported that 700 high school students attended its second annual Television Vocational Guidance Clinic. The clinic was co-sponsored by the Los Angeles city and county school systems. KABC-TV announced that it will award two scholarships of $500 each to students interested in entering the television industry.

The Minow papers — The Original text of Newton Minow’s “vast wasteland” speech, which rocked the TV broadcasting industry in 1961, was preserved for posterity last week when the former FCC chairman presented that document and other papers to the Mass Communications History Center of the State Historical Society of Wisconsin at Madison.

16 hats in ring for KWK

Soon to be silenced St. Louis station probably will have interim operation during comparative hearing

Sixteen applicants responded last week to the FCC’s April 5 invitation to apply for the soon-to-be-vacated frequency of KWK St. Louis. KWK was told to leave the air on June 30 after the commission found the station had broadcast two fraudulent treasure hunt contests in 1960.

Those having interest in firms applying for the 1380 kc frequency include present owners of KWK, Arthur M. Wirtz and James E. Coston; former Representative Peter F. Mack Jr. (D-Ill.); Illinois Court of Claims Judge Alfred L. Pezman; Illinois State Senator John J. Johnson; Harry W. Cheley Jr., president and director and Harry K. Renfro, vice president, both of D’Arcy Advertising, St. Louis, and William C. O’Donnell, manager of CBS Spot Sales, St. Louis.

The commission set a filing deadline of May 31 for KWK, on 1380 kc, applicants in order to provide enough time to possibly pick an interim operator. The revocation order, issued May 27, 1963, was unsuccessfully appealed by the station’s management all the way to the Supreme Court.

Thus, the situation resembles that involving KRLA Los Angeles, whose former owner, Donald R. Cooke, was denied a renewal of license in 1962 because the station was found to have broadcast fraudulent contests. The station’s 1110 kc frequency has been operated by a nonprofit group on an interim basis since August, pending the outcome of a comparative hearing in which 15 applicants are seeking the frequency. Originally, 20 applications were filed with the commission.

A 17th application in the KWK proceeding was filed by Beloit, Broadcasters Inc., owner of WBEL South Beloit, Ill. Beloit asked the FCC to reject nighttime portions of 1380 kc interim applications because of interference to WBEL, which operates on 1390 kc. As a possible alternative WBEL suggested that interim operations on KWK be limited to 500 w with a non-directional pattern. Beloit Broadcasters also asked the commission to modify WBEL’s nighttime pattern and added that by deleting KWK the FCC has in effect rectified a poor allocation.

Pike-Mo Broadcasting Co., owned by Donald E. Condee and Judge Alfred L. Pezman, asked for a new station on 1380 kc, with 500 w daytime in Louisiana, Mo., since adjacent channel 1390 kc will be vacated. Pike-Mo Broadcasting also requested interim authority.

Present KWK owners Arthur L. Wirtz and James E. Coston are seeking interim authority through Thirteen-Eighty Radio Corp. and a permanent grant through an application filed by KWK Broadcasting Corp. Mr. Wirtz had acquired his interest in the KWK parent corporation, Milwaukee Broadcasting Corp., on April 30, 1963 after the events that led to revocation had occurred. Messrs. Wirtz and Coston, through Milwaukee Broadcasting, also own WEMP-AM-FM Milwaukee. Mr. Wirtz is also president of the Chicago Stadium Corp., Chicago Blackhawks hockey team and the St. Louis Stadium Corp., and through family owned Wirtz, Haynie and Ehrat Inc., has real estate and other business interests. Mr. Coston has theater interests.

Majority interest of KWK Broadcasting is held by Messrs. Wirtz, Coston and Emory D. Jones, vice president and director of KWK since May 23, 1963. KWK Broadcasting has entered into an arrangement with the Century Television Network.
agreement with Missouri Engineering Corp., owner of the physical assets of KWK. The agreement states that KWK Broadcasting will purchase the assets for $1 million and Mr. Wirtz's Consolidated Enterprises will provide the loan.

Clermont Broadcasting Co., owned 20% by Harry Eidelman and associates, has applied for both interim and permanent authority. Mr. Eidelman owns 52% of KCFM(FM) St. Louis, and proposes to use the KCFM antenna for the 1380 kc operation. Another stockholder in Clermont, Gordon B. Hayward, is a producer and announcer for KDAM-TV St. Louis.

Former Representative Mack has an interest in Archway Broadcasting Corp., which is seeking only permanent authority. Fellow stockholder, Alvin W. Pistorius has an interest in WTAX-AM-FM Springfield, Ill. Another owner in Archway, Theodore F. Weskotten is producer and director at KTV(TV) St. Louis using the name Ted Westcott.

State Senator John J. Johnson owns 10.6% of St. Louis Broadcasting Co., which is seeking only permanent authority. Stockholder Stella Chaney owns an advertising, public relations and publicity agency in Clayton, Mo. Charles E. Guggenheim owns 75% of a TV and radio production firm and was radio adviser for Adai E. Stevenson in 1956 and later served former Arkansas Governor Sidney McMATH.

Messrs. Chesley and Renfro are principals in Missouri Broadcasting Inc. as well as in Calcasieu Television Inc. and Calcasieu Radio Inc. which own KPLC-AM-TV Lake Charles, La. Missouri Broadcasting, which is also seeking permanent authority, stated that it would be willing to enter into joint operation for interim authority whereby profits would be donated to the St. Louis Television Commission, licensee of noncommercial KETC(TV) St. Louis. Other stockholders in Missouri Broadcasting have interests in the Calcasieu TV and radio corporations.

Prudential Broadcasting Co. is seeking only permanent authority. David R. Calhoun, 9.4% owner, is director of Anheuser-Busch Brewing, St. Louis baseball Cardinals and investment and insurance firms. Mr. William O'Donnell, president and director, owns 15.6% of Prudential Broadcasting. James C. Laffin owns 9.4% of Prudential and is president of Thirteen Eighty Inc., applicant for interim operation which is comprised of Archway Broadcasting, Bi-States Radio Inc., Gateway Broadcasting Co., Home State Broadcasting, Prudential, St. Louis Broadcasting, Six-Eighty-Eight Broadcasting Co., each with equal interest.

Six-Eighty-Eight Broadcasting is owned by the St. Louis Warehouse and Distribution Local 688, stock of which is voted by Harold J. Gibbons. Mr. Gibbons is associated with several union organizations. Ralph Blumberg, owner of WBOX Bogalusa, La., and

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**EQUIPMENT & ENGINEERING**

No protection for UHF's?

Hearing examiner rules in favor on Kentucky VHF for expanded coverage

In a case containing policy-making implications, an FCC hearing examiner last week recommended rejection of a UHF station's request for protection from a VHF station proposing to expand its signal over the UHF's service area.

The issue is the petition of WHAS-TV (ch. 11) Louisville, Ky., to move its antenna and transmitter from downtown Louisville to a point about 31/2 miles north, toward Lexington, about 70 miles distant.

WLEX-TV (ch. 18) Lexington had asked that the move not be granted without a condition that WHAS-TV, whose signal already overlaps part of the WLEX-TV service area, use a directional antenna to suppress its signal in the direction of Lexington.

WLEX-TV said if it didn't get the protection it sought it would lose revenues which in turn would prevent it from operating in the public interest. Examiner Donahue said, however, the record is void of any evidence indicating that WLEX-TV, a reportedly prosperous enterprise, would suffer from the move.

Engineering studies indicate that under its proposal to operate nondirectionally, WHAS-TV's grade B contour would overlap the grade B contour of WLEX-TV in a 1,530-square-mile area, having a population of 83,492 (19% of the total in the UHF's grade B contour). If WHAS-TV were to operate with a directional antenna, according to the studies, the overlap would cover 863 square miles with a population of 51,438 (12% of the population within WLEX-TV's grade B). The programs of WHAS-TV and five other stations already reach the areas served by WLEX-TV.

The commission approved the move, but applied the condition requiring a suppression of WHAS-TV's service area pending the outcome of a hearing on WLEX-TV's petition.

**UHF's Preferred?** Examiner Donahue said the material supplied by WLEX-TV "is aimed at obtaining a declaration" that because UHF stations are inherently "infirm" and that, therefore, "their service areas must remain inviolate from service area incursions by VHF stations."

He said that the station is, in effect, seeking "a policy declaration." Such declarations he added, are outside the scope of hearing examiners. Policy could be set by the commission if it takes the case on appeal.

Examiner Donahue made his decision on the basis whether, in his view, the public interest would be harmed by a grant of the move without conditions. In that connection he noted that WLEX-TV, which suffered heavy reverses in its first five years of operation, beginning in 1956, is now a profitable enterprise, affiliated with both CBS and NBC.

He said that on a total investment of $1 million, it has earned net profits of over $100,000 in each of its last three fiscal years and that the current book value of the station appears to be $1.6 million.

The initial decision marks the latest development in a saga that WHAS-TV began 12 years ago, when it first began searching for a new transmitter site. Since then, the station has examined 40 sites and taken options on several of them. It has also been through one earlier FCC hearing and a number of proceedings before the Federal Aviation Agency.

**Stations plan more programs in color**

WMAI-TV Washington is investing approximately $850,000 in equipment and studio conversion to begin broadcasting all of its local programming in color by Oct. 1. The equipment ordered consists of four Norelco Plumbicon color cameras; a General Electric 4-V color film chain; three color conversion kits, 90% owned by transmitter; a Filmmine FE 30 color film processor, and two Vectorscopes for color testing.

Frederick S. Houtkink, vice president and general manager of WMAI-TV, said there would be no premium for color advertising. The station plans to average four to five hours of local color programming daily.

Two other stations, WROC-TV Rochester, N. Y., and WKNV-TV Youngstown, Ohio, also reported a move toward locally originated color for the fall season. Jack N. Berkman, presi-
Sufficient base, however, was the central Committee on Communications Facilities of the American Petroleum Institute.

It strongly urged the commission to adopt liberal guidelines for granting developmental licenses for the operation, under controlled conditions, of sufficient base, mobile and operational-fixed stations to determine the feasibility and practicability of inter-service sharing of the VHF television bands.

Gateway Broadcasting Co., also a newly formed company proposing essentially the same facilities as KWK presently employs, is headed by Chester Louis Thomas, president, and Edwin S. Baldwin, board chairman. Each owns 10% interest in Gateway which is comprised of 11 stockholders who are all directors.

Other officers and/or stockholders include Charles J. Cella, treasurer and largest single owner with 15% of the stock; Donald Danforth Jr., 10%, and others.

Mr. Thomas, former vice president and general manager of WXOK St. Louis, is vice president-secretary of Stolz Advertising, that city. He will be general manager of the company's proposed new station.

Mr. Stolz is president and 83.4% owner of the St. Louis advertising agency. Mr. Danforth is vice president of Ralston Purina Co., St. Louis. Mr. Baldwin is an attorney, and Mr. Cella is sole owner of Middletown Realty & Theatrical Co., St. Louis shopping center.

Teresa M. Fischer, president of Great River Broadcasting Inc., is the largest single stockholder (20%) of the newly formed applicant for KWK's facilities. Her husband, Aaron, who is treasurer and controller, is the second largest holder with 13% interest.

Other officers and stockholders are W. MacLean Johnson, vice president, 10%; Donald Levitan, vice president, 5%; Harold J. Rava, secretary, 10%; Lemoine Skinner Jr., vice president, 1%; Gerald V. Williamson, vice president, 3%; Carl E. Lischer, 10%; Richard S. Gordon, 10%, and others.

Of Great River's 15 stockholders, Mr. Levitan is the only one with a broadcast background. From 1958 to 1963 he was station manager of KADY St. Charles, Mo. He is radio-TV director of Batz Hodgson Neuwoehner Advertising & Marketing Inc., St. Louis.

Sarnoff sees tolerance resulting from science

Brigadier General David Sarnoff, board chairman of RCA, predicted last week that by the year 2,000 a "golden age of tolerance" is conceivable, because of the closer relationship of men that will result from the contributions of science.

General Sarnoff made these remarks during the 34th annual commencement ceremony of Mundelein College in Chicago. General Sarnoff received an honorary doctor of science degree in recognition of his services as "one of the leading industrial statesmen of the times." His wife, Lizette H. Sarnoff, was given an honorary doctor of humane letters degree for her efforts "as a tireless leader in the field of welfare and educational causes."

Robert Sarnoff, chairman of the board and chief executive officer of NBC, also received an honorary doctoral degree, of public service, from Bethany (W. Va.) College at graduation exercises June 6.

Cox seeks microwaves for 3 Ohio CATV's

The Cox Broadcasting Co. is seeking microwave facilities to relay the programs of won-tv Chicago to three community antenna television systems in Ohio. Cox owns 50% of two of the systems.

In applications on file with the FCC, Video Service Co., a Cox subsidiary, seeks eight construction permits to build microwave stations that would expand an Indiana microwave system Video acquired in February (Broadcasting, Feb. 22).

The CATV's to be served are in Findlay, Bascom and Toledo. Cox owns 50% of the Findlay and Toledo systems.

NAB meet set for Purdue

A proposal of Purdue University, Lafayette, Ind., that it be the site for the Engineering-Management Seminar of the National Association of Broadcasters, was ratified last week at a meeting of the NAB engineering advisory committee. Dates selected for the Purdue session are Nov. 29-Dec. 3.
Large promotion kit distributed by MCA

It's taking a strong mailman to deliver MCA-TV's new promotion "kit"—a 51-pound cardboard crate that contains three file boxes stuffed with promotion materials. The staggering display of material is meant to support stations in the promotion of MCA's package of 102 Universal features both to viewers and to advertisers.

MCA's kits, 250 were prepared and about 80 of them are being shipped now, were slated to be received last week by stations carrying the film package here and in Canada (as well as two in Australia). The estimated values placed on the 250 crates: $127,500, computed on the basis of $500 per promotion package. MCA-TV reported that the features are now in 65 markets in the U. S.

According to Sheldon Saltman, director of promotion, the kits are designed to help these stations in on-air promotion, and in attracting advertiser interest in sponsorship. Also emphasized is the color potential, about 60 of the motion pictures are in color. Among other materials sent were color slide transparencies, stills and a color film reel of 23 trailers.

Drumbeats ...

Award winner • The Xerox Corp., Rochester, N. Y., has received the American Jewish Committee's Institute of Human Relations Mass Media award for its presentation last year on ABC-TV of two 90-minute special programs dramatizing United Nations activities, *A Carol for Another Christmas* and *Who Has Seen the Wind.*

Money in the bank • Promotion that helps station clients while building station audiences has been introduced by WLJB New York in a "Win a Bank Account Contest." Write-in contest, with one winner chosen by lot each month, offers $11.90 (corresponding to WLJB's dial position) each month for a full year—not in cash, but to be deposited at any bank advertising on WLJB. General Manager Harry Novik said other contests are being planned for similar promotion of new listener traffic with other major client categories.

Tax relief • WFSAM-FM White Plains, N. Y., morning personality Dan Valle made one of his listeners very happy when he announced the winner of a recent station promotion. The station had offered to pay the income tax of one person who sent a card to the station, Mr. Valle picked the card during a broadcast from a department store window.

Kansas City jazz • WDAF Kansas City, Mo., has entered the recording business with the release of a jazz album commemorating Kansas City Jazz Week 1965. The album, titled "WDAF Radio Presents Kansas City Jazz '65," was recorded at a jazz concert and features Count Basie. The station has established a jazz scholarship fund and proceeds from the album will be given to Kansas City Jazz Inc., which with WDAF, will administer the fund.

Birthday network • Nine radio stations, each celebrating its 35th anniversary, formed a network to help each other promote the anniversaries and National Radio Month. The stations taped tales suites to each other for May 30 airing. The stations in the network are: WCSC Charleston and WIS Columbia, both South Carolina; WJSJ Winston-Salem, N. C.; WRAX Williamsport, Pa.; WFAD Paducah, Ky.; KTWO Casper, Wyo.; KFWF Fort Smith and KBTM Jonesboro, both Arkansas, and CKPR Fort William, Ont.

Radio month salute • As part of its salute to National Radio Month, WKOW Madison, Wis., presented a seven-part series on the history of radio. The series, produced by Assistant Professor Lawrence W. Lichty of the University of Wisconsin, Madison, included many excerpts from early radio programs, a review of news presentations and sports highlights. The program was broadcast twice a day for a week.

Bargain day • "Sale 12.95—Regularly

Channel 13" is the headline of a full-page ad run in *The New York Times* by Macy's department store. The advertisement asks for contributions to support the noncommercial channel 13, WNDT (TV) Newark, N. J.-New York. It explains what programs the station would like to have and why a non-commercial station does not have the money to produce them. Then the ad asks for contributions of $12.95.

New agency • The Missouri Division of Mid States Broadcasting Corp., St. Joseph, Mo., has appointed Bernstein-Rein Advertising Agency of Kansas City, Mo., as agent for trade publication advertising. The agency will handle advertising for KFED-AM-TV St. Joseph and KLK Jefferson, both Missouri.

Feeling better now? • Bill Davey, advertising and sales promotion manager of KSST-AM-TV Minneapolis-St. Paul, has designed get-well cards which the station sends to clients, agency personnel and friends who are ill. Shown above are those for radio and television media people, on blue and red cards, respectively.

Glad to be heavy • More than 1,000 WCCB New York listeners and advertising agency personnel attended the finale of personality Jack Sterling's "Win Your Weight in Money" contest at the Americana hotel in New York. The grand prize winner was Jan Lenselink of Jackson Heights, N. Y., a 243-pounder, who received $4,131. The contest attracted more than 400,000 entries.

More coffee? • In an attempt to settle a friendly argument between three of its disk jockeys, WLOK Memphis planned a marathon. Each of the men, Hal Atkins, Randy Warren and Dick Cole, were scheduled to broadcast continually for as long as they could on the fulltime station. WLOK was to give records to people who visited the mobile unit where the disk jockeys were located, and a sponsor donated prizes for the person who had the closest estimate on how long each man lasted.

BROADCASTING, June 7, 1965
Phoenix station pool for Gompers fund

Thirteen Phoenix radio stations united for a 24-hour radiothon to raise money for the Samuel Gompers Rehabilitation Center in Phoenix.

Each station donated an hour of time and an announcer for its segment. Telephone lines were hooked to the stations through the Mountain States Telephone Co. from the fund-raising headquarters, the Gompers center. Each station broadcast for a specific hour, and some carried other stations’ broadcasts.

The radiothon, which raised a large portion of the $10,000 collected during a month-long drive for the center, was coordinated by John Redfield, general manager of KIEN, and Jim Spero, station manager of KXIV.

Block party held in New York

WNDT-TV Newark, N. J.-New York, noncommercial station, netted a $2,500 profit from a block party held in the Riverdale area of the Bronx May 23 under the auspices of the Riverdale Volunteers Committee for Channel 13. WNDT reported last week that at least 1500 adults and 500 teen-agers (children under 12 were admitted free) attended the party. Biggest hit of the event, which included an art sale, dancing, folk music and an antique fair, were the miniature horses, according to the station.

Teen-age tea ads planned

Radio stations with heavy teen-age followings will co-sponsor the Tea Council’s “Teen ‘n’ Tea” promotion to be held in 17 Midwest and Eastern cities from July through mid-August. A caravan of teen-age entertainers and a “Teen Queen” will tour the cities, putting on shows with local disk jockeys.

The Tea Council of the U. S. A., New York, said last week it hopes to induce teen-agers to drink more tea by “identifying tea with the type entertainment, glamour and excitement they [teen-agers] appreciate.”

KCRA celebrates

Month-long activities were held by KCRA Sacramento, Calif., as it celebrated its 20th year on the air. Forty-eight timebuyers visited the station and were given a boat ride to their home, San Francisco, as part of an effort to introduce them to the Sacramento market.

Other birthday activities included a gift of $1,320 (the station's frequency is 1320), to an Optimist Club chapter to further its work with handicapped Boy Scouts, a theater party for listeners and a salute to all individuals in the area celebrating their own 20th birthdays or anniversaries.

WDSU-TV sponsors benefit

More than 2,500 people attended a $50-a-ticket benefit for the New Orleans Philharmonic Symphony Orchestra and Cultural Attractions fund sponsored by WDSU-TV New Orleans. The show, with WDSU-TV production staff staging the entire performance, was a public service show and was not broadcast. Among the performers who donated their services were Bonanza’s Lorne Greene, Victor Borge, opera star Norman Triegle and comedienne Sue Carson.

Vote campaigners get awards

Seven broadcasting organizations have been honored by the American Heritage Foundation for their outstanding contributions to AHF’s nonpartisan “Register and Vote” campaign in 1964.

The winners receiving the foundation’s Outstanding Leadership awards were WHN New York, WMCA NBC New York, WFLI-TV Philadelphia, CBS, NBC, Westinghouse Broadcasting Co. and National Educational Television.

Humphrey presents Mayors’ awards

Shown above are Vice President and Mrs. Hubert H. Humphrey and the winners of the second annual Mayors’ awards for local community service programing by broadcasting stations announced last week in St. Louis (Broadcasting, May 31). The Vice President addressed the mayors at a session of the U. S. Conference of Mayors. The awards are sponsored by the Mayors’ Conference and the Broadcast Pioneers. Shown are (l to r): Thomas C. McCray, vice president and general manager of KNBC(TV) Los Angeles; Robert Hyland, vice president and general manager of KMOX St. Louis; Mrs. Humphrey; Vice President Humphrey, and Paul B. Marion, vice president of WBT Charlotte, N. C.
British plan their own version of TVB

British commercial TV companies are setting up an organization patterned on the U. S. Television Bureau of Advertising. The organization, which will probably be called the British Bureau of Television Advertising, will be controlled by a board nominated by the TV companies and headed by a full-time executive.

Guy Paine, advertisement controller of Rediffusion Television, who will be on the board of the bureau, said it would not sell TV time, but promote the concept of TV as an advertising medium. It would be supported by all the TV companies but would be purely a promotional effort. It would not replace the companies' individual sales activities. The idea is to sell TV to people who do not use it.

Mr. Paine denied a recent statement by John Hughes, media director of Hobson Bates and Partners Ltd., London, that a bureau was being set up to help the TV companies get business to replace the $16.8 million a year which will be lost because of the cigarette commercial ban. The decision, said Mr. Paine, was made before the ban was announced.

He also denied that there would be discussions with the U. S. TVB. But, he added, Norman Cash, TVB president, will be visiting Britain some time in June to see "out of town" members. Three British TV companies are members of TVB.

BBG seeks guidelines for open-line shows

Problems in connection with open-line listener-discussion radio programs will be discussed at the June 15 meeting of the Board of Broadcast Governors in Ottawa. The BBG, in announcing the hearing, noted that it "believes that the 'open-line' program, in which members of the public have an opportunity to participate, offers interesting and exciting possibilities." The BBG said it does not feel it would be in the public interest to hamper radio stations with regulations that would "limit the opportunities for experimentation...or to discourage the fullest possible development of the technique."

The BBG also stated that some 80 stations now use this type of program, and the number of complaints about the programs have been very few. However, it feels that there should be some definition as to the responsibility of the licensee as to control of the program; that some steps should be taken to ensure that the anonymity of the callers does not lead the station into publishing false information; that the privacy of people called should be protected until they realize they are on the air, and that stations should keep a record of the programs to protect aggrieved persons.

The June 15 hearing will also have before it a large number of applications for new AM and FM radio stations and TV repeater stations.

Emphasis on TV

Canada's top ten advertisers in 1964, according to Elliott Research Ltd., Toronto, Ont., all used a large percentage of television advertising. General Motors of Canada led the list with $7,925,000 in total radio, television and print advertising, of which $1,534,000 was in TV. The totals of the others, in order (TV in parentheses), were Canadian Breweries Ltd., Toronto, $5,841,000 ($2,130,000); General Foods Ltd., Toronto, $5,037,000 ($3,510,000); Procter & Gamble of Canada Ltd., Toronto, $4,021,000 ($3,882,000); Ford Motor Co. of Canada Ltd., Oakville, Ont., $3,120,000 ($804,000); Imperial Tobacco Sales Co. Ltd., Montreal, $3,046,000 ($574,000); Lever Bros. Ltd., Toronto, $2,841,000 ($2,416,000); Imperial Oil Ltd., Toronto, $2,174,000 ($756,000); Kellogg Co. of Canada Ltd., London, Ont., $2,143,000 ($1,343,000); and Colgate-Palmolive Ltd., Toronto, $2,140,000 ($1,719,000).

Official Films sets up office in London

Official Films, New York, has established European headquarters in London in association with Production Advisers Limited to develop TV program properties and distribute series throughout Europe, Howard B. Koerner, vice-president-operations of Official, has announced.

Production Advisers Limited, with offices at 6A Maddox Street, London, is headed by Frederick Holdaway, Dina Lom and Alan Tucker. The new office will be responsible for negotiations for production and coproduction of TV series and motion pictures, and will serve as distributor of Official Films' current TV properties in Europe.

Abroad in brief...

New office The William Morris Agency has opened a London office at Handel House, 25 Brook Street, which will operate as The William Morris Agency (U. K.) Ltd. John C. Mather, head of William Morris Agency operations in Europe since 1961, has been named managing director.

Another office Ronalds-Reynolds & Co., Toronto and Montreal agency, has taken over the Vancouver office of Canadian Advertising Agency Ltd., and will operate it under its own name, with Kenneth L. Johnson of Canadian Advertising Agency as manager.

New agency John M. Eastman, formerly vice-president and director of McConnell, Eastman & Co. Ltd., Toronto and London, Ont., has formed an agency under his own name. Office will be in the new Procter & Gamble Building, Yonge and St. Clair, Toronto.

Madrid agency A large stock interest in Publicidad Jennings (Espana), S. A., of Madrid, has been purchased by Cuyler Stevens, who will join the advertising agency as vice president in Madrid. The company, whose headquarters are in Lima, Peru, opened its Madrid office last year.
BROADCAST ADVERTISING

Norman A. Church, senior account manager at Hal Stebbins Inc., Los Angeles, named VP.


George F. Gage, assistant art director at Young & Rubicam, New York, named art director and TV production assistant at C. J. LaRoche & Co., that city.

Bob Lobdell, with Chicago office of Blair Radio, moves to New York; Howard Stasen, with Blair Radio in St. Louis, replaces Mr. Lobdell in Chicago, and Lee Mehlig, director of operations in New York, becomes account executive in that city.

George Sikorski, president of Super City Associates, market research firm in Philadelphia, named research director of marketing services department of J. M. Korn & Son, Philadelphia advertising agency.

Eric Johnson, with W4TV Atlanta, for seven years, named account executive at WSB-TV, that city.

Gloria DePalma, media director at Lee Ramsdell, Philadelphia agency, and Judy West, media-marketing consultant in New York, named media supervisors at Sudler & Hennessey, New York.

Harvey J. Comita, VP and account supervisor at Tatham-Laird, New York, named similar post at Geyer, Morey, Ballard, that city.

Stewart Bronfeld, writer-producer in on-air unit of NBC's advertising department, named manager of production for on-air advertising, at NBC, both New York. Edward Seifeng, manager of advertising for NBC-West Coast, named manager of advertising services, New York, and Dee Petina, administrator of advertising department, replaces Mr. Seifeng, with offices in Hollywood.

Don Mohr, television account executive in program department of Young & Rubicam, New York, named television program supervisor for Benton & Bowles, Hollywood.


Martin Callendar, with television station syndication sales in Chicago, named salesman for TV division of Edward Petry & Co., that city.

William Philip Smith, VP for communications at Arnold Bakers Inc., Greenwich, Conn., named VP for advertising and public relations.

Helen Kennerly, assistant to director of women's service department of Grey Advertising Inc., New York, named fashion director, newly created position at Foote, Cone & Belding, that city, responsible for art, copy and TV production in styling both print ads and TV commercials, in addition to providing fashion information services for agency and its clients.

Jerry R. Newman, editor at Videotape Productions Inc., New York, named assistant supervisor of tape department at commercial-producing subsidiary of 3M Co.

Noel A. Becker, with Compton Advertising, New York, named media buyer at Kenyon & Eckhardt, that city.

Jerrold Siegal, head of own advertising agency in Chicago, named director of advertising for Filmack Studios, that city, producer of TV commercials and industrial films.

Al Rocco, account executive at KFRG San Francisco, named to similar capacity at KGO, that city.

A. Dale Lutz, director of sales at WINS Columbus, Ohio, named VP.

Jerry Marcus, local sales manager for KTLA(TV) Los Angeles, named to new position of eastern sales manager. He will be in New York.

Jack Daly joins Wade Advertising, Los Angeles, as account supervisor on Western Division of Servisoft Dealers account. He handled national Servisoft account at Clinton E. Frank, Los Angeles, which he left when Frank moved supervision of account to Chicago.

Stuart I. Mackie, account executive at WXYJ-DTV Detroit, named account executive, ABC-TV Spot Sales, Chicago.

Mary Alice Crisafulli and Paul R. Hansen promoted to media supervisors at Clinton E. Frank Inc., Chicago. Robert R. Barick, for seven years with Young & Rubicam, joins Frank as media supervisor.

Peter Bradley, earlier with WBCN Chicago, joins sales staff of WCIU(TV), there.

R. Marchand Alphran, formerly account executive with McCann-Erickson, Chicago, joins Quaker Oats Co., there, as product merchandising supervisor in product management department.

Theodore D. O'Hea, VP and account supervisor, McCann-Erickson, named to newly created position of VP and director of account services for agency's Detroit office.

Frank L. Chipperfield, with Gardner Advertising, St. Louis, named media director for Stemmler, Bartram, Fisher & Payne Inc., advertising and public relations firm in that city.

Victor L. Laytham, sales representative in Binghamton, N. Y., named account executive at WBBA-TV, that city.

Chris Harris, in private business in Dayton, Ohio, for past nine years, and before that professional basketball player with St. Louis Hawks, named to sales staff of WING Dayton.

Mary Kay Jansen, formerly broadcast producer at Arthur Meyerhoff Associates and John W. Shaw Advertising, Chicago, joins Post-Keys-Gardner, there as radio-TV producer.

Paul Theriault, with department of media relations and planning at Young & Rubicam, New York, named account executive at WABC-FM, that city.

Rene J. Oulman and Bert Cadwell join Filmex Inc., New York, as producers. Mr. Oulman formerly headed Arco Film Productions, New York, and Mr. Cadwell had been TV producer for Cahill, Kacin & Heimann, New York.
Greg Michel, formerly farm editor at WMT Cedar Rapids, Iowa, joins Cooper, Strock & Scannell, Milwaukee, as copywriter.

Paul C. Curtis and William F. Swink promoted to assistant account executives at D. P. Brother & Co., Detroit, assigned to Guardian Maintenance and Harrison Radiator accounts, respectively.

Lee Lauffer, account executive for Hal Stebbins Inc., Los Angeles, joins Carl Falkenhainer Advertising, same city, as executive VP and becomes principal in agency. He will also be executive producer of expanded broadcast department.

David Soulen and Donald M. Zucker, account supervisors, elected VP's at Ted Bates, New York.

Jackie Jackson, assistant media buyer for Eisaman, Johns & Laws, Los Angeles, named media buyer for Anderson, Morgan, De Santis & Ball, same city.


Stan Taylor, account supervisor at Klau-Van Pietersen-Dunlap, Los Angeles, promoted to VP and manager.

Jules N. Draznin, public relations director of Unimart Stores, joins agency as public relations counsel.

Andrew K. Leach, account executive at WCBS-TV New York, named to Storer TV Sales, that city, as salesman.

Ursula Grunfeld, production manager of West, Weir & Bartell, Los Angeles, named to similar capacity at Carson/Roberts Inc., that city.

William Gudelmann, sales service administrative assistant at KNX Los Angeles, named research and sales presentation assistant at station.

Greg Michel, formerly farm editor at WMT Cedar Rapids, Iowa, joins Cooper, Strock & Scannell, Milwaukee, as copywriter.

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### MEDIA

**Ben Hoberman**, VP of ABC Radio and general manager of KABC Los Angeles, named board chairman of Southern California Broadcasters Association. Frederick D. Custer, VP and station manager of KPOZ Los Angeles, re-elected vice chairman. John Barrett, station manager of KRLA Los Angeles, elected secretary, and Edwin J. Stevens, VP and general manager of KFAC-AM-FM, that city, named treasurer. Robert M. Light is fulltime president of SCBA.

**Albert Dwyer**, assistant general attorney in charge of government and business practices in TV area, named assistant to general counsel of CBS law department. **Robert V. Evans**, assistant general attorney with CBS law department since 1961, named general attorney of newly created contracts and rights section of department.

Leon H. Lowenthal, manager of Taft Broadcasting Co.'s Cleveland sales office, named general manager of WGRA-AM-FM Buffalo, N. Y.

**Stephen C. French**, VP and general manager of WNOE New Orleans, named general manager of KQO Los Angeles, succeeding **A. E. Donegan**, who returns to Indianapolis.


**James H. Kell**, with KSFA-TV Fort Smith, Ark., named station manager of KWNI, that city.

### PROGRAMING

**Richard T. Drury**, with KHOW Omaha, as general manager, named production director of WHK-AM-FM Cleveland.

**William Griffiths**, president and general manager of WELM Elmira, N. Y., named play-by-play announcer for Syracuse University football network.

**Paul Jay**, announcer at KSST Minneapolis-St. Paul, named program director.

**Al Pruitt**, staff announcer and producer at WPFF-AM-FM Raleigh, N. C., named program manager of WPFF-FM.

**J. Nathan Tucker**, program producer of WGHP-TV High Point, N. C., named assistant program operations manager at WBTV-TV Charlotte, N. C.

**William Kronick** signed to produce and direct Wolper Productions' Washington, U. S. A., special.

**James Moos**, with Norman, Craig & Kummel, New York, named advertising director of United Artists, that city.

**Dick Lawrence**, with WFLA Tampa, Fla., named program director at WPTF Atlanta, N. Y.

**Blake Edwards**, creator-writer-producer whose broadcast credits include Peter Gunn and Mr. Lucky on TV and Richard Diamond and Johnny Dollar on radio, signed by CBS-TV to prepare series for 1966-67 season. Mr. Edwards' motion picture credits include "The Pink Panther" and "Days of Wine and Roses."

**Jimmie Dykes**, in baseball since 1916 as player-manager joins WCAU Philadelphia, as baseball expert.

**Bruce L. Stiff**, program director at WGR Buffalo, N. Y., named to similar post at WXYZ Detroit.


**Eddie Rissien**, production executive for Bing Crosby Productions, promoted to VP in charge of programing and literary development. He was with ABC-TV before joining BCP.

**Larry Heath** signed as post-production supervisor of My Mother the Car, O. K. Crackerby and The Patty Duke Show by Cottage Industries, producer of three TV shows. Mr. Heath was previously associate producer of The Phil Silvers Show and supervising film editor of Dobie Gillis and Burns and Allen.

**Christopher Knopf** elected president of Writers Guild of America, West, succeeding Nate Monaster. Other new WGAW officers: 1st VP and president of screen branch, James Poe; 2nd VP and president of TV-radio branch, Barry Trivers; secretary, Arnold Belgard, also VP of TV-radio branch; treasurer, Ernest Lehman, also VP of screen branch. **Herbert Baker** is secretary-treasurer, screen branch; **Oliver Crawford** is secretary-treasurer of TV-radio branch.

**John Petrie**, associate director at WTOL-TV Toledo, Ohio, named director, succeeding **David Eberhard**, who joined Crosby Corp. in Cincinnati. Bob Krieghoff Jr., floor manager at WTOL-TV, succeeds Mr. Petrie as associate director.

**Les Warner**, in production department of Voyage to the Bottom of the Sea, named unit production coordinator of Lost in Space.

**Stan Harris**, director of On Broadway Tonight and Garry Moore Show, named director of CBS-TV's The Al Hirt Show, starting June 19.

**Terry Sams**, air personality at WJAR-TV Augusta, Ga., named program director.

**Ken Tanner**, sports director of WZLV Richmond, Va., named sports director and play-by-play announcer for WDMS Lynchburg, Va.

### NEWS

**Taylor Grant**, newsmen with WCAU Philadelphia, named news director at WBIF-TV, that city.

**Bill Littauer**, newscaster at WJZ-TV Baltimore, joins news staff of WRAC-AM-FM-TV Washington.

**Robert Harper**, with news staff of WTVY-TV Columbus, Ga., named news director of station, succeeding **Norman Bishop**, who joins staff of Representative Howard (Bo) Callaway (D-Ga.).

**David Gilmore** joins news staff of KZTV Anaheim, Calif.

**Frank Soden**, with WRN Richmond,
Elected president of Virginia Associated Press Broadcasters Association, succeeding J. William Poole, of WFLS Fredericksburg.

Madison Davis Jr., with WABT Tuskegee, elected president of Alabama Associated Press Broadcasters Association, succeeding Carter Hardwick, of WSFA-TV Montgomery.


Steve Smith, newscaster for WTRC-WJTV (TV) Elkhart-South Bend, Ind., named news director. Mike Elsgrau, news writer at WLS and editor at WGN, both Chicago, named writer-reporter at WTRC-WJTV, and Patrick McGrath, reporter for Milwaukee Sentinel, joins stations as writer.

Bob Penrod, news editor at WIBX Utica, joins news staff of WHAM Rochester, both New York.

Eugene M. Burns, with WFSR Bath, N. Y., named director of news and public affairs at WOVA Geneva, N. Y.

Joseph Templeton, formerly with WJZ-TV Baltimore, joins on-air news staff at WBBM (TV) Chicago.

Harold Saltzman, news director of WLS Chicago, elected president of United Press International Broadcasters of Illinois.

Frank Reynolds, newscaster at WBBM (TV) Chicago, named ABC News Washington correspondent. He moves to his new post later this summer. Piers Anderson, reporter with ABC News in New York, named to newly created assignment with ABC News as TV correspondent for 13 western states.

Suzanne James, television and stage actress, named weather girl for WJU-TV Linden-Newark, N. J.

Dr. Karl A. Bosworth, professor of political science at University of Connecticut, Storrs, joins WTC-AM-FM-TV Hartford, Conn., as special constitutional convention correspondent for stations. Dr. Bosworth, specialist in field of state government, will present special radio-TV reports of each convention session from July 1 to Nov. 1. He will also report on Dec. 14 referendum, when state's voters will decide on changes in state constitution.

Morton H. Siegel, president and general manager of WFMJ Frederick, Md., elected president of Chesapeake Associated Press Broadcasters Association.


Lincoln Furbur, field reporter for WBBM-TV Chicago, named correspondent at CBS-TV-owned stations' Washington news bureau.

Don Brice, news reporter at KPIX (TV) San Francisco, named news supervisor, succeeding Deacon Anderson, named managing director of news at KING-AM-FM-TV Seattle.

FANFARE

Michael Laurence, head of New York advertising-public relations firm bearing his name, and formerly in advertising and promotion at Trans-Lux, appointed director, promotion and client services, NBC Radio.

Don Davis, sales promotion manager of Cudahy Packing Co., Omaha, named public service director and promotion manager at KETV (TV), that city.

Master Sergeant Paul Morrill (Ret.), U. S. Army radio-TV writer-producer, named public relations director of NCO Association of the USA.


Constance Sorensen, most recently with Time Inc.'s public relations staff in Chicago and earlier with radio-TV stations in Miami area, joins WIND Chicago, as publicist.

Carroll Ward, program director at WJBF-TV Augusta, Ga., named director of public relations.

Donald J. Mercer, director, station relations NBC, elected president, New York chapter, Broadcast Pioneers. Other officers elected by New York Broadcast Pioneers are Ruth Jones, J. Walter Thompson, as VP; Carl Ward, CBS, as VP; Geraldine M. McKenna, Westinghouse Broadcasting Corp., as secretary, and Bob Higgins, Broadcast Music Inc., as treasurer.


Dean LeGras, administrative assistant to sales manager of McCormick & Co.,
Los Angeles, named assistant director of information services at KNX Los Angeles.

Charles Walsh Jr., in TV production with Screen Gems and TV advertising manager for Pierre Salinger's Senate campaign in California last year, has formed Christy Walsh Executive Public Relations, 2818 Hollywood Drive, Hollywood 28.

Martha Burg Ashby, with WJLB Bottling public relations services in WJLB Bottling public relations firm in Los Angeles.

Louis E. Brown, formerly account executive with WCBS Inkster, Mich., and WJLB Detroit, appointed manager of public relations services for Pepsi-Cola Bottling Co. of Michigan.

Patricia Stanley, account executive with public relations department of J. Walter Thompson Co., San Francisco and New York, named account executive for Mann Scharf & Co., public relations firm in Los Angeles.

Herb Moskowitz, promotion manager, WPXI-TV New York, named promotion manager, WNBX-AM-FM-TV Binghamton, N. Y.


INTERNATIONAL

Ray Junkin, VP and general manager of Screen Gems Ltd., of Canada, elected to board of directors of Canadian subsidiary of Screen Gems Inc.

Drew Crossan, Canadian Broadcasting Corp., Toronto, producer, loaned for 18 months to government of Ghana to help set up television station. He will be accompanied by three technicians, David Lidell, CBUT(TV) Vancouver, B.C.; Walter Wicks, CHBT (TV) Halifax, N.S., and George Jackson, CBUT(TV) Toronto.

Stan McElhnie, formerly national advertising manager of Vancouver (B. C.) Times, named eastern sales manager of KXOS-TV Ltd., Vancouver, at Toronto.

Francis Rachet, account supervisor and member of committee in charge of new business presentations at Havas Consel, Paris advertising agency, named deputy manager of Paris office of BBDO.

ALLIED FIELDS

Arthur S. Bruckman joins Los Angeles staff of Teleprint Inc., post production film service firm.

Barbara Dana, with copy job placement department of Jerry Fields Associates, advertising personnel agency in New York, named VP and manager of copy research and selection division.

Jay Schiller, assistant director of research at Home Testing Institute, Massachusetts, N. Y., named business manager of HTI. Helen Slavin and Audrey Cody, senior project directors for HTI, named assistant directors of research.

DEATHS

Edward A. Gumpert, 44, senior VP of Geyer, Morey, Ballard Inc., New York, died May 29 of hepatitis in Short Hills, N. J. He joined agency in 1959 after serving as advertising manager of Car- nation Co. and National Biscuit Co., and as marketing manager of Colgate-Palmolive Co., all New York. He is survived by his wife, Elizabeth, three sons, his father and one sister.

Dr. Roscoe R. Miller, president of Sunshine Broadcasting Co. (WDBF Del- ray Beach, Fl.), died following heart attack in Fort Lauderdale, Fla., where he resided, May 30.

K. V. Grinius, 65, program editor of Russian branch of Voice of America, died May 29, at Washington Hospital Center. Mr. Grinius joined United States Information Agency in 1950 as radio information specialist. He is survived by his wife, Grazina, and son.

Frederick A. Long, 61, with United States Information Agency for 10 years and currently on loan to Agency for International Development as head of radio TV and films, died May 25 following heart attack. Mr. Long began his career as announcer at WLOB Chelsea, Mass., and later managed WENY Providence, R. I. From 1936-39 he was producer, director and Washington program manager for CBS. From 1953-55 he served as VP and general manager of Allied Artists TV and Continental Pictures Inc. He is survived by his wife, Evelyn, and one daughter.

Carl Williams, 63, retired VP of BBDO who was account executive for Westclox and Hamilton Watch Co., died May 28, following heart attack. He began in agency field in 1923 with Lord & Thomas. In 1927 he joined George Batten Co., Chicago, which later merged with Barton, Durstine & Osborn. Mr. Williams moved to New York for BBDO in 1929. He is survived by his wife, Constance.

Governor S. Gordon Persons, 63, one time part owner of WSPA Montgomery, Ala., and governor of Alabama, died May 29 following stroke May 17. Mr. Persons had been governor in 1951-55 until ill health kept him from running for re-election.

Chief Warrant Officer Myron H. (Sandy) Fouts, 33, former newscaster at WHF-AM-TV Harrisburg, Pa., was one of ten Army men killed May 28 in collision of two helicopters at Saigon, Vietnam. Mr. Fouts had served with Armed Forces Radio Service during Korean conflict and had worked in broadcasting in North Carolina and Pennsylvania before joining WHP in 1959. He joined Army's helicopter service in May, 1964. He is survived by his wife, Patricia, and his mother.

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- 1965 Yearbook $5.00
- Payment enclosed
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Company
Business
Home
City
State
Zip

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

Broadcasting, June 7, 1965

92 (FATES & FORTUNES)
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, May 27 through June 2 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, as well as roundups of other over-the-air commission activity.

Abbreviations: Ann.—announced, ant.—antenna, CATV—community antenna television, CH—critical hours, CP—construction permit, CSA—secondary communications authorization, Part—specified hours, SCA—special service authorization, STA—special temporary authorization, TUE—ultra high frequency, UHF—ultrahigh frequency, vis.—visual, w.—watts, ——educational.

New TV stations

ACTION BY FCC

Last week Broadcasting erroneously reported FCC granted CP on channel 7 Bangor, Me., to Dirigo Broadcasting Inc. In fact grant was to Downeast Television Inc.

Bangor, Me.—Downeast Television Inc. Granted CP for new VHF on WVEP channel 7 (174-180 mc); ERP 43.1 kw vis., 31.55 kw aur. Ant. height above average terrain 1,702 ft.; ground above average terrain 149 ft.; P.O. address 145 Libson Street, Bangor. Estimated construction cost $207,000; annual operating cost $130,000. General partners: Maine, Geographical coordinates 44° 49' 0" north latitude 68° 7' 0" west longitude. Studio and trans. locations: Fort Piere. Type trans. RCA T7-A11, type ant. AL-45. Legal counsel: David M. Faucett, Portland. Consultant: Real estate manager, Monticello, Ia.

New FM stations

ACTION BY FCC

Fairhope, Ala.—Eastern Shore Broadcasters Inc.—Granted CP for new FM on W275AI, 92.1 Mc; Ant. height above average terrain 219.8 feet P.O. address 1354 N.W. 26th St., North Miami Beach, Fla. Estimated construction cost $12,645; first year operating cost $9,900; Principal: Thomas Lenaway (50% and 414 Mc of WSMD). Mr. Bishop has 96% interest in WJDB Thomasville—70% in WZAM Marion; 30% in WAC-AM-FM Andalusia, all Alabama; 44% in WMBN-TV and WJRR, and 10% in WTVY Marion, Fla. Action May 25.

Gainesville, Ga.—Hall County Broadcasting Co.—Granted CP for new FM on W326AI, 93 Mc; Ant. height above average terrain 293 feet P.O. address 729 Hawthorne, Alexandria, Ga. Estimated construction cost $32,534; first year operating cost $13,600; Principal: Thomas Barnstable and others. Central Minnesota owns KVOK Moorhead. Ann. May 25.

Bethany, Okla.—Bell Broadcasting Co.—Granted CP for new FM on W177AI, 87.7 Mc; Ant. height above average terrain 109 feet P.O. address 220 S. 20th St., New York, N.Y. Estimated construction cost $12,640; first year operating cost $12,640; Principals: Thomas Barnstable and others, Central Minnesota owns KVOK Moorhead. Ann. May 25.

Existing FM stations

APPLICATION

WRML(FM) North Attleboro, Mass.—Granted CP to change trans. site, antenna system, and location to Taunton; operations to cease. Commissioner Cox abstained from voting. Action June 2.

Ownership changes

APPLICATIONS BY FCC

KTHO Tahoe Valley, Calif.—Granted

FOR THE RECORD

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 7-5831

BROADCASTING, June 7, 1965

33
Broadcast Credit announces the availability of money.

Just money.

Most banks shy away from loans to radio stations. Largely because they know so little about the industry and are unwilling to learn.

Broadcast Credit knows better.

If there's a station you're negotiating for, but the cash requirements are too high, talk to us.

If your present property is in need of financial refurbishing, get in touch.

If you wish to sell secured notes or negotiable paper, call.

Broadcast Credit knows radio.

We know a good communications risk when we see one. Let us analyze yours.

Broadcast Credit Corporation, 200 E. 42 Street, New York, N. Y. 10017 * 212 0X 7-1890.

BCC

FOR THE RECORD

transit of control of licensee corporation, E. L. Broadcasting Co., from Kenneth A. Gallagher (16 1/4%) to Donald C. McBain (41.85% after transfer, 28.7% before) (16 1/4% after, 30.3% before) (16 1/4% after, 11% before) and Edward S. Adams (11 1/4% after, 2.7% before). Consideration $35,068. Action May 28.

WINF Manchester, Conn.—Granted 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 (48.9%), and others, to Profit Research Inc. No financial consideration. Transfer of asset transferred. Action May 28.


WPHN Liberty, Ky.—Granted assignment of CP from J. T. Whitlock (52%), W. B. Kelly and J. B. Crawford (each 26%), d/b as Patrick Henry Broadcasting Co., to Messrs. Whitlock, Kelly and Crawford (each 33 1/3%), d/b company of same name. Consideration: partners will assume equal share of debt. Action May 27.

KENO Las Vegas—Granted assignment of license from VKA Enterprises Inc., owned by Michael A. Kavanagh (49.9%), Lee Hutchinson (12%), Joyce Evans (6%) and others, to Lotus Broadcasting Corp., owned by Howard A. Kalmon and Louis L. Kresch (each 35%), including $330,000 including $185,000 assumption of liabilities and $40,000 covenant not to compete. Lotus Broadcasting owns KXY, Las Vegas, Calif. Action May 28.

WICT Richmond, Va.—Granted assignment of license from Al G. Stanley 698 Zannam Broadcasting Co., to Hoke Broadcasting Co., Owning Gerald F. Hills (97.8%), Mirajal Y. Stanley, Harold L. Gillis and Peggy M. Gillis (each 0.77%). No financial consideration. Action May 28.

WAFM Cincinnati—Granted transfer of control of licensee corporation, North Cincinnati Broadcasting Co., from Big Value Stamp Co., owned by Charles F. Hartsock (40%), Charles J. Arrighi (30%) and Foster Foulis (30%) to Parkview Markets Inc., which is owned by Charles Better (0.98%) and others, Alvin and Edward Fishman retain 50% interest in WAFM. Mr. Arrighi is general manager of Parkview while Mr. Hartsock is attorney for firm. Consideration $1,000. Action May 27.

WPFM(FM) Providence, R. I.—Granted assignment of license from Great Gate Corp., owned by Harold C. Arcaro (59%) and others, to Broadening Broadcasting Service Inc., owned by William A. Suprenant, president. WPFM will be used to make available resources of University by radio for information and education of public and as facility for continuing educational work for students of Brown. Consideration $36,000. Action May 27.


APPLICATIONS

KXRF(FM) Santa Monica, Calif.—Seeks assignment of license from Pacific Seaboard Broadcasting Inc., owned by Pacific Seaboard Corp., including Lee Hutchinson (24%), Lee Hutchinson (24%) and others, to Santa Monica Broadcasting Inc. (50%), to Santa Monica Broadcasting Inc. (50%) after. Santa Monica Broadcasting is owned by George A. Baron (80%) and C. D. Funk (20%). Consideration $57,000. Action May 28.

WLOB Pompano Beach, Fla.—Seeks assignment of license from WLOB Inc., owned by William F. Johns, Alvin J. Koening and others, to Sunrise Broadcasting Corp., owned by George T. Stimpson, Bessas Co. and Helene J. Schmidt (each 33 1/3%). Consideration $10,000. Sunset is past vice president in charge of sales for 20th Century-Fox Television. Mr. Goodwin is past director of Reeves Broadcasting Corp. and John F. Sutherland Inc. Mr. Schmidt owns Regents Lighter Corp. Action May 27.

WZUM Carnegie, Pa.—Seeks assignment of license from Harry C. Murphy (68%) and G. Russell Chambers (31.5%) d/b as Carnegie Broadcasting Co. to Messrs. Murphy (48.9%) and others. James D. Pelhous (each 5%) after d/b as Carnegie Broadcasting Co., to Messrs. Murphy (48.9%) for 5% interest. Mr. Pelhous is general manager of WZUM. Action May 27.

WISA-AM-FM Issaquah, Wash.—R. F.—Seeks assignment of license from Sergio Martinez (each 25%), owned by Guadalupe Gloria Maria Machado (each 0.63%), to Luis Alan Martinez and others. Consideration $52,257. Mr. Mejia had minority interest in WIAC-AM-FM San Juan, P. R. Action May 27.

WMSR-AM-FM Manchester, Conn.—Seeks assignment of license from Murray Chanumy (each 25%), owned by Joseph M. Carter, trustee in bankruptcy. No financial consideration. Action May 27.


KHOK-AM-FM Hequiam, Wash.—Seeks assignment of license from L. V. and Eleanor M. Schmidtke d/b as Twin Cities Broadcasting Co., owned by Earl K. Schmidtke (each 25%), to Pacific Broadcasting Inc., owned by Ernest E. Anderson, Ralph Graham and George M. Smith, trustee of Pacific Vandermaster (each 25%), Consideration $95,900. Messrs. Linenkhohl and Anderson are co-managers of classic radio station. Mr. Vandermark is manager of shake mill. Mr. Vandermark is employed at KXIC, Des Moines, Iowa.

WEKZ-AM-FM Monroe, Wis.—Seeks assignment of license from Kenneth W. Stuart, Willard K. Schuetze, Doran R. Zwygart and Edwin W. Schuetze (each 25%) d/b as Green County Broadcasting Co., to Green County Broadcasting Co., (corporation) owned by Messrs. Schuetze at same interest. No financial consideration. Action May 27.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward imposing no limitation on pending CP of WHAS Inc. to require it to reduce ERP of WHAS-TV (ch. 8) in direction of Lexington. Action June 2.


■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Radio Station KVOL Inc. to increase daytime power on 1400 kc to 5 kw, in St. Petersburg, Fla., to proceeding. Action June 2.

■ Hearing Examiner James Long, applying for grant of license to Century Broadcasting Corp., Crestwood, Mo., and Apollo Radio Corp., St. Louis—Designated for hearing application to increase daytime power on 1260 kc, DA-2, to 10 kw, continued nighttime operation with 5 kw; made WTVX, Birmingham, Ala., to proceeding. Action June 2.

■ Hearing Examiner James Long, applying for new FM on channel 94 (96.9 mc)—Fine Music with ERP 28 kw, and grant 200 feet for new FM with ERP 30 kw, ant. height 503 feet. Action June 2.

■ Hearing Examiner James Long, applying for new FM on channel 94 (96.9 mc)—Fine Music with ERP 28 kw, and grant 200 feet for new FM with ERP 30 kw, ant. height 503 feet. Action June 2.

WTTX New Orleans—Designated for hearing application to increase daytime power on 570 kc, DA-2, to 10 kw, continued nighttime operation with 5 kw; made WVTT Birmingham, Ala., to proceeding. Action June 2.

■ Century-1050 Fm. Broadcasting Co., Crestwood, Mo., and Apollo Radio Corp., St. Louis—Designated for consolidated hearing application of Century to change facilities of KSHE from channel 234 (94.7 mc), ERP 10 kw, ant. height 361 feet, to channel 299 (107.7 mc), ERP 10 kw, ant. height 501 feet, and designation of location to St. Louis, and Apollo for new FM on channel 299 (107.7 mc) ERP 8.1 kw, ant. height 189 feet for station}.
PROFESSIONAL CARDS

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Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 20001

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KARLE & KENNEDY
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Phone: 517-278-6733

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Lufkin, Texas
Neptune 4-4242 Neptune 4-9558

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FM and TV Engineering Consultant
Applications and Construction
Precision Frequency Measurements.

BROADCASTING, June 7, 1965
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 2

ON AIR NOT ON AIR TOTAL APPLICATIONS
Lc. CP's CP's for new stations
AM 4,036 32 75 437
FM 1,309 28 231 293
TV 551 42 107 207

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 2

VHF UHF TV
Commercial 509 165 674
Noncommercial 59 56 115

COMMERCIAL BOXSCORE

Compiled by FCC, March 31, 1965

Licensed (all on air)
CP's on air (new stations)
CP's not on air (new stations)
Total applications
Applications for new stations (not in hearing)
Applications for new stations (in hearing)
Total applications for new stations
Applications for major changes (not in hearing)
Applications for major changes (in hearing)
Total applications for major changes
Licenses deleted
CP's deleted

*Does not include seven licensed stations off air.

*Includes three noncommercial stations operating on commercial channels.


OTHER ACTIONS


By memorandum opinion and order, commission denied petition by KROK-TV, Inc., for new station on channel 7 in Portland, Ore. Action May 26.


By memorandum opinion and order, commission denied petition by KMSG-TV, Inc., for new station on channel 7 in Memphis, Tenn. Action May 26.


By memorandum opinion and order, commission denied petition by KFNF, Inc., for new station on channel 4 in Fremont, Neb. Action May 26.

By memorandum opinion and order, commission denied petition by KSBF, Inc., for new station on channel 9 in Beloit, Wis. Action May 26.


By memorandum opinion and order, commission denied petition by KFVR, Inc., for new station on channel 4 in Missoula, Mont. Action May 26.


By memorandum opinion and order, commission denied petition by KEGO, Inc., for new station on channel 12 in Oklahoma City, Okla. Action May 26.


By memorandum opinion and order, commission denied petition by KXLF, Inc., for new station on channel 9 in Great Falls, Mont. Action May 26.


By memorandum opinion and order, commission denied petition by KGW, Inc., for new station on channel 2 in Portland, Ore. Action May 26.


By memorandum opinion and order, commission denied petition by KMBC, Inc., for new station on channel 10 in Kansas City, Mo. Action May 26.


By memorandum opinion and order, commission denied petition by WMUR, Inc., for new station on channel 5 in Manchester, N. H. Action May 26.
Crown City Broadcasting Co., Seashore Broadcasting Corp. and Beach Broadcasting Corp. of Tom's River, N.J., in Doc. 15944-6, granted petition by Ocean County Television of Jersey Shore, Inc. for continuance of hearing to June 15, over opposing petitions by Ocean City Broadcast Co., to continue June 15, over opposing petitions by Seashore's motion to enlarge issues and to June 15 for replies. Action June 15.

By memorandum order and order in 1110, petition by Crown City Broadcasting Co. in Doc. 15732 et al., (1) denied motion by Crown City Broadcasting Co. to enlarge, change and amend issues; (2) granted motions by certain respondents to enlarge issues to include statements of contentions, enlarged issues to determine whether proposed changes and additions to petition by Crown City Broadcasting Co. would adversely affect operations currently licensed to petitioner; and (3) granted motion by Space General, division of Aerojet-General Corp., (a) struck those portions of Crown City Broadcasting Co.'s motion to file additional issues as to liability, and (b) granted certain respondents to file additional issues as to liability, and (c) directed Crown City Broadcasting Co. to file responsive pleadings. Member Nelson absent. Action May 28.

By memorandum order and order in 499, petition by the LeBraun Broadcasting Co. in Doc. 15833 et al., denied petition by CEDAR Broadcasting Corp. to file additional issues as to the AM and FM services of Seashore Broadcast Co., and (2) granted motion by Seashore Broadcast Co. to file additional issues as to Lebanon Valley Radio, Lebanon. Member Nelson absent. Action May 28.

Granted petition by Broadcast Bureau to extend time to June 7 to file responsive pleadings to petition by Midwest Television Inc. to modify issue in proceeding on application for new TV on channel 29 in Spring- field, Ill., in Doc. 15950.

Granted petition by Lampassas Broad- casting Co. to expand petition to file responsive pleadings to petition by WACO Broadcasting Co. to enlarge issues in proceeding on applications for new AM in Lampasas, Tex. Action May 28.

In proceeding on applications of Central Broadcasting Co. and Hall County Broadcasting Co. for new FM's in Warehouse and Maass, respectively, ordered petition by Broadcast Bureau to extend time to June 1 to file response and petition for reconsideration thereof may not be dismissed.
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

• SITUATIONS WANTED 25¢ per line. $1.00 minimum.
• DISPLAY ads $25.00 per inch. $20.00 word. $2.00 minimum.
• 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.

Announcements or resumes submitted require 8% 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

Radio Station Manager in a market just under $200,000 in the deep south. Prefer a man with small market experience who has proven sales background, is promotion minded, with collections and has aptitude for details. You will be part of a group operation. Starting salary $10,000 plus expense account and percentage override on sales. Write giving complete details, or phone. KOLY, Morton, S. D.

North Dakota radio manager, Population 2,000. Excellent opportunity, new equipment, and new management. Send resume to KOLT, Moorhead, Minnesota.


Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-360, BROADCASTING.

Wanted: Need experienced salesmen to build and expand $25,000 community station. Excellent earnings: Contact Jim Lambros, KICS AM-FM, Hastings, Nebraska. 3-1314.

Wanted to make more money? Are you ready to take over a host of good radio accounts, get into America's fastest growing market with stations leading broadcast chain. Must have at least 1 year's experience. Good working conditions. State salary. Box F-89, BROADCASTING.

New Jersey—Experienced announcer—newsmen for adult music station. Interview required. Salary $14,000. Send tape & resume. Box F-34, BROADCASTING.

Wanted: Announcer or a combo announcer, engineer with 1st ticket for a small town operation. Small staff but congenial and cooperative. No hot shots that think they are better than the best, but just haven't gotten the breaks. I need a good dependable announcer who is willing to do as he is instructed for good salary. Must have at least a fairly good voice and enough experience to do a good commercial. Send tape and resume and salary requirements first reply. Box F-41, BROADCASTING.

Announcer—Seeking for well established medium market eastern station. Experience a must. Will work a board shift and sell $250.00 per week. This is a permanent position for a mature individual. Liberal benefits offer. Box F-85, BROADCASTING.


Announcers—(Cont'd)

If you have a pleasant voice, know how to sell on the air, do a decent job of reading news, have a good feel for music, we have a place for you. Send tape, background and salary expectations. Contact C. E. Williams, Krown, Winona, Minnesota. No phone calls please.

Announcer sports announcer, opening available immediately. Experienced multiple station operation. Excellent opportunity with good voice and production for major market. Contact Program Director, WAMR, Albion, Michigan.

Business-minded advertising man to manage a group of stations. Send resume to WCV, Wolden, Wisconsin.


DJ-announcer, must be a man of integrity. Write giving complete details, contact Rick Reavins, WFIN, Findlay, Ohio.


Reliable morning man, middle of road format. Good voice for medium market. Send tape, resume and photo (will return). WKFJ, 188 West Randolph, Chicago 1, III.

WKS-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. Contact Tom to Jim Lonergan, WKS, Box 1553, Orlando, Florida.

Immediate opening for first phone announcer at leading central New York operation. Prefer recent college or broadcasting school graduate. Rush tape and resume to Program Director, WTLB, Utica, N. Y.

Indiana daytimer and FM needs first phone for AM and nighttime FM announcing. No maintenance. Phone 317-684-7396.


Wanted: announcer for variety pre-programmed station. Experience helpful but voice quality more essential. P.O. Box 906, Clearwater, Fla.

Technical

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum $7500 plus. Many vehicles available for the experienced engineer with qualifications. Send resume in confidence Box E-30, BROADCASTING.

5000 watt, KLKR radio and related microwave cable Co., needs a top engineer ready to take over the chief position immediately. I'm leaving after 3½ years to manage another radio station. A good engineer will be paid well and be responsible for maintaining good radio and CATV equipment. My experience proves this is an alert alive organization. I recommend it, if you have technical ability and can work on your own time. Box F-71, BROADCASTING.
Technical—(Cont'd)

First Class License. Strong on maintenance skills is must. Experience is required, opportunity with expanding station. Contact Jim Lambo, KICS AM-FM Hastings, Nebraska.

Progressive, expanding AM-FM operation is seeking an experienced broadcast engineer. If interested in position with future, this is your opportunity. New equipment. Also associated with CATV and microwave projects. Write Paul Powers, WRDZ 5-3156. KJCK AM-FM, Junction City, Kansas.

Engineer able to keep 250 watt daytimer on air and handle maintenance. Some board work required. Call needed. Send resume and requirements to Manager, WMST radio, Shenandoah, Penna.


WORX, Madison, Indiana, has opening for transmitter engineer. Write full particulars to General Manager.

WWZ Lorain, Ohio—Engineer, full or part time, announcement not required.

NEWS

Indiana AM-FM needs experienced newswoman...strong local-area coverage. Box E-564, BROADCASTING.

If you have a nose for local news verified ticket can edit and announce all news plus doing regular announcing shift then cease send resume, references and photo to Box F-47, BROADCASTING.

Wanted: Professional newsmen with experience leaving to join four man news department. Dale Low, KWIX, Moheley, Missouri.

Somewhere a good newswoman 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—Model units—beepers—tape recorders. Send complete resume including writing and picture in 1st letter. Harry Dougherty, KKEO, Mexico, Missouri.

Need at once—newswoman: Gather—write—air—local & area news. Contact Charles Riley, WBIT, Big Rapids, Michigan.

Immediate opening for news director. Contact manager WDLC, Port Jervis, New York.

Production—Programming, Others

Staff production positions (not assistantships) in radio-TV for qualified students working on MA degree, BA and academic acceptance to school necessary. 10-month contract for half-time position $2,400; possibility of quarter-time position. University in northwest area. Box E-568, BROADCASTING.

Immediate opening for program director. "Middle of the road" format. Pennsylvania. Box E-569, BROADCASTING.

Wanted: Creative copywriter who can handle board shift. Third class verified ticket. Send complete resume including references. audition, recent photo to Box F-47, BROADCASTING.

Opportunity in one of midwest's fastest growing markets for imaginative, creative programmer and continuity man with strong voice—no air shift. Write WAAM radio, P. O. Box 721, Ann Arbor, Michigan, for available, experience and salary.

Immediate opening for continuity director at WTRY, Troy, N. Y.

Production—Programming, Others

Continued

Production—Wanna swing with Virginia's leading top 40 operation entering it's eight year anniversary? Our number one station in this major East coast market? Ya gotta be an excellent production man to earn an above average salary. Send resume and picture to Box E-73, BROADCASTING.

Situations Wanted—Management

General manager. Station just sold. Available now or later. Highly experienced. Good references. Family man. Excellent administrator. Well versed in programming and promotion. Radio or TV sales promotion and presentations. Civic minded. Can operate successfully in any size market. Radio or TV. Box F-17, BROADCASTING.

Successful manager for small or medium market. High local, personal sales. Box F-54, BROADCASTING.

Wanted: Successful manager available. Up from the ranks of announcer, copy, traffic, newsreader, sport and newscaster. Ten years experience as program director. Program director. Sales and General manager. Mature, dependable family man with high citizenship ranking. Box F-28, BROADCASTING.

Experienced, reliable, married, hard worker. Over 10 years in radio, including managementship 5 years. Interested in adult programs, small medium or large market. Box F-37, BROADCASTING.

Present Mid-Atlantic general man commercial manager, college graduate, radio or TV major, seeks managerial position, family. Box F-53, BROADCASTING.

15-year experience radio and sales management ready to make you money. Married, forty, first-phone, able and eager. Resume on request. Box F-21, BROADCASTING.

15 years management-sales management experience, including tightfisted administration; aggressive sales, sales training; creative promotion, programming. Looking for solid, permanent opportunity. Top business, character references. Box F-68, BROADCASTING.

Florida major markets—General manager available now for personal interview. Over 20 years experience in all phases. Five figure minimum. Box F-79, BROADCASTING.

Production—Programming, Others

Sales

Veteran salesman, salesman with highly successful background and experience in medium size market...West. Box F-23, BROADCASTING.

Situations Wanted—Announcers

Ten years in radio announcing. Experienced disc-jockey, smooth commercial delivery; good news. New York, New England needed. Box E-402, BROADCASTING.

Announcer, authoritative newscaster, all phases of broadcasting. Married, mature, money not object. Experience future in 500 miles New York. First phone. Box E-408, BROADCASTING.

Newsmen-announcer, also desires to learn sales. Married. Pennsylvania preferred. Box E-411, BROADCASTING.


Bright sound—bright looks—seeking brightener future. College grad., married, 27, creative radio and TV personality. Authoritative news, 3rd ticket. Box F-19, BROADCASTING.

Radio school graduate, mature, good voice; 2 years experience. Must have eligibility—2nd class license. Prefer South-California. Summer replacement etc. Tape, resume, Box F-15, BROADCASTING.

Announcers—(Cont'd)


Experienced, female newscaster, announcer, available immediately. Send photo to station within New York, New Jersey, Connecticut area. Box F-20, BROADCASTING.

Top notch morning man! Complete with home cooked breakfast. One who can be responsible for commercial delivery. Excellent production. Seeking permanent position. Air check and resume available. Box F-25, BROADCASTING.

I want to work for you if you need a professional, lively good music announcer with ten years experience in broadcasting. Write Box F-29, BROADCASTING.

Professional top references 18 years radio & TV 1st phone. Announcer pd manager. Looking for solid operation in California, Arizona. Box F-39, BROADCASTING.

Dependable, newscaster, commercials, timing, tight production, 3rd class, resume and picture. Box F-44, BROADCASTING.

Young Big Ten athlete graduate interested in news and sports. Excellent, experienced play-by-play-basketball, football, baseball. Phone 703-5-3369 or write Box F-50, BROADCASTING.

8 years experience first phone. Medium-large market preferred. No rock. Box F-52, BROADCASTING.

Light experience, endorsement, some college speech background. Ambitious hard worker. Box F-54, BROADCASTING.

Good announcer! First phone, experienced and capable. Will consider news job. Box F-56, BROADCASTING.

Young announcer 7 yr. In business capable of handling all markets. Strong on news willing to relocate. Box F-59, BROADCASTING.

Professional eleven years. References, good background. Know Florida, California. College veteran. Third ticket. $119 weekly minimum. Box F-59, BROADCASTING.


DJ announcer experienced tight board family man willing to relocate. Not a prima donna or floater. Box F-72, BROADCASTING.

First phone, three years experience. Available immediately. Bill Melton, 1 South Clinton, Trenton, New Jersey. 691-5156.

Boston area—Mature announcer, person-to-person delivery, good utility man with flair for good institutional and tongue-in-cheek copywriting. In the business since beer came back. No resume, no tape, no picture. Box near as you can get it. Immediate contact. Phone OL-97018 or write P. O. Box 72, Accord, Mass.


ANNOUNCERS—(Cont'd)

Loyola University arts student desires to re-enter radio full time. Year's experience at WABA, Richmond, in audience market. Prefer Midwest, others considered. Also interested in summer replacement work. Wanta job at top 40 or Jazz format. Eddie DeWitt, 8433 W. 95th, Hickory Hills, Ill.

First class voice. First class references and experience available yesterday phone L. Greene or Janis collect, Arizona Code 602 406-8553.


First class FCC license, good voice, with ambitions to be heard. Grew. Todd, 200 North McNees, Whittier, Calif. Phone (213) 786-2009.

Female dj/announcer available—news gathering—women's program traffic sales—dependent—Please telephone, 513-347-1116...

Write, 1928 Dayton Rd., Greenville, Ohio.


Informative host for adult music: (Not opera) Radio 16. All phases of music and music related. Prefer midwest. $125.00 minimum. Raymond Dagen 236 Rutgers Lane, Parsippany, N. J. 201-229-5003.

Situations Wanted—Technical

Chief Engineer AM-FM, construction proofs, seeking permanent position in Western U.S., some announcing if desired. Box F-9, BROADCASTING.

Experienced first phone operator available soon, Southeastern states. Box E-420, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box F-8, BROADCASTING.

Experienced maintenance engineer middle aged, first phone, permanent position references. Box F-36, BROADCASTING.

News

Stable family man available mid-July for radio news position. 3 years radio, 3 years TV, 3 years TV writing references. Box E-867, BROADCASTING.


Experienced newsmen, good music, country dj. Contact present employer. Endorsed restricted ticket. Box F-21, BROADCASTING.

G W A Newman (gather, write, air). Ten years experience in radio news since leaving staff announcing. Want to relocate in radio or TV, have no TV experience. Box F-62, BROADCASTING.

Production—Programing, Others

A quality broadcaster deserves a quality program executive. As music director of WNYC's chart topping FMer, I know how enviable it is. I'm expanding to general programing with the skills, background and imagination. AM-FM separation problems? Opportunity knocks! Box E-386, BROADCASTING.


Production—Programing, Continued

Writer-researcher—Radio-TV news and public affairs writer now with network. Excellent background. Available mid June. State offer. Box F-8, BROADCASTING.

Assistant promotion manager at number one market is available with readiness to assume responsibility as promotion manager. Age 35. Degree. Box F-34, BROADCASTING.

Mature, young and well known drive-time personality desires move into programming. Five years experience. Currently employed in five figures. Best references. Never moral character. Box F-55, BROADCASTING.

You have the time? Jazz show is yours—at no charge—for the return of tapes after programming. J.E.D., 133 Middle Road, Mustine, Calif.

TELEVISION

Help Wanted—Sales

Wanted: an individual to sell television to both large agency and small retailer, Top ten market. Top dollar potential. Youth expert. This is a hands on position. Experience preferred. Be hungry but not starving. Social skills, hard work, no hasty. Reply to Box D-294, BROADCASTING.

Aggressive, experienced sales manager for exceptionally well equipped, aggressive small market station in the Mountain West. (Colony 9200 watt network FM stereo tape units, color tape in 1980). $10,000.00 plus over prime. Genuine, hunting, fishing, skiing, water skiing, and etc. Here is a town you can raise your family in without the worry of juvenile delinquency, and etc. The man we want must stand a rigid investigation. Send your picture and etc., to Mr. Gordon O. Glaumann, P. O. Box 947, Twin Falls, Idaho.

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.

Television broadcast maintenance engineer needed, New York based mobile unit. Heavy RCA equipment. Experience with all types of equipment desired. Good salary and overtime. Willing to relocate. Box E-379, BROADCASTING.

Expanding operations. Openings for several experienced VHF and maintenance broadcast television technicians with 1st phone. Major midwestern university campus ETV station. Developing statewide network, rapidly expanding closed circuit system, major recording and duplicating facility with 5 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. Responsibilities include technical, supervisory, and production positions with "unlimited" potential for growth. Competitive wages: university benefits. Send resume and picture with application to Box F-59, BROADCASTING.

Florida ETV station, due to expansion, will have three openings: studio, transmitter and maintenance. First class license required and TV experience desired. Good salary and working conditions. Box F-2, BROADCASTING.

Activating ETV-UHF station in N. Y. state. Studio, transmitter, VTR needed engineers immediately. Installation, operations, maintenance. Applicants well qualified desirable. State full details, references, and salary requirements. Box F-7, BROADCASTING.

"Transmitter operator, RCA TT 50 AH; modern, well equipped maximum power VHF educational operated by university, interested staff, equipment, news. Reply by letter to Bob L'Roy, KLKN-TV, Star Route 2, New Braunfels, Texas. 78130."

Production—Programing, Others

Transmitter operating technician AM-FM, TV. No announcing. Salary based on back ground and experience. Send resume to Chief Engineer, WAIM, Anderson, South Carolina.

We are increasing our engineering staff, sales staff, and transmitter and maintenance men. This is an excellent opportunity for the right person in accordance with your ability. Send complete resume, salary requirements and recent photograph to Charlie Pratt, Chief Engineer, WTFM-TV, Columbus, Ga.

News

Creative TV news combo man, writer, reporter, photographer for news broadcast operation. Must be experienced. New England market. Box E-401, 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. Station uses full studio facility with resume. Box E-409, BROADCASTING.

Reporter-photographer for national award-winning news department of Great Lakes television network. Must be experienced in photography if necessary. On-air ability not required. Reply to Box F-41, BROADCASTING.
NEWS

Broadcast Journalist desires news management position. Assembling, gather, write. Six years present employer. Responsible, family. $9,000. Box F-45, BROADCASTING.

Production—Programming, Others

Available immediately, for your continuity or promotion department. 10 years in Radio & TV. Recent and solid material on request. Box E-236, BROADCASTING.

Director-experienced commercial and ETV service programming. Box F-1, BROADCASTING.

College graduate desires job in TV production-direction, Broadcasting degree. Thomas Hogan, 10115 SO. 17th St., La Crosse, Wis. 54601.

Qualified Chief Photographer. Television, newspaper, commercial, illustrative, portrait, public relations, experienced. All still cameras and 16 mm. Studio cameraman, director, producer, lighting, announcing, children’s show talent. B.A. Fine Arts background. P.O.B. #4, Hazel Crest, Illinois.

WANTED TO BUY—Equipment

1-one kw transmitter, frequency monitor, modulation monitor remote control equipment consoles, turntables, tape recorders, tape and voice record and playback units, tower two hundred feet with all lighting equipment. N. W. Thomas, P. O. Box 440, Chattanooga, Tenn.

Want RCA TK-41 color camera, advise condition & price. Box F-31, BROADCASTING.

Wanted to buy—250V-3 Collins transmitter or 250-GY transmitter or BFA-101 RCA transmitter. Chester J. Davis, 314-3242, Hartsville, Tennessee.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electrafind, 440 Columbus Ave. N.Y.C.

Co-axial cable, Helix, Strofdex, Sporline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 50th Street, Oakland, Calif. Phone 418-1832-2027.

New and Reconditioned aerial remote pickup equipment and Polices receivers. World Wide Company, Box 43, Weatherford, Texas. Phone 817-894-5172.


For sale: 2 Collins record-playback units plus 1 record amplifier. Package $800.00. Telephone area code 704-330-1338.

IFM transmitter—250 ITA excellent working conditions. Complete with spare tubes. Box F-46, BROADCASTING.

Audio equipment—Amplex, Altec, Fairchild, Langevin, Neumann, etc. Trades Newton used. Get our list. Audio Distributors, Inc, 2342 S. Division, Grand Rapids, Michigan.

The complete source of used broadcast equipment ... Broadcast Equipment and Supply Co., Box 3141, Bristal, Tennessee.

Measurements’ model 88 noise & field strength meter including lovely case—hardly used $500: EA model AW O-3 ma recorder $175. Box F-18, BROADCASTING.

For sale: 10 kw-FM G. E. Transmitter, model 18181 available immediately. First $4,500.00 takes it. Phone 712-332-4881.

MISCELLANEOUS

30,000 Professional Comedy Linest! Topical laugh service featuring deejay comment introductions Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 3,000 Super dooper, Hooper speaker, one of your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

Add 20% to your billing ... with weekly ideas from the Brainstorm. Each issue contains 12 saleable items. $2.00 per week. Exclusive. Write Brainstorm Box 675, Lubbock, Texas.

"DEJKAY MANUAL"—A collection of dj comedy lines, bits, breaks, gags, thoughts ... $5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 38th St., Brooklyn, N. Y. 11232


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 literature, write Grantham Schools, 1506 N. Western Ave., Los Angeles 28, California 323; 1339 North 12th St., N.W., Atlanta, Georgia.

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 on all FCC First Class outstanding theory and laboratory instruction. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.


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, Illinois.

Announcing, programming, console operation Two weeks. Interested writing. $400.00. First class. Finest, most modern equipment available. G.I. approved. Box F-18, BROADCASTING, 2065 Inwood Road, Dallas, Texas.

Minneapolis now has Elkins’ famous six week course in FCC First Class license preparation through proven theory and lab methods. Elkins Radio License School, 4139 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 620 hours instruction and over 300 hours guided discussion at school. Reservations required. Enrolling now. Call or write John June 18, August 16 & October 30. For information. References quoted. William S. Ogden Radio Operational Engneering School, 150 West Olive Ave, Burbank, California.

FCC First Class Radio Telephone License in (5) weeks—guaranteed—complete tuition $250.00—Rooms $10.00 per week—Classes begin June 20, Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1328 Main Street in beautiful warm Sarasota, Florida.


America’s pioneer, 1st in announcing since 1934. National Academy of Broadcasting, 614 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, Howard Miller & Robert S. John have combined to bring you—one-in-depth course that led to their success. Free full color 32-page brochure and special recorded message explain training facilities of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

First phone through tape recorded instruction or in six week resident class starting July 1. Call or write Johnson Audio-Visual Instruction Training, 1251 Ninth, Manhattan Beach, Calif.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6971, New Orleans.

Become a deejay! Learn techniques amazing secrets of that exciting, by tape recordings! Fisher, 678 Medford Avenue, Patchogue, New York, 11772.

101

BROADCASTING, June 7, 1965
RADIO
Help Wanted
Management

CATV-MANAGER
Excellent opportunity to grow with young high-potential operation in St. Thomas, Virgin Islands. Must have sales ability, basic understanding of engineering, and desire autonomy to manage all phases. To operate existing system, requires shirt-sleeve attitude, efforts would result in direct income benefits. Send resume, references, availability date and salary requirements to: Box F-254, 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

ENLARGING STAFF
Need mature morning or afternoon traffic man for middle-road 50 kw in Midwest Major market. Send Air Check, References, and Salary Requirement first letter. Box F-63, BROADCASTING

News

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 out it with an award-winning news staff, rush tape and resume to: Box F-636, BROADCASTING

NEWSMAN
Major market top rated 50 kw giant needs modern, hard-driving newsmen for evening news directorship. Rush tape, resume, salary requirements. Box E-622, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS...
Available immediately: DJs, Newsmen, Production men. Announcers. People with showmanship and imagination able to take over new 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, Calif.

Major Market
PHONE-SHOW HOST
Will turn your stations night-time into $$$ TIME.
Box F-51, BROADCASTING

Promotion

ADVERTISING/SALES PROMOTION MANAGER
EXPERIENCED EXECUTIVE ADMINISTRATIVE ASSISTANT
Extensive background in broadcast and publishing fields. Experience includes direct mail promotion; advertising copy and scheduling; monthly market and newsletter; sales presentations; trade shows, receptions and sales meetings; market and media information; broadcast rating analyses; publicity and press relations; budget recommendations and control; supervision. Top worker and organizer. Write:
Box F-33, BROADCASTING

TELEVISION—Help Wanted
Management

CATV-MANAGER
Excellent opportunity to grow with young high-potential operation in St. Thomas, Virgin Islands. Must have sales ability, basic understanding of engineering, and desire autonomy to manage all phases. To operate existing system, requires shirt-sleeve attitude, efforts would result in direct income benefits. Send resume, references, availability date and salary requirements to: Virgin Islands, W.V., Box F-254, BROADCASTING.

Sales

WANTED
SYNDICATED FILM SALESMEN TO SELL LOCAL MARKETS
Seven men needed to sell (as is) syndicated advertising packages now (entertainment later) to retailers and stations in local markets.
Applicants should have background in film, film syndication, television time sales or advertising agency work; be free to travel extensively and have a sales mind-set. We desire self-starters with management ability. Territories open: Chicago (5 states); Detroit (4 states); Boston (9 states); Atlanta (6 states); Kansas City (6 states); Dallas (5 states); San Francisco (11 states). We pay straight commission with possible earnings in excess of $25,000 per year with immediate income. Company paid health and accident insurance. Send resume, picture, and indicate territory of interest. Successful applicants will take written test, be personally interviewed and trained in the field.

TELEVISION FILMS, INC.
6335 Homewood Avenue
Hollywood 28, California

News

WANTED
Experienced newsmen for combined radio-TV operation. Must be able to read, write, report and have experience with radio & TV tools of the trade. Send resume. I. F. Murphy, KOOL News, 511 West Adams St., Phoenix, Arizona 85003.

Production—Programming, 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

PHOTGRAPHER
Experienced motion picture and still photographer for progressive TV station in the Northwest. Qualifications must include using AURICON sound cameras, editing films and reverse film processing. Immediate opening. Send resume to:
Box E-386, BROADCASTING

Situations Wanted

News

TELEVISION NEWSCASTER
Available August-September. Write-report your state-regional news. 11 years broadcast experience, 5 years on daily newscast in present market. Wide background in news. At 42, this dedicated newsmen seeks new challenge in major market. Experience in management.
Box E-66, BROADCASTING

BROADCASTING, June 7, 1965
WANTED TO BUY— Stations

STATION WANTED

Small station wants to buy additional station in a one to four station market East of Mississippi River. Will pay 25% to 100% cash. All Information confidential. 

Hudson Millar 
WKLW 
Cullman, Alabama

FOR SALE—Stations

FM Station Upper Midwest 
SACRIFICE

Box F-5, BROADCASTING

Pacific Northwest AM 
operating 12 years without really working local market, so there’s small cash flow. Class IV full- 
timer. $25,000 down will handle. 
Total $160,000 with $200 lease. 390-ft. tower. Half million population in 500 uv signal con- 
tour. Direct or through your broker. Don’t hesitate. 
Box F-48, BROADCASTING

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

To buy or sell Radio and/or TV prop- 
erties contact: 

PATT MCDONALD CO. 
P. O. BOX 9266 - GL 3-8080 
AUSTIN, TEXAS 78756

To buy or sell Radio and/or TV prop-
erties contact: 

PATT MCDONALD CO. 
P. O. BOX 9266 - GL 3-8080 
AUSTIN, TEXAS 78756

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Increase ERP to 20 kw; change type trans. and type ant.; 29% on height; 570 feet.
WMRI-FM Marion, Ind.—Granted CP to replace expired permit to install new exciter unit.
WJks-TV Jacksonville, Fla.— Granted mod. of CP to change ERP to 447 kw vis. and 129 kw aur.; change trans. and studio locations; type trans. and type ant.; height to 500 feet, and make change in ant. structure.
WCLP-TV Chatsworth, Ga.— Granted mod. of CP to change ERP to 447 kw vis. and 44.7 kw aur.; change ant. 
KZIX-FM Fort Collins, Colo.—Granted mod. of CP to change type ant. 
WDRN(FM) Norwalk, Conn.— Granted mod. of CP to increase ERP to 3 kw. and ant. height 120 feet; change type trans. and type ant.; remote control permitted; conditions.

Following were granted extensions of completion dates as shown: WJks-TV Jackson- ville, Fla.—To Nov. 7; WNOP-TV New- port, Ky., to Nov. 28; and change name to "WJks-FM Monroe, La., to Dec. 15; KOXR Oxnard, Calif., to Nov. 1; WINK Fort Myers, Fla., to July 15; WTMY Philadelphia, to Dec. 15; WCLU Covington, Ky., to Dec. 15; KAVE Carlsbad, N. M., to Sept. 1; KBA Burling- 

For a complete list of what's happening in the industry, please visit our website at www.broadcasting.com.
Fines

- Commission notified Regional Broadcasting Corp. that it has incurred apparent liability of $1,400 for wilful and repeated violation of rules by not having properly licensed operator on duty at trans. of KLIX Twn Falls, Idaho. Licenses has 30 days to contest or pay forfeiture.

- Commission notified Wichita Great Empire Broadcasting Inc. that it has incurred apparent liability for willed and repeated violation of sec. 73.93 of rules by not having properly licensed operator on duty at trans. of KFDI Wichita, Kan. Licenses has 30 days to contest or pay forfeiture.

New call letters requested

- WRAL Raleigh, N. C.-Raleigh Radio Co. Requests WNCZ.
- KFYK Phoenix, Calif.-WCBC-TV Co. Requests KOYA-FM.
- WKNM-Tucson, Ariz.-Tepeks, Kan.-Washburn University of Topeka. Requests change in call letters.

- KALA(TV) Maui, Hawaii.-Radio Honolulu Ltd. Requests KMAI.
- KLAL(TV) Hilo, Hawaii.-Radio Honolulu Ltd. Requests KIWA-TV.
- KCTV Des Moines, Iowa.-Corn Belt Progressive Broadcasting Co. Requests WKCU.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through June 2. 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 alphabetically by state.

- Indicates a franchise by state.

- Homewood, Ala.-An ordinance granting a franchise to Jefferson Cablevision Corp. (Ben McGinnis, general manager, WSGN Birmingham, Ala., president) has been passed again after being vetoed by Mayor E. G. Walker. The mayor had vetoed it to allow more time for study.

- Hueytown, Ala.-Hueytown and Midfield, both Alabama, have granted franchises to Cablevision of Alabama (headed by S. P. McDonald, Roanoke, Ala.).

- Miami, Fla.-See Hueytown Ala.

- Plant City, Fla.-Joint Cablevision Inc. (Harry Bennett, president), Cocoa Beach, Fla., has applied for a franchise. Under the proposal one channel would be available to the city commission for police protection, fire protection, civil defense and other projects. The city would receive 2% of the annual gross receipts for the first five years and 4% thereafter.

- Sandpoint, Idaho.-John Scott, Priest River, Idaho, has applied for a non-exclusive franchise.

- Coldwater, Mich.-Coldwater Cablevision Inc. (E. J. Winneman) has applied for a franchise. The monthly charge to subscribers for this service would be available in one year.

- Blue Earth, Minn.-A franchise has been granted to Eldorado Broadcasting Co. (Blue Earth Valley Telephone Co. and Paul Hedberg, general manager) of Blue Earth, Minn. Subscription fee would be $10 for installation and $5 monthly. The KBEW radio tower will be used to construct the system.

- Shawnee, Kan.-Two applicants for new CATV franchise has been cleared for TVW. Inc., Fairview, Kan.

- Saint, Joseph, Mo.-St. Joseph Cablevision (a joint venture of Alliance Amusement Co.; Columbia Broadcasting Corp., Philadelphia) has applied for a franchise. Xenophon W. Mitchell is manager and head of the joint enterprise, cost an estimated $1 million. The following TV stations serve the area: KFFE-TV, Topeka; KTVB-TV, Tiaton; KMBO-TW, Kansas City; KCMO-TV, WDAF-TV, KMBC-TV and KCSD-TV.

- noncommercial, all Kansas City, Mo., and Columbia, Mo., weather services would also carry up to 26 FM stations, local educational telecasts and service to all police departments.

- Egg Harbor City, N. J.-City council has approved a franchise for a $2500 TV service. The firm will provide free service to all public and other schools.

- Allegany, N. Y.-Olean TV Cable Co. (Gordon Fugui, president) has requested a 10-year franchise. The firm has been operating without a formal agreement in the town and without paying a separate franchise fee.

- Bandover, N. J.-Garden State CATV Inc. (James L. Gram, president) has applied for a five-year franchise. The company will provide free service to all public and other schools.

- Egg Harbor City, N. J.-City council has approved a franchise for a $2500 TV service. The firm will provide free service to all public and other schools.

- Lawrence, N. J.-City council has approved a franchise for a $2500 TV service. The firm will provide free service to all public and other schools.

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Timebuying is more than mathematics

Archer notes, and as the networks have been outbidding one another higher and higher into the cost stratosphere over rights in sports programs, his staff has been getting deeper and deeper into local sports program purchases for accounts such as Wheaties.

Local program buys like these are admittedly more time consuming and more detailed than the single purchase of a network participation package or a spot buy for a flight of minutes, Mr. Archer will quickly agree. But this is the most interesting and exciting challenge for the buyer's skills and experience, he indicates.

WEEK'S PROFILE

Here is where the buyer's intimate knowledge of the local markets and of individual stations and their personalities and management may prove to be just as vital as the cold statistics of ratings and cost efficiency, Mr. Archer explains. A local buy often can give the advertiser considerable extra promotional mileage through personal endorsements, merchandising and special events, he notes.

A traveling timebuyer ever since the days he spent on the road making buyes for Grove Laboratories ("You always tried to lock up a good schedule before the Vicks man got to town"), Mr. Archer still makes regular visits to the major markets as well as those on his critical list. He strongly supports every agency inclination to send its timebuyers out into the field too, citing the value of knowing station people better.

"Listen and Learn!" By and large Mr. Archer considers broadcasters to be more alert and more creative than their counterparts in the more tradition-bound media like newspapers. A new idea for print too often meets an inflexible "no," he observes, whereas broadcasters "listen to our problems and try to be more understanding." Often, he notes, they will come up with a whole new program vehicle to meet the particular need.

At least he felt was tested last fall, though, during the battle over the "piggyback" issue (he prefers to call them "30-30 spots" or "shared corporate minutes"). But the ultimate compromise saved a lot of business from switching to print, he recalls, because of the dollar squeeze besetting the multiple-product manufacturer.

Here the broadcaster could better see why the sponsor has a budget bind, he feels. Even though big in total billings such a sponsor still must meet the rising competition of the marketplace with more and more fragmented or specialized product variations, each requiring individual promotion, Mr. Archer says.

Mr. Archer has always been just as glad to see station representatives as they have him, but because of the sheer traffic and detail problems he expects them to be punctual and to the point. "They are on our team," he says, "because we too are just as concerned about lost opportunities. When an air date comes you've got to get on."

Although coming from a family of teachers, Mr. Archer says college proved a challenge to him. It did, that is, until he was caught up in an exciting post-war course at the University of Minnesota.

But even that was the hand of fate. With his future wife awaiting him for a date, Mr. Archer raced through registration by a simple technique: "I simply picked the shortest line; it was for 'school of business—advertising.'"
The empty rooting section

The absence of any broad base of support for the FCC's network program control proposals is becoming unmistakably apparent. Even the commission must notice it, for in the past two weeks Chairman E. William Henry has gone forth to do missionary work. When Mr. Henry considers it desirable to go, as he did, to explain the plan to members of the Association of National Advertisers and the American Association of Advertising Agencies—which unquestionably have a better grasp of its implications than the FCC has—it's prospects must look very shaky indeed.

In effect, the plan would make advertisers the equals of networks as suppliers of nighttime network nonnews programming. Aside from the networks, three groups would be directly involved: advertisers, advertising agencies and independent program producers. But it is now more than two months since the plan was announced and more than four since its details became public, and where is its backing?

There is no doubt that many advertisers and agencies have felt themselves offended in their dealings with the networks over the last several years. Many have complained privately, and some not so privately, of network "high-handedness." We should be surprised if they aren't now finding some pleasure in seeing the networks sweat.

They have not, however, endorsed the commission's proposal, and to the extent that they have gone on record they have been almost unanimously against it. Neither the ANA nor the AAAA has taken an official position, but some of the most influential members of both organizations have said publicly that they consider it undesirable at best.

Independent producers seemingly stand to gain most from the plan, but they have privately expressed varying attitudes and have publicly taken no position at all.

Even the print media, which usually rush up with buckets of gasoline when television is under fire, are against this proposal. As reported in these pages two weeks ago, a sampling of editorial opinion found four nays for every yea.

We do not say the plan is wrong because it lacks support. It is wrong because it would almost inevitably lower the quality and probably the quantity of television programming and, at the same time, no less certainly limit smaller advertisers' access to television.

If the absence of support does not in itself make the plan wrong, however, it does make it unworkable. If advertisers will not endorse even the theory, how far can they be expected to go in investing the millions necessary to make it work? Having deferred further action on the plan until October, the commission should devote the next five months to forgetting it altogether.

Birds in whose hands?

Within the past month it has become evident that the space age is producing technological developments that could profoundly change our television system.

Leonard Goldenson, president of ABC, has proposed the launching of a special satellite to replace AT&T circuits for the distribution of ABC-TV network programs to affiliated stations. David Sarnoff, chairman of RCA, has said that within 10 years it will be possible to create systems of direct satellite-to-home delivery of TV.

These projections and others like them are prompted, of course, by the physical success of Early Bird, the communications satellite that has proved the practicality of television relay stations in space. From the television industry's point of view, Early Bird is beginning to turn up a lot of worms.

Social, political and economic implications of enormous consequence are inherent in any use of satellites for domestic distribution of television programing.

Mr. Goldenson's proposal, which is far more modest than General Sarnoff's prediction, is radical enough to precipitate controversy all by itself. If Mr. Goldenson's estimates are correct, ABC-TV or either of the other television networks could put up and operate its own national inter-connections among affiliates at considerably less expense than that of leasing AT&T circuits. At the very least the Goldenson proposal raises a question about AT&T rates, which have not been seriously challenged since the early days of television networking.

It is, however, in the potential creation of direct satellite-to-home transmissions—which Mr. Goldenson has explicitly excluded from his plans—that most far-reaching implications can be sensed. With such technology in being, "networks" would no longer be a meaningful term. The whole nation could be reached by the signal of a single station in the sky.

What is to be the national policy on satellite-to-home transmission? Will the government forbid it in the interest of preserving the local flavor of existing stations that would surely be hurt or killed by a proliferation of stations in the sky? Will the government permit some national stations to be launched, and if so, how will it choose the owners? Is there a way to achieve an efficient mixture of satellite and ground-based television stations that will cumulatively provide more choices of television service to more people in all parts of the country than the present system provides?

These questions must be answered before the hardware for satellite-to-home TV comes out of the laboratories.

Long shot

One of the programing staples that advocates of pay TV have counted on to attract paying customers is sports. It is beginning to look as though the pay-TV promoters may have to change their plans.

By the time pay TV gets into meaningful business, if it ever does, it will be hard put to find sports events that aren't already on free broadcasting. The profusion of sports events now presented by free television is described in a special report elsewhere in these pages. If pay TV outbids free TV in the hope of getting customers to pay admission to events they are accustomed to see at no charge, it could stir up public antagonism beyond its wildest nightmares.
Pâté costs more than liverwurst. Bisque costs more than soup. Stroganoff costs more than stew. KPRC costs more than other Houston TV. Life is short.
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