Networks quicken pace toward all-color in prime time. p27
Special report: FM's face falls program-split deadline. p40
A new proposal advanced for the regulation of CATV. p56
Action on multiple-ownership rules runs snagged. p66

WHAT'S AN Influencible? 

Specifically, a Storz listener. Influencibles are the "in-touch" young listeners 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 ... faster. Got something to sell? Influence the Influencibles.® On a Storz station you get action where counts—in sales.
YOU CAN RELY
ON JERROLD’S
15 YEARS OF
CATV EXPERIENCE

TURNKEY SERVICES

Don’t contract for less than the best. Jerrold has built more systems on a turnkey basis than any other manufacturer-contractor in the CATV business. When you contract with Jerrold for a turnkey system, you get a complete job, including:

- Market and Feasibility Surveys
- Cost Estimates
- Antenna-site survey and selection
- System Engineering
- System Financing
- System Construction, by the industry’s most experienced crews

Also, Jerrold will supply any or all of the above services on an individual basis.

THE CATV INDUSTRY’S
MOST RELIABLE SOLID-STATE
TRUNKLINE EQUIPMENT

The famous Jerrold Channel Commander made 12-channel system capability a reality. Jerrold solid-state amplifiers and automatic-gain-control units, manufactured to the industry’s most rigid quality-control standards, are recognized by system operators as the finest in CATV. Jerrold microwave gear, specially designed to meet the needs of CATV, is known for its reliability in installations ranging from the shortest single hops to the most complex multi-channel, multi-hop systems. Jerrold makes the industry’s most complete, most reliable line of CATV equipment.

CATV Systems Division, JERROLD ELECTRONICS CORPORATION
15th & Lehigh Ave., Philadelphia, Pa. 19132  • Phone (215) 226-3456

FIRST IN CATV!

THE NATION’S LARGEST AND MOST EXPERIENCED MANUFACTURER-SUPPLIER OF CATV EQUIPMENT AND SERVICES
ST. LOUIS TELEVISION IS A BRAND-NEW BALL GAME

ST. LOUIS' MOST IMPROVED STATION!

TOTAL VIEWING UP 14.4%
PRIME TIME VIEWING UP 19%

Source: ARB Homes — Mar. '65, Mar. '64

THE EXCITING NEW KTVI Channel 2
ST. LOUIS abc HR

BROADCASTING, June 21, 1965
The Dallas-Fort Worth market continues to grow by leaps and bounds. Just one of the accents on the burgeoning economy in the nation's 12th ranking market.

Viewers in the market depend on KRLD-TV for the finest information and entertainment in television. Channel 4, the "Housewife Preferred" station, leads the second station in the market by 79.7% homes delivered per average quarter hour from 9:00 AM to 4:00 PM Monday through Friday, according to the March 25-April 21, 1965, NSI rating.

See your ATS representative for a schedule accented with action.
Members of both House and Senate are being besieged by constituents with “don’t black-out our CATV channels” plea. Hundreds of telegrams and letters during past ten days indicate campaign stimulated by CATV operators. Most support Harris Bill (HR 7715) which would set ground rules for FCC regulation of CATV but no licensing. Virtually all oppose new copyright bill to prevent CATV’s from picking up broadcast programs without consent of copyright holders (Broadcasting, May 31) but general theme was “don’t let anything happen that hurts CATV.”

But big fight ahead relates to telephone company activity in CATV. Question being raised, “Who’s business is it—CATV or Bell companies or independent companies identified with USITA?” Bell companies propose only to supply circuits and hardware but independents want to go all way, contending they can do it without necessity of local franchisers.

UHF penetration study

Most widespread and detailed sampling of UHF TV set penetration ever conducted is to be undertaken by U. S. Census Bureau this summer, covering major markets primarily, in 368 primary sampling areas in all 50 states. Bureau’s initial sampling of UHF circulation is being made at joint request of FCC and Advertising Research Foundation and financing will be by ARF through contributions from television networks.

Total of 25,000 completed questionnaires will be basis of report to be issued in October. It is understood that future sampling will be conducted by bureau on semi-annual basis. “Ability-to-view” benchmark of UHF TV is statistic of value to all segments of TV broadcasting and advertising.

Group owners rally

Deferred meeting of multiple owners in television, originally scheduled for April 29-30, has been rescheduled for July 20-21 at WGN’s Mid-America Broadcast Center, Chicago, at call of steering committee. Group owners having stations in top 50 markets (excluding networks) are being invited. Steering committee comprises George B. Storer, Sr., Storer Broadcasting Co., Frank M. Smith, Capital Cities Broadcasting Co. and Ward L. Quaal, WGN Inc.

Originally meeting was postponed because of uncertainty of manner in which regulatory ball might bounce following FCC’s flat that any transfers involving top 50 markets automatically would go to hearing, barring extenuating circumstances. With FCC action expected this week (see page 66) and with hearing scheduled before Senate Communications Subcommittee next Wednesday (June 23), broadcasters group then would have roadmap for future activity.

NAB’s TIO tab

If NAB wants to supply all of its television members with full service of Television Information Office, it will have to jump its annual contribution to TIO of $75,000 to $350,000. That, it’s understood, is crux of recommendation TIO Chairman William E. Walbridge, KTTR-TV Houston, will make to NAB Television Board at its meeting Thursday (June 24) at Buck Hill Falls, Pa.

Three networks, which now contribute $195,000 of TIO’s total $550,000 budget, insist they won’t increase their contributions, preferring to go it alone if need be. CBS and NBC now match NAB’s current contribution of $75,000, while ABC contributes $45,000, with balance of budget coming from individual television stations. Best bet: status quo with TIO continuing outside of NAB fold.

WGN news expansion

Expansion of news operations constitute primary objective of trip to Europe by Ward L. Quaal, president of WGN Inc. Mr. Quaal will explore on spot means of establishing news coverage from London, Paris and Madrid. Possibilities of using Comsat also will be investigated. WGN domestic news bureaus now are providing service for affiliated properties but contemplate service on contract basis to other station groups.

Busy signal

What may become test case on telephone company competition in CATV operations is under scrutiny of FCC, hamstrung now by lack of clear cut authority to regulate wire medium. Pacific Telephone Co. has offered turn-key job to serve Pacifica, San Francisco suburb, on ground it needs no authority from city of Pacifica because, as common carrier, it’s business is to lease facilities. Applicant, which has received city franchise, plans to protest to FCC when tariffs are filed in hope of blocking AT&T or Bell client preemption of market.

P & G steps down

Procter & Gamble, which waged vigorous battle against “triple-spotting” and warned stations it would not pay for its commercials placed adjacent to “piggyback” announcements (Broadcasting, Dec. 16, 1963), has reversed its policy. Television’s top investor for many years (approximately $150 million in 1964), P & G, through Compton Advertising, has been advising stations and representatives quietly that henceforward it will abide by NAB regulations which permit three consecutive announcements in prime time. P & G had invoked its non-payment or make-good policy only on few occasions.

Cox consent

FCC Commissioner Kenneth A. Cox was first to give assent to issuance of notice of proposed rulemaking on multiple ownership (see page 66). And he gave it by long-distance telephone Thursday evening from Ketchikan, Alaska, where he had addressed Alaska Broadcasters Association. FCC Chairman E. William Henry telephoned him for confirmation of previously expressed opinion in view of changes in document. Those changes, it was indicated Friday, extend not only to proposed limits on cross-ownership of broadcast and newspaper properties, but to proposed limits on TV properties broadcasters could own within one state.

CATV chain

Within past few months two former executives of Polaris stations have quietly but efficiently built foundation for CATV empire through new firm of their creating, Teleco Corp., Chicago. They are Richard Shively, president, and Charles Bevis, vice president. They now have eight CATV systems under construction, hold franchises for systems in 13 other areas and have still more applications pending. Heading their technical development subsidiary: Jack Hopkins, formerly of WSM-TV Nashville.
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!
Color, color and more color is in store as ABC and CBS plan to have 1966-67 prime-time schedules full of hues and tints. RCA announces $50 million expansion to double color tube output in three years. See . . .

**ALL-COLOR TV . . . 27**

Mediators are busy bees in area of CATV regulation. Broadcasters, CATV operators and Congress taking interested look at resurrected plan to regulate CATV through amended Communications Act. See . . .

**WAY TO SETTLEMENT? . . . 56**

FCC's rulemaking on 50% nonduplication of AM-FM operations in cities of more than 100,000 finds owners moving at snail's pace. Rule goes into effect Oct. 15 but 112 waiver requests are still pending. See . . .

**DRAG ON PROGRAM SPLIT . . . 40**

AM-FM rep firms not overly enthused about selling major and medium-market FM's separately when nonduplication rule goes into effect. Some firms urging FM's to go to specialized reps. See . . .

**LIMITED ENTHUSIASM . . . 44**

FCC still trying to shed more light on dark-UHF situation. Fourteen permittees and applicants get six-month extension and renewal to sell or go on air. Seven applications denied additional time. See . . .

**DORMANT PROBLEM SETTLED . . . 76**

Wadsworth's dissent, Bartley's demand for changes in draft notice leaves proposed multiple-ownership rules still hanging fire. Staff revision expected this week, but little real change seen. See . . .

**RULES HIT SNAG . . . 66**

Community antenna television remains at top of agenda at coming five-day meeting of NAB boards in Pennsylvania. Proposed PR program, status of TIO, Schroeder memos also up for discussion. See . . .

**BUSY AGENDA FOR BOARDS . . . 68**

Carriers, networks up in arms over Early Bird. CBS and NBC protesting planned rates. Say carriers shouldn't be able to veto satellite users. Carriers arguing over who should have rights. See . . .

In counterattacks, TIO produces its own study of TV audience showing better paid, better educated adults are spending more hours in front of set. Survey rebuts Lou Harris and newspaper polls. See . . .

**TIO'S POLL CLIMBING . . . 72**

CATV operators answer broadcaster's arguments made at House hearing. NCTA statement says survival of free television isn't threatened by CATV. Says broadcasters' not CATV, will bring about pay TV. See . . .

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**Broadcasting**

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.
When WMCA announced the names of 116 housewives 117 housewives called back.

The response was 101%.

When we announced the name of Mrs. Smith on Greenwich Avenue, as a Plaid Stamp winner, Mrs. Smith on Greenwich Street called us. So did Mrs. Smith on Greenwich Avenue. And so did the other 115 housewives whose names were announced that month.

Actually, WMCA Good Guys started announcing Plaid Stamp winners early in February, 1964. Each day the names of four married women were announced only once, between 7:00 A.M. and 4:00 P.M.

If these women called back in ten minutes they won two books of Plaid Stamps.

In a 40 week period only 23 out of 1160 housewives failed to call back within ten minutes. Half of the 23 phoned subsequently to explain that they were “in the shower” or “driving the car” or “on vacation.”

Certainly this is a spectacular response. Of course, more housewives listen to WMCA between noon and 6:00 P.M. than to any other New York station.*

But now you know how well they listen. We think your client will listen well, too, when you tell him about WMCA.

wmca turns people on.

(and all kinds of wonderful people turn on WMCA.)
WBC turning KYW into all-news plant

KYW Philadelphia will become all-news operation in six to eight weeks, Donald H. McGannon, president, Westinghouse Broadcasting Co., announced Friday (June 18). WBC resumed operations in Philadelphia over weekend as it swapped radio-TV properties with NBC, which moved back to Cleveland on FCC order (Broadcasting, June 14).

KYW will remain NBC affiliate until all-news operation begins. Wins New York, also owned by Westinghouse, switched to all-news in April (Broadcasting, March 22).

Mr. McGannon said KYW-TV will continue Johnny Carson Show in present time slot from NBC-TV and will find new time period for Westinghouse-syndicated Merv Griffin Show. Production of Mike Douglas Show, also syndicated by WBC Productions will move from Cleveland to Philadelphia in about six weeks.

Mr. McGannon said 18 Westinghouse personnel were transferred from Cleveland to Philadelphia with NBC sending 16 in opposite direction. Executive appointments, in addition to those already announced: Earl Higgen, business manager, AM-TV; James Monro, TV public relations director; Al Primo, TV news director; Win Baker, TV program manager; Dave Henderson, TV sales manager; Charles Pickering, TV assistant sales manager; Doug Schull, AM promotion manager, and Thomas Tiernan, AM sales manager.

Lever color spots

Decision to go color in commercials this fall apparently has been made at Lever Brothers. It's reported that Lever's commercials will show up in color on at least two shows on CBS (Lucy and Sullivan) and three on NBC (Please Don't Eat the Daisies, Mr. Roberts and Get Smart). Lever's commercials now are all in black-and-white. Also being studied: probable use of color prints for Lever's spot commercials as well.

Seeks review of press rates

NBC asked FCC Friday (June 18) to suspend amendment to AT&T tariff, scheduled to become effective June 28, imposing new limits on use of lower "press rates." Network also asked commission to reject amendment after hearing.

Proposed amendment would prohibit press rates schedule unless customer utilized private line more than 50% of time for collection and dissemination of news. At present, rates apply to those services used by news media in collection and dissemination of news.

TV 'clutter' doesn't hurt impact at all

RECALL OF SPOT IN OR OUT OF OTHER ITEMS IS EQUAL

New light on controversy over effect of "clutter" on TV commercials was seen Friday (June 18) in research showing commercials in "clutter" situations generated as much viewer recall as those in "island" positions.

Study was conducted among Chicago housewives by three research executives of Needham, Harper & Steers and was reported in June issue of Advertising Research Foundation's Journal of Advertising Research, out Friday.

Recall levels for "clutter" commercials (those near credits, promos, spot announcements, etc. at start or end of program) and for "island" (isolated) commercials were found to be practically identical, whether in daytime or nighttime programs.

Study found other positionings that did produce differences, however. Among findings:

- There was no substantial difference between recall levels for average daytime and average nighttime commercial — finding that agency authors thought worth consideration "in view of approximate three-to-one cost ratio per unit of audience between these two day parts." Recall was higher, however, for commercials scheduled between 8 p.m. and 9:30 p.m. than for those during 6:30-8 p.m. period.
- In-program commercials attained "relatively large advantage" over "spot" (between-programs) commercials, but authors said this may have resulted partly from usually greater length of in-program messages. Recall levels were found to rise "consistently" with increasing commercial length.
- Rating of program had "no appreciable influence" on commercials in daytime programs, but at night highly rated shows got "substantially higher" recall. Recall was higher in nighttime sponsored shows than in nighttime participating shows, regardless of rating.
- In daytime, commercials in serials generated "somewhat more recall" than those in other program types. Those in situation comedies "fared least well." At night, program type seemed to have "relatively little" effect on recall.

Study was by HH&S's Lyron T. McMurray, director of media research, and William D. Barclay and Richard M. Dou,

Straight buy better than PI, David says

Per Inquiry proposal to radio stations by Warner Electric Co., Chicago, prompted wire Friday (June 18) from Radio Advertising Bureau's Miles David, executive vice president, calling Warner's approach "self-defeating." Mr. David wired Warner Electric if bonus money advertiser budgeted for PI promotion ($150,000 over 90-day period) was converted to "straight time buy" advertiser could produce more "sales impact."

Stations, according to proposal, would receive "points" based on amount of inquiries that spots generated and dollar volume of product sold via PI, with leaders in points becoming eligible for cash bonus up to $5,000. Spots net station 25 cents per inquiry, it was noted by Warner Electric Agency—Reynard Press—prepared commercials on fee basis but no agency commissions are involved in PI deal.

Repeal of excises due today

Presidential signature is expected today (June 21) on excise tax reduction bill eliminating 10% manufacturers' tax on radios, TV's, phonographs and host of other consumer goods.

Bill sailed easily through both houses of Congress last week following minor changes made by joint conference committee.

Comsat studying protests on TV rates by networks

Communications Satellite Corp. officials Friday (June 18) were preparing replies to protests to FCC by three television networks against rates and other provisions filed by Comsat May 28 for use of Early Bird communications satellite. Objections were filed by CBS,
WEEK'S HEADLINERS

Alfred L. Mendelsohn, sales manager of EUE / Screen Gems, commercial films producer of Screen Gems Inc., named VP and general sales manager with offices in New York. Mr. Mendelsohn joined Elliot, Unger and Elliot as sales manager in 1959 at time company became Screen Gems subsidiary. He was made general sales manager in 1962. Prior to joining EUE, he was with Universal Pictures Corp., Hollywood.

Mr. Mendelsohn

W. Robert Rich, VP and general sales manager of Seven Arts Associated Corp., appointed executive VP and general manager of Seven Arts Television, new subsidiary of Seven Arts Production Ltd., which will develop programs for network presentation and syndication (see page 52). Mr. Rich has been active in sale of TV features, programs and series since 1955. Donald Klauber, VP and national sales manager, Seven Arts Associated, promoted to VP and general sales manager with responsibility over feature film sales.

Mr. Klauber
Mr. Rich

Fred Thrower, executive VP and general manager of wPIX (TV) New York, elected president of wPIX Inc., (wPIX-FM-TV). Mr. Thrower, who joined station in 1953, was named to board in 1953 and elected executive VP in 1961. VP's Otis Freeman, E. Blaney Harris and T. E. Mitchell, elected to board. Mr. Freeman joined wPIX in 1948, was named chief engineer in 1953, and elected VP in 1959. Mr. Mitchell, controller and auditor, joined station in 1948 as chief accountant and was elected VP in 1956. Mr. Harris, general sales manager, who joined wPIX as account executive in 1952, was elected VP last February.

Mr. Thrower
Mr. Mitchell

Hal H. Thurbur named to head new Chicago office of New York-based Lennen & Newell which is expected to open July 1 with small staff. Mr. Thurbur resigns vice chairmanship of Wade Advertising, Chicago, new post to which he recently was named after several years as Wade president.

Mr. Thurbur

Arthur E. Duram, senior VP, Fuller & Smith & Ross, named manager of agency's New York office. Mr. Duram, who continues as director of broadcast, joined F&S&R in 1952 as head of corporate TV services for all branches. He was elected director in 1957 and appointed to executive committee in 1961. Mr. Duram succeeds William E. Holden who joins Benton & Bowles, New York, as senior VP and member of board. Mr. Holden had been with F&S&R since 1961 and before that with Doherty, Clifford, Steers & Shenfield as senior VP and board member.

Mr. Duram

For other personnel changes of the week see FATES & FORTUNES

NBC (see page 79) and ABC.

ABC protest called proposed rates for TV use of communications satellite "prohibitive" and complained it cannot judge fairness because basic costs have not been revealed by Comsat. Network noted that Comsat hourly rate is "appreciably higher" than cost of comparable land facilities. ABC also objected to (1) 30-minute minimum requirement—most transmission, ABC said, will be in 10 or 15 minute range; (2) lack of any reference to "authorized user," and (3) lack of assurance that there ever will be "actual availability of facilities for television users."

MPO's net shoots up

Production of television commercials continues to be largest segment of MPO Videotronics' business, according to latest six-month figures released by company. Sales and earnings of MPO for first half of current fiscal year climbed comfortably over 1964 levels.

For first six months ended April 30: 1965 1964
Earnings per share $0.40 $0.06
Net earnings 187,780 30,522
Sales 7,117,069 5,757,537

Open books rule called unfair

Washington communications attorney Friday (June 18) called for Congress to either affirm or repeal FCC rule permitting public inspection of station records. Keith Putbrese told Virginia Association of Broadcasters that rule was unfair, especially opening financial records of applicants.

VAB also approved resolutions calling for seven-year licenses and opposing any super-power AM stations.

Robert M. Lambe, WTAJ-AM-FM-TV Norfolk, was elected president; Howard B. Hayes, WPIS Alexandria, vice president, and William R. Preston, WRVA-AM-FM-TV Richmond, secretary-treasurer.

Public rules programing

Competition and individual enterprise should be criteria for programing rather than government regulation. broadcasters heard Friday (June 18). FCC Commissioner Rosel Hyde told Maryland-D. C.-Delaware Association of Broadcasters he would expect competition to take care of poor quality programs.

At same session Commissioner Robert E. Lee said judgment of licensee on what to program should be considered in lieu of government standards. He said licensee carries public responsibility which must be fulfilled to retain license.
How can you schedule local color programming at such a low cost?

Easy...use our taped adventures.

Sail the Spanish Main with Columbus. See the birth of the Atomic Islands. Tour the Village Beneath the Sea.

Call it adventure. Put it on color tape.

Make it available for across the board first run local programming. 260 hours of pure excitement. With Academy Award winner Colonel John D. Craig, world-renowned explorer-photographer, as your personal host.

Now call it: “Of Lands and Seas”.

Indianapolis (WLW-I) will.
And Cincinnati (WLW-T) will.
So will Los Angeles (KHJ-TV).
New York (WABC) already has (under the name “Passport 7”).

Viewers in these cities already have their tickets for five trips a week to Hong Kong, Viet Nam, Tokyo, Kenya, Istanbul. Around the world in gorgeous color.

Similar Monday through Friday programs snared 47% of the total adult audience against two other stations in Cleveland, 44% against three other stations in Detroit.

Now call it yours. Call us now. For an early fall start in your market.

OF LANDS AND SEAS
OLAS CORPORATION / HILLCREEK LANE / GATES MILLS, OHIO / PHONE 216-449-2955
WWDC radio salutes Washington's finest

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

**JUNE**

- June 14-Aug. 31 — Boston University's School of Public Information's first indepth 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 2-11, and Venice, France, June 14-25).

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


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

- June 23 — Federal Communications Bar Association luncheon. Philip Elman, member of Federal Trade Commission, will be the speaker. Willard Hotel, Washington.


- June 25 — Annual summer meeting and election of officers of Vermont Association of Broadcasters. Speakers include Hollis Seavey, government relations representative of the National Association of Broadcasters. Fairlee.


- June 27-29 — 30th annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president, Campbell-Ewald, Detroit; Miles Davis, executive vice president, Radio Advertising Bureau; William Carlisle, vice president for station relations, National Association of Broadcasters. Jack Tar hotel, Clearwater.

- June 27-July 2 — First Advertising Agency Network annual meeting. The Equinox House, Manchester, N.H.


**DATEBOOK**

- June 20-30 — National Industry Advisory Committee, annual seminar. Subjects include consideration of state emergency broadcast plans as well as reports on use of radio and TV for alerting the public. Interdepartmental Auditorium, Washington.


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

**JULY**

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

- July 6 — House Commerce Committee hears testimony by FCC Chairman E. William Henry in the first day of hearings on a bill introduced by Representative Oren Harris (D-Ark.) to establish a federal boxing commission with power to prevent the broadcast of bouts influenced by bribery, collusion or racketeering.

- July 9-11 — New FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23. looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was June 25.


- July 14-17 — New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50) curves now in the rules to take advantage of additional measurements, especially in the 50 solid band.

- July 14-17 — New deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due July 29.

- July 15-18 — New deadline for filing comments on the FCC's Inquiry into the optimum fre-

**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, Wash.

- Nov. 22-23 — Westward Ho hotel, Phoenix.
What one audio news service extends from Portland (Ore.) to Portland (Me.)… offers more hours of service… is the only one to deliver its billboards via teleprinter… has worldwide resources… delivers more cuts to more stations from more datelines… and moves more actualities by far than anybody else?

UPI AUDIO
Looking to CATV? Then look to Ameco!

And if you are not looking to CATV... you should because it is the hot one! And if you are interested in finding out more about cable television, look to Ameco because it is the hot one among the CATV equipment manufacturers. Over 60% of the known cable systems in the nation are using Ameco solid-state equipment. Cable owners know from experience that Ameco is the recognized leader in CATV. Write or call collect if you would like to look into the matter further.

P. O. BOX 11326
2949 WEST OSBORNE RD.
PHOENIX, ARIZONA

TELEPHONE (602) 252-6041

MHz in CATV

with a 300-foot antenna limitation.

Aug. 6—New FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rule-making, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was July 26.

Aug. 9—Summer convention of New Mexico Broadcasters Association. Roswell.


Aug. 24—Sept. 4—National TV and Radio show under the direction of the Industrial and Trade Fairs Ltd. will feature various types of broadcasting equipment. London.

Aug. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rule-making, 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 (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

August

Aug. 2—New deadline for reply comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 3.


Aug. 23—Annual convention, National Community Television Association. Principal speakers will be Representative Oren Harris (D-Ark.), chairman of House Commerce Committee; Frederick W. Ford, president, NCTA; David M. Snow, president, National Education Sciences Corp.; Tom Curragan, mayor of Denver; John Love, governor of Colorado. Meetings on the following subjects are scheduled: technical, ratings, sales methods and promotions, financial, problems. It differs with legal and legislative. Annual business meeting and election of officers will take place July 21. Denver Hilton hotel.

Aug. 29—Annual meeting of New York State Broadcasters Association. The Otesaga, Cooperstown.


July 26—New deadline for reply comments on the FCC's rule-making proposal looking toward adopting new fluid strength (propagation) curves for the Fm and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

July 29—New FCC deadline for filing reply comments on the joint petition for rule-making by Zenith Radio Corp. and Tecumseh Electronics Corp. requesting use commission to authorize nationwide subscription television. The former deadline for replies was June 10.

September


Sep. 12—American Women in Radio and Television, second annual Western Area Conference. San Francisco.

Sep. 15—18—Annual summer meeting of Michigan Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Hidden Valley, Gaylord.

Sep. 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, and William Carlisle, vice president for station relations, NAB, Fontainebleau motor hotel.

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


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

Sep. 29—FCC's deadline for reply comments on proposed rule-making looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former deadline was May 3.

Aug. 5—Deadline for reply comments on the FCC's further notice of proposed rule-making relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10 kw community TV stations

OCTOBER


Indicates first or revised listing.

DATEBOOK

BROADCASTING, June 21, 1965
THE TRULY GREATS are yours in Showcase 3

Hollywood's most brilliant stars in important feature movies...

Stanley Kramer's

"ON THE BEACH"

GREGORY PECK

AVA GARDNER

FRED ASTAIRE PERKINS

and Donna Anderson

RUNNING TIME: 133 MINUTES
"EDGAR T. BELL
THE 16TH ANNUAL ALBERT LASKER MEDICAL JOURNALISM SPECIAL CITATION FOR "THE TWILIGHT WORLD: WRITTEN AND PRODUCED BY HARLAN MENEHNALL, BROADCAST OVER STATION KWTV, OKLAHOMA CITY, IN OCTOBER, 1964"
Presented to
Edgar C. Bell
for the program, "The Twilight World," on mental retardation, broadcast over Station KWTV in Oklahoma City, on October 14th and 28th, 1964, and written and produced by Harlan Mendenhall.

For the high standard of excellence which Edgar Bell, General Manager of Station KWTV, has maintained in presenting this program, which challenges other stations and producers to investigate local health problems with the same community responsibility and urgency;

For involving the participation of families, schools, voluntary agencies, and legislators in the problems of the mentally retarded, this Special Citation is given.

Albert Lasker Medical Journalism Awards Committee

Alice Fordyce, chairman.

4,256 gallons of paint from now...

You'll never recognize New York's Warwick Hotel!

Ellen Lehman McCluskey, world famous designer, is giving it a brand new look. She's doing everything! Not just a coat of paint, but drapes and dinner napkins, wallpaper and water goblets, furniture, forks, beds, blankets, carpet and closets. Everything brand new! It's all happening right now (so quietly and efficiently our guests don't even realize it) at the Wonderful New Warwick, 54th Street on the Avenue of the Americas, New York, Circle 7-2700

A LOEW'S HOTEL • Preston Robert Tisch, President

OPEN MIKE *

The biggest CATV operator

EDITOR: An article headed "The most wire" in your June 7 CLOSED CIRCUIT section refers in part to H & B American Corp. as the largest community antenna television operator in the nation "which reportedly has 70,000 CATV homes." For the record and in the interest of accuracy, it should be noted that as of June 4 H & B American has 88,487 subscribers, thus buttressing even further the company's standing as the largest in its field.

John Strauss, McFadden, Strauss, Eddy & Irwin, Los Angeles

Popular radio report

EDITOR: In the Dec. 14, 1964, issue there was an extremely interesting article entitled "Special Report—the Sounds of Radio in 1964."

Would you please advise me of the cost for reprints of this article. We would need no more than ten reprints...

Thank you for your cooperation...

—Willie Harris Jr., national sales manager, KGHT Harlingen, Tex.

(Since this report was quite lengthy, nearly 50 pages, it was not put into reprint form. A limited number of copies of the Dec. 14, 1964, issue are still available at the regular issue price of 50 cents.)

'Monday Memo' applauded

EDITOR: Great, just great, the "Monday Memo" from Stanley Nathanson, president, Republic Lumber Co., Chicago [BROADCASTING, May 31, 1965].

—Carl V. Kolata, president and general manager, WTN-AM-FM Watertown, Wis.

Helping TV in Iran

EDITOR: . . . One of the first men to participate in the International Executive Service Corps program—indeed, the first mid-career executive—is Richard L. Spears, on leave of absence from Aeroproject-General Corp., a division of General Tire & Rubber Co., which also owns RKO-General. Mr. Spears, who has been associated with RKO-General (KJJ-TV Los Angeles) is working as an IESC executive with a television station in Iran in improving programming and increasing revenue from advertising.

IESC was formed last year to aid in the task of economic development in the developing nations by assisting in building a strong private sector. In providing volunteer executives to businesses abroad which urgently need managerial and technical assistance, IESC also provides an opportunity for
Only
Collins' new
212S-1 Solid State
Speech Input Console
offers you
noiseless photoconductive control*

It's the newest *switching technique in speech input consoles. It's noiseless. The switch is made of a photoconductive cell and a lamp in a sealed container. The cell shows a very high resistance when the lamp is off, a low resistance when the lamp is on. This makes a switch with no contacts to wear, bounce or become contaminated.

A similar device for *level control of the program material is also used. The photoconductive cell responds to a variable voltage from a potentiometer to control attenuation in the signal path. This control eliminates the maintenance time normally required for cleaning and relubrication of mixer controls.

Collins' new 212S-1 was designed primarily for stereo, but you can use it for monaural, too. It provides monaural output simultaneously on both program channels from a single input, or you can handle completely separate monaural material from inputs through two program outputs. One switch controls this function.

Like all other Collins broadcast equipment, the 212S-1 is easy to install and maintain. Simple removal of a protective cover exposes the input/output terminals on the deck. Cable access ports through this deck permit an installation that's free of the "haywire look." Removal of another protective cover exposes the wiring to card box receptacles. And you can inspect the cards simply by lifting the hinged card box to the vertical position. An extender card is furnished for troubleshooting at the component level with the cards connected to the rest of the console.

The modules as used in the 212S-1 lend themselves to custom studio installation. The cards may be utilized in a variety of configurations depending on your requirements. Send the block diagram of your requirements to Collins for a quotation.

212M-1 Monaural Console
The basic concepts and characteristics of the 212M-1 Monaural version are the same as the 212S-1 stereo version. The same modules, in less quantity, are used with only single program and monitor outputs.

These are a few of the many features which make Collins' 212S/M-1 two of the most versatile, adaptable and reliable speech input consoles in the Collins line. For complete details and specifications on the new 212S/M-1, call or write Broadcast Communication Division today.
Mr. Spears (l) discusses a newly installed video-tape recorder with Parvis Partovi, commercial director of Television of Iran (TVI) in Teheran.

For the library files

Editor: We should like very much to have sent to us the following issues of Broadcasting which are missing from our files: Feb. 22, March 15 and April 26.—Janice Aabline, librarian, Honig-Cooer & Harrington Advertising, San Francisco.

(Copies sent.)

Book Note


Broadcasters may find a syllogism around which this book is built. Major premise: "Sales-oriented" TV executives produce whatever is most profitable. Minor premise: What is most profitable is not what people really want to watch. Conclusion: The American system of broadcasting needs drastic revision.

Mr. Skornia, a professor of radio and TV at the University of Illinois, offers a solution to the problem with a "national public service radio and television network." It would be semi-independent, after the fashion of the BBC, and financed through increased commercial license fees. He also suggests government-guaranteed "professional integrity" of broadcast personnel, a reorganization and strengthening of the FCC, and less congressional interference with it.

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Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcast*.—The News Magazine of the Fifth Estate, Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telcast*. In 1953, Broadcasting-Telcasting* was introduced in 1946.

*Reg. U.S. Patent Office

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If it were red, it would be a tomato.
If it were orange, it would be an orange.
If it were green, it would be a pea.
Look what color can do for a spot!

And look what WFGA-TV can do for you: we'll air your color commercials at the same rate you'd pay for black and white! Of course, there's really no trick to it...we televise everything possible in color...news, station breaks, feature programs, even promos. (And with our seven years of color experience, this is an excellent place to test your new color commercials.) We'll welcome your black and white commercials, too, of course. See your Peters, Griffin, Woodward "Colonel" for availabilities on WFGA-TV, the Southeast's most colorful station.
Don't let the broadcast media be sold short

The success of the broadcast medium will depend on its ability to hold on to or to increase its share of total advertising expenditures. Selling pressures of other media then must have a pronounced effect on this success or failure. And here lies the first danger signal to broadcasting:

Other media, particularly magazines, are beginning to find ways—through research—by which they can more strongly compete with broadcast.

Ideally, an advertiser purchases media on the basis of proven ability to efficiently produce sales.

In today's complex marketing it is impossible to buy media according to proven ability in this area. But how about which media, or combinations, are most likely to produce efficient sales? Audience research is the tool: The more we know about a medium's audience, the easier we can relate this to the profile of the client's market, and the better we insure a campaign's success.

Broadcast is King ★ Up to this time, broadcast data dramatized by huge numbers and efficient cost, has been king. But now as the broadcast industry plunges in discussions of the best ways to report the audience, the print media are moving in with highly complex, well documented research that is far beyond simple head counting.

Data now indicates not only the size of a medium's audience but also purchasing characteristics giving information on heavy, medium and light users of dozens of product types broken down by individual brands.

Unfortunately broadcast data is generally not fully reported. Because of the time needed to complete the survey and process the data, network material is historic rather than current. And because of the size of the required samples, local data is almost nonexistent.

Another danger sign: Newspapers which for years didn't basically change their medium—seemingly giving an image something less than progressive—are changing rapidly. There's a new aggressiveness, and, moreover, they are competing directly with broadcast for local advertising dollars.

The third danger sign is perhaps more familiar: community antenna TV and pay TV. It must be restated that anything which can erode the audience shares a station currently achieves will have a depressing effect on the medium's value.

In short, your future selling efforts will become increasingly difficult.

Where are the Salesmen? ★ It's my function at C&W to develop the media philosophy and strategy for 18 accounts with almost $20 million in billing, more than half in broadcast, and yet I have had only three visits from a TV station manager or rep since the first of the year.

I have occasionally seen radio people but most of these contacts are due to old friendships or my involvement in agricultural radio. On rare occasions when a broadcast manager or rep wants to see me it is usually to suggest an unhappiness over some recent spot buy. This is in contrast to frequent calls by members of the print media.

Who is selling TV? Radio? The Television Bureau of Advertising? The Radio Advertising Bureau? To a degree. But this is a big business and by necessity their activity must be largely restricted to target account development. They have only so many men and so much time. Think how much better their efforts could be augmented by broadcasters and their reps.

Start Changing ★ I believe it wise if station men considered two resolutions: First, instruct your rep that each day you are on a visit to New York, or Chicago, you want one meeting with a media planner and lunch with a media director. Second, use the time not to sell one's own individual operation but to contribute to the dissemination of information about your industry.

Media planners are interested in such things as trends to lower rates for 30-minute spots; the clutter problem; effects of CATV; reasons why programs do well in some markets but die in others; the need (or lack) of power increases for clear channel AM's; new advertisers entering broadcast, etc.

Another area is local broadcasting. Many national advertisers have need for promotion on the local level which often goes unfulfilled for lack of the method of local implementation. Broadcasters can, and should, take over this task by offering interested clients a combination advertising and promotion program.

Emphasize Specialties ★ There are yet other areas: One is a favorite subject, that of special interest programing, farm programing, women's shows, business news analyses, children's shows, etc. These have something in common: they defy statistical analysis. But if they have an unusual hold on audiences, ways must be found to show the selling value of this type programing.

It is also possible to consider the creation of "pre-packaged" packages for advertisers not currently in the broadcast medium to make existing programing more salable to advertisers. Adjacencies to certain types of network programing could be combined with positions in other high-level programing on the station.

There's also the question of how a station gets its market on a client list. It must be remembered that there are many types of advertisers who select markets in non-standard ways. There are those whose business is strongest in smaller cities and towns, whose national efforts need fill-in coverage and those whose sales patterns demand extra emphasis in specific regions.

It is obvious then that one way to gain that place on the market list is to ascertain what peculiar values your area may have, and aggressively seek out those advertisers in need of those values.

Robert J. Palmer is vice president and group media director at Cunningham & Walsh, New York. At C&W, he directs one of two operating units of the media department as well as group media supervision for a number of key accounts. He joined the agency in 1956 as a media buyer. This article is a condensation of a talk, "What an agency expects from a broadcaster," presented to the Ohio Association of Broadcasters annual spring convention.
CROSLEY BROADCASTING

Proudly Announces 1965 Winners of

JAMES D. SHOUSE AWARDS
for Academic and Co-curricular Achievement in Radio and Television Broadcasting Arts

DAVID C. WELSH
University of Cincinnati

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Indiana University

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Recipients of
SUMMER NEWS INTERNSHIPS
at the WLW Television Stations for Outstanding Scholastic Records in Broadcast Journalism

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University of Missouri

JOHN S. GREGORY
Northwestern University

BARRY G. HOHLFELDER
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Ohio State University

These are young people on the move... on the go. Exemplifying the WLW Stations' vitality, quality, freshness... Crosley's policy of progressive leadership in the communications industry—today and tomorrow. Crosley's on the GO!

CROSLEY BROADCASTING CORPORATION, a subsidiary of Avco

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati

BROADCASTING, June 21, 1965
And we're still walking on air.

During the four-day flight of Gemini 4, CBS News maintained its position as broadcasting's foremost news organization by attracting the greatest number of television viewers and winning the plaudits of the nation's press. Here is a sampling of press comment:

NEW YORK DAILY NEWS, 6/4/65
“Cronkite... was the best of the lot.”

HOUSTON CHRONICLE, 6/4/65
“Cronkite, incidentally, did an excellent job of anchoring the fine CBS coverage.”

THE BOSTON GLOBE, 6/4/65
“Walter Cronkite, as CBS bulwark, did a strong job... His competence and grasp is unquestioned.”

NEW YORK HERALD TRIBUNE, 6/5/65
“In the heated rivalry between the TV networks for audiences watching the Gemini 4 coverage Thursday, CBS has enjoyed a he-who-laughs-last role.

“NBC jumped in yesterday with a morning-paper splash proclaiming itself 'first again' on the basis of competitive ratings on Thursday's launch.

“But a national ARB survey for the 7 a.m.-to-4:30 p.m. sweep of three-network live coverage of the day's events from Cape Kennedy and Houston gave CBS the victory, 10.0 to NBC's 9.9 and ABC's 2.9.

“CBS clearly led its rivals during Maj. Edward White's momentous walk-in-space.”

LOS ANGELES TIMES, 6/7/65
“CBS viewers report being impressed with the frequent pickups from correspondent Bill Stout who, with engineer Robert Sharp, sat in a similar Gemini capsule at McDonnell Aircraft in St. Louis to show how astronauts White and McDivitt were operating, including a simulation of White's trip outside the capsule.”

NEW YORK JOURNAL-AMERICAN, 6/8/65
“CBS indeed... won yesterday's TV space-news race... CBS-TV won both nationally & locally (47 per cent share to NBC's 43 per cent & ABC's 10 per cent for N.Y.;
CBS had a noticeable edge over its major rivals in the quality of its coverage. It showed more imagination in how it filled the screen and there was really no contest in pitting Walter Cronkite against NBC's Huntley and Brinkley.

One of CBS's best stunts was its frequent trips to the McDonnell plant in St. Louis where test astronaut Robert Sharp, under the astute and thorough questioning of Bill Stout, explained many aspects of the space voyage with commendable clarity.

No matter how hard his rivals work, they cannot beat Walter Cronkite. He salts and peppers his reports with common sense humor and his voice-of-history delivery is still the best in broadcasting.

From this viewer's vantage point, CBS-TV came through with the best simulations of what was going on up there... It was CBS that came up with excellent graphics...

...Walter Cronkite...seemed to know more about the flight than the officials in charge in Houston.

Turning in the best reporting job on the re-entry was CBS-TV, which used a specially constructed reentry simulator... to illustrate what was taking place.

CBS NEWS
is a love affair in St. Louis any different?

There's nothing square or cold about St. Louis' emotional attachment to KSD-TV. Our relationship to the area has matured and strengthened through 18 years of devoted courtship. Today, Channel 5 is still a robust first...in ratings*...and in the hearts of St. Louisans**.

St. Louis Post-Dispatch Television / represented nationally by BLAIR TELEVISION

* Nielsen Station Index and A. R. B. Television Market report - Feb.-Mar. '65 - ratings show KSD-TV first in St. Louis (average ratings - sign on to sign off).

** Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans. Write for details.
All-color TV only one year away?

CBS-TV, ABC-TV promise virtually full color prime time schedules in '66-67; NBC-TV all color this fall but will face competition in many evening segments

The rush to color television gained new force last week, with indications that full color for the prime-time schedules of all three networks is now only one season away.

Both CBS-TV and ABC-TV announced expansions that will raise their color output to about 50% and 33% of their respective nighttime schedules this fall, and ABC-TV indicated—as CBS-TV had done earlier—that all of its prime-time programs will be in color in 1966-67. NBC-TV will be virtually all color at night this fall.

These color programing advances were accompanied by other moves to speed the production of color tubes and sets and spur already rising advertiser interest in color program sponsorship:

- RCA, foremost color manufacturer, announced a $50 million expansion program—largest single expansion project in RCA’s 46-year history—to double its color tube output in three years and its color set manufacturing capacity in two years.
- Pointing up color’s rising tide, RCA said it is now experiencing a color receiver production demand that it had not expected before 1967. RCA authorities predicted color will surpass black-and-white in dollar-volume sales this year and in unit sales within about three years, and will be in 40% of all TV homes within five years.
- NBC, a division of RCA, estimated 3.28 million color sets in use in the U. S. as of April—a 76% gain in 12 months. The total is expected to reach five million by the end of this year.
- For the benefit of advertisers and agencies NBC released results of a new study showing both color set owners and prospective color set buyers as above average in income, education and other characteristics that make an advertiser’s dream target (see page 29).

The disclosure by ABC-TV authorities that they expect their nighttime programing to be virtually all-color by 1966-67 made the all-color prospect unanimous.

NBC will be about 95% in color at night in 1965-66. Only two of its regular series will be in black-and-white: Convoy (Fri., 8:30–9:30 p.m.), whose use of World War II stock footage makes color impossible, and I Dream of Jeannie (Sat., 8:30–8:30 p.m.), whose use of trick photography makes color filming impractical. About 70% of NCB’s Tuesday and Saturday movies will be in color.

Promise by CBS-TV • CBS-TV had told its affiliates last month that it would be all-color at night in 1966-67—and about 28% in 1965-66 (Broadcasting, May 10). Last week it added six new color entries for this fall which, on top of additions made since the affiliates meeting, will bring the 1965-66 total to an estimated 48-50%.

The six new additions: Ed Sullivan Show, Steve Lawrence Show, Green Acres, Andy Griffith Show, Petticoat Junction and Gomer Pyle—USMC.

CBS authorities doubted that their 1965-66 color list would be expanded further, since production for the season must get under way.

John A. Schneider, president of the CBS-TV network, said last week that he was convinced that CBS’s decision to enter color was based on conditions that were “right” for next fall but would not have been right for last fall.

He described his network’s color push—one color was decided upon—as having come in three steps. The first programs selected were “obvious” in that two regular programs, the Red Skelton and Danny Kaye shows, are taped in Hollywood studios easily equipped for color, and only color prints were necessary for motion pictures (CBS will colorcast about 20 out of 29 movies on Thursday nights in the forthcoming season). These plans were announced in early March soon after Mr. Schneider replaced James T. Aubrey Jr. as president of the network.

The next step: half-hour shows for which color film productions details could be worked out. The bulk of these were announced at the affiliates’ general conference in May: Lassie, My Favorite Martian, The Lucy Show, The Beverly Hillbillies, Gilligan’s Island, Hogan’s Heroes, followed a few weeks later (Broadcasting, May 31) by the addition of Hazel (formerly on NBC).
and My Three Sons (formerly on ABC).

Third Announcement • The expansion announced by Mr. Schneider last week was the third phase, involving programs which demanded special study before a go sign could be hoisted for color. Ed Sullivan Show, for example, will be produced for six weeks in Hollywood, where color facilities are available, and then will return to New York, where studios in the new CBS Broadcast Center will have been converted to color.

The coming season, Mr. Schneider indicated, will provide CBS with a "year's cram course in arts and crafts in color" telecasting. Mr. Schneider noted that a number of elements have come together in Wednesday's inclement in audience; the increased number of sets and consequently circulation; the better pricing of color receivers, and advances in color equipment.

ABC-TV will have 11 prime-time programs occupying nine hours a week, more than a third of the network's prime-time programing, in color in 1965-66, Edgar J. Sherick, vice president in charge of TV programing, announced last week. The color roster includes: O. K. Crackerby, Gidget, The F.B.I., The Big Valley, among the season's new programs, with The Farmer's Daughter, The Hollywood Palace, The King Family, Voyage to the Bottom of the Sea, The Sunday Night Movie, The Flintstones and The Adventures of Ozzie and Harriet moving into color when they return for the new season in the fall.

Mr. Sherick last Thursday amplified his network's color plans estimating the nighttime schedule to be colorcast as "somewhat in excess of one-third of the programing" in 1965-66 but "fully in color in the season after" (1966-67).

He said ABC's current plans do not preclude additional series going into color after the first 13-week cycle but that such instances would be "more the exception than the rule."

He indicated that ABC may convert Nightlife, ABC's late-night offering (11:15 p.m.-1 a.m.), to color. He also said that Ozzie and Harriet, with ABC has announced will have at least five episodes in color, probably will be in color "all the way" in 1965-66, but that ABC programers want to see first "how it looks."

Network spokesmen pointed out that advertisers who have purchased programing on a black-and-white basis after computing costs must be consulted—along with producers who similarly have worked out costs on the basis of black-and-white filming—before a show already set for black-and-white can be earmarked for color.

It was observed by network officials, however, that advertiser interest is on the increase, in commercials as well as in programing.

RCA Expansion • In describing RCA's $50-million color expansion program, W. Walter Watts, RCA group executive vice president, told newsmen on a tour of company plants in Bloomington and Marion, Ind., last week that color set sales should be well over five million units a year by 1970 and that color set saturation will have reached 40% of TV homes by then.

Color receiver sales will account for 25% of all TV set sales this year, he said, and the dollar volume of color sales will exceed those for black-and-white units, reaching $1.2 billion.

Raymond Saxon, vice president and general manager, RCA Victor Home Instruments Division, predicted the crossover point in unit sales—when color receiver sales outnumber black-and-white—would occur as soon as 1968.

Mr. Watts suggested public demand for color sets would probably exceed available units by 300,000 to 500,000 unit in 1965. As it is, RCA expects industry sales this year to be 2.32 million, a figure "entirely dependent upon the availability of color picture tubes."

RCA has revised this estimate upward from an original prediction of 2.02 million, on the basis on new consumer demand.

Color Scheme • In the past two-and-a-half years the RCA board of directors has approved eight separate requests for investment in further color component and set facilities. Final approval of the new $50 million outlay came at a board meeting early this month, but had been anticipated.

The tour of RCA's television tube and set manufacturing facilities in Marion and Bloomington indicated initial groundwork and construction of new color plants at those sites are already well under way.

RCA has been the controlling force and clear leader in the color set industry and in recent months has exerted downward pressure on set prices with significant reductions. In May last year it shook the industry with the news that its lowest priced color model would be reduced by $50, to $399. In March this year another cut to $379 was announced and a still further drop to $349 has been announced with the imminent removal of excise taxes from the sets.

There have been other pressures acting on the color television manufacturers, notably the strong demand for rectangular tube models. The 21-inch round shadow mask tube built by RCA

Choice of color in prime time this fall

With additional color programs dotting the network schedules next fall—and with NBC going virtually full color—all three networks at various times of the week will have color programs facing each other in the same prime-time periods.

On the basis of individual network color plans for the 1965-66 season, three-network color competition will be offered in seven half-hour periods each week. This will occur on Sunday, Monday in Wednesday and Thursday nights. The programs and time periods:

Sunday: All three networks will be in color at 7:30 p.m., ABC with the second half of Voyage to the Bottom of the Sea, CBS with My Favorite Martian and NBC with Walt Disney. At 8, ABC continues with color in The FBI Story, CBS is in color with Ed Sullivan, NBC continues with Disney and at 8:30-9 has Branded in color. First black-and-white programing on Sunday comes at 9, when CBS programs Perry Mason.

Monday: All three networks will be in color at 9:30-10 when Farmer's Daughter on ABC, Hazel on CBS and the second half of Andy Williams-Perry Como on NBC face each other.

Tuesday: No periods commonly in color.

Wednesday: Color on all three networks occurs at 8:30 (Gidget on ABC, Beverly Hillbillies on CBS and The Virginian on NBC) and continues for one hour (first half of The Big Valley on ABC, Green Acres on CBS, 9-9:30, and the first half of Bob Hope on NBC).

Thursday: All three networks will be in color at 8:30-9, ABC with O. K. Crackerby, CBS with My Three Sons and NBC with the first half of Laredo.

Friday and Saturday: No periods commonly in color.
Color set owners advertiser's best prospects

A study profiling color TV set owners and prospective buyers pictures this segment of the population as an advertiser's dream target.

Current set owners and families planning to buy color receivers in the next two years emerge in a recent analysis by Brand Rating Index Reports Inc., New York, with these favorable demographic characteristics: they have higher incomes than the general public; are better educated; are more concentrated in major markets; are younger, centering in the 35-49 age group, and have larger families.

The color information was obtained as part of the March 1965 Brand Rating Index for NBC and was made available by the network last week. The data came from BRI's probability sample of 4,751 adult women (18 and over).

The study shows that in December 1964, 5.1% of American women lived in homes with color TV sets. An additional 9.5% of the families surveyed replied they planned to purchase color TV receivers in the next two years.

Well-to-Do • The relative affluence of color set proprietors is a high spot of the BRI report. It shows, for example, that 36% of color owners versus only 30% of all women have incomes of $8,000 and more. With respect to families planning to buy color sets, 51% have incomes of $8,000 and more. In addition, there are twice the proportion of families with incomes of $10,000 and over among color owners and potential buyers than among the general population, the study discloses.

The level of education is higher among color set proprietors and prospective buyers, according to BRI. Approximately 30% of this group has a college education, as against 22% for women as a whole.

The study also points up that color set proprietors and prospective purchasers are "somewhat younger." An above-average ratio of both color owners and potential buyers are in the 35 to 49 year old bracket, said to be the age group in which family income is apt to be at its peak.

Present holders of color sets have larger families, BRI reports, with 32% of these households having five or more members, as compared with 28% for all women.

Widely Distributed • The national scope of color TV is underlined in figures showing that color set ownership and potential ownership are distributed fairly evenly throughout the country. An above-average proportion of color owners (54%), compared to all women (45%), live in the Midwest and West.

The study also reveals that color proprietors and potential buyers are concentrated in large markets. Thus, 53% of current owners and 47% of potential purchasers, compared with only 38% of the population, live in "A" counties (areas with 85,000 population or more).

Income of color TV owners and potential purchasers:

<table>
<thead>
<tr>
<th>Income</th>
<th>Color Owners</th>
<th>Potential Purchasers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $5,000</td>
<td>41</td>
<td>21</td>
</tr>
<tr>
<td>$5,000-$9,999</td>
<td>29</td>
<td>24</td>
</tr>
<tr>
<td>$10,000 and over</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>Median income</td>
<td>$5,830</td>
<td>$8,120</td>
</tr>
</tbody>
</table>

* Homemakers in sample who indicate they plan to buy color TV in next two years.

Age of Color TV Owners

<table>
<thead>
<tr>
<th>Age</th>
<th>Women Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25 years</td>
<td>16</td>
</tr>
<tr>
<td>25-34</td>
<td>18</td>
</tr>
<tr>
<td>35-49</td>
<td>18</td>
</tr>
<tr>
<td>50-64</td>
<td>22</td>
</tr>
<tr>
<td>65 and over</td>
<td>22</td>
</tr>
</tbody>
</table>

Age of Potential Purchasers of Color TV

<table>
<thead>
<tr>
<th>Age</th>
<th>Homemakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25 years</td>
<td>10</td>
</tr>
<tr>
<td>25-34</td>
<td>20</td>
</tr>
<tr>
<td>35-49</td>
<td>33</td>
</tr>
<tr>
<td>50-64</td>
<td>24</td>
</tr>
<tr>
<td>65 and over</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: BRI, March 1965.

has led the field to date. But Mr. Watts last week, explaining the shifting attitude of consumers and set makers, said "they don't want the round tube anymore, they want the rectangular." RCA acknowledges it did not fully anticipate the strength of rectangular tube demand.

A previous estimate that it would make 1.5 million color tubes in 1965 was reduced by RCA to 1.35 million because of the time involved in production changeover.

Next year the company will begin to phase out the round model as heavier production of 19-inch and 25-inch rectangular units begins.

Tube Expansion • Of the $50 million allocation, $36.4 million is earmarked for expansion of color tube facilities and $13.3 million for color receiver production lines.

The tube expansion plan calls for $24.7 million to be spent at the company's Marion, Ind., plant for manufacturing machinery and other support facilities including a plant expansion of 264,000 square feet for both production and warehousing areas. The Marion plant will be doubled up for the production of rectangular color tubes.

Another $11.7 million will go into RCA's Lancaster, Pa., plant (where rectangular tubes are already in production) for added equipment and 25,000 square feet of color tube manufacturing space.

The $13.3 million headed for RCA set manufacturing expansion breaks down this way: $5.9 million for 400,000 more square feet of production space at the company's Bloomington, Ind., plant and $7.4 million to its Indianapolis TV components facility.

RCA's competition in the color television field has been growing stronger in recent months. As many as six companies are already heavily involved in, or have announced plans to begin color tube production.

The new picture in color competition lies behind RCA's recent announcement that it would not be able to meet all the color tube requests of competitive set manufacturers this year.

RCA's Mr. Watts explained the company's color tube allocation policy last week. "For several years we gave a major portion of our color tubes to other manufacturers," he said. This was in keeping, he explained, with the company's understanding of antitrust law and in recognition of RCA's dominating position in the color tube field. As other companies have become able to supply themselves, he continued, RCA has changed its posture in this respect.

Other companies preparing themselves for color set demands include Zenith, whose subsidiary Rauland Corp. is producing color tubes, National Video Corp., which has been the major supplier of Motorola's color tubes and Sylvania Electric Products Corp. General Electric, Philco and Admiral are also getting started in color tube production.
Alberto-Culver moves billings

$20 million transferred from Compton to JWT, BBDO and Knox Reeves

Compton Advertising's Chicago office turned its sights toward an aggressive new-business solicitation program last week as Alberto-Culver Co. announced it will move some $20 million of its billings Sept. 1 to three other of its agencies in the Midwest. Compton retains the toiletries firm's international products.

The three who gain the new business are J. Walter Thompson Co. and BBDO, both Chicago, and Knox Reeves Advertising, Minneapolis. Each already handles other Alberto-Culver products. Alberto-Culver now spends some $40 million a year for advertising, virtually all in television.

Compton's Chicago office billed a total of $33 million last year for all clients and expects to wind up this year with billing expenditures of about $25-27 million. This week Compton will be among agencies making presentations to Libby, McNeil & Libby which has been associated with JWT's Chicago office since before 1900.

Libby seeks to give new emphasis to individual product promotion and may have at least a dozen new products this year, hence it may go outside JWT for extra help. Others making presentations to Libby are understood to be Campbell-Mithun and Tatham-Laird & Kudner.

Friendly Parting - Both Alberto-Culver and Compton sources explained their parting is friendly. One Alberto-Culver official explained that the company for some time has wanted to consolidate its agency family and to more evenly distribute the work load and the billings among the agencies.

Alberto-Culver's continued product expansion at Compton appeared to many observers to be somewhat limited since the agency nationally also handles Procter & Gamble and Schick, but Alberto-Culver representatives denied the product conflict was the major reason for the change. Rather, they explained, it was a combination of many small factors on both sides of the client-agency fence.

When the switch occurs Sept. 1, Alberto-Culver said, Alberto VOS hair-dressing, Alberto VOS hair spray and Bestabs, an antacid now in test market, move to BBDO. New Dawn hair color, Alberto VOS hair setting lotion, Kleen Guard floor protector and the firm's Beauty Division advertising go to JWT while Knox Reeves acquires Alberto VOS creme rinse, Derma Fresh hand lotion and Derma Fresh complexion lotion.

Not involved in the Alberto-Culver shuffle is the Chicago office of Campbell-Ewald Co. which continues to handle several products for the major TV advertiser.

Alberto-Culver is now in its 10th year and attributes its rise chiefly to television's selling power. It continues to expand and diversify and earlier this month was listed on the New York Stock Exchange. Products now are marketed in over 50 countries.

Ballantine goes for news in a big way

WINS New York, an all-news station since April 19, announced last week that P. Ballantine & Son, Newark, N. J., will sponsor its entire 12 midnight to 6 a.m. schedule, Monday through Saturday, for 52 weeks, beginning today (June 21). Ballantine will also increase its daytime spot schedules on WINS.

The purchase, through Young & Rubicam, New York, in effect gives Ballantine 25% sponsorship of WINS' broadcasting schedule, excluding Sundays.

WINS all-news format offers continually updated news copy and on-the-scene reports, interspersed with news summaries and reports on sports, finance, amusements, weather, time and traffic (Broadcasting, April 19).

57 categories spend more in summer TV

It's going to be a long, hot summer for 57 major product categories (40 in spot TV and 17 in network TV), which budgeted more than 25% of their 1964 TV expenditures during June, July and August.

The Television Bureau of Advertising has released a list of these "hot" advertisers, which range from catsup, mustard, and ice cream to air conditioners, refrigerators and china and glassware. The TVB listing follows:

**SUMMER SPOT TV ADVERTISERS: 1964 Summer spot TV as % of annual spot TV budget**

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Annual Spot TV Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building materials</td>
<td>84.7%</td>
</tr>
<tr>
<td>Insecticides &amp; rodenticides</td>
<td>58.3%</td>
</tr>
<tr>
<td>Catsup</td>
<td>56.3%</td>
</tr>
<tr>
<td>Tea</td>
<td>55.7%</td>
</tr>
<tr>
<td>Detergents</td>
<td>50.8%</td>
</tr>
<tr>
<td>Jams, jellies, preserves</td>
<td>47.7%</td>
</tr>
<tr>
<td>Fruit &amp; vegetable juices</td>
<td>47.3%</td>
</tr>
<tr>
<td>China, glassware</td>
<td>46.8%</td>
</tr>
<tr>
<td>Deodorants</td>
<td>43.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product</th>
<th>% of Summer Network TV Budget 1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ice cream</td>
<td>42.9%</td>
</tr>
<tr>
<td>Mustard</td>
<td>39.3%</td>
</tr>
<tr>
<td>Whipped toppings</td>
<td>39.1%</td>
</tr>
<tr>
<td>Weight aids</td>
<td>37.8%</td>
</tr>
<tr>
<td>Fertilizers, mowers, seeds</td>
<td>37.2%</td>
</tr>
<tr>
<td>Home permanent &amp; curlers</td>
<td>36.3%</td>
</tr>
<tr>
<td>Tires &amp; tubes</td>
<td>36.1%</td>
</tr>
<tr>
<td>Toilet soaps</td>
<td>35.2%</td>
</tr>
<tr>
<td>Fish (canned, fresh, frozen)</td>
<td>34.8%</td>
</tr>
<tr>
<td>Paints &amp; wallpaper</td>
<td>34.1%</td>
</tr>
<tr>
<td>Bicycles, motorcycles, supplies</td>
<td>32.9%</td>
</tr>
<tr>
<td>Paper napkins</td>
<td>32.7%</td>
</tr>
<tr>
<td>Amusements</td>
<td>32.0%</td>
</tr>
<tr>
<td>Cameras &amp; accessories</td>
<td>31.2%</td>
</tr>
<tr>
<td>Cigars, chewing &amp; pipe tobacco</td>
<td>30.8%</td>
</tr>
<tr>
<td>Schools &amp; colleges</td>
<td>30.1%</td>
</tr>
<tr>
<td>Paper towels</td>
<td>29.6%</td>
</tr>
<tr>
<td>Hair tonic, oil, cream</td>
<td>29.6%</td>
</tr>
<tr>
<td>Cereals</td>
<td>29.3%</td>
</tr>
<tr>
<td>Bus travel</td>
<td>28.5%</td>
</tr>
<tr>
<td>Dentifrices</td>
<td>28.3%</td>
</tr>
<tr>
<td>Soft drinks, sodas, etc.</td>
<td>27.6%</td>
</tr>
<tr>
<td>Hair coloring, spray, rinse</td>
<td>27.6%</td>
</tr>
<tr>
<td>Beer &amp; ale</td>
<td>27.1%</td>
</tr>
<tr>
<td>Shampoos</td>
<td>26.6%</td>
</tr>
<tr>
<td>Chewing gum</td>
<td>26.5%</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>26.0%</td>
</tr>
<tr>
<td>Moving, hauling &amp; storage</td>
<td>25.5%</td>
</tr>
<tr>
<td>Packaged soaps &amp; detergents</td>
<td>25.2%</td>
</tr>
<tr>
<td>Bleaches &amp; starches</td>
<td>25.1%</td>
</tr>
<tr>
<td>Salad dressing, oil</td>
<td>25.0%</td>
</tr>
</tbody>
</table>
| **SUMMER NETWORK TV ADVERTISERS: 1964 Summer network TV as % of annual network TV budget**

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Summer Network TV Budget 1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room air conditioners</td>
<td>80.5%</td>
</tr>
<tr>
<td>Refrigerators &amp; freezers</td>
<td>66.7%</td>
</tr>
<tr>
<td>Underwear</td>
<td>62.6%</td>
</tr>
<tr>
<td>Magazines, newspapers &amp; other media</td>
<td>40.2%</td>
</tr>
<tr>
<td>Fresh fruits &amp; vegetables</td>
<td>32.8%</td>
</tr>
<tr>
<td>Lubricants</td>
<td>32.6%</td>
</tr>
<tr>
<td>Insecticides, disinfectants &amp; deodorizers</td>
<td>31.0%</td>
</tr>
<tr>
<td>Life insurance</td>
<td>30.9%</td>
</tr>
<tr>
<td>Hoisery</td>
<td>30.1%</td>
</tr>
<tr>
<td>Diaperettes &amp; deodorants</td>
<td>28.7%</td>
</tr>
<tr>
<td>Tires &amp; tubes</td>
<td>28.4%</td>
</tr>
<tr>
<td>Office equipment</td>
<td>26.7%</td>
</tr>
<tr>
<td>Sportswear</td>
<td>26.7%</td>
</tr>
<tr>
<td>Foundations &amp; brass</td>
<td>26.6%</td>
</tr>
<tr>
<td>Apparel fabrics &amp; finishes</td>
<td>26.3%</td>
</tr>
<tr>
<td>Books &amp; music publishers</td>
<td>25.8%</td>
</tr>
<tr>
<td>Household paper products</td>
<td>25.2%</td>
</tr>
</tbody>
</table>
VOICE OF THE BRAVES! Mel Allen and WSB-TV sports director Hank Morgan, along with former Braves pitcher Ernie Johnson, will be giving the play-by-play account of the 18 Atlanta-Milwaukee Braves games that will be telecast over WSB-TV to the over 622,700 television homes in Metro Atlanta this season. Sell this booming, sports-minded city by making your pitch on WSB-TV.

WSB-TV
Channel 2 Atlanta
NBC affiliate. Represented by Petry

Changes planned for radio code

NAB radio board meeting to consider amendments for both programing and advertising standards

Extensive amendments to the radio code program and advertising standards and enlarging the code board to include network representation will be considered by the radio board of the National Association of Broadcasters this week in Buck Hill Falls, Pa. (see page 68).

The proposed amendments, if adopted, would involve the biggest overhaul of code language in recent years. In addition to updating much of the language, the amendments would also remove or add some sections. A key amendment in the program standards deals with political broadcasts and would put a burden of responsibility on the political parties to observe good taste.

Two adhered to, but unwritten rules, would change the name of the code from the Radio Code of Good Practices to the Radio Code, and would spell out the requirement that only code subscribers can serve on the code board.

The political broadcasts proposal, which grew primarily out of the 1964 campaigns, would make it "incumbent upon all political candidates and all political parties to observe the canons of good taste and political ethics." Among other program standards proposals, the amendments call for:

- Clear on-air distinction of editorials from news and other program material.
- Judgment of the broadcaster in news and public events coverage.
- Development of programs on controversial subjects with fair representation given to opposing sides of issues "which materially affect the life or welfare of a substantial segment of the public."
- Considering equal-time requests by individuals or groups "on the basis of their individual merits."
- Clearly identifying programs dealing with controversial issues.
- Awareness of the children's audience in programs presented when children "constitute a substantial part of the audience."
- "No undue emphasis" on crime and violence and avoiding reference to "kidnapping or threats of kidnapping of children" in programs aimed toward children.
- Forbidding "profanity, obscenity, smut and vulgarity" and words which have been acceptable but acquire "undesirable meanings."
- Banning words "derisive of any race, color, creed" or national origin except for usage in "effective dramatization."
- Maintaining respect for "the sanctity of marriage and the value of the home. Divorce is not treated casually as a solution for marital problems."

In advertising standard proposals, the code amendments:

- Take note of applicable federal and state laws in beer and wine advertising.
- Prohibit ads for "particularly intimate products which ordinarily are not freely mentioned or discussed."
- Ban ads for instruction "with exaggerated opportunities awaiting those who enroll."
- Urge caution about placing commercials in or near children's programs. The spots should not mislead the children.
- Emphasize that "surveys, tests or other research" used as basis for advertising claims "must be conducted under recognized research techniques and standards."

The proposal to increase the size of the code board was originally discussed by the executive committee earlier in the spring (CLOSED CIRCUIT, May 3). The proposal would increase the code board size from nine to eleven members and let the networks fill the new seats.

The plan would put network A on the board initially for one year and network B on for a full two-year term. Following the first year, network C would replace A for a two-year term, with network D replacing B the following year.

Business briefly . . .


Colgate-Palmolive, New York, will advertise its new Respand hair spray this summer on ABC-TV's "Broadsid, Ozzie & Harriet, Addams Family and Sunday Movie, NBC-TV's "Karen. Hula-balo, Man from U.N.C.L.E., and Kentucky Jones. A heavy spot TV schedule, supplemented by regional radio spots, will be used. Agency is Norman, Craig & Kummel, New York.

Sunbeam Corp., Chicago, which spent some $3 million last year in TV, will increase its spending this fall for an estimated annual total of about $5 million and will have commercials on all three TV networks with some in color. Foote, Cone & Belding and Perrin & Associates represent Sunbeam.

The Pepsi-Cola Metropolitan Bottling Co., Philadelphia, and the Pepsi-Cola Bottling Companies of Allentown and Reading, Pa.; Atlantic City and Pen-nsauken, N. J.; and Wilmington, Del., through J. M. Korn and Son, Philadelphia, last week began a four-week $100,000 spot radio and TV campaign in the tri-state Delaware Valley. Campaign, featuring TV actor Bill Hinnant,

TV code staff alert for realistic toy guns

A look into television spots for toy guns, particularly "overly realistic hand weapons" will be taken by the TV code staff of the National Association of Broadcasters. The study, which comes at a time when toy manufacturers are making ad plans for their heavy fall toy push, was initiated by the "grave concern" of the TV code board over toy hand weapons.

The TV code board, meeting in Washington last Thursday (June 17), indicated that with an influx of increasingly realistic-looking toy guns turning up on the market some advertising guidelines for such items might be in order.

Following queries by some subscribers on the possibility of using hypnosis in some programing, the code board approved an amendment saying: "The presentation of hypnosis, either as fiction or in fact, should be presented with proper precautions to avoid any adverse effect on the viewing audience."

The amendment, to be submitted to the TV board for approval this week, was designed to establish minimum safeguards without interfering with creativity in programing.

The code board also heard Howard H. Bell, director of the code authority, report that evaluation of toy commercials has become a year round job with two editors in the New York office and an editor in Hollywood dealing with them. He said the code had reviewed 220 commercials from 35 manufacturers in the first five-and-a-half months of 1965, compared with 208 commercials from 32 manufacturers during all of 1964 and 184 spots from 37 toy makers in 1963.
Eastern found jet power in TV

‘High-quality dignified’ image results from inauguration sponsorship

Image building “beyond the greatest of our expectations,” achieved by sponsorship of a single television program, was described last week by Eastern Air Lines marketing vice president George S. Gordon.

Mr. Gordon said full sponsorship of NBC-TV’s six-and-one-half hour telecast of the presidential inauguration last January had dovetailed with an extensive company program to give Eastern a new “high-quality dignified” image and provided a highly suitable atmosphere to begin this campaign.

He said Eastern credits that single TV vehicle for a marked shift in the public’s attitude toward the air line.

Mr. Gordon spoke at the American Marketing Association’s world congress on marketing, held Monday through Wednesday in New York.

In another of the more than 160 speeches at the congress John B. Hunter Jr., director of marketing services for B. F. Goodrich Co., foresaw “sweeping changes in the media picture.”

These included development of UHF television into “a marketing communications force to be reckoned with” before the end of the 1960’s; a color-TV “revolution” whose effects on television may be comparable in scope to those that television itself asserted on broadcasting, and the rise of FM into an important marketing power.

Eastern’s Mr. Gordon said surveys before and afterward documented the effectiveness of the air line’s sponsorship of inauguration coverage. Afterward, he said, Eastern was picked as the “airline of choice” by 35% of respondents—up from 27% before the program—and was the first domestic airline named by 46%, comparing to 31% before the telecast.

The NBC program, narrated by the network’s Huntley-Brinkley news team, was carried to a lineup of 203 stations and was seen by an estimated 64 million people.

Retention of the Eastern advertising message after viewing was considered remarkably high; 70% of those questioned, Mr. Gordon said, were aware that Eastern had sponsored the pro-

Lack of measurements cuts radio’s potential

One of radio’s major problems in impressing advertisers and advertising agencies is the lack of proper and adequate measurements. Mr. Stack reported that of the national advertising investments in the five major media, television gets 40%, magazines 28%, newspapers 22%, but radio only 7%, not very much better than outdoor’s 3%. This 7%, Mr. Stack observed, “represents a decline from over 20% in 1950 and actually a decrease in dollar volume invested. This is a loss of share in a growing market, which is sort of an unenviable position to be in.”

Calling for better measurements from radio, Mr. Stack said that at his agency, “we do not doubt that radio’s audience reach is extensive, but . . . our clients insist upon our documenting the medium’s effectiveness in reaching the proper audience in sufficient quantity.”

The widely publicized “all-radio methodology study” or “arms” will provide a standard way of providing audience figures and cumulative reach data that we all need,” he said.

Agency appointments . . .

- Revlon Inc., New York, has appointed Leber Katz Paccione, same city, to handle advertising of its Intimate fragrance line. The account, which reportedly bills more than $1 million, was formerly handled by Revlon internally. LKP will also take charge of advertising for a new men’s line of fragrances.

- United Screen Arts, Hollywood, has named The Mort Goodman Organization, that city, for national radio-TV campaigns. The agency has completed promotions for United's initial movie releases, “The Man From Button Willow” and “A Swingin' Summer” and next will do radio-TV drives for “The Young Sinner” and “Bend to the Wind.”

- National Guard Bureau, Washington, has appointed Zimmer, Keller & Calvert, Detroit, for advertising and public relations for fiscal 1966. Radio and TV will be used.

Xerox to present show on national spot basis

The Xerox Corp., which had planned to present a 90-minute TV documentary, The Making of the President: 1964 on a network, elected last week to carry the program on a national spot lineup throughout the country the week of Oct. 25.

In announcing the decision to present the program by way of local stations, Donald L. Clark, Xerox vice president in charge of corporate advertising, said the company had terminated its discussions with CBS-TV. He said CBS-TV had accepted the program, but added that Xerox was unable to reach agreement with the network on such details as local station tie-ins with Xerox branch offices, on-the-air promotion and newspaper advertising.

CBS-TV’s version of reasons for the disagreement differed. A spokesman said he had not heard of the considerations cited by Xerox. He reported CBS-TV had offered several prime-time periods it considered acceptable to the Xerox agency, Papat, Koening, Lois, and added: “Apparently Xerox and its agency decided not to accept these time periods.”

David L. Wolper Productions is producing The Making of the President: 1964, which details last year’s presidential race and is based on a forthcoming book by Theodore H. White. Last year Xerox sponsored The Making of the President: 1960 on ABC-TV.

Xerox created its own “fourth network” of 107 local TV stations for another Wolper documentary, Let My People Go, which was telecast in April. A company spokesman said “many more stations” are expected to carry President: 1964.

Xerox, Cone & Belding, Los Angeles, and for Goodyear it is Young & Rubicam, New York.

consists of 150 TV spots on WCAU-TV, WFLR-TV and KYW-TV, all Philadelphia, and a total of 5200 radio spots on WIP, WBG, WCAU, WFLR, WPEN Philadelphia; WRAW, WEEU, WHUM Reading; WMP and WPFA Pottsville; WCHE West Chester, all Pennsylvania; WFPQ, MLDB, WMBI Atlantic City; WOND Pleasantville, WBBZ Vineland, all New Jersey, and WAMS and WDEL Wilmington, Del.

Hughes Aircraft Corp., Culver City, Calif., has joined Goodyear Tire & Rubber Co., Akron, Ohio, as one-third sponsor of a trio of international sporting events that will be broadcast live by Early Bird satellite on ABC-TV this summer. Agency for Hughes Aircraft (builder of Early Bird) is Foote, Cone & Belding, Los Angeles, and for Goodyear it is Young & Rubicam, New York.

BROADCASTING, June 21, 1965 33
gram, 20% gave the airline credit for serving good food and 13% correctly identified the carrier with specific route destinations.

Eastern Air Line's advertising budget in the first quarter of this year was ahead of a four-quarter average for 1964 by 60%. Total advertising allocation for the company this year will exceed 1964’s expenditure by 50%.

BPA forms committee to work with TVB

The formation of a TVB liaison committee by the Broadcasters Promotion Association was announced last week by BPA President H. T. (Bud) Vaden of the Triangle Stations, and Norman E. Cash, president of the Television Bureau of Advertising.

The seven-man committee, elected for a two-year period, will meet twice yearly with TVB executives. Among the committee's stated purposes are: To find more effective uses of TVB promotional material at a local station level; to collect more effectively local TV sales success stories, and to offer BPA support in TVB’s regional presentations.

Also announced was a proposed joint work-plan on a new campaign urging the use of television to sell television.

First chairman of the new standing committee will be Arthur Garland, promotion manager of General Electric Stations, Schenectady, N. Y. Other committee members are: Don Foley, ABC-TV, New York; Casey Cohlma, WFAA-TV Dallas; Joe Costantino, KTVU (TV) San Francisco; Bob Hoffman, Television Advertising Representatives, New York; Bob Manning, WFMJ Youngstown, Pa., and Judd Choler, KMOX-TV St. Louis.

Senate passes cigarette bill

A bill to require health warnings on cigarette packages was passed by the Senate last week by a vote of 72 to 5. The bill, S559, does not require warnings in cigarette advertising, however, and prohibits such requirements for a period of three years.

The warning statement will read: “Caution: Cigarette smoking may be hazardous to your health.” An amendment to change the “may” to “is” was rejected.

The Senate also rejected amendments to: Leave state and local agencies free to require warnings in advertising; require the Department of Health, Education and Welfare to administer additional labeling restrictions and reduce the three-year moratorium to one year.

Advertising may not contain anything that tends to negate the warning label or implies that smoking is in any way beneficial to health. A similar bill has been reported out of the House Commerce Committee and is scheduled for a vote Thursday (June 24).

In the absence of congressional legislation by July 1, Federal Trade Commission regulations requiring a warning statement in advertising as well as on the package will go into effect (Broadcasting, April 5).

Three agencies merge


Also in advertising...

Media Stat moves • Media Statistics Inc. has moved its expanded New York offices to 509 Madison Avenue. The new telephone number is 421-8380.

Merger • Tobey & Crothers advertising agency, has merged with Henry O. Dormann, public relations firm, both New York, to form Tobey, Crothers & Dormann at 820 Second Avenue, New York. Tri-Arts Productions, newly-formed associate of TC&D, will handle the TV production end of the business. Fred Tobey is chairman of TC&D, James Crothers is president, and Henry O. Dormann is executive vice president.

Agency search • Armour Grocery Products Co., Chicago, is interviewing agencies for three products involving an estimated $1 million in billings. These are Appliance Way pizza and Dash dog food, both now at Foote, Cone & Belding there, and Magic Finish, laundry spray sizing product now at Young & Rubicam, also Chicago. FC&B retains Armour’s TV-heavy Dial soap business.

Office to close • Clyne Maxon Inc., New York, will discontinue operations at its Minneapolis office, effective Oct. 1. The Minneapolis office has handled advertising for the Jacob Schmidt Division of Associated Brewing Co., St. Paul, Minn., and will continue to do so until a new agency is appointed.

Mountain Dew agency named

The Pepsi-Cola Co. has appointed Geyer, Morey, Ballard, New York, to handle the estimated $1 million billing of its new soft drink Mountain Dew. The agency said Mountain Dew is now approaching full national distribution in the U.S. and Canada. It’s expected 70% of the advertising budget will be placed in radio-TV.

Rep. appointments...

• WKNX-TV Flint-Saginaw-Bay City, Mich.: Robert Eastman TV.


BAR estimates for 20 markets

Estimates of the dollar volume of nonnetwork television business on the air in 20 U. S. markets during the week ended May 28 are reported below as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discount-rate formulas.

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

Week ended May 28:

<table>
<thead>
<tr>
<th>Market</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altoona, Pa. 2</td>
<td>$108,142</td>
</tr>
<tr>
<td>Amarillo, Tex. (5)</td>
<td>65,368</td>
</tr>
<tr>
<td>Birmingham, Ala. (2)</td>
<td>137,810</td>
</tr>
<tr>
<td>Denver (4)</td>
<td>212,557</td>
</tr>
<tr>
<td>Des Moines (3)</td>
<td>102,119</td>
</tr>
<tr>
<td>Detroit (4)</td>
<td>599,161</td>
</tr>
<tr>
<td>Ft. Wayne, Ind. (3)</td>
<td>75,923</td>
</tr>
<tr>
<td>Greensboro, N. C. (3)</td>
<td>94,361</td>
</tr>
<tr>
<td>Harrisburg, Pa. (4)</td>
<td>111,578</td>
</tr>
<tr>
<td>Hartford, Conn. (3)</td>
<td>396,844</td>
</tr>
<tr>
<td>Little Rock, Ark. (3)</td>
<td>72,146</td>
</tr>
<tr>
<td>Memphis (3)</td>
<td>133,223</td>
</tr>
<tr>
<td>New Orleans (3)</td>
<td>163,886</td>
</tr>
<tr>
<td>Peoria, Ill. (3)</td>
<td>64,195</td>
</tr>
<tr>
<td>Pittsburgh (3)</td>
<td>497,559</td>
</tr>
<tr>
<td>Richmond, Va. (3)</td>
<td>86,283</td>
</tr>
<tr>
<td>San Diego (3)</td>
<td>185,547</td>
</tr>
<tr>
<td>Syracuse, N. Y. (3)</td>
<td>240,153</td>
</tr>
<tr>
<td>Tulsa, Okla. (3)</td>
<td>99,775</td>
</tr>
<tr>
<td>Wheeling, W. Va. (2)</td>
<td>74,266</td>
</tr>
</tbody>
</table>

34 (Broadcast Advertising)
Our rich black soil is many yards deep!

FARGO sits at what used to be the bottom of an enormous, 100-mile-wide, prehistoric lake. Over the centuries, it silted many yards deep with top soil from what is now the eastern Dakotas and western Minnesota — plus the flesh and bones of billions of birds, fish and animals.

All this is just to explain why the Encyclopedia Britannica says the Red River Valley is one of the most fertile areas in the world. Still is, to this very day — and will be, to your grandchildren’s. And this means rich farmers, rich merchants, rich Cadillac dealers!

All we want to say about ourselves is, that if anybody recommends any other radio or television stations to you out here, you ought to smell his breath! Ask PGW!

WDAY · WDAY-TV
The Know-How Stations in
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
What's in back of our surge to

A youthful outlook

The ABC Owned Television Stations care about young people. We care about their future. But, we don’t put off until tomorrow what must be done now. KABC-TV in Los Angeles invited the city’s high school seniors to a job seminar at the station. We told them about careers in broadcasting. We also told them to stay in school if they want those jobs. WXYZ-TV in Detroit and WABC-TV in New York helped fight the school dropout problem with annual “Careerathon” shows. On these programs the youngsters got the kind of entertainment they wanted and the kind of advice they needed. KGO-TV in San Francisco and WBKB in Chicago have helped place thousands of students in summer jobs by working closely with community leaders and, of course, with the students themselves. The adults in the five great cities we serve have said some very kind things about all of these projects. So have the youngsters. But, doing things for so many millions of our future citizens is part of our responsibility. That’s one of the things behind our surge to the front.
the front?
...and another outlook on youth

We care enough about young people to keep up with them. At least we try.

KABC-TV was the first station in the country to sense the excitement inherent in today’s young people’s music. They came up with a program and called it “Shindig.” That was more than a year ago. And just as music styles change, so has the show. Under the direction of the ABC Television Network, it has grown into one of the big hits. And with adults, too! Now there is “Shivaree,” also from KABC-TV, and that’s a hit in syndication. WBKB in Chicago uses popular music in another way. “Kumsitz” is a youth forum—but not like any you’ve ever seen before. Students really probe the problems of their own generation but in a setting of their own making, complete with the Watusi, the Frug and the sanction of the Chicago Board of Rabbis. We are sure of one thing. The future will bring more changes in the tastes of young America. The ABC Owned Television Stations will be right there when it happens. Perhaps even a little ahead.

That’s what’s behind 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
FM PROGRAMING: A SPECIAL REPORT

FM’s drag feet on program split

Faced with Oct. 15 FCC deadline, 57% ask waivers for one reason or another; most of 195 involved prepare to comply if extension of time is refused

The FCC’s announced long-range goal of more diversity in radio programing reaches its first hurdle Oct. 15. On that day 195 FM stations which formerly duplicated to a large extent the programs of their AM brothers have been told to reduce their duplication to 50%.

Testimony to the fact that the proposed rule is meeting with something less than universal acceptance is the receipt by the FCC of waiver applications from 112 of the 195 stations. They feel that for one reason or another they should be exceptions to the rule.

With 57% of the affected stations requesting leniency, broadcasters are expecting the commission to be highly selective in making decisions on the waivers. But they would like to know who will get the waivers so the losers can go ahead with programing plans to meet the deadline. At the commission, Joseph Langbart, who is doing the sifting, said last week he didn’t know when the commission would act on the applications.

The duplication rule, adopted by the FCC last July (BROADCASTING, July 6, 1964), prohibits any FM in a city of more than 100,000 population from duplicating more than 50% of the programing of an AM station in the same market. The criterion is the population of the city where the FM is located.

Last March the commission noted that there were 125 cities of 100,000 or more with FM channels assigned to them. In those cities there are 551 authorized FM channels in the commercial band, but 214 do not have AM affiliation and are not affected by the rule. Of the remaining 337, about 140 already are programed separately.

Many Views • For the 195 stations that have to change their programing there seems to be a range of action or inaction, running from indifference and a wishful belief that the rule will be postponed again (it was originally set to be put into effect Aug. 15) to eagerness to program AM and FM separately. Some stations plan to go all the way and set up two individual operations with entirely different formats and schedules, others are dragging their feet and making only very tentative plans while hoping their waiver request is approved.

One major-market broadcaster said “we need at least $50,000 a year to break even” on separate FM programing, “and while we plan to actively promote our FM coverage it’ll take a while for us to reach the break-even point.” He said he felt that FM has “not yet proven itself as a money-making medium.”

Another broadcaster in a major eastern market estimated his cost of running a completely independent FM operation at $200,000 yearly. He said the station would have to be two-thirds sold at $5 a spot for an 18-hour day to show any profit and doubted that the FM market is strong enough at this time to support such programing.

A BROADCASTING survey of stations in New York, Los Angeles, Chicago and Washington that now duplicate in excess of 50% indicates that most of them have applied for a waiver.

In New York there are eight FM stations duplicating more than 50%, one under that figure; in Los Angeles seven stations are more than 50% and one less; in Chicago five stations are more than 50% and two under that; in Washington five stations are more than 50% and four are within the new limits.

Pattern Holds • Figures in other ma-

All ready for the cue

WMAL-FM Washington, which went fulltime stereo with its classical music format on May 1, is using an automated system that ties in reel-to-reel tape, cartridge tape and 12 turntables. The $16,000-system, conceived by Fred Houwink, vice president and general manager of WMAL-AM-FM-TV (above), and built by station engineers, uses the tape reels and cartridges for voice tracks and spots. All music is played from the turntables, which are operated through the switching system. The only manual operation required is cueing the records.
Automation answer to separate FM programs?

A majority of broadcasters, who may have to separate their AM-FM facilities by FCC order, expect to automate their FM operations (66%) and almost as many feel the separation will increase costs (63%).

These were two of the findings made by Ray Lapica, California broadcaster, in a national survey of FM stations for the University of Southern California Law Review. Mr. Lapica is a third-year law student at USC and results of the survey will be published in the Law Review, July issue.

Of the respondents, 31% were from stations in cities of over 100,000, the only stations directly affected by the rule which requires the FM to limit duplication of the AM signal to 50%. Of the stations that will be affected by the rule, 45% said they will separate programming, 16% are seeking postponement until expiration of the license, 6% said they will try to enjoin the commission from enforcing it and 38% said they were presently programing separately.

Of all the stations answering the questionnaire, 28% said they were making money with their FM operation. 64% said they were losing money and 8% were breaking even. Among those who reported losses from their FM operations, the range was $500 to $45,000 per year.

Of the respondents, 38% felt the AM-FM split would increase FM time sales; 28% said it wouldn't and 34% had no opinion. In several areas, broadcasters noted that by separating the signals more business has been generated.

Almost the same percentage of broadcasters who thought the FCC rule was fair (53%) thought it was a “form of program control and therefore indirect censorship” (51%). However, 83% said they did not feel the FCC had the right to control programming. 8% said the commission had the right and 9% had other comments. In the same area, 70% felt “FCC program regulation” is unconstitutional and violates the First Amendment; 30% said it is constitutional.

Questioned on the commission’s comment that “separate ownership of AM and FM stations in the same community is a desirable long-range goal,” 10% of the stations agreed with the idea and 90% disagreed. Almost three-fourths of the respondents (73%) said they would have bought or built their FM facilities even if they had known they would have to split programing; 27% said they would not have done so.

But for all of broadcasters’ criticisms of commission policies, 59% of the respondents felt the FCC is doing a good job generally, 31% consider it poor and 10% had other comments.

How stations propose to comply with FCC’s AM-FM nonduplication rule

<table>
<thead>
<tr>
<th>How do you propose to obey the rule?</th>
<th>Break even</th>
<th>How will this affect your costs?</th>
<th>Will the split increase FM time sales?</th>
<th>Will the split increase FM set sales?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simply split 50% of the time</td>
<td>29%</td>
<td>53%</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>Shut AM down at night</td>
<td>42%</td>
<td>63%</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>Shut AM down earlier in the evening</td>
<td>1%</td>
<td>37%</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>Other</td>
<td>56%</td>
<td>Increases, if any, will be mostly in</td>
<td></td>
<td>Will increase beyond present growth</td>
</tr>
<tr>
<td>What will you program on FM?</td>
<td></td>
<td>Personnel</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td>Rebroadcast AM programs</td>
<td></td>
<td>Equipment</td>
<td>35</td>
<td>30%</td>
</tr>
<tr>
<td>24 hours later (as permitted by rule)</td>
<td></td>
<td>Music</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>Automate FM</td>
<td>66%</td>
<td>Other</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Making money</td>
<td>28%</td>
<td>How is your FM doing economically?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Losing money</td>
<td>64%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Major markets**

Detroit, Boston, Pittsburgh, St. Louis and Seattle show much the same pattern. Detroit has six stations duplicating over 50% of AM programs, two under; Boston five over, one under; Pittsburgh has seven over, one under; St. Louis has four over, none under; Seattle has seven over, one under.

There are also some markets where the pattern is reversed. Baltimore has two stations duplicating over 50%, four under; Columbus, Ohio, has one over, five under; San Diego has two over, three under, and Norfolk-Newport News, Va., has one over and four under.

The waiver requests generally fall into two camps: Stations seeking a few months to build new facilities or make other adjustments prior to nonduplicated programing, and stations seeking a waiver through the license period—or if that is imminent, up to three years—to continue duplicating programs.

- It is the responsibility of the broadcaster to decide what and how to program.
- The characteristics of FM, particularly in big cities, makes it necessary to fill in AM white areas.
- The stations now offer a “unique” service which would be missing on FM if they split.

Among the waiver requests are the across-the-board applications of CBS and NBC for their owned stations. It’s believed that all programing decisions for FM, if the waivers are denied, will be made through the corporate offices of the two networks. There is some speculation that the CBS-owned stations would use a single FM format, planned and cut by one of the stations and shipped to the others.

NBC authorities said plans were be-
High costs of separate programing detailed

The high cost of separate programing was laid before the FCC in the waiver application of KKHI-AM-FM San Francisco. The station said it could replay its AM music on FM after the 24-hour delay period, but it would need an “additional one-half station” necessitating a large immediate one-time cost for studio and control room facilities, estimated at $23,000.

However, KKHI said, the more serious problem would be “permanent and steadily rising” cost of additional staff “required under present union agreements and staffing procedures.”

The station said under existing contracts this figure would go to $69,870 in the second year and to $72,770 in the third year.

To have KKHI-FM program separately only 50% of the time, the station estimated the following yearly staff and necessary costs:

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two fulltime announcers @ 10,400</td>
<td>$20,800</td>
</tr>
<tr>
<td>Two fulltime technicians @ 10,400</td>
<td>20,800</td>
</tr>
<tr>
<td>Announcers over-time—416 hours @ $8</td>
<td>3,328</td>
</tr>
<tr>
<td>Technicians over-time—416 hours @ $8</td>
<td>3,328</td>
</tr>
<tr>
<td>5% payments to pension &amp; welfare funds</td>
<td>2,414</td>
</tr>
<tr>
<td>Music library and programing</td>
<td>5,200</td>
</tr>
<tr>
<td>Secretary-traffic girl-bookkeeper</td>
<td>5,200</td>
</tr>
<tr>
<td>Vacation costs</td>
<td>2,800</td>
</tr>
<tr>
<td>Company paid payroll taxes, etc.</td>
<td>3,100</td>
</tr>
</tbody>
</table>

Total: $66,970

FM's DRAG FEET ON PROGRAM SPLIT continued

...drawn for operation of their owned stations in compliance with the FCC rule but that they were not ready to discuss them.

Metromedia Ready - An exception to the general group line of waiver requests is Metropolitan Broadcasting Radio Division of Metromedia. John B. Sullivan, president of the division, said more than $100,000 has already been ordered for five stations (the sixth already programs FM separately), that most will be stereo operations, that overall programing objectives have been set and that individual stations are now working out proposals covering the details.


Generally, Mr. Sullivan said, the FM stations will have an “adult appeal” based on a “wide but slightly narrower” musical approach than their AM counterparts. Although there will be variations in each market, the overall result is expected to be “fairly close” to the programing of KMBC-FM, which like KMBC, emphasizes popular music and news, but relies more on album music than the AM does.

The FM’s, he said, will program separately at least half the time but periods of duplication are still undetermined. Separate FM rates will also be set for the nonduplicated programing, he said.

Mr. Sullivan said he thought FM stations could make money in their first year of unduplicated operation and that some would, hopefully placing Metropolitan’s stations in the latter group.

In the New York metropolitan area there are now about 40 AM, FM and AM-FM stations. Unless the commission grants the waiver requests in that market, the number after the nonduplication rule goes into effect will be about 54 stations for at least half the time, a gain of about 35% almost overnight.

10 Years To Break Even - Norman Furman, general manager of WEVD-AM-FM New York, estimates his separate FM operation will lose $50,000 or more a year” and said “we might break even in about 10 years on FM.”

Mr. Furman said the ruling “is a bad one for us. Our FM signal reaches about half our total audience not reached by AM. By programing separately we stand to lose a good part of our audience.”

WEVD-AM-FM now devotes about 80 of its 108 weekly duplicated hours to ethnic programing, mainly drama, talk and music. One hour daily is not duplicated. Mr. Furman said the 6-11 p.m. period had tentatively been set for unduplicated programing, but beyond that a new schedule had not been worked out. Based on AM coverage only, he said, WEVD now charges $250 an hour. In October, he said, the hourly rate for unduplicated WEVD-FM programs will be $75.

WNYC-AM-FM, New York’s municipally owned commercial stations, are now programed separately 30 to 40% and this percentage is due to be substantially increased in July and August. The WNYC format has historically been used flexibly for coverage of city council meetings, United Nations sessions and the like, in addition to its regularly scheduled programs. WNYC-FM has followed a more consistent musical format.

(WNYC-FM is affected by the rule because its channel is in the commercial band. Noncommercial stations in the noncommercial band do not come under the rule.)

WLIB New York expects to have WLIB-FM on the air this fall and will use it to extend the current WLIB daytime service to a midnight signoff. Harry Novik, general manager, said during most of the time that WLIB is operating, its programing will probably be duplicated by WLIB-FM, but the only detail set is that the FM, like the AM, will be programed to the Negro audience. Equipment and installation costs for WLIB-FM are estimated at about $100,000.

WQXR-AM-FM New York has made “no firm plans for separate programing,” Elliott M. Sanger Sr., executive vice president of the station, said “because we hope the exemption will be granted.”

In its waiver petition, WQXR-AM-FM noted that programing expenses were more than $500,000 in 1964 and that in the past calendar year, the combined broadcast revenues of WQXR and WQXR-FM exceeded the combined broadcast expenses by only $41,443. With net broadcast operating income of this small magnitude, it is obvious that WQXR cannot assume additional operating expenses in the form of separate AM and FM programing without suffering substantial losses with resultant adverse impact upon its program offerings to the public.”

ABC Acts - WABC-FM, ABC-owned New York outlet, expanded its unduplicated coverage from 25% of its schedule to about 60% last Monday (June 14). Alexander Smallows Jr., station director, said the increase had nothing to do with the FCC rule but was “motivated almost entirely by audience and advertiser demands for an in-
THE EASTMAN TV TIGERS
PRESENT

THE MARKETING REP

KTEN-TV
Ada, Oklahoma

WSVA-TV
Harrisonburg, Va.

WHIS-TV
Bluefield, W. Va.

WHTN-TV
Huntington/Charleston, W. Va.

WUSN-TV
Charleston, S. C.

WXEX-TV
Richmond/Petersburg, Va.

WKNX-TV
Flint/Saginaw/Bay City

KTTS-TV
Springfield, Mo.
crease in our unduplicated FM coverage.” WABC-FM has had separate pro-
gramming from 6 p.m. to midnight since 1960, consisting mostly of classical,
show, jazz and folk music. The WABC format is primarily top 40. Mr. Small-
lens praised the commission nondupli-
cation rule and said “you have to pro-
scribe an FM station vigorously if you want it to succeed—you have to spend
money to get money. Stations that
only comply half-heartedly with the
rule aren’t going to succeed in making
money.”

In Chicago, ABC-owned WLS-FM has
been spun off from the operating con-
trol of the network-owned WRAK(TV)
and put under Ralph Beaudin, president
and general manager of WLS. Mr. Beaudin estimates it will cost 10 times
as much to run WLS-FM over the pres-
ent operating costs. The FM station has
always been programed separately with
everything from opera to light music,
but on a noncommercial basis. WLS-
FM will be introduced in a major sum-
mer promotion as the country’s pioneer
stereo sports station whose format also
will include stereo talk and interview
shows plus Sinatra-type music.

WLS-FM will have a separate rate
with spots running from $9 to
$15 and will have a separate sales staff.
Harvey Wittenberg, of the WLS news
staff, has been made WLS-FM station
manager and is now hiring the staff.

KABC-FM, the ABC-owned out-
let in Los Angeles, has applied for a
waiver, citing its “unique” conversa-
tion-type format. However, the station
has undisclosed alternate plans if the
waiver is refused.

The other ABC-owned stations, KG-
AM-FM San Francisco, WXYZ-AM-FM
Detroit and KQV-AM-FM Pittsburgh, are
also seeking waivers of the rule.

Among Los Angeles area stations,
KFAC-AM-FM with a 100% classical mu-
 sic format has requested a waiver. If it
is refused it will probably reprogram
the AM on FM with a 24-hour delay, as
permitted in the rule.

Automation • KPOL-AM-FM Los
Angeles, which has been struck by engi-
neers and announcers since April 2,
said its only immediate thought is stay-
ing the air. The station said its auto-
matic programming equipment, which
was recently installed, is beginning to
work out pretty well and if it continues
to improve, it may be tried for FM as
well. But at the moment there has been
no firm decision on which way to go
after Oct.15.

KXRA-AM-FM Los Angeles said it is
still far too early for any firm decision
although there has been some thought
of running completely different formats
on AM and FM. The station would proba-
by have three rate cards: one for
AM, one for FM and a combination
AM-FM card.

KHEY-AM-FM Anaheim, Calif., said
it has several plans under discussion but
there is no decision yet. The FM is a
low-power operation and there is some
thought of increasing the power and
selling FM separately.

KWZ-AM-FM Santa Ana, Calif., said
it will separate into two distinct stations
with different formats, although details
are not set. Even with the split, the
station said it will probably raise AM
rates to new cards come out.

In Chicago, WNUS-AM-FM, the all-
news operation, is seeking a waiver, but
said if it is not allowed, WNUS-FM will
still program all news during separate
programming hours. However, the sta-
tion said it would increase the costs
considerably and virtually the same top
stories would be aired.

Plough’s WJJD-AM-FM Chica-
go switched to a country and western for-
mat in February, and although it is
promise to say what the group’s plans
are, WJJD-FM will probably play C&W
music during its nonduplicated hours
to maintain the station image. George
Dubinetz, manager of the station, said
if the separate FM programing came
after 6 p.m. it could have very little
effect on the AM market in either rates or
ratings. However, he said, the addition of separate FM programing
by major AM stations will make the
FM market highly competitive all over
the country and could produce a “big
shakedown” in the process.

In the Washington market, four sta-
tions have filed for waivers and another
is in the process of being sold.

WTOP-AM-FM Washington, which
primarily has a talk and information for-
mat, has requested a three-year waiver
to study the market, saying it has not
reached a “satisfactory decision” of
alternative formats for FM.

WAVA-AM-FM Arlington, Va., an all-
news operation, said if its waiver is re-
fused, it would probably put on middle-
of-the-road music in its unduplicated
hours and this would only be “dupli-
cating somebody else’s audience or for-
mat,” according to John Burgreen, vice
president of the stations.

Jerome Bess, vice president in charge
of operations, RKO General Broadcast-
ing, said that RKO had appealed to
the FCC for a waiver to continue dupli-
cated service on WOR-AM-FM New
York, WQMS-AM-FM Washington, and
WNN-A-AM and WOR-AM, both Boston.

RKO also duplicates on KJZ-AM-FM
Los Angeles and KFRC-AM-FM San Fran-
cisco, but has not asked for waiver in
those cases. The group’s Canadian ra-
dio outlets, CKLW-AM-FM Windsor-De-
troit, are obliged by Canadian law to
carry at least two hours of unduplicated
programing each day, but currently pro-
gram four hours of unduplicated service.

WOL-AM-FM Washington said it has
made no plans for separate programing
since it expects sale of the station to
the Sonderling group to go through be-
fore the Oct. 15 deadline. Egmont
Sonderling has purchased the station
from Henry Rau for $1.4 million sub-
ject to FCC approval.

Enthusiasm for FM sales limited
Most AM/FM reps are unimpressed by prospects for added
sales volume when FM's begin own programing Oct. 15

Reaction of station representatives to the
prospect that FM stations in cities of
100,000 or more would not duplic-
ate AM's more than half of the time
after Oct. 15 was widely varied.

It ranged from the enthusiasm ex-
pressed by firms representing FM's ex-
clusively through a studied indifference
by a number of firms representing a
large proportion of the AM/FM com-
binations in the cities affected, to the
expressed determination of at least one
company that it would ask the new
FM's to find exclusively FM firms to
represent them.

Most large and medium-sized radio
representative companies do not antici-
pate they will lose or that they will
give up representation of FM outlets in
view of the new FCC regulations, but
indicated they are reappraising their
entire relationship.

Many left the unmistakable impres-
sion that if their FM stations decided to
shift to an exclusively FM-represen-
tation organization, they would have
no objection. They noted, however,
that several stations had attempted this
decision only to return to an AM-FM
company to take advantage of the per-
sonnel and resources of the larger or-
ganizations.

Some stressed that FM representa-
tive has not been profitable and ac-
nowledged that they could allocate
only a modest amount of time and a
minimal number of staff people to the
FM effort. They pointed out that their
concentration had to be placed on AM
operations, where the advertising op-
opportunities were more promising.

On the other hand a check with sev-
eral leading FM representative firms
revealed they are cautiously optimistic
about the schedule change. They said
they expect that, if nothing else, the
FM system will be "hardcore about" the
more and additional sales efforts will
be exerted by the larger representative
firms. They acknowledged that until
HOLD THAT TIGER!

Sing it...play it...anyway you say it...
The Fact is "You Can't Hold a Good Tiger Down."

Your EASTMAN TV TIGER can be reached at

NEW YORK—867 8866 • CHICAGO—332 0946
DETROIT—961 2685 • ST. LOUIS—CH 1-7040
DALLAS—FL 7-6074 • SAN FRANCISCO—YU 2-9760
LOS ANGELES—HO 4-7276 • ATLANTA—525 0459
CHARLOTTE—375 6146

He’s got the best avails on

Eight of America's Great TV Stations

BROADCASTING, June 21, 1965
stations disclose the form their unduplicated programing will take, they cannot project with any certitude a substantial increase in business. They felt that FM probably will be helped because some of the "weaker" stations will fall by the wayside.

May Drop FM's • One major representative firm said it will explore the "entire FM situation carefully" for the next month and would come to a decision at that time. The spokesman refrained from saying explicitly that it would abandon FM, but indicated that such a move would be considered.

One representative firm summarized: "If we found it hard to sell FM when we could offer it in combination with AM, can you imagine how much harder it is going to be if we have to sell FM only for half of the schedule?"

Except for isolated situations, representatives felt that the economic outlook for FM was not bright. Several companies mentioned that FM growth was impeded because its period of development was followed closely by the advent of television. They emphasized, nevertheless, that station operators intend to hold their FM licenses "as insurance" in the event that FM eventually takes hold.

One representative noted that the FCC proposal is likely to impose economic hardships on many station operations. He said one major radio station in the midwest estimated that it will cost an additional $100,000 a year in staff to provide the unduplicated programing.

Another New York rep firm is recommending to the "25 or so" AM-FM stations it currently represents that they assign their FM operations to FM reps when the FCC unduplicated program rule goes into effect.

"It's impossible for a large firm such as ours with many highly paid salesmen and expensive overhead to make money on FM," a spokesman said. "A small rep firm with low overhead can do all right on FM, but we can't."

He stated that his firm sold time to advertisers on the basis of AM only, and added that "90% of the sponsors who purchase time on our stations don't know about our FM coverage or don't consider it in their buy. No FM terms are written into our contracts."

A spokesman for a major rep firm said that at this stage no one can say what the FCC will do when the unduplicated FM programing rule goes into effect "because no one has yet determined what the FCC's criteria for unduplicated programing will be."

"FM is difficult to sell now and no one can say how they're going to sell it in October. Right now everyone is watching, waiting and looking. The ax is still up in the air; in a few months when it gets nearer the throat stations will start to make real programing and rate plans," he said.

FM Support • "Our salesmen will have to know the FM story more completely when unduplicated programing begins," according to another rep company executive.

He felt that FM "can be sold successfully" on an unduplicated basis. "An FM operation might lose money initially, but not for long if it's sold right."

"Overhead is low on FM" he said. "It doesn't take much to break even. The stations that will succeed will have to offer specialized programing away from the middle-of-the-road, such as quiet jazz or good background music—anything without a beat."

He said "12 to 14" stations represented by his company now duplicate AM-FM. "We have no plans to drop any FM outlet when unduplicated programing begins," he said.

Setting rates, he felt, might be a problem "in certain medium-size markets where FM has not really caught on." He indicated that some stations might solve this problem by offering unduplicated FM programing "as a free bonus" on its AM rate card.

Radio program service companies voiced the view that prospects for expanded business center around the programing plans that stations make for their unduplicated schedules. They reported that they have received a sizeable number of inquiries from stations and some companies said they have received some orders. They noted that the impact of the FCC ruling probably would not be felt for a month or two.

**PROGRAMING**

Mark Century expands into TV

Will put its radio programing experience to work for use of television stations at local level

Mark Century Corp., New York, production-programing company that has been in the radio program service field over the past three years, is moving into TV.

As explained by Milt Herson, president of Mark Century and also of the newly formed Mark Century Television Corp., the firm plans to translate what it has learned in radio to service the needs of local TV stations.

F. C. Beck, named a vice president in the new company, will supervise all of the TV production. His background encompasses radio and TV program supervision on Colgate-Palmolive and P. Lorillard accounts at Lennen & Newell with association on such game shows as Play Your Hunch and The Big Payoff.

A pilot game show has been produced. Its local feature is designed in the audio track that declares one of the players on the program represents "so and so" in the station's area. The station can control the decision on how local people will be selected as well as how to locally promote the show. Shows will be taped and also be made available on film.

Also in the TV plans are "TV breakups." A few seconds of film footage also, permit the audio track to be changed for flexibility. These animated segments are for use as local introductions for station commercials, ID's, weather reports and sports introductions. Color will be included where possible.

Mr. Herson said Mark Century already has produced 50 of these and will do more depending on acceptance. A third project will use existing film footage. A first effort will portray great sporting events, for example, tracing the running of the mile through filmed episodes of famed milers, etc.

Meantime, Mr. Herson said last week, the company's radio programing service continues to gain in acceptance. Its initial entry in what now has become a portfolio of shows, commercial libraries and promotions is "Radio a la Carte," which is now on over 400 stations, covering 92 of the top 100 markets.

As in radio, TV sales will be handled by a sales force under direction of Mark Century and bAck, of which Marvin A. Kemper is president. That unit will be expanded, it was indicated.
Computers... Cybernetics—sophisticated and complex approaches to what was once paper and pencil research.

Speed and Complexity are today's words for buying and selling time.
There is no room for research amateurs.

That's why...

Every EASTMAN TV Tiger must be a research "Pro."
Just one more reason Eastman is better representation for Eight Great American TV Stations.

Broadcasting, June 21, 1965
King Features moving into radio

King Features Syndicate, active in the newspaper and TV fields, last week announced its entry in radio distribution with _Here’s Heloise_ that will become available in October.

The new King Features radio venture is based on a newspaper syndicated column called "Hints from Heloise," which currently is sold to more than 500 newspapers. According to John Wright, director of special services, who heads the new radio operation for King Features, a second program for radio will be ready for distribution "within the next month."

_Heloise_, which will be aimed for Monday-Friday, five-minutes-per-day scheduling, will be produced by Delwin Enterprises in association with Ted White Productions, both in New York. Actual recording with Heloise Cruse, the author of the newspaper column, will be made in Washington.

New pro grid loop aims for network TV

The 10-team Continental Football League last week showed hopes of getting into television in a big way and it retained a New York talent agent, the Ashley Famous Agency, to get it started in that direction.

A representative of Ashley Famous said the 1965 football season would be too soon to negotiate a contract with a major network but that an inter-connected regional lineup of television stations would hopefully be organized for the coming season.

The use of a talent agency to negotiate a football contract with a TV network is not without precedent. In 1960 the then fledgling American Football League negotiated a five-year contract with ABC-TV through MCA, which was then the major talent agency. That arrangement brought each of the AFL teams approximately $200,000 in TV money in its first year. Rights money in each year of that contract depended on the size of sponsor support.

The Continental league is essential-

ly an East Coast lineup of teams, but the league is still not finally shaped. It has absorbed teams from what had been the Eastern Conference including a Newark, N. J., franchise and a Springfield, Mass., team which will be moving to Norfolk, Va.

Other cities now in the league are Philadelphia; Toronto; Hartford, Conn.; Providence, R. I.; Wheeling, W. Va., Charleston, W. Va., Richmond, Va. and Fort Wayne, Ind. Tulsa, Okla., is expected to have a team in the league by 1966.

The league now schedules its games on Saturday and Sunday evenings on 14 weekends between Aug. 14 and Nov. 14 with a championship game Nov. 28. Its early season start, said an Ashley Famous official, gives it a jump on the two major football leagues. According to the same Ashley Famous representative, the league's interest in television means that its scheduling is very flexible. "It's very TV, conscious," he said.

"We fully expect the league could have a contract with one of the major networks by 1966," he added.

Kaiser’s Serrao offers UHF formula

The independent UHF, particularly in a market with three or more VHF stations, has a good chance to succeed if it comes up with a programing "leader" and sells itself as television, not as UHF. This viewpoint came last week from John Serrao, vice president in charge of sales for Kaiser Broadcasting, New York, and formerly general manager of Kaiser’s WKBD (TV) Detroit, which went on the air in January as the city’s first commercial UHF.

Mr. Serrao told the Washington chapter of the Public Relations Society of America that WKBD is using sports to attract an audience; that in time the station will have more conventional TV programing. However, he noted, the sports programing in Detroit "has forced the second set in the home audience fragmentation has arrived."

The Kaiser executive maintains that major markets offer the greatest opportunity for a successful UHF operation but they also offer the greatest risks. He said the UHF battle will initially be fought in the big markets because there are more advertising dollars and a bigger audience available there.

Mr. Serrao predicted development of a "spot network" with advertisers buying 60 or 70 markets. He asked if, when that time came, there would still be three networks as we know them today. Sports, he said, could be the vehicle for independents to gain a foothold in their markets and sports will probably be an important program source in the spot networks.

Such a network is "inevitable" he claimed. "Agencies will buy it, advertisers will want it, reps will clear it and Sports Network will probably originate it."

For those considering UHF, he offered several suggestions: Make an intelligent marketing study to learn if there is a need for the planned station; find a "correct profile and make the story known to the public, and work closely with all communities the station will reach.

Kaiser’s second UHF, WKBS (TV) Burlington, N.J.-Philadelphia, is to go on the air later this year (Broadcasting, June 14).

Joseph (Tex) Gaithings, program director of WOOK-TV (ch. 14) Washington, told the PRSA group that community service has made that station successful. He said WOOK-TV, like the other stations owned by United Broadcasting Co., programs primarily to the Negro community, which in Washington, makes up more than 70% of the population, and has given "special attention to special community activities."

UBC’s WTLF (TV) (ch. 18) Baltimore is scheduled to go on the air later this year and WJMY (TV) (ch. 20) Allen Park-Detroit is set to go on in early 1966.

Film merger reunites Unger and Goldman

Oliver A. Unger, president of Unger Productions, and Harold Goldman, president of Television Enterprises Corp., have announced a merger of the two organizations into a new firm, Encore Films Ltd., which will be active in all aspects of motion pictures and television, including production and distribution. Immediate plans call for the production of 12 theatrical motion pictures in 1965-66, starting in July with two adventure-science fiction pictures to be produced for Paramount Studio in Hollywood as co-productions with LBJ Productions. Also in July, Encore plans to begin distribution of a group of 20 theatrical films to TV, under the package title, _Adventure ’65_. Other operations include Hargo Music, a Broadcast Music Inc. affiliate, and Beverly Music, an American Society of...
TIGER
RAG!

EASTMAN TV TIGERS—
Dynamic, creative, persistent, and tireless.

That's the way it has been since '58
when Advertisers and Broadcasters alike dubbed
the Eastmen “Young Tigers.”

Although not after the seat of anyone's pants—
We ARE after the order!

We'll work our tails off getting best results for
our Advertisers and for the

Eight Great American TV Stations we represent.

BROADCASTING, June 21, 1965
Composers, Authors and Publishers affiliate, which will publish the music from Encore's film properties.

The new company marks a reunion for Messrs. Unger and Goldman, who were associated for many years in motion picture and TV distribution, starting in 1950 when they organized Comet Films. In 1953, with Ely Landau, they founded National Telefilm Associates, continuing with that company after it was merged with National General Corp. to become National Theater and Television. Mr. Unger left NT&T in 1961 to form the Home Entertainment Co., a pay-TV firm, subsequently selling his interest in it to Subscriptio Television Inc. He has produced six theatrical motion pictures this year, which Seven Arts Pictures will distribute in the U.S. and Canada. Mr. Goldman, who also left NTA in 1961, recently sold his interest in Screen Entertainment Co., a major distributor of feature films to TV.

Encore's West Coast offices are at 4425 Lakeside Drive, Burbank, Calif. The New York address is 445 Park Avenue, and in Paris the address is 2 Rue Cognacq-Jay.

Mr. Unger Mr. Goldman

CBS turned down in Supreme Court request

CBS sought to gain permission to telecast and broadcast proceedings before the U.S. Supreme Court last fall, but its request was denied by Chief Justice Earl Warren.

An exchange of correspondence between Dr. Frank Stanton, CBS president, and the chief justice, which became available only last week, disclosed the request and denial. Dr. Stanton wrote Chief Justice Warren on Sept. 4, 1964, urging that CBS be granted permission to cover on TV and radio the arguments on the issue of the constitutionality of the public accommodations section of the civil rights act to be heard in the Supreme Court last Oct. 4.

Dr. Stanton wrote that it was of "transcendent importance" that Americans have the opportunity to see and hear contentions relating to civil rights, which he described as the "major domestic social and moral issue of our times." He pointed out that TV and radio coverage could be provided "inconspicuously within the courtroom and without distraction."

The chief justice replied on Sept. 17, 1964. He said the Supreme Court has had an "inflexible rule to the effect that it will not permit photographs or broadcasting from the courtroom when it is in session." In turning down the request, Chief Justice Warren indicated he would discuss the matter with other Supreme Court judges. Since CBS has not had further word on the subject, the network has assumed that the other justices concurred in the denial.

ABC-TV to use satellite for Winter Olympics

American TV coverage of the 1968 Winter Olympics at Grenoble, France, will come exclusively from ABC-TV by direct satellite relays, according to an announcement by Roone Arledge, vice president of ABC Sports. One spokesman estimates the network spent well over $1 million for production rights to the event in comparison to the 1964 Innsbruck games carrying a $650,000 figure.

Negotiation for the TV package were completed through the French Olympic Committee by Mr. Arledge. He reported that much of the competition would be transmitted by satellite in cooperation with ORTF, the French national TV network. Production details, he said, are now being settled.

Cooperation works

Cooperative coverage of important events by television networks and stations is not new but the three San Antonio stations worked out a plan to cover the homecoming of astronaut Ed White that was a model of efficiency.

Realizing that events on Major White Day would cover a considerable area the three stations worked out specific assignments for each station, making tapes for each of the other stations available immediately after the event. KNOE-TV covered the astronaut's arrival at International Airport; WOAI-TV covered welcoming ceremonies at the Alamo and KSAN-TV covered the luncheon ceremonies.

Anticipating the day all stations gave plugs for the coverage of the other two stations on newscasts. Station executives reported enthusiastic approval of viewers of the coverage.

Motion picture producers give copyright views

"Ephemeral recording" rights and requests for a "free ride" by educational interests drew fire from motion picture industry spokesmen in last week's copyright law revision hearings, which produced little else of interest to the broadcaster.

As it now stands, HR 4347 would permit broadcasters to make recordings of performances or other copyrighted material for delayed broadcast use within six months, and for archival preservation thereafter.

The motion picture industry objects for three reasons: 1) A licensed film or tape could be used as part of a variety of programs and copied each time, in effect being duplicated. 2) With copies of films in station archives all over the country, it would be very difficult for the motion picture industry or copyright owner to prevent bootlegging. 3) Exclusive rights to work for motion picture purposes would be worthless if a station is free to make recordings of live performances of that work.

Turning to requests for copyright exemptions made by educational and ETV interests, the Motion Picture Association statement observes that "there are limits to the free ride to which certain proponents of educational interests think they are entitled." The association terms unreasonable educational exemptions which would permit one print or tape of a film to be made, kept indefinitely, and loaned for purposes other than for profit or direct or indirect gain.

Hearings before the House Judiciary Subcommittee No. 3 continue Wednesday (June 23), with the Association of Maximum Service Telecasters, the National Community Television Association, ABC, and a group of film program producers and distributors scheduled to appear June 24.

1,000 expected at AFM meet

The American Federation of Musicians' 68th annual convention in Milwaukee starts today (June 21) and continues through Thursday. More than 1,000 delegates from 700 locals in the United States and Canada are expected to attend.

Herman Kenin, president of the AFM, will make a progress report on the union's activities during the past year. He will concentrate on achievements made by the union in the field of congressional support for the performing arts and on progress made in integration of its locals.
Ready... Set...

Hey Tigers! Did you jump the gun again?

Of course we did.

EASTMAN TV TIGERS are always way ahead of the field. Always first with complete information, most efficient service, best spots, and advertising results.

We're on the go in every major Advertising town.

And we're A GO GO for...

Eight of America's Great TV Stations.

BROADCASTING, June 21, 1965
Seven Arts enlarges its TV

Robert Rich will head new subsidiary formed to develop network and syndicated programs

Seven Arts Production Ltd. is expanding into the area of network programming and has formed a new subsidiary, Seven Arts Television, Elliot Hyman, president, announced last week.

Mr. Hyman said the new division will coordinate the development of network and syndicated programs; will sell nonfeature products on a global basis, and will acquire TV properties for U. S. and overseas presentation.

Through its subsidiary, Seven Arts Associated Corp., the company heretofore has been active primarily in the sale of feature films to stations and to a limited degree in the syndication of series and specials. Under Seven Arts Television, the organization will move into the network production area and expand its activities in syndicated programming.

W. Robert Rich, vice president and general sales manager of Seven Arts Associated, has been named executive vice president and general manager of Seven Arts Television (see page 10).

Radio series sales ... 


Doctor's House Call (Signal Productions): KYT San Luis Obispo, Calif.; WSAF Sarasota, Fla., and KCHR Washington, Iowa.

More for Your Money (Signal Productions): KTRK Houston.

Point of Law (Signal Productions): WEEF Stockton, Calif.; WLCY Rockford, Ill. (20th Century-Fox TV).

TV networks' attitudes on Early Bird costs

What's the attitude of the television networks toward the use of Early Bird virtually on the eve of the anticipated high costs which are scheduled to go into effect next week?

CBS-TV put its position this way: "We will have to make future determinations on a case-by-case basis depending on the importance or urgency of the news to be transmitted. Certainly, the cost structure proposed for the use of Early Bird militates against its use on a routine basis. Unless urgency requires transmission by Early Bird, we shall have to continue to rely upon air shipments of film and tape coverage of European news."

NBC-TV used the British ground station last Tuesday morning for a full-hour Early Bird telecast during its Today Show program in which Vice President Hubert Humphrey in Washington was questioned by six English students in London. This was after the British Post Office (GPO) had established its $112-per-minute ground station charges.

No further use of the Early Bird satellite has been planned by NBC. A spokesman said the network's petition to the commission on Comsat rates speaks for itself. This would preclude its use except in the "most unusual cases."

ABC-TV said it would go ahead with a planned package of three sports programs using Early Bird.

ABC-TV had scheduled live segments of the Le Mans Grand Prix from France over the weekend (June 19, 20); transmission on the first day was expected to be via Raisting, West Germany, but by way of Goosehill Downs on the second day. Also scheduled as part of the same sports package, one-third of which has been sold to Goodyear Tire & Rubber Co. and one-third to Hughes Aircraft, are the Irish Derby from Curragh, Ireland (June 26) and the U. S.-Russian track meet from Moscow on July 31 and August 1.

The nework says it will go ahead with these programs regardless of satellite or ground station costs. It was not certain which of these programs might come to the U. S. via the British Goosehill Downs station.

KICS Hastings, Neb.


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

30 Hours of Christmas (Triangle): WKK Wheeling, W. Va.; West Easton, Pa.; WPVL Painesville, Ohio.

Radio Theater (Tucker Productions): KPFX-FM La Jolla, Calif.

Campy's Corner (Tucker Productions): KALE Pasco, Wash.

The George Tucker Show (Tucker Productions): WDEE Hamden, Conn.

Film sales ... 

Century I (20th Century-Fox TV): KBTM-TV Beaumont, and KVFM-TV Monahans, both Texas; KSLA-TV Shreveport, La.; WCET-TV Rockford, Ill., and WJAC-TV Johnstown, Pa.

Century II (20th Century-Fox TV): KBM-TV Beaumont, and KVFM-TV Monahans, both Texas; KSLA-TV Shreveport, La.; WCET-TV Rockford, Ill.; WTHI-TV Terre Haute, Ind.; KSCO-TV Oklahoma City, and WQHP-TV High Point, N. C.

The Mighty Hercules, Felix the Cat, Encyclopaedia Britannica Films Library (Trans-Lux): WLKY-TV Tampa-St. Petersburg, Fla.

Tell Me Dr. Brothers (Triangle): WSAV-TV Savannah, Ga.

This is America (Triangle): American Airlines for in-flight screenings.

Warner Bros. One features (Warner Bros.): WHEM-TV Flint-Saginaw-Bay City, Mich.

Series 64 cartoons (Warner Bros.): KTRK-TV Houston, and WVTY-TV Tampa, Fla.

Colt 45 (Warner Bros.): WGA-TV Lancaster, Pa.; KPTV-TV Portland, Ore., and WLV-TV Roanoke, Va.

Bronco (Warner Bros.): WATV Atlanta, and KTBTS-TV Shreveport, La.

Program notes ... 

Basketball telecasts - CBS-TV has obtained exclusive TV rights for "in excess of $50,000" to the National Invitational Basketball Tournament for 1966 and 1967. CBS-TV will telescast a first-round game of the 29th annual
A rep is a product.
A good rep is an asset.
EASTMAN TV TIGER representation is a BANK-ABLE ASSET.

Exceptional representation has time and again been translated into substantially increased cash value of a broadcasting station.

That's why...

Eight of America's Great TV Stations now bank Tigers!

BROADCASTING, June 21, 1965
YOU’VE MET THE

TYPE

The type you turn to
when you want to get in with the V.I.P.’s.

That describes Roy Gumtow—WKOW’s Farm News Reporter. And the V.I.P. crowd he gets you in with is Southern Wisconsin’s huge farm population. Roy’s renown as the “voice of the farm market” is well earned—for he travels some 25,000 miles a year to tape person-to-person interviews.

WKOW’s 10,000-watt power carries Roy Gumtow—and your sales message—throughout all Southern Wisconsin.

The PR0graming Station

WKOW 1070

MADISON, WIS. • CBS

TONY MOE,
Vice-Prez. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Prez.

H-R Representatives
Madison’s most powerful full-time station

NIT tournament from Madison Square Garden, New York, on March 12, 1966, and the final championship game from the garden on March 19.

Diplomatic documentary • WTOL-TV Toledo, Ohio, has completed a one-hour documentary, Our Man In Moscow to be aired June 24. Filmed in Moscow, the special follows a typical day of U.S. Ambassador Foy D. Kohler, a native of Toledo. The film was produced by WTOL-TV over a period of 18 months in conjunction with Novosti, the Soviet press relations agency, and the U.S. State Department.

Cautious holiday • In preparation for the July 4th weekend traffic, a seven-part radio series on automobile safety, The Controversial Car, will be presented, beginning June 27 on Westinghouse Broadcasting Stations: WAZ Boston; WINS New York; KYW Philadelphia; KDKA Pittsburgh; WOWO Fort Wayne, Ind.; and WIND Chicago.

Better NYC climate • An ad hoc committee, consisting of representatives of management and labor in the motion picture industry, was formed last week to improve the climate for production of films (including TV) in the New York area. Another meeting will be held on Wednesday (June 23) to establish a permanent organization with stated objectives and procedures.

Embassy moves • Embassy Pictures Corp. moves June 28 from its offices in the Time & Life Building, to 1301 Avenue of the Americas, New York 10019. Phone: 945-5500.

Golf finals • Sports Network Inc. will cover live and in color the final two rounds of the 1965 Western Open golf championship. On a coast-to-coast hookup, the third round will be presented on July 3 (5-6 p.m., EDT), and the closing round on the following day.

New production company • Qualis Productions, Beverly Hills, Calif., announces formation of daytime wing, QVD Productions, which will begin work immediately on two series, Play It with Music, directed and produced by Bill Martin, and The Movie Game, with Charles Parker in charge.

McCall’s TV venture • A half-hour TV series titled The Presidential Scholars is being prepared by the McCall Corp. in association with Krantz Films Inc., New York. The color series will be in the form of a report by the young men and women, who have been designated presidential scholars, on activities and developments in various parts of the U.S. and the world. McCall indicated that discussions have begun with several prospective sponsors of the series for network or syndicated presentation.

Vignettes • WRIT-AM-FM Milwaukee, in cooperation with the Milwaukee public schools, has produced a series of dramatic 10-minute stories relating the lives of persons educated in the city’s public schools who now have prominent positions in the city. The programs, broadcast to pupils in the fifth and sixth grades, serve as an incentive to the young people’s aspiration levels by demonstrating that other citizens in the community have overcome hardships enroute to success.

AFM appeals WWL-TV edict

The license renewal of WWL-TV New Orleans over the objections of the American Federation of Musician’s Local 174 (Broadcasting, May 17) was appealed last week by the musicians.

The commission, in granting WWL-TV a full, three-year license renewal, dismissed the AFM protest on the ground the union had no standing. The union had claimed among other things that the Loyola University TV station failed to devote the amount of time to local live musical programs that it had promised in its application. A similar complaint had been filed by the musicians union in 1961.

In filing its notice of appeal with the U.S. Court of Appeals in Washington, Local 174 maintained that the FCC should have held a hearing, at least, on its objections to the renewal of the WWL-TV license.
CAPE KENNEDY?

Take a second look! It's the Duluth-Superior market, center of the largest privately-financed construction program in the nation's history. Here, workers are emplacing final section of pellet hardening kiln for Eveleth Taconite Company, joint project of Oglebay Norton Company and Ford Motor Company. Taconite investment in northeastern Minnesota now approaches one billion. Taconite jobs will total about 10,000 in addition to construction, and employment in related services. Taconite families are part of a million people who are served by KDAL-TV via Channel 3 and 30 CATV and translator systems.

Channel 3 and KDAL Radio are represented by Edward Petry & Co., Inc., in Minneapolis/St. Paul by Harry S. Hyett Co.
A way to a CATV settlement?

Now gaining interest: a law to prevent CATV's from taking signals without consent, as a substitute for tough controls the FCC wants

A new proposal has been advanced to close the gap between broadcasters who want stiff federal regulation of community antenna television and CATV operators who want minimum controls. The proposal is being given serious consideration by some broadcasters and CATV interests and by influential figures in the Congress.

What has been suggested is a simple amendment of Section 325 of the Communications Act to prohibit CATV's from picking up any station's programs without the consent of the station. Section 325 now prohibits one station from using another's signals without the permission of the originating station, but it makes no reference to pickups and carriage by wire.

The amendment of Section 325 to include CATV would be all the federal regulation needed to put the broadcaster in a position to prevent himself against unfair CATV competition, the reasoning runs. Once the amendment were adopted, the broadcaster could make sure, in his private contracts with his program suppliers (network, syndicator or feature film distributor), that he had exclusive rights to the use of programs in his market.

The combined forces of an amended Section 325 and of private contracts providing territorial exclusivity would give a station the power to prevent a CATV from picking up the station's own broadcasts or from duplicating its programs by bringing in a station located somewhere else, according to the new line of thought. Under these conditions, the theory runs, the broadcaster would probably consent to the carriage of his signal if the CATV presented little threat of competition and would impose only the requirements that the CATV maintain technical quality and refrain from duplicating the consenting station's programs. To the extent that the CATV threatened to fragmentize the station's audience by introducing competing program services, the station could demand of the CATV payment to compensate it for its loss of viewers—or could prevent the CATV from carrying its own programming and any duplicate programming from another station.

Point of Interest • Although no upsurge of support has risen in any of the warring factions, the new theory has sparked widespread discussion.

The consideration being given the proposal reflects the persistent urging of Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, that a compromise on CATV regulation be achieved.

Mr. Harris is the author of HR 7715, a bill that would give the FCC authority to regulate CATV but only under congressional review. The bill was introduced soon after the FCC issued proposals to invoke strict controls on CATV and was the subject of hearings in recent weeks before the communications subcommittee (Broadcasting, June 7, May 31).

Mr. Harris is understood to have expressed interest in the new proposal, but he has not had a chance to examine it in detail. He left for Paris in the

NAB board members with interest in CATV

At least 16 of the 44 members of the National Association of Broadcasters radio and television boards have community antenna television franchises or applications or have immediate plans to acquire one in addition to their broadcast interests. CATV policy is a major subject facing the board members at their meeting this week in Buck Hill Falls, Pa. (see page 68).

The board members, their affiliation and CATV association are:

Willard Schroeder, Time-Life Broadcast Inc.: has announced it will feed CATV service into Jackson, Mich., and is looking into other localities.

John F. Dille Jr., Communicana Group of Indiana: individual minority owner in Lafayette, Ind. system.

Loyd Sigmon, Golden West Broadcasting Co.: group owner through Meredith-Avco.

Cecil Woodland, WEJL Scranton, Pa.: applicant in Scranton area.

Gordon Gray, WKTU(TV) Utica, N. Y.: holds 13 franchises in Utica and suburbs.


Mortimer Weinbach and Robert R. Pauley, ABC: planning acquisition of system, probably in Wilmington, N. C.

So far, however, the CATV interests of these individuals and corporations has not softened the position that some of them have taken on CATV regulation. When the boards voted the hard policy at their May meeting, only CBS, NBC and Golden West dissented.
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Golomb letters stir up further inquiry by FCC

Did he or did he not tell his employer about the letters he had written? Not even the FCC knew for sure. That is why a commission hearing examiner, Walther W. Guenther, was in Los Angeles June 8-15, presiding over a hearing to determine whether International Panorama TV Inc. should be issued a license to erect and operate a new TV station on channel 40 at Fontana (near San Bernardino), Calif., for which the company is the sole applicant.

The letter writer is Alexander G. Golomb, who is employed by Panorama Latino TV Inc., producer of the Panorama Latino TV programs on KCOP-TV Los Angeles. The programs, in Spanish, are broadcast Saturday at 9-11 a.m. and Sunday at 10-11:30 a.m. The time is purchased in a block by Panorama Latino TV Inc., which secures its own participating sponsors.

When KMEX-TV (ch. 34) Los Angeles went on the air in the fall of 1962, this station solicited business from the same advertisers that were using the Panorama Latino broadcasts. Mr. Golomb, according to his testimony, felt his company was being unfairly treated by the KMEX-TV salesmen and urged Angel Llerma Maler, owner of the production company and 75% owner of the applicant for the Fontana UHF license, to retaliate. Mr. Maler, according to Mr. Golomb, brushed off this suggestion.

Golomb Acted - Mr. Golomb then took matters into his own hands, he testified. He wrote letters signed with various fictitious Latin names, to the FCC and to KMEX-TV's advertisers decrying KMEX-TV's broadcast practices. When Panorama Latino got a copy of a survey alleging that sales of converters (to enable owners of VHF receivers to get UHF signals as well) had gone down rather than up following KMEX-TV's debut, Mr. Golomb said he cut stencils and mimeographed a half-dozen or more copies of the survey, which he sent advertising agencies with whom his company had done business. All this was done without the knowledge of Mr. Maler, Mr. Golomb declared.

KMEX-TV in May 1964 petitioned the FCC to deny the application of International Panorama TV, alleging that Mr. Maler had circulated the letters disparaging KMEX-TV and the copies of the survey, which KMEX-TV further charged had been altered to give an inaccurate picture of set conversions in Los Angeles.

At a hearing in Washington early this year (Broadcasting, Feb. 1), Mr. Golomb, appearing under subpoena from International Panorama TV, refused to answer any questions beyond his name, claiming privilege granted "by the Fifth Amendment." Examiner Guenther at that time did not order Mr. Golomb to answer. In Los Angeles, however, he did give such orders.

Mr. Maler, who prefers to be called by his professional name, Angel Llerma, followed Mr. Golomb to the witness stand and denied that he had copied or ordered anyone else to copy the survey which he testified had been received from James Coyle, manager of KALI San Gabriel-Los Angeles. Mr. Maler said he read that KMEX-TV had filed a $1 million suit against KALI and that he had discussed that suit with Mr. Golomb.

The Survey - Mr. Coyle testified that shortly after KMEX-TV began broadcasting he ordered a survey of UHF conversions from Associated Research Co., a firm specializing in market research among the Spanish-speaking population. He wanted the survey because KALI has consistently provided buyers up-to-date figures on Los Angeles' Latin American citizens and needed data on UHF converters to add to facts already on file about other appliances in these households. He also wanted the data for competitive reasons and finally because "I couldn't believe the KMEX billboards claiming 100,000 conversions."

When he received the 28-page ARC report around the first of 1963, Mr. Coyle said he selected several pages which he felt highlighted the conclusions and gave each KALI salesman, including the New York representative, a copy of the original and several of the condensed version. The salesmen, he said, were instructed to go over the full survey report with buyers, then to leave the abbreviated reports as reminders, but never to give out an abbreviated report without first presenting the original.

Mr. Coyle admitted breaking his
own rule when, after a telephone conversation about the survey with Mr. Maler, he mailed him a copy of the short report. Comparing this with the mimeographed version sent by Mr. Golomb, Mr. Coyle noted that references to UHF in his report had been changed to KMEM-TV in the other.

A further note of confusion entered the hearing when Mr. Coyle denied that the report which Mr. Maler had testified as being received from him in January 1963 was the one he had sent. Recalled to the stand, Mr. Golomb said first that it appeared to be the one he copied but later admitted he couldn't be sure. The report had been put on Mr. Maler's desk and had remained there for some weeks before being filed, Mr. Golomb said. James A. Gammon, counsel for Mr. Maler, sent a typewriting expert to KALI, but reported that he had been unable to match the typing on the envelope with any machine there. This was not conclusive, however, as Mr. Coyle had testified that some of the typewriters in use at KALI in January 1963 had since been replaced with newer ones.

When the Los Angeles hearing concluded June 15, Mr. Guenther ordered Mr. Gammon on behalf of the applicant and Joseph Stirmer and Joseph Ryan of the FCC Broadcast Bureau—to submit corrections to the record by Aug. 9 and replies by Aug. 23. Mr. Golomb was represented at the hearing by Godfrey Isaac, Beverly Hills attorney.

whose signals it wanted to pick up and thus spared the complication of dealing with multitudes of copyright holders. This view is shared so far by only a few CATV interests. Another attitude was expressed last week by an NCTA official. An amendment of Section 325 might take care of the copyright problem, he said, "but it still would put us under the thumb of the broadcaster, and that we cannot live with."

The Idea's Source • The amendment of Section 325 and the tightening of private contracts with program suppliers to establish territorial exclusivity were precipitated into general discussion by a memorandum issued to clients two weeks ago by the Washington communications law firm of Pierson, Ball & Dowd. The firm represents a number of prominent broadcasting companies, including RKO General and Time-Life Broadcast Inc., that have CATV interests, but has no clients that are in CATV alone.

The Pierson, Ball & Dowd memorandum was critical of the hard-line regulation that the NAB and the Association of Maximum Service Telecasters have advocated.

"We believe," the memorandum said, "that those broadcasters who have arisen in righteous indignation to defend the commission's TV allocation plan as a cover to avoid competition are kidding themselves more than they are the commission or the Congress.

"They ultimately will be stuck with the fact that they sought, under a public interest guise, to build a fence around their businesses and will hardly be persuasive when they later attempt, as we must presume they will, to argue that the government should not dictate what goes on inside that safe little haven they hope to create."

The law firm said it was "literally suicidal" for the broadcaster "to urge the commission to interpret the statute in a manner that greatly expands its power, even if in this particular instance it might yield some short-term gain for the broadcaster."

Fair Competition • The law firm said: "We believe that a broadcaster and his producers are fairly and reasonably entitled to safeguard their rights to sell their own product in the selected markets and that any person who attempts to take it and sell it there in competition against them without their consent should be prohibited from doing so.

"This is a sound tenet of a free and fair private enterprise system. It doesn't build a fence around competition but only around the store of product that the broadcaster has bought or produced for sale to his customers (advertisers and viewers). If a competitor wants it, he should pay his share or be denied the taking."

The amendment of Section 325 and the clear acquisition by the broadcaster of exclusive territorial rights from his network and other program suppliers would create the conditions for free and fair enterprise, the law firm said.

"This combination of a statutory property right in the broadcaster and his contract arrangements with his program suppliers would place the broadcaster and the CATV operator in a fair and reasonable position vis-a-vis each other," the memorandum said. "The broadcaster would be able to protect his values in the program product he had created or bought. The CATV operator would always be able, as experience has proven, to get programs free of charge where it would not impair the value of the program product in the hands of the relevant broadcaster. He would probably not be able to pick up any programs, at least without paying a fee, where his operation would reduce the value of the programs in the hands of the broadcaster who had paid for them."

Mutual Benefits • This approach, the memorandum concludes, is in the interests of both the broadcasters and CATV operators:

"1. It preserves, as the pending FCC proposals do not, what has normally been the professed belief of both that their businesses and program operations are best regulated by the natural forces of the free market and that, therefore, the interest of the public does not require regulation of these activities by government.

"2. It would not involve, as the pending proposals do, a precedent of statutory interpretation that would subject all persons directly or indirectly related to television to commission...

Conroy nominated for NCTA chairman

Benjamin J. Conroy Jr., Uvalde, Tex., community antenna television operator, has been nominated to be the new chairman of the National Community Television Association. He will succeed Bruce Merrill, Phoenix-based CATV owner and manufacturer (Ameco Inc.).

Mr. Conroy came into CATV 10 years ago when his Uvalde system began operations. His Uvalde TV Cable Corp. serves almost 2,500 subscribers with five San Antonio stations via microwave, FM stations from San Antonio and Austin, kvoj Uvalde and weather. He served most recently as chairman of the association's pole-line committee.

Other officers recommended by a nominating committee which was headed by Fred J. Stevenson, Rogers, Ark.: Robert J. Tarlton, Lansford, Pa., vice chairman; Alfred R. Stern, Television Communications Corp., New York, secretary, and Franklin R. Valentine Jr., Unicom Inc., New York, treasurer.


Elections are scheduled to take place at the NCTA convention, July 18-23 in Denver.
regulation.

"3. It would enable each broadcaster, as the pending proposals do not, in dealing with each CATV system in his market or markets, to protect his valid competitive interest in his own program product, and no more, and would enable the CATV to take for nothing as he does now where his taking is no detriment to the broadcaster's program property and to take for a fee where such a detriment does exist.

"4. It would leave each arrangement to the interested parties who each have something they can offer to the other which are the prime conditions of a fair bargain.

"5. It would avoid universal rules applicable to all situations, which rules cannot avoid detrimental results in many situations.

"6. It would eliminate the prospects of one of the greatest boondoggles in communications history: the one that would result from the pending proposals that the thousands of prospective disputes between CATV operators and broadcasters be referred to the commission for settlement..."

Carrying the Word — The law firm's memorandum was written and signed by W. Theodore Pierson, senior partner, who last week put his conclusions on public view at a meeting of the Maryland-D. C.-Delaware Broadcasters Association at Rehoboth Beach, Del.

To the association he said that the controversy between broadcasters and CATV operators "must be settled in some other way than the government's putting each in restricted areas of the playpen and, like a fond nanny, supervising every action and settling every dispute."

Mr. Pierson told the meeting that he had "tested" his proposal with a number of broadcasters and CATV operators, "and I believe, of all the alternatives now being considered, it has the greatest potential of giving to each what, within the concept of free and competitive enterprise, they are entitled to get—and no more."

A History — Consideration of an amendment of Section 325 is not entirely new, although the Pierson proposal puts it in a context that has not heretofore been studied.

About two years ago the NAB's television board talked about a suggestion that Section 325 be amended to include CATV but also to give the FCC authority to overrule a decision by a broadcaster to grant or withhold CATV pickup. The board rejected the suggestion on the theory that it would unduly extend the FCC's power.

Some years earlier an amendment of Section 325 was discussed during Senate consideration of legislation to put wired systems under FCC jurisdiction. By comparison with the heat of the CATV controversy that has raged in recent months, the atmosphere prevailing at the time of the Senate proceeding was bland. Nobody but the CATV operators and a few broadcasters in smaller markets who had experienced personal problems with CATV was much worked up over the subject. Senator John O. Pastore (D-R.I.), chairman then and now of the Senate Communications Subcommittee, dismissed suggestions for amendment of Section 325, and they were not included in the legislation that came to Senate vote.

The Senate killed the bill by one vote (Broadcasting, May 23, 1960). Some Doubts Now — One broadcaster, commenting on the Pierson proposal last week, wondered whether it could be put into effect without giving the FCC the authority to reverse a broadcaster's decision about CATV carriage.

Cited were two recent FCC decisions. In one case the commission virtually ordered a TV station to permit a translator to use its signals. In the other, although it fined a station for unauthorized use of another station's signal, it chastised the originating station for not granting rebroadcast rights.

The first involved WZB-TV Boston and a translator at Millers Falls, Mass. In 1963, the FCC told WZB-TV that notwithstanding network commitment it was empowered to grant rebroadcast rights to the translator and that such permission would not make it liable. WZB-TV originally had told the translator it was not authorized to grant permission.

The second involved KLTV-TV Tyler, Tex., which, without permission, picked up and rebroadcast the Dallas Cowboys game being broadcast over KSLA-TV Shreveport, La. Although the FCC fined KLTV for unauthorized rebroadcast, it also found that KSLA-TV acted "unreasonably" in refusing permission for the rebroadcast (Broadcasting, Oct. 19, 1964).

More time given for CATV proposal comments

The FCC last week extended to July 9 the deadline for commenting on Part I and paragraph 50 of Part II of its notice last week proposing rulemaking to regulate community antenna TV systems not served by microwave facilities.

Part I deals with requests for commission action—e.g., petitions from ABC, Westinghouse, etc.—to extend the requirements of the FCC's recently adopted rules over microwave-fed CATV's to all CATV operations.

Paragraph 50 of Part II is concerned with generalized restrictions on CATV extension of station signals. The balance of Part II (excluding paragraph 50) has to do with additional questions presented by petitioners' requests for other measures.

The NAB on June 14 requested the delay to enable its board, which meets June 25 (the former deadline for comments) to discuss the proposals. The association, which had asked that the deadline be postponed to July 12, said the questions raised in paragraph 50 (Broadcasting, April 26) are complex and involve substantial policy considerations.

The commission also extended the deadline for reply comments from July 26 to Aug. 6.

In another petition for an extension of time, filed after the commission had granted the NAB request, the National Community Television Association asked that the comment deadlines for both parts of the rulemaking be delayed one month. The CATV association noted that it was participating in several congressional hearings and that it would need additional time to properly prepare comments on this inquiry.

Conn. CATV hearing starts moving faster

The community antenna TV hearing of the Connecticut Public Utilities Commission appears to be speeding up. One applicant completed its case and another began as the cross-examination phase entered its eighth week. During the first seven sessions only two applicants were heard.

Connecticut Cablevision Co., a wholly owned subsidiary of Kingston (N. Y.) Cablevision was questioned on its financial projection by the PUC staff. Walter L. Hotz, president of both companies said he would not reduce rates when the company was making a return of as much as 65% on its investment unless the PUC directed him to do so.

The firm, which hopes to serve the Torrington-Winsted area of the state, said it hopes to have 64% of all the TV sets on its cables and claimed that residents of the area are not only ready for multi-channel TV, but that such service "is in fact long overdue."

Before the hearing adjourned until June 28, Connecticut Television, Inc., operator of WHNB-TV (ch. 30) West Hartford, took the stand. James Lahey, who will be the manager of the CATV system should the company be granted a franchise, was the only witness. His firm is applying for franchises in 27 towns, covering virtually every area of population concentration.
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).

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CATV no threat, NCTA declares

Statement answering contrary claims filed with House committee

Does community antenna television pose a threat to the survival of free TV? Officials of the National Community Television Association insist it doesn't, detailing their reasoning in a lengthy statement filed last week with the House Communications Subcommittee to rebut contrary charges made at the subcommittee's May 28, June 3-4 hearings by the FCC, NAB and other broadcaster organizations (Broadcasting, May 31, June 7).

The statement quotes extensively from the Seiden and Fisher reports on economic impact of CATV.

Philadelphia had been used by the FCC as a hypothetical example of how an antenna system moving into a big city could squelch the growth of local UHF stations by bringing in independents from other cities (in this case, New York). NCTA officials say that under the proposed rules (which they oppose, in part) a local UHF would be the only station benefitting from the arrangement. They reason that Philadelphia already has affiliates of all three networks, which would have to be carried on the cable and protected, so, the only new competitive threat to the UHF would be the imported independents. Most independents depend heavily on syndicated programing, which would also be available to the local UHF. Should the UHF schedule the same syndicated programs, it would have to be protected by the cable from duplication by the outside stations.

But, NCTA adds, in his study for the National Association of Broadcasters, Dr. Fisher concluded that when five or more off-the-air signals are available in an area, the addition of a CATV system does not have any economic effect on local stations. If a UHF went on the air in Philadelphia, it would be the fifth local signal.

Hardship Cause • Were any economic hardship to be caused by a cable system (a possibility NCTA discounts), the association's position is that it would come from the FCC's 15-day rule and after nonduplication rule. The situation they have in mind is one which might exist in a small market served by the grade A contour of one station and the grade B signal of another, where both use some of the same network programs. Without the cable or the 15-day rule, local viewers would have a choice of either station. Under the 15-day rule, the cable would have to discriminate in favor of the grade A station, which might cost the B station a valuable part of an already scarce audience. They also feel that small cable systems in sparsely populated areas are hurt most by the nonduplication rules.

However, NCTA still maintains that nobody ever went off the air because of cable system competition, and the statement bristles with refutations of individual broadcasters who earlier testified that they might have to do just that.

Comparison • On June 4, Richard D. Dudley, president of WSAU-TV Wausau, Wis., told the subcommittee that competition from four CATV's in his grade A contour was "formidable."

Comparing the station's position in 1960 with that of 1964, NCTA found that the number of CATV systems in its contours had increased from one, with 125 subscribers, to 5, with 6,270 subscribers. During the same period, according to NCTA, the station's net weekly circulation increased 9,600, its network base hourly rate jumped 27% and its class AA time sales increased an average of 30%.

Taking a station with a saturation level of CATV competition, the NCTA document makes a similar study of WJUC-TV Marquette, Mich. (which did not testify). It argued that in 1960 WJUC-TV faced 12 systems with about 7,400 subscribers; by 1964 those figures had climbed to 17 and 23,400, respectively, yet net weekly circulation had increased 15,000, the network base rate was up 58% and prime time rates were up an average of 25%.

To charges that systems originating programs are "broadcasters without a license," NCTA replies that such origination does not use space in the spectrum; most systems don't originate programing anyway because of high cost and lack of subscriber interest, and that those that do originate programs carry a higher percentage of public service features than the local broadcasters. Broadcasters are the only ones who have shown interest in pay TV, says NCTA. The cable systems would have to be rebuilt to carry it even if they wanted to.

The statement supports the position that additional legislation will be needed for the FCC to regulate nonmicrowave systems, because the commission has no CATV license to revoke and must depend for disciplinary action on its power to issue cease and desist orders and its power to assess fines. These measures would have to be enforced by local U.S. circuit courts, and the NCTA doubts that they would all follow the FCC line.

AT&T Statement • The American Telephone and Telegraph Co. also submitted a statement of policy on CATV. The Bell System, it said, has filed tariffs in 20 states offering to CATV operators "channel facilities as a common carrier service from the point of the CATV operator's antenna and related equipment to points at his subscriber's premises . . . and similar offerings may be made in others in the future." The choice of programing "is determined solely by the CATV operator." Bell companies, AT&T continued, "generally grant only one CATV attachment agreement in any one specific area." The firm explained that in the early 1950's an "unsatisfied telephone demand" prevented the granting of pole space to antenna systems. Later, "merely token" pole attachment charges were made because the "infant industry" had "a relatively low financial capacity." Now that CATV is "a financially established industry, these charges have generally been revised towards a more compensatory level."

No hearings or executive sessions on the CATV bill were scheduled as of last week. Representative Oren Harris (D-Ark.), who introduced it, and members of the subcommittee and its professional staff are holding informal conferences with members of the CATV and broadcasting industries and the FCC to determine areas of agreement and necessary modifications. Eventually, but not soon, a revised draft of the bill will be circulated for additional comments.

CATV many-sided subject at GAB meet

The problems posed by community antenna television were a principal topic last week at the annual meeting of the Georgia Association of Broadcasters at Callaway Gardens.

* Vincent Wasilewski, National Association of Broadcasters president, said the NAB's support of FCC regulations over CATV did not mean we are trying to destroy CATV or that "we are determined to preserve the status quo by legislating a potential competitor out of business."

* Frederick W. Ford, National Community Television Association president, said the FCC had erred in banning leapfrogging of TV signals by CATV systems and that the commission should have a full-scale inquiry into CATV before proposing rules.

* Ed Mullinax, president and general manager of WLAC-AM-FM LaGrange, Ga., and vice president of a CATV franchise in that city, said local or-
Detroit families spend over $5 billion a year on goods of every description. Result: Among America's 5 major markets, Detroit ranks first in automotive sales per family ($1.3 billion). First in drug store sales per family ($225 million). And second in food sales per family ($1.7 billion).

The WWJ Stations enjoy the confidence of families in this high-income, high-volume market. Because of this confidence, WWJ-Radio and WWJ-TV provide advertisers with a more receptive atmosphere for sales messages. To squeeze the most out of the Detroit Market, use the WWJ Stations.
ognizations by CATV systems will be the only way many small communities "will ever know the true value of television."

Speaking on Tuesday, Mr. Wasilewski noted that the FCC didn't try to come up with rules on many vital CATV aspects such as origination of programs and commercials, importing distant signals, pay TV, cross-ownership of CATV and stations and the relationship of CATV to radio. "Of all of these questions," he asked, "which are the most important in the long run?" He pointed out that the FCC had asked for comments in these areas.

**Attacks Pay TV** Mr. Ford, speaking at the Monday luncheon, attacked those who would make CATV and pay TV synonyms. "If pay TV comes," he charged, "the broadcaster will bring it and not the CATV operator." He said CATV's would concede no simultaneous duplication of programming in a station's grade A contour, but said beyond that the decision should be made by the CATV system on a case-by-case basis.

Mr. Mullinax, speaking on a CATV panel, said he hopes to have his 12-channel system in operation by October, and since LaGrange would never have a local TV station he saw no reason to deprive the residents of local programming. "One of the main reasons we are in CATV is to offer a local service," he said. "We propose to have studio facilities for local programs on the cable and to run a few movies and other features." He said the city council had given "much weight" to this when it awarded the franchise to Community Telecable of Georgia Inc. Mr. Mullinax indicated that the local programs would be locally sponsored.

He charged that the NAB "supposedly supports the free enterprise system" and should not seek government control of CATV programming. "If city governments grant local franchises for local programming, the public should have a right to enjoy it," he charged.

**Microphone's power not fully realized**

The power of the press has long since given way to the power of the microphone, but broadcasters have not laid claim to this power. George W. (Bud) Armstrong, executive vice president, Storz Broadcasting Co., Kansas City, Mo., told the Georgia Association of Broadcasters' annual meeting last week that the industry must be ready to stand up, act "our age and our size" and put "our house in order so that we can move into the commanding position" that broadcasting is being called to fill.

Mr. Armstrong, at the Monday (June 14) session at Callaway Gardens, said it is imperative that the FCC and Congress "unite the hands of this most powerful medium and cease imposing upon it vague and unrealistic restrictions. We have shouted long enough about the incongruity of an official encouragement to editorialize—coupled with directives which, in effect, emasculate any respectable effort to comply with the encouragement."

He charged that a "basic need and desire" of the public "is being thwarted every day that Section 315 and the fairness doctrine remain in effect."

Editorializing, he said, must and can be improved. But the broadcaster who "can find nothing to say that is more important, more virile, than to be for motherhood and the flag, would do the medium more credit if he sat down and waited until he had something to give that's worth hearing." Mr. Armstrong charged "vapid, safe-playing" editing is no help in the drive for "straight, unfettered editorializing."

**Higher Plane** Mr. Storz executive said broadcasters must not fear the "power of the press" and must work for the one matching of media which can "provide the might of the mike vs. the power of the press. That is in the endorsement of political candidates." He said newspapers have shown "routine, predictable endorsements" and "blind party alignments." It is incumbent on broadcasters, he said, to "move on a higher level of public service than that. And we must be able to support—and elect—strong and far-sighted candidates."

Mr. Armstrong also cited the need of broadcasters to support clean advertising, particularly in the area of motion picture commercials. He noted the "lax standards of newspapers" on such advertising and said broadcasters' only "genuine protection" is in amending the codes of the National Association of Broadcasters so that the station will preview all movie copy before it goes on the air.

However, Mr. Armstrong also found some broadcasting practices subject to criticism if the industry is to "stand up freely and criticize the blue movie pages in newspapers and the outright vulgarity which crops up in magazines." He charged increasing laxity among the networks on what is said and done on late evening programs. "The smirking double-meaning line . . . has got to come out," he said.

The hour of greatness has arrived for broadcasting, he declared and the industry must "discard the passiveness and hesitancy of communications adolescence. . . . We are too close to the people to be told any longer to shut up and sit down."

Speaking on Tuesday, Henry Geller, general counsel of the FCC, pointed out that the "clear thrust of the fairness doctrine is if a broadcaster acts reasonably and in good faith he need have no fear. If the record shows a clear pattern of operation contrary to the requirements set forth, then the license may be in jeopardy." He said the recent case of Mississippi stations that had been given conditional license renewals (Broadcasting, May 24) was due to a long pattern of violation by the stations and their refusal to remedy the situation.

**CBA meeting centers around press access**

The annual meeting of the California Broadcasters Association, June 11 in Los Angeles, was a victory meeting for the association, whose efforts were largely responsible for the passage of a bill allowing radio and TV newsmen to take their mikes and cameras into meetings of public administrative agencies within the state. In broadcast editorials and through meetings with their individual representatives in the state legislature, both at home and in the state capital in Sacramento, California broadcasters used their persuasive powers successfully. The bill, AB 432, has been passed by both the assembly and the senate and is now awaiting the governor's signature.

To expedite and enlarge such activi-
ties at the grassroots level to foster legislation favorable to the broadcast media in California, and to defeat measures introduced in the state legislature whose effects would be harmful to radio and television. CBA doubled the number of board members, from the present seven to 14. Names of the newly elected directors were not released immediately, as some of those elected were not present at the meeting and their agreement to serve must be obtained.

At the luncheon session which opened the CBA meeting, Paul Comstock, National Association of Broadcasters vice president on government affairs, reported briefly on the Washington scene.

Preceding the business session that concluded the meeting, the more than 50 broadcasters in attendance listened to and frequently participated in a panel discussion of the topic “Fair Trial Versus Free Press.” Elton Rule, general manager of WABC-TV Los Angeles (and incoming president of CBA), presided over a panel whose members were: Kenneth Chantry, presiding judge of the Superior Court of Los Angeles; Miles Rubin, senior assistant attorney general of California; Joseph Ball, attorney and past president of the California Bar Association; William Parker, chief of police, Los Angeles; Dr. Kenneth Harwood, chairman of the Telecommunications Department, University of Southern California; Dr. Walter Wilcox, chairman of the graduate department of journalism, University of California at Los Angeles.

In general, the lawyers and judges felt TV coverage would be restricted to the more lurid cases and to their more sensational aspects and they felt that this would not constitute good public service.

Not a candidate

R. Peter Straus, president of the Straus Broadcasting Group (WMCA New York, WMAL Middletown, N. Y. and Radio Press International) was among those mentioned last week as possible candidates for the Democratic nomination to succeed New York Mayor Robert F. Wagner, who has announced he will not seek reelection this year. Mr. Straus said, however, that he was not a candidate and that, although flattered by the suggestion, he felt it was attributable primarily to his identification with radio and therefore was a tribute to the medium. He said that except for occasional interludes, such as his leave of absence last fall to help lead the Johnson-Humphrey campaign, “I consider broadcasting my profession—not politics.”

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by joining leading broadcasters throughout the country in the swing to the top production flexibility, superior pictures and low operating expense of the amazing Mark 10 Visual Zoom Camera.
Multiple-owner rules hit snag

Unexpected dissent by Wadsworth, changes asked by Bartley delay issuance of rulemaking which would further limit television station control

The FCC ran into unexpected difficulties last week in its effort to give birth to a proposed rulemaking aimed at adding new curbs to the commission’s multiple-ownership rules (Broadcasting, May 31, Closed Circuit, June 14).

The commission’s newest member, James J. Wadsworth, surprised his colleagues by siding with Commissioners Rosel H. Hyde and Robert E. Lee in opposing the issuance of the proposal.

Then, Commissioner Robert T. Bartley insisted on changes in the draft notice before agreeing to supply the vote needed to provide the majority in favor of the proposal.

It was his insistence on changes that prevented the commission from issuing the notice last week. A revised draft was to be ready for a final vote today (June 21) or tomorrow.

A further complication is the absence from Washington of Commissioner Kenneth A. Cox, who is touring parts of Alaska and Oregon on commission business. He had given his approval to the proposal before leaving Washington. But in view of the changes being made in the document, the commission would probably telephone him to confirm his favorable vote.

The other members of the commission in favor of the proposed notice are Chairman E. William Henry and Commissioner Lee Loevinger.

Changes • Commission officials were reluctant to discuss the changes in the proposed notice before the revision, still being worked on by the staff last week, was reviewed by the commission. And some officials reflected uncertainty as to the actual extent of the changes being made.

But it appeared that the proposal’s major elements affecting television ownership would not be altered. These would prevent individuals or companies from owning more than three television stations in the top 50 markets, no more than two of which could be VHF’s. They would also bar ownership of more than two television stations in one state, with only one in the state’s two top markets.

The commission does not intend to propose divestitive of properties in excess of those that would be permitted. And the present rule’s outside limit of seven AM’s, seven FM’s and seven TV’s, no more than five of which are VHF’s, would not be changed.

Officials indicated that the revisions being made would affect the policy arguments advanced by the commission in support of its proposal. They also said that provisions in the original draft limiting cross ownership of radio, television and newspapers would be amended, if not abandoned entirely.

The draft notice discussed at the commission’s meeting last week would have barred ownership of the only aural television stations in a community, the only aural station and only newspaper in a community and the only television station and the only newspaper in a community.

Interim Policy • The proposed rulemaking is to be used as the basis for a new interim policy pending completion of the proceeding, in place of the policy in effect since Dec. 18. Under that policy, the commission imposed a virtual freeze on the sale of VHF’s in the top 50 markets to anyone already owning a VHF in those markets.

The FCC is making a special effort to issue the notice of proposed rulemaking early this week in view of the commission’s scheduled appearance before the Senate Communications Subcommittee on Wednesday (June 23).

The hearing is on a number of routine bills, but Subcommittee Chairman John O. Pastore (D-R.I.) is expected to quiz Chairman Henry on the commission’s proposals for multiple-ownership rules changes.

The senator is a sharp critic of the commission’s present interim policy. He calls it a “harassment” of broadcasters.

And Chairman Henry, during an appearance before the subcommittee three months ago, said the commission would provide a full exposition of its views on multiple ownership, along with a proposed rulemaking, within “two months” (Broadcasting, March 1).

Commission Concern • The commission majority is proposing the revision in the multiple-ownership rules because of its concern about what it considers a growing concentration of control over television stations in major markets. In issuing its Dec. 18 policy, the commission noted 111 of the 156 stations in the top 50 markets are licensed to multiple owners.

Commissioner Wadsworth, however, in opposing the proposed rulemaking, is said to feel that the majority has not pointed to any “evils” existing in the present system. He is also said to believe it unfair to deny up and coming broadcasters the opportunity of acquiring the number of properties in the top 50 markets that major owners now have.

Commissioner Hyde reportedly feels that broadcasting companies should be permitted to grow as the economy expands and that such growth is essential if the major group owners are to be faced with meaningful competition.

Commissioner Lee is concerned with the impact the proposed rules would have on UHF development. He feels broadcasters should be permitted to own more UHF’s in major markets, not less.

WNJR license renewal is set for hearing

WNJR Newark, N. J., which forfeited $1,000 a year ago for failing to file time broker contracts with the FCC, has its license renewal application designated for hearing for a number of related rule violations.

The seven hearing issues include a determination of whether 139 such contracts submitted to the commission “were falsified in order to conceal or misrepresent the actual facts ...” whether adequate control or supervision over the station was exercised, and whether the applicant has the necessary qualifications to continue to be a licensee.

The station was notified in January 1964 that it had incurred an apparent liability of $1,000 for carrying a program entitled Celebrity Time without filing the brokerage agreements with the program’s agents—a New York agency—to file with WNJR on behalf of each sponsor who advertised on the show (Broadcasting, Jan. 27, 1964).

Continental Broadcasters Inc., licensee of the station which is owned by Rollins Broadcasting Co., paid the $1,000 fine in June 1964. WNJR has been on the air since 1947 and operates fulltime on 1430 kc with 5 kw.
What happens when trucks take the train?

Railroad "piggybacking" of truck trailers on flatcars is one of the most dramatic stories of modern transportation in America. Railroads started piggybacking to give customers a unique combination of the long-haul speed and economy of trains and the flexibility of trucking. The result is a better-service boom: In 1964 piggybacking shifted nearly 2,000,000 truck-trailer movements from roads to rails, and this volume could DOUBLE in the next five years. Piggybacking benefits everybody with lower costs and faster deliveries. It is a good example of how railroads are developing new transport techniques and helping shape a better future for all America. For further information on this or other aspects of modern railroading, write our News Service, Transportation Building, Washington, D.C.
Busy agenda set for NAB boards

Among subjects: expanded PR, Schroeder memos, CATV, network program rule, pay TV, TIO's status

On the surface there would appear to be no earth-shattering matters confronting the National Association of Broadcasters boards when they meet this week in Buck Hill Falls, Pa. However, some broadcasters are preparing for early fireworks displays within board meetings on community antenna television, the proposed public relations program, the memorandums to the board from its chairman Willard Schroeder and the status of the Television Information Office.

In addition the boards will get a recommendation to hire an architect to draw up preliminary plans for a new headquarters building, will hear the report of the research committee which met June 10; will get a report on the Freedom of Information Committee, and plans on various conferences and seminars.

The TV board will decide NAB positions on the proposed FCC rule restricting network ownership syndication of programs and the proposed new UHF allocations table. Also before the TV board will be pay television, ETV and film amortization.

On the radio board agenda will be CATV with results of a survey of AM stations; amendments to the radio code and enlarging the radio code board from nine to eleven members.

In addition, the radio and television boards will each elect a new chairman and vice chairman.

The CATV Problem • The CATV issue faces the joint board in several ways. The radio board is expected to seek a hard line in opposing time and weather origination by CATV's. This was a concession NAB had approved when it was negotiating with the National Community Television Association for a unified front. The joint board also has to decide its position on leapfrogging of signals by a CATV.

Although the board last month overwhelmingly voted to support the FCC in asserting jurisdiction over CATV, there is feeling that some board members would like the association to take a softer line (see page 56). Of the 44 current board members, at least 16 are connected with CATV franchises or applications.

The plan calling for a public relations staff of 10 and budget of about $300,000 (Broadcasting, June 14) may come under fire from board members, who favor an increased PR program and staff, but not to the financial extent recommended.

There is also some feeling that a PR program of the size and scope envisioned by John Couric, vice president for public relations, would ultimately take over functions now covered by TIO. This does not sit well with those TV members, particularly the three networks, who have found TIO to be helpful in reaching the opinion makers and keeping the industry in a favorable light.

However, Mr. Schroeder, whose tenure as chairman ends this month, is known to support both the PR plan and TIO in its present status, an instrument under the NAB umbrella.

The Memos • The Schroeder memos will be discussed at the board meetings, but to what extent is unknown. There appears to be little argument among board members that NAB should redefine its objectives and means to accomplish them in light of the industry today and the plethora of specialized trade associations, whose functions often overlap.

But there is considerable feeling among board members regarding the chairman's suggestion that the board size be reduced and that the chairman be made number-one man in the NAB hierarchy. Some board members feel this area should not be touched on until the January meetings and after incoming board chairman John F. Dille Jr. has had a chance to act and study the situation. However, others feel the subject should be cleared up this week.

Mr. Schroeder's memo, recommending increased staffs and budgets for government and legal departments and a stronger code operation, are expected to meet generally favorable comment from the board members.

The report of the building committee, which met in Washington last week, will ask the board for an appropriation to hire an architect to draw up plans for a new headquarters building on the present site. There had been speculation that the committee might give further study to moving NAB into available office space and leasing out the present building until the association could gain a more favorable zoning ordinance for the site. However, the committee's report will recommend that the plans be drawn up in accordance with present zoning restrictions.

Court reverses FCC on Pa. radio case

A federal court reversed the FCC last week in an order which told the agency it could accomplish what it wanted but not in the manner done when it granted 1510 kc (with 250 w daytime) to WPST in Monroeville, Pa.

In a split, 2 to 1 vote, a U. S. Circuit Court of Appeals in Washington remanded the 1964 grant to Monroeville Broadcasting Co. because the FCC had used a 1949 consent decision to distinguish between two applicants.

The FCC granted WPST because, among other reasons, it would have covered only one-third of Pittsburgh. Miners Broadcasting Co. which operates WMAM Ambridge, Pa. (500 w daytime on 1460 kc) proposed to increase its power to 10 kw, which would have covered 98% of Pittsburgh. Thus, the FCC reasoned, Monroeville needed a first local service more than Pittsburgh a ninth. Previously the commission had followed a policy of considering a central city and suburban areas contiguous to the central city as one in considering applications.

In making an exception to the general policy, the court majority said, the FCC failed to give adequate reasons for this move. By using the criteria it did in the Monroeville case it predetermined the result.

Both Chief Judge David L. Bazelon and Senior Circuit Judge Henry W. Edgerton were the majority; Judge Warren E. Burger dissented, finding that the commission made a proper determination of where service was needed.
Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas

In Kalamazoo and Greater Western Michigan, WKZO Radio looms far larger than the next station in coverage of grocery outlets — and of customers. The map shows why. We're astride a bigger chunk of territory, towns, people, stores.

Not bad — but in WKZO's primary service area there are 60 A&P and 33 Kroger stores. And that doesn't count those in our competitor's home county, even though we come in strong there.

Let your eighth-wonder Avery-Knodel man tell you more about WKZO Radio's king-size coverage of distribution outlets — and listeners — in Greater Western Michigan!

*The 120-foot Colossus of Rhodes was destroyed by earthquake in 224 B.C.*

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AND GREATER WESTERN MICHIGAN

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1. EASTMAN XT Pan-chromatic Negative Film, Type 5220/7220
   Improved emulsion technology gives unmatched sharpness and apparent grain structure. Because of its slower speed, new XT Pan eliminates the need for neutral density filters or stopping down excessively when shooting extremely bright exterior scenes.

2. EASTMAN 4X Pan-chromatic Negative Film, Type 5224/7224
   E. I. 500, but there's no more grain than in most medium-speed emulsions. New 4X Pan combines speed, resolution, acuteness and brilliant tonal response. And it has an extended forced-processing range. That means quality even under the toughest newsreel conditions.

3. EASTMAN Fine Grain Release Positive Film, Type 7303
   16mm never looked better than on this new fine grain positive. It's a great teammate with our new high-acutance XT Pan Negative. Gives clean, brilliant highlights and crisp, well separated middle tones. This fine grain print film brings out all the brilliance in any negative.

4. EASTMAN TRI-X Reversal Film (Improved), Type 7278
   For sports, news, documentary, our new TRI-X Film leads the way in tonal quality and reduced flare and haloation. Because “blooming” is eliminated, TRI-X Film is particularly good for the high contrast subjects often encountered in night sports and news photography.

5. EASTMAN Fine Grain Duplicating Positive Film, Type 5366/7366
   Permits exposure on lower portion of characteristic curve resulting in a “thinner,” fine grain master. Improved emulsion speed allows printers to operate up to four times faster. Or, this speed increase can be translated into savings on lamp replacement costs.
... plus this superb new color print film

6. EASTMAN Reversal Color Print Film, Type 7387

A highly improved reversal color print film with superior color reproduction especially in the reds and greens. Twice as fast as Type 5269, it offers improved sharpness and grain. Improved emulsion and processing give a sound track of superior frequency response.

And remember TYPE A704, Eastman's new magnetic sound recording film featuring brilliant tonal quality, archival stability, high wear resistance—and most important, roll-to-roll uniformity. Printed continuously on the back of the film are quality-control numbers that you can use for cataloging. Want to know more? Contact:

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TIO does some poll-climbing

Rebuts NANA, Harris with own facts on TV audience composition

Upper-income, better-educated adults are watching television more, not less, despite claims to the contrary by some pollsters, the Television Information Office maintained last week.

TIO marshalled findings from A. C. Nielsen Co., Elmo Roper and Associates and Columbia University's Bureau of Applied Social Research to answer two published polls that "foster the myth that television caters to children, the uneducated and lower-income groups."

One of the polls was by Louis Harris & Associates, New York, which reported that TV was gaining among older, small-town, lower-income and less-educated viewers but losing among those at the other extremes (Broadcasting, April 12).

The other poll, a continuing series by the North American Newspaper Alliance and the TV Time Service, has been appearing in subscribing newspapers since the first of the year and has reported, among other things, that some 20% of its respondents called TV programs "terrible" while only 2% called them "great" (Broadcasting, Feb. 22, 8).

TIO cited Nielsen figures to show that viewing is "at an all-time high," not only in the average home but in upper-income homes as well. In fact, TIO said, the 6 hours, 21 minutes of daily viewing is "exactly equal" to the average for all families and is 23 minutes a day higher than the average for low-income homes.

Classification Revision - "It should be noted," TIO said, "that last year Nielsen changed the base for upper-income families from $8,000-plus to $10,000-plus. If Mr. Harris were right about upper-income 'disenchantment,' the raising of the level on income should have lowered the amount of viewing by the upper-income group. But, despite the higher $10,000 criterion, viewing is up in the higher-income group."

In homes where the household head attended college daily viewing time has increased 12% since 1962, TIO said, and in all age groups in all homes the trend is also upward.

Four Roper studies between 1959 and 1964 all found television ranked first as the medium people would most want to keep, and it fared better among adults in the 21-34 age group—the area where Harris reported declining interest—than among older viewers.

To the Harris claim that "television ratings do not necessarily reflect the tastes of the best markets for products advertised on TV," TIO replied that television's network, spot and local billings are all at record-high levels, which would not be the case "if TV were not producing results in the markets TV advertisers wish to reach."

TIO said the Harris study did not measure "what people do" but "what they say they do," and that these may be two different things. Although the Harris poll found more aversion to westerns and situation comedies among college-educated and higher income groups, the Bureau of Applied Social Research study found that in actual viewing habits "the program mix of different educational groups is strikingly constant."

The TIO analysis charged that the NANA newspaper polls are based on "unrepresentative sampling" and use "loaded" questions—a charge also made by Dr. Thomas E. Coffin, NBC research vice president (Broadcasting, June 14).

"Newspapers," the TIO report concluded, "know that television is 'good copy' and will continue to write about it—we hope, however, with more objectivity or more reliable data than Louis Harris and the NANA columnists did."

A call for unfettered radio and television

Broadcasting must be free if it is to achieve its potential for service in a democratic society, Stephen B. Labunski, executive vice president in charge of NBC Radio, told the Oklahoma Broadcasters Association convention in Tulsa last Monday (June 14).

"Those of us in the world of communications have a special obligation, as well as a magnificent opportunity, to help minimize the drawbacks inherent in our system by keeping the citizen well informed, nourished with a variety of ideas and exposed to every conceivable point of view," Mr. Labunski said. "But we must be free to communicate, allowing the citizen to arrive at his own conclusions and to make his own decisions."

"The less interference we are subjected to the better able we'll be to render this essential service. Only under a system of unfettered communication can the citizen in a democratic society know and understand the alternatives to the status quo.

Affiliates must help, too

That's message from ABC-TV officials as station managers meet

Managers of ABC-TV's primary affiliate stations, meeting in Los Angeles last week were told by Edgar J. Scherick, vice president in charge of TV network programming, that more than one-third of the network's prime time programs for the coming season will be in color, with virtually a full-color schedule planned for 1966-67.

But the network can't do the job alone, the affiliates were told. Unless they are geared to broadcast the network programs in color their audiences will still get the shows in black-and-white. And unless they are equipped to broadcast commercials on film, tape or slides in color, they will not be getting full benefit from the network's move into this field. It will take money and work, but those contributions at the station level will be amply repaid.

The 125 station managers attending the sessions were largely enthusiastic over the plans for the 1965-66 season at ABC-TV as they were revealed at the two-day meeting. The record of the season just ending, when their network came from behind to a position neck-and-neck with NBC-TV and CBS-TV for audience favor, had predisposed the ABC-TV station managers to look with favor on the activities of the network management and what they saw and heard in Los Angeles did nothing to dampen their outlook.

The new prime time shows overall met with general approval, although there was some feeling that perhaps the schedule was a little topheavy with westerns.

No Station Time - The station executives were somewhat disappointed to learn that there was not going to be any time given them during The F.B.I. and they felt this loss was not compensated for by an additional 20 seconds given them in the Sunday Night Movie, in which station time has been extended from 43 to 63 seconds.

During the meeting, the affiliates received reports on 1965-66 plans of all phases of ABC-TV activity.

Sessions were closed and no reports were released of proceedings nor was there any word from the meeting of the affiliates' board of governors on Wednesday (June 16).
We Patent a Lot of Ideas Like This.

This experimental television tube was a giant even at 4" in 1930. It made TV possible. For the electronic scanning and synchronizing system was invented by Philo T. Farnsworth, ITT scientist, and licensed to all major U.S. television manufacturers.

ITT gets a lot of bright ideas—now some 22,000 major patents. They form the basis of modern radar, air navigation and instrument landing systems. Today's air travel would be impossible without them.

Eighty nations use ITT-designed switching systems for some 13 million telephone lines. Thousands of route miles of ITT microwave and undersea cable systems span mountains, jungles and oceans.

In satellite communications, ITT holds numerous patents. As a major participant in today's programs, ITT continues with the kind of research that helped make commercial satellite communication a reality.

In fact, the last five years' research and development provided 60 percent of ITT's current products.

International Telephone and Telegraph Corporation, New York, N.Y.
in Los Angeles were the promotion managers of ABC-TV’s primary affiliates, who also were given an advance look at the programs and plans of the network for 1965-66, with special emphasis on the way in which promotion at the station level can help the network achieve another successful season, both in ratings and revenue. In addition to network executives, the promotion men also heard from a group of publicists from the motion picture studios where much of the new season’s programming will be produced.

Logging rule changes opposed by NAB

The FCC’s proposal to revise its rules for correcting program, operating and maintenance logs met with stern opposition last week from many segments of the broadcast industry.

The rulemaking proposal, issued early last month, sought to relieve much of the burden on broadcasters of changes and corrections in logkeeping procedures, and at the same time assure as nearly as possible the integrity and accuracy of the record, according to the FCC.

The National Association of Broadcasters, in comments submitted last Monday, suggested that the commission adopt its rulemaking, but with certain major modifications. The rules now prohibit any corrections after the person keeping the log has signed the record and gone off duty. The revision provides, however, that in the case of mistakes or ambiguities disclosed after the log has been signed and the keeper has departed, any appropriate explanations or corrections can be made only on a separate memorandum attached to the log.

The NAB objected to both requirements, however, believing that corrections on the log itself should be permitted after the logkeeper has left, provided that the individual making the correction initials and dates the change. The association also pointed out that corrections on a separate memorandum could easily be lost and that space should be provided on the face of the log or on the reverse side, but the explanation should not be mandatory.

Other comments received last week strongly opposing any revisions and particularly those now advanced by the commission, were from NBC, CBS, Cohn & Marks, a Washington law firm. WABP-AM-FM-TV Fort Worth, WCAR Detroit, WADA Havre de Grace, Md., WBBN Buffalo, WJCH Coral Gables, Fla., WADA Shelley, N. C., and Hubbard Broadcasting Co.

Denver radio-TV hit by flash flood

A flash flood caused by tornado-spawning storms washed two Denver area radio stations down the South Platte River last Wednesday (June 16).

KDB Arvada (1550 kc, 1 kw daytime) lost its transmitter, transmitter building and tower, but returned to the air Friday with temporary facilities. KDKO Littleton (1510 kc, 1 kw fulltime) lost its three-tower directional antenna.

All other radio and TV stations reportedly were off the air because of power failures at one time or another. From reports from the scene, it appears that at least one station was on the air at all times, however, as, when one station would be knocked out another would have its power restored and return to the air. Main cause of power failures was blown out transformers.

Changing hands

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

- WLVA-AM-TV Lynchburg, Va.: Sold by Philip P. Allen, C. C. Allen, Norfolk Broadcasting Co. and associates to Washington (D. C.) Evening Star for $1.25 million (see page 75).

- WEEE Rensselaer, N. Y.: Sold by Harry Goldman to Gerald Arthur, W. B. Stringer and J. J. L. Hesson, for $310,000. Messrs. Arthur and Stringer are associated with WBN Bayshore, N. Y., and Mr. Hesson is attorney. WEEE is a 5 kw daytimer on 1300 kc. Broker: Chapman Inc.

- WETY Yakima, Wash.: Sold by H. G. Wells Jr., David McKay and estate of Hubert Q. Joucken to Roderick D. Walter and associates, for $157,500. Mr. Walter is co-owner and program director of WBAA North Bend, Ore. WETY is a 5 kw daytimer on 980 kc. Broker: Hamilton-Landis & Associates.

New TV stations

As of June 17 there were 117 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF’s, 68 were commercial UHF’s, 7 were educational VHF’s and 23 were educational UHF’s.

Court backs FCC on Blauvelt appeal

Does the FCC have to compare the qualifications of two applicants for the same facility but for different nearby communities? The commission refused
to do so and a federal appeals court has upheld the agency.

The U. S. Court of Appeals for the District of Columbia affirmed the FCC in the case brought by George Dacre and Harry Edelstein who had applied for Spring Valley on 1300 kc in Blauvelt, N. Y. Applying for the same facilities in Spring Valley, N. Y., about 10 miles from Blauvelt was Rockland Radio Corp. (Anthony Winn, principal stockholder). The commission granted Rockland Radio (now WWRG) in Spring Valley on the ground that the community needed Valley on the ground Rockland Radio (now WRRC) in Spring Valley.

The three-judge court indicated that appellants could have amended their application (but failed to do so) to designate Spring Valley during the application (but the applications have considered more than Blauvelt. Messrs. Dacre and Edelstein claimed that the FCC should have considered both applicants for Spring Valley, rather than segregating the applications by proposed locations.

The unsigned opinion was by Chief Judge David L. Baselton, Warren E. Burger and J. Skelly Wright.

**Group purchases urged on UHF's, independents**

Officials of UHF and independent TV stations were urged last week to consider joint purchase of programs and equipment and exchange of film and taped shows to upgrade their operations and effect economies.

This group action approach was proposed and discussed during a meeting in New York last Thursday (June 17) of Subcommittee 2.1 of the Committee on the Full Development of All-Channel Broadcasting. Approximately 40 TV executives attended the meeting.

It was pointed out that savings could be achieved if a group of stations on one order purchased film programs and broadcast equipment, particularly color cameras. Interest was expressed by several UHF stations in exchanging programs produced locally.

Lawrence Turet, chairman of the subcommittee and executive vice president of WUHF-TV Milwaukee, presided at the sessions. Others attending were Benet Korn, president of Metropolitan Broadcasting Television; Robert Weston, assistant to FCC Commissioner Robert E. Lee; Sylvester L. Weaver, president, Subscription Television Inc.; Don Conaway, executive director of the American Federation of Television and Radio Artists, and Seymour Siegel, director of communications for New York City. Mr. Siegel urged UHF operators to consider usage of their facilities during off hours for telecasting municipal training programs as a means of obtaining added revenues.

**Washington 'Star' to buy WLVA-AM-TV**

An agreement to sell WLVA-AM-TV Lynchburg, Va. to the Washington Evening Star for $1.25 million has been reached, subject to both stockholder and FCC approval. The proposal goes before stockholders of Lynchburg Broadcasting Corp. at a special meeting June 30 at the call of Philip P. Allen, president of corporation and general manager and one-quarter owner of the Lynchburg properties.

The transaction is a sequel to sale by the Star company of its control of WSVA-AM-FM-TV Harrisonburg, Va. (BROADCASTING, June 7) for $1.8 million to James Gilmore, owner of KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz. and WEHT-TV Evansville, Ind.

The Star, through its subsidiary, Evening Star Broadcasting Co., also owns WMAL-AM-FM-TV Washington, which are affiliated with ABC. Both WLVA-AM-AM and WLVA-FM (950 kc, 1 kw fulltime) are affiliated with ABC.

Under the agreement submitted to stockholders, the present executive staff of the Lynchburg-Roanoke properties would be retained, with Philip Allen continuing as consultant. C. C. Allen also is quarter-owner and Norfolk Broadcasting Co. (WNON) owns 24.8%, with the balance held by several others.

The Star company owns 63% of WSVA-AM-FM-TV, with the balance held by Hamilton Shea, who manages the properties. The WSVA sale was dictated because of the overlap of WMAL-TV with WSVA-TV when the former increases its tower height.

John W. Thompson Jr., president, and Fred S. Houwink, vice president and general manager of Evening Star Broadcasting Co., negotiated the transaction with Mr. Allen and his associates. They will be in overall policy direction of the properties upon transfer.

**RKO General reduces headquarters staff**

In an economy and decentralization move, RKO General Broadcasting has reduced its headquarters staff in New York by dismissing four employees and assigning a fifth executive to duties elsewhere in the company.

Leaving RKO General Broadcasting...
are Martin Weldon, director of public affairs; Joseph Cook, director of promotion and advertising; Hugh Del Regno, assistant to the executive vice president and Gene King, radio program executive. Gene Roper, operations assistant, is scheduled to be relocated, probably at one of the company stations.

The reorganization followed the elevation of Robert J. Leder, formerly vice president in charge of the West Division, to the post of executive vice president of RKO General Broadcasting (BROADCASTING, June 14). A company official insisted that the re-arrangement had been planned before Mr. Leder's promotion and was designed to effect economies and to concentrate some functions, heretofore handled by the corporate staff, at the local level with station personnel.

In the move, Martin Fliesler, formerly vice president and general manager of KFW Los Angeles and recently a general executive with the headquarters staff, moves up to a still-untitled post as assistant to Mr. Leder, with responsibilities over advertising and promotion.

The changes at RKO General Broadcasting prompted reports that Hathaway Watson, president, would move out of the company and relocate at another of the General Tire & Rubber Co. subsidiaries, Aerojet-General Corp. El Monte, Calif., in a top executive post. Mr. Watson told BROADCASTING that "from time to time I have heard rumors that I'd be sent to one or another of General Tire subsidiaries, but all I can say is that I know nothing about this Aerojet matter."

Study details radio and TV listening habits

RKO General Broadcasting National Sales last week released a comparison of TV viewing and radio listening in the New York area, including both light- and heavy-viewing persons.

RKO General obtained the comparisons of listening and viewing from Media Statistics Inc., New York, which conducted a 17-county audience study in the New York area last March (BROADCASTING, May 17).

Among the findings in the comparison study: 16.7% of adult men and 13.7% of adult women in the New York area are considered light viewers (watch TV less than seven hours a week). These light viewers spend more time with radio (adult women, 10.4 hours per week; adult men, nine hours weekly); women from 35-39 who are considered heavy viewers are also heavy radio listeners, spending more than 12.6 hours a week with radio.

Dormant UHF problem settled

FCC grants extensions and renewals to 14, denies applications of seven others

Fourteen UHF permittees who had been in danger of losing their authorizations because of failure to construct or put their stations back on the air were given a new lease on life by the FCC last week.

Seven other UHF permittees and licensees, however, were not so fortunate. The commission denied without prejudice their applications for additional time to construct or for license renewal.

All had been caught up in the commission's effort to stimulate activity among long-dormant UHF permittees and licensees or free their authorizations for reallocation to broadcasters who would use them. An oral argument was held on the applications on May 13 (BROADCASTING, May 17).

Six-month extensions of time to construct were granted applicants who gave the commission some assurance of plans to sell or to go on the air within a matter of months. Agnes J. Reeves Greer, (WAND-TV Pittsburgh), KNXZ-TV Co. (KNXZ-TV Houston), Telecasting Inc. (WEPS Pittsburgh), and Mid-America Broadcasting Corp. (WZBI Louisville, Ky.) plan to sell.

Construction Plans - And Channel 16 of Rhode Island Inc. (WNET Providence, R. I.), United Broadcasting Co. of Eastern Maryland Inc. (WTLP Baltimore), Atlantic Video Corp. (WRTV Asbury Park, N. J.), Storer Broadcasting Co. (WGBS-TV Miami), and Kaiser Broadcasting Corp. (KMTW-TV Corona, Calif.) have filed or will file applications to modify their construction permits, as a preliminary step to construction.

In addition, S. H. Patterson (KSAN-TV San Francisco) has proposed operation within six months as a satellite of KICU-TV Visalia, Calif.; and Elton H. Darby (WWNT-TV Tuscombina, Ala.) and Mississippi Broadcasting Co. (WCCO-TV Meridian, Miss.) have indicated they intend to go on the air within the same length of time.

Piedmont Broadcasting Corp. (WTTM-TV Danville, Va.) and Radio Enterprises of Ohio Inc. (WICA-TV Ashtabula, Ohio), are arranging share-time operations with educational groups in their areas. WTTM-TV's construction permit was extended for six months. And WICA-TV's application for a license to cover a construction permit will be held in abeyance for six months.

Applications denied were those of applicants who had made no firm commitment to complete construction or to resume broadcasting. The commission said the primary reason advanced for their inaction—that UHF operations would not be feasible—does not justify granting their applications.

Denied - The applicants who were denied are Joe L. Smith Jr. (WKNA-TV Charleston, W. Va.), Neptune Broadcasting Corp. (WHTO-TV Atlantic City, N. J.), Elfred Beck (KCEB Tulsa, Okla.), Appalachian Co. (WTVU Scranton, Pa.), Connecticut Radio Foundation Inc. (WELI-TV New Haven, Conn.), who sought additional time to construct, and Lock Haven Broadcasting Corp. (WBPZ-TV Lock Haven, Pa.) and Connecticut-New York Broadcasters Inc. (WJCC-TV Bridgeport, Conn.), who sought renewal of their licenses.

The commission, in addition, acting on the petition of Associated Broadcasters Inc., which is owned by the Steinman Group, dismissed its application for renewal of license for WLEV-TV Bethlehem, Pa.

Four commissioners agreed on all cases—Chairman E. William Henry, Rosel H. Hyde, Robert E. Lee and Lee Loevinger. Commissioner Robert T. Bartley concurred in some, dissented in others. Commissioner James J. Wadsworth did not participate, and Commissioner Kenneth A. Cox was absent.

Ch. 9 Syracuse remanded to examiner

The FCC last week granted a joint petition by six losing applicants in the Syracuse, N. Y., channel 9 proceeding, which had been won by W. R. G. Baker Radio & Television Corp., and reopened the record and remanded the case to the hearing examiner for further consideration.

The action was sought by the six applicants last March when it was disclosed that the state of New York had a civil antitrust suit pending against a number of New York plumbing contractors, including the Edward Joy Co. which is nearly wholly owned by T. Frank Dolan Jr. and Leonard P. Markert, two of Baker's principal stockholders (BROADCASTING, March 1).

Messrs. Dolan and Markert are president and vice president, respectively, of Baker and each hold 17.27% of the company's stock. The six applicants seeking the action are Syracuse Television Inc., Onondaga Broadcasting Inc., Wage Inc., Syracuse Civic Television

76 (THE MEDIA)
In television's early days, when sound effects often swelled noisily to drown out the drone of canned music, or vice versa, the television score had very little meaning as a musical art form. The stature of the television score today, however, is such that composers are frequently booked while the script is being written and consulted throughout the entire production. For a truly imaginative, inventive score adds incalculable dimension to all the elements of a television program. Funny people are suddenly funnier. Stormy nights are stormier. And the right polyphony under the right camera angle can often tell a story all its own. To touch the essence of the moment in sound requires a particular breed of musical genius. One such is Earle Hagen...a sensitive, genuinely creative artist whose joyous music is currently enriching some of television's happiest programs. We warmly applaud this prolific young writer as well as all the other versatile composers whose original scores for hundreds of television programs are licensed for public performance through BMI.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among Earle Hagen's memorable TV successes are:

Music for the Danny Thomas Show,
Themes and original scores for the Andy Griffith Show,
The Dick Van Dyke Show and Gomer Pyle—USMC. Forthcoming: I Spy.
Announcement

We are pleased to announce the re-appointment of ADAM YOUNG INC. as our National Representatives in the United States effective July 1, 1965

CKVR-TV
CHANNEL 3
BARRE, ONTARIO
with satellite stations
Channel 5 — Haliburton
Channel 8 — Muskoka
Channel 11 — Parry Sound

Association, Six Nations TV Corp. and George P. Hollingbery.

In April, a month following the applicants' disclosure of the pending suit, the commission stayed its January order awarding the channel to Baker (BROADCASTING, April 12).

The suit was filed by the state of New York last December, a month before the FCC granted Baker's application, and seeks permanent injunctive and other curative relief as well as monetary penalties for the alleged violations.

Among the issues to be determined are whether the Joy company or its officers engaged in anticompetitive activities in the building construction and plumbing industry, as alleged in the suit and why Baker hadn't informed the commission of the pending suit, as required by FCC rules.

In its response to the losing applicants' petition to remand the proceeding, Baker denied the charges and noted that it had no objection to reopening the record.

Channel 9 has been operated as WNYT-TV under an interim agreement by the nine original applicants since September 1962. Veterans Broadcasting Co. has since withdrawn from the interim operation. Salt City Broadcasting Co., also an applicant, has not participated in the action, although it has reserved its right to do so.

Fast decision sought on KWK's interim

Radio Thirteen-Eighty Inc., one of seven applicants seeking interim authority to operate KWK's 1380 kc facility in St. Louis, has urged the FCC to expedite the proposals by designating the applications for hearing at an early date before the commission en banc.

The action was sought June 4, four days following the deadline for filing applications for the frequency. Kwk, which has been ordered to cease operations by June 30, was denied license renewal in 1962 after the commission found that the station had conducted two fraudulent promotional contests (BROADCASTING, April 5 et seq.).

BROADCASTING June 7, erroneously indicated that Home State Broadcasting Corp., one of the applicants for the frequency to be vacated by Kwk, is entirely owned by Sidney Liebowitz, Alan R. Latham and Marvin S. and Lewis R. Cowan. Actually, they are among 14 individuals and corporations that make up the applicant. The major owner is Harman Slocum Publishing Co., publisher of five farm journals, which owns 80%.

INTERNATIONAL

Early Bird costs soar

CBS and NBC protest to FCC on planned rates, question carriers having veto over their use of the satellite

The ardor of American television networks for instantaneous trans-Atlantic telecasts began to cool last week when the full impact of proposed rates by the Communications Satellite Corp., and reports of the rates contemplated by European telecommunications departments sank in.

Obviously upset at the projected costs of using Early Bird, the synchronous communications satellite that has been operating on an experimental basis since early last month (BROADCASTING, May 10), television networks appeared to be on the verge of curtailing use of the satellite except in emergency situations (see page 52).

Early Bird is due to go commercial June 28, but one move made late last week by two networks raised the possibility that this may not occur that soon, as far as television is concerned.

Both CBS and NBC filed protests late Thursday with the FCC against the contemplated Comsat rates.

And during the week a feud began developing among international carriers as to which shall carry TV.

Besides objecting to the proposed rates as too high, both CBS and NBC questioned the Comsat policy of requiring the concurrence of the carriers leasing voice circuits before TV would be able to use Early Bird.

CBS also questioned the Comsat proposal which applies at the moment only to international carriers. This introduces an intermediary between the TV user and Comsat, CBS pointed out. NBC made no mention of this point, presumably because its parent company, RCA, also owns RCA Communications, one of the international carriers.

The question of who, besides the international carriers, is an authorized user of the satellite systems is the subject of an FCC inquiry issued last week.

The commission asked for comments and proposals on this question by Oct. 1, with reply comments by Nov. 1. Under the Communications Satellite Act, Comsat was ordered to deal only with established international carriers and "other
announcing
the American
Medical Association’s
1965 medical journalism awards

... to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

CATEGORIES OF COMPETITION

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION

The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1966, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1965.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1966.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.
authorized users.” So far the FCC has received applications or informal requests for this authorization from the Associated Press, United Press International, the Washington Post, Eastern Air Lines and CBS.

Perhaps the greatest shock to the TV networks was the report of charges received from Lisbon, Portugal. The rates filed by Comsat are solely for the circuits between the satellite and the Andover, Me., ground station. Those from the satellite to European ground stations (or vice versa) come under European jurisdiction.

At the Lisbon meeting, which ended June 12, European telecommunications chiefs were reported to have agreed to charge $5,500 an hour for off-peak telephone hours (2 to 9 p.m., New York time under the Comsat schedule) and $7,500 for peak hours for television transmissions. This is considerably higher than the $3,350 per hour off-peak and $5,245 per hour on-peak suggested by Comsat for TV usage for its leg of the satellite circuit.

Under these cost estimates, a single black-and-white one-way TV circuit to one of the European ground stations would cost $8,850 in off-peak hours and as much as $12,745 in on-peak hours. The Lisbon meeting also apparently saw agreement that the use of TV and telephone calls simultaneously with the communications satellite would not be feasible before the end of 1965. Comsat technical studies have indicated that Early Bird might be able to handle a single one-way TV channel and 60 telephone circuits at the same time, but this has never been actually attempted with Early Bird (CLOSED CIRCUIT, May 31).

Earlier in the week, the British Post Office Department announced that it was instituting a $2,800 an hour charge for the use of its Goonhilly Downs ground station during the experimental period of Early Bird. Under U.S. regulations, no charges are made during an experimental period of a communications facility. The first word was that the British were planning to charge $6,700 an hour for their ground station. This was changed within 24 hours to $2,800.

CBS Alarmed - In its protest, calling for suspension of the tariff and a hearing, CBS stressed that the tariff conflicts with the national policy for the communications satellite system, which is to provide a global communications network “responsive to public needs and national objectives, which will serve the communications needs of the United States and other countries, and which will contribute to world peace and understanding.”

Rate Disparity - Calling attention to what it called the unreasonableness of the proposed rates for TV, CBS said that the projected charges plus the anticipated charges for the European leg and terminals, plus connecting domestic charges “may well be prohibitive for a television broadcaster.”

The rates also are discriminatory, CBS said. The company's proposed rate for each of the 240 leased voice channels is only $4,200 per month on a 16-hour, 30-day a month basis. This figures the cost of one voice channel to be $8.75 per hour—or $2,100 for all 240 channels—compared to $3,350 or $5,245 per hour for TV usage. CBS also objected to Comsat's proposal that a minimum charge of 30 minutes is obligatory for TV channels.

NBC, also asking the FCC to suspend the TV provisions of the Comsat tariff, stated that the proposed rates for TV are "so unreasonably high as to vitiate the purposes of the Communications Satellite Act." It added that if the rates are permitted to go into effect they will preclude “except for the most unusual occasions” television usage of the satellite system.

Because the Comsat tariff requires a minimum charge of $2,400 in nonpeak hours for 30 minutes (or $3,825 in peak time), and because this is only for half the circuit in one direction, and assuming the European telecommunications entities set approximately the same charge for their half of the circuit, the price to a television user for one hour in nonpeak time would be about $11,000, and even for short durations of five, 10 or 15 minutes the minimum cost would be about $5,300, NBC charged.

Color for Canada scheduled for 1967

Canada's Department of Transport is expected to publish standards for color television in that country by late July. The timetable was set last week with the Tuesday (June 15) announce ment by Secretary of State Maurice Lamontagne to Parliament in Ottawa that color TV would start Jan. 1, 1967, in Canada.

Mr. Lamontagne said that the government was prepared to immediately accept color television applications. He also said that the Canadian Broadcasting Corp. would be authorized to enter contracts to install color TV transmission facilities at the 1967 World's Fair at Montreal. Cost to CBC for this is expected to be approximately $15 million.

The Conservative opposition leader, former Prime Minister John Diefenbaker, said the government's color announcement was to justify the "completely wasteful" expenditures by CBC on a new broadcasting building at the Montreal fair site.

NBC also objected to Comsat's establishment of a minimum period of 30 minutes. This is unduly long for TV users on both sides of the ocean, the network said. TV news material for regular news programs and news bulletins usually runs from as short as a minute to up to five minutes.

Charging also that the rates discriminate against TV, NBC pointed out that the effective hourly rate for 60 leased voice grade two-way channels for the American half of the satellite would be $525, and that aggregate credit for relinquishing these circuits would be the same figure, for off-peak time (or twice that in peak time). Yet the charge for these same circuits for one-way black-and-white TV are almost three times these charges, it pointed out.

FCC policy on common carrier tariffs has been to permit them to go into effect 30 days after filing, unless it acts to suspend them on its own motion or after receiving protests from interested parties. Protests must be filed at least 10 days before the tariffs become effective, which is why both CBS and NBC filed their objections last Thursday.

The commission's special satellite communications staff is expected to present its recommendations on the Comsat rates this week.

Inter-Carrier Feud - All of the common carrier companies have asked the FCC for permission to furnish TV service via the satellite communications system. ITT World Communications, however, protested against AT&T receiving this permission. TV, ITT said, is record traffic and thus, historically, belongs to the record carrier (AT&T generally has provided only voice circuits overseas via cable or shortwave radio). Western Union International, also protesting AT&T's request for permission to provide TV service, suggested that the commission approve a “consortium” of carriers to furnish the television service.

AT&T replied late last week that it has no objection to all carriers providing TV service, but that if it is denied this privilege it will demand a hearing on the subject.

Besides the television question, Comsat is being buffeted in other directions:

- The commission has asked it to justify the basis for its proposed rates as well as other estimates (12% return, life expectancy of satellites, schedule of future launchings, TV demand will be for 200-300 hours per year).
- AT&T, ITT and Hawaiian Telephone have protested some of the FCC's decisions earlier this month permitting Comsat to own for an interim two years after operation begins three of the ground stations in the United States. The same group has taken various positions on the FCC's decision to permit Comsat to own the terminal points connecting with the ground station.

80 (INTERNATIONAL)

BROADCASTING. June 21, 1965
Taft earnings are up 109%

Group owner reports TV was responsible for 83% of net revenue

Taft Broadcasting Co., Cincinnati, announced last week that earnings for fiscal 1965 ended March 31 rose 109% over the previous fiscal year. Stockholders were told that the year was a momentous one as TBC took over ownership and operation of WGR-AM-FM-TV Buffalo, N. Y., WDEF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa. The purchases made TBC the only broadcasting entity to hold the FCC's limit of TV ownership which is set at five VHF stations and two UHF facilities.

TBC's other broadcast interests are WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WRBC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky.

The group broadcaster said that of its nearly $26 million in net revenues, television contributed 83% while radio added another 15% with the remaining 2% coming from other sources including bowling.

Concerning its UHF stations, Taft said that WKYT-TV had its finest year while WNEP-TV showed marked improvement in earnings. TBC noted that it plans to donate the transmitting facilities of WNEP-TV to the Pennsylvania educational TV system. The $350,000 contribution is part of a plan to rebuild WNEP-TV's existing facilities.

Taft Broadcasting also announced that stockholders will meet at the firm's offices in Cincinnati to, among other things, vote on a two for one stock split, and elect and vote on proposal to increase the number of directors from nine to eleven.

The proposed stock split would increase the number of authorized shares from 2.5 million to 5 million. The firm said that as a result of the split the lower price would bring a broader distribution. As of April 30, 1965, 44% of TBC was held by, or in trust for, members of the Taft and Ingalls families.

Stockholders will vote to include ex-Representative Robert Taft Jr. (R-Ohio) and Robert E. Slaughter, vice president and management board member of McGraw-Hill Book Co., on the board of directors. The proposed addition of Messrs. Taft and Slaughter would increase the number of board members to 11.

Last year the corporate officers received $350,876 in aggregate remuneration. Board chairman Hulbert Taft Jr. received $72,047; Lawrence H. Rogers II, president, received $61,551; Robert T. Schlinkert, vice president, received $36,092, and Dorothy S. Murphy, treasurer and assistant secretary, received $35,204.

For the fiscal year ended March 31:

<table>
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<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Net revenue</th>
<th>Net earnings</th>
<th>Shares outstanding</th>
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Capital Cities goes on the big board


At a listing ceremony, the company was represented by Frank M. Smith, chairman and chief executive officer, and Thomas S. Murphy, president. (Price of the stock was listed at 37½ at the opening of the exchange that day, and closed at 37½.) Also on hand at the ceremony was newscaster Lowell Thomas, a director and one of the company's founders.

Capital Cities listing moved to the big board because of its high number of shares outstanding, currently 1,360,566 common shares, and as its earnings topped the $1 million mark. The company reported last week that its net income for the first quarter of 1965 was reported at $832,156 from broadcasting income of $6,164,023. Last year the company had a net income of $2,739,151 from broadcasting revenue of $23,242,341.


On hand for Capital Cities Broadcasting Corp.'s debut on the New York Stock Exchange were (l to r): Keith Funston, stock exchange president; Lowell Thomas, news commentator and Capital Cities board member, and Frank M. Smith, chairman and chief executive officer of Capital Cities.

Mr. Thomas purchased the first 100 shares of stock in the trading for the day.
include research, newly

A commercial radio station lent itself to a scientific experiment which may result in greater understanding of the ionosphere—that blanket of ions that help spread radio signals to great distances at night.

WTOP's signal used in ionospheric test

WTOP Washington went on the air a half hour earlier than usual June 14 in order to help an experiment conducted by the National Aeronautics & Space Administration. For 35 minutes, beginning at 4:45 a.m. wtop broadcast a 155 cps tone with 80% modulation over its 1500-kc channel at full 50-kw power.

This signal was beat against a transmission from NASA's Wallop's Island, Va., facility which broadcast on a 3-mc band to a Nike-Apache sounding rocket being lofted to study the lower portions of the ionosphere. NASA scientists hope that the cross-modulation effects of the wtop signal on the Wallop's Island signal as the rocket climbed to its 110-miles peak altitude will give them additional information on the ionosphere. The rocket itself contained instruments to measure the electron density of the lower ionosphere.

ABC-TV O&O's begin their cross-country tour

The station managers and the sales managers of the five ABC-owned TV stations embarked on a cross-country tour last week with the goal of showing a promotion film about the network's and their own program plans for 1965-66 to the advertising fraternity in each of the five markets served by the stations. The tour began Wednesday (June 16) at the 20th Century-Fox studio in Culver City, Calif., where some 700 advertiser-agency executives watched the 75-minute preview film and then participated in fun-and-games on the set of Peyton Place, where buffet and bar service was also available.

On Thursday, the second showing was made in San Francisco, to be followed by presentations in New York today (June 21) and Chicago on Wednesday, concluding in Detroit Thursday.

Amusingly presented, the film offers introductory highlights of the new programs in ABC-TV's prime-time lineup, with pertinent reminders of shows continuing on the network in 1965-66. In addition to the network promotion, each of the five O&O stations is given its own promo spot, five minutes of color film devoted to showing the preferred place of the station in the life of the community it serves.

CBS sets agenda for N.Y. meeting

Promotion and information services directors from the five CBS-owned TV stations and representatives of CBS National Sales will meet June 23-25 at the St. Regis Hotel in New York. The eighth annual meeting is being coordinated by Thomas Means, director, advertising and sales promotion, and Howard Berk, director, information services, for the owned stations.

Merle S. Jones, president of the owned-stations division, and John A. Schneider, president of CBS-TV, will be luncheon guests on June 23 and 24, respectively. A research and sales presentation seminar, conducted by Robert F. Davis, director of research, is scheduled for the third day.

NBC-TV promotion men hear fall plans

Promotion, advertising and publicity plans for NBC-TV's fall lineup of programs were unveiled last week in Washington before about 60 promotion personnel representing 50 stations in the eastern U. S.

Presentations were made by Larry Grossman, vice president of advertising; Sydney Eiges, vice president of public information; Al Rylander, vice president of promotion; M. S. (Bud) Rukyeser, vice president of press and publicity, and John Scuppo, director of promotion, all with NBC-TV, New York. The presentations dealt mainly with film clips of the new programs and the big swing to color programing.

Similar presentations will be made in St. Louis (June 23) and in Los Angeles (June 25).

BROADCAST ADVERTISING

Walter C. Chamberlain, VP and account supervisor at Young & Rubicam, named senior VP and head of newly created marketing services group department, which will include research, marketing and sales promotion services and new account information department. Dr. Peter Langhoff, senior VP and research director since 1948, will devote full time in field of corporate plans and analysis. William T. Moran, VP and manager of research, will direct that department. Hadley P. Attlass, senior VP, will continue to direct marketing and sales promotion services department. Charles E. Overholser, presently VP and associate research director, will be head of new account information department, all New York.


John Cashwell, in broadcast media department at Grey Advertising, New York, named assistant director of advertising for Ideal Toy Corp., same city. Mr. Cashwell worked on Ideal campaign at Grey.

Gene Duckwall, VP and director of media, Foote, Cone & Belding, Los Angeles, appointed VP in charge of western office of American Association of Ad-
Advertising Agencies, Beverly Hills, Calif. He started in advertising in 1934 with Los Angeles office of Lord & Thomas, predecessor of FC&B, later served as business manager of agency's San Francisco office. At AAAA, he succeeds Thomas V. Mahlman, who resigned to join Corporate Communications Co., Los Angeles.


Robert H. Temple, manager of KUTV (TV) Salt Lake City, named to head national sales for KGMB-AM-TV Honolulu and KHBC-AM-TV Hilo, Hawaii. All are Pacific Broadcasting Co. stations (Glassmann-Heftel-Hatch interests).

Robert M. Chandler, national sales manager of WKNX-AM-TV Saginaw, Mich., named VP in charge of sales for stations and licensee's new station to be operated in Houston, KENK.

Herbert M. Levin, general sales manager of WICE Providence, R. I., named regional sales manager of Susquehanna Broadcasting Co. with offices in Boston. He will remain general sales manager of WICE. Susquehanna stations are WICE; WSBA-AM-FM-TV York, Pa.; WHIO Akron, Ohio; WOBA Freeport, N. Y., and WARM Scranton, Pa.

Warren Gamble, with KFAC Los Angeles and Nelson Roberts, newspaper representatives in that city, and Don Harrington, formerly with KBIG Los Angeles, but more recently with agencies there, both named account executives at KBIG.

Thomas D. Heath and Gilbert Mickels have been promoted to account supervisors at Leo Burnett Co., Chicago. Mr. Heath has been with agency for 16 years. Mr. Mickels joined Burnett in 1956.

James Suydam, VP and account supervisor at Dentsu Advertising Ltd., Tokyo, named director of international marketing services at Ted Bates & Co., New York.

Michael F. Saari, with Ruben Advertising Agency, Detroit, named copywriter at N. W. Ayer & Son, that city.

Thomas A. Ehninger, with Borg-Warner Corp. for past year and formerly with Chicago office of Erwin Wasey, Ruthrauff & Ryan, named national advertising manager for Norge Division of Borg-Warner.

Hugh Zielske, head of research department of Foote, Cone & Belding, Los Angeles, named VP in charge of research and media. Lydia Reeve, media supervisor for Purex account at agency, named associate director of media research.

James Ball, named department head in charge of research.


Mr. Normandia Mr. Fischer

Mr. Isaacs

Mr. Maier

Jean M. Borrelli, department business manager of Werners & Schorr, Philadelphia, named account executive. J. Richard O'Kane, copy chief at Elkin Advertising Co., Philadelphia, and Mrs. Gerry Chapman, copywriter at Bauer-Tripp-Foley, that city, named senior copywriter and public relations and publicity writer, respectively.

Davis L. Morris, account executive at KMOX-TV St. Louis, named VP at Lynch Advertising, that city, and will serve as account executive and media supervisor.


Anna Lee Gold, copywriter at Doeretty, Clifford, Steers & Shenfield and BBDO, named to copy staff of Johnstone Inc., all New York.


Robert B. Craig, executive assistant to Videx Co.'s president, named VP in charge of new firm's accounting department.

Robert J. Kroen, president, Kroen Advertising Inc., Los Angeles, re-elected president of The Western States Advertising Agencies Association for second one-year term. Other WSAAA officers for 1965-66 are: executive VP, Gordon Gelfond, David Olsen Advertising; secretary-treasurer, William A. West, West Associates; board chairman, Charles Bowes, Charles Bowes Advertising, and vice chairman, Kay Inouye, Kay-Chris-
Frank Minehan, administrative VP, media director, chairman of plans board and member of executive committee at Sullivan, Stauffer, Colwell & Bayles, New York, named media director at C. J. LaRoche & Co., that city.


John Hartlein, in account management at William Esty Co., New York, named VP and account supervisor at Norman, Craig & Kummel Inc., that city.

Lewis Erlicht, senior analyst in research department of ABC-TV Spot Sales, New York, named to newly created post of manager of research.


Art Rivera, former executive VP and general manager, WQXT-AM-FM Palm Beach, Fla., joins KSFR (FM) San Francisco as sales manager.

Dr. Schuyler F. Otteson, chairman of department of marketing at Indiana University, Bloomington, elected president of American Marketing Association.

Si Lam, head art director, elected VP, Doyle Dane Bernbach, Los Angeles.

John J. Ryan, formerly public relations account executive at G. M. Basford Co., New York advertising agency, joins public relations and publicity department of J. M. Mathes, that city.

T. E. (Dick) Paisley Jr., station manager of WRVC Philadelphia, named national sales manager of WPBS (FM), that city. Mr. Paisley will have offices in both Philadelphia and New York.


Philip T. Fairchild Jr. elevated from copywriter to copy supervisor.

Frank M. Lee, corporate secretary of Luckie & Forney Inc., advertising-marketing-public relations agency in Birmingham, Ala., elected VP. Brian Cronin, account executive for service accounts, named creative director for all agency services. Percy Clements joins L&F as account executive on industrial and consumer accounts.

Donald D. Gilworth, director of advertising, Deere & Co., Moline, Ill., farm equipment manufacturer, elected president of National Agricultural Advertising and Marketing Association and of its Chicago chapter. Robert J. Palmer, Cunningham & Walsh, has been elected president of newly formed New York chapter of NAAMA as well as first VP of NAAMA itself.

Richard D. Eyster, creative director at John I. Carr Associates Inc., Toledo, Ohio, named VP and secretary of agency.

David E. Johnson appointed VP and account supervisor for Dot Records and Haggarty Stores at The Chalmers Co., Los Angeles agency. He had handled same accounts at West, Werf & Bartel, that city, when William A. Chalmers was head of that office before resigning to open his own agency. Also following Mr. Chalmers from WWKB to his new shop are Jeanne Breast, media director, and Naomi Kuester, office manager and executive secretary.

James P. Courtney, media supervisor at McManus, John & Adams, New York, named director of media at Pritchard, Wood Inc., that city.

William J. Connelly, manager of advertising, plastics division of Union Carbide Corp., named chairman of audio-visual committee of Association of National Advertisers, succeeding Robert D. Dunn, film manager of Ford Motor Co., who remains on committee.

Frank Reis, marketing research manager for Melnor Industries and research account supervisor for Lennex & Newell, New York, named to newly created position of manager of marketing research for eastern division of Tidewater Oil Co., New York, producer of Frying A

Graham D. Hay, associate media director at Compton Advertising Inc., New York, since last year, named VP. Mr. Hay joined agency in 1951 as assistant time buyer, became time buyer in 1953 and head of broadcast buying in 1960.

Jack Young, unit manager of Forsythe Advertising in St. Petersburg, Fla., joins Wilz, that city, as account executive.

Dick Lane, member of sales department of KPRO Riverside, Calif., named sales manager.

Robert D. Dunning, art director at N. W. Ayer & Son, Philadelphia, named associate managing art director.

THE MEDIA

Robert B. Beusse, director of advertising and sales development for WOR-AM-TV New York, named to new post of VP and director of government, industry and community relations. John L. Koushouri, chief engineer of WOR-TV and previously production executive with CBS-TV, appointed program director, WOR-TV, replacing David Yarnell who is moving to parent company, RKO General Broadcasting, in post to be announced shortly. No replacements have been named for Mr. Beusse or Mr. Koushouri.

Gladden W. Baker, chairman of board of Broadcast Plaza Inc. (WTC-AM-FM-TV) Hartford, has become special partner in New York brokerage firm of Wood, Struthers & Winthrop. He will divide his time between his Hartford broadcasting headquarters and New York office of brokerage firm. Mr. Baker retired last fall as senior execu-
tive of Travelers Insurance Companies but retained his status with its broadcasting subsidiary.

Edwin C. Metcalfe, for two years director of sales operations at CKLW - AM-FM-TV Windsor, Ont.-Detroit, of civic liability" Mr. Resnick of Paramount Theaters quality control. He reports Colwell Broadcasting -Paramount Theaters controller and treasurer. Elected Eash, account executive at WHAG Hagerstown, Md., named sales manager.

Ridley Bell, WBBL-TV Columbus, elected president of Georgia Association of Broadcasters. Others elected at 30th annual meeting last week: Don McDougal, WWNS Statesboro, VP radio; Virgil Wilkoff, WWXJ-TV Augusta, VP TV; Esther Pruett, WTIC Savannah, treasurer, and Jack Williams, executive secretary. Elected to board: C. James Murphy, WBMK West Point; Allen MacMillan, WGGA Gainesville; Paul Reehl, WFPB Fort Valley, H. E. Ray, WAGA-TV Atlanta; Jim Popwell, WCEH Hawkinsville; James Rivers Jr., WACL Waycross; Mark Shor, WALG Albany; N. B. Mills, WTM Moultrie; Red Cross, WMAD Macon, and Bob Thorburn, WLDB Carrollton.


Dale Eash, account executive at WHAG Hagerstown, Md., named sales manager.

Michael Ferro, with Sullivan, Stauffer, Colwell & Bayles, New York, joins art staff of Street & Finney Inc., there.

Lawrence Resnick, cost control administrator at ABC, appointed as director of newly established office of quality control. He reports to Alfred Schneider, VP and assistant to executive VP of ABC and parent American Broadcasting-Paramount Theaters Inc. (name change to American Broadcasting Co.'s effective July 2.) In new post, Mr. Resnick will be concerned with improving technical performance and "reliability" on air and in studio by refined control methods.

Paul Blue, KLZ-AM-FM-TV Denver, elected president of Colorado Broadcasters Association at annual meeting in Colorado Springs. Also elected: Bob McMahan, KREX-AM-FM-TV Grand Junction, president-elect and George Jeffrey, KKTU-TV Colorado Springs, secretary-treasurer. Directors elected to three-year terms: Bill Stewart, KLMO Longmont, Bill Murphy, KYRH Salida, and Mr. Jeffrey.


Lyle Reeb Jr., program director at WIXX Fort Lauderdale, Fla., named general manager succeeding James R. Dureya, lost at sea (see page 88).

Mowry Lowe, WLKW Providence, re-elected president of Rhode Island Broadcasters Association. Others re-elected: Zel Levin, WWON Woonsocket, VP; David I. Shurlet, WJAR-TV Providence, secretary, and Donald R. Hysko, WXT Pawtucket, treasurer.

Greg Crawford, director of all night operations at KSFL San Fernando, Calif., named manager at KSUN Bisbee, Ariz.

Henry K. Skeele, president of O. D. M., management consulting firm in New Canaan, Conn., joins Westinghouse Broadcasting Co. as general executive and consultant, concerned with organizational development, administrative practices and data processing.

George Cameron, commercial manager of WOOT Burlington, Vt., named VP, director and general manager of WVTM, that city.

PROGRAMING

Jack Kuney named to new post as executive producer, programs, for Westinghouse Broadcasting Co., New York. Ray Hubbard, program manager of KPIX-TV San Francisco, succeeds Mr. Kuney as national TV program manager for WBC.

George Moynihan, program manager of WBZ-TV Boston, succeeds Mr. Hubbard.

Jerry Kaufer, with advertising and sales promotion department of Screen Gems Inc., New York, named manager of department.

George Cooper, program director at WINS Miami, named to similar capacity at KALL Salt Lake City.

Richard Z. Thompson, operations manager of KOMO-TV Seattle, named program manager of KATU-TV Portland, Ore.

Wayne Harris, news director at WINA Charlottesville, Va., named operations manager of WVKN-TV.
manager, succeeding Edward M. Desmond, who resigned.

Dick Rainbolt named director of Shebang, rock-and-roll show on KTLA (tv) Los Angeles, Mon.-Fri., 5-6 p.m., which will be taped for syndication. Bob Barnett produces Shebang, with Bill Lee as executive producer and Casey Kasem as master of ceremonies. Program is produced by Dick Clark Productions. Don Kaye has replaced Mr. Barnett as producer of Dick Clark Productions' radio program, Hollywood Hotline.

Charles H. Schultz, general program executive at CBS-TV New York, named director of program activities for CBS-TV Hollywood. He replaces Leonard (Buzz) Blair who became director of program development.

Mike Ambrose, disk jockey and production director at KXEO San Diego, joins announcing staff at KFWB Los Angeles.

John Hendrix is rejoining announcing staff at KNXT (tv) Los Angeles, which he left five years ago. In interim he has worked at KOLB San Francisco and KEZY Anaheim, both California.

John Doran, announcer-sports editor at WLOS- tv Asheville, N.C., joins announcing staff of KETV (tv) Omaha.

Pat M. Chambers, program director at WBAB Babylon, N.Y., joins announcing staff of WLZ St. Petersburg, Fla. Pete Munet, with WBRK Pittsfield, Mass., named sports announcer at WLZ.

Mary Ellen Stewart, assistant to producer of Popeye and Beetle Bailey cartoons for King Features Syndicate, New York, named associate producer of new Beatles animated caricature to be seen on ABC-TV this fall.

MCA elects

Following were elected officers at MCA Inc. board of directors meetings last week: Jules C. Stein, chairman of board; Milton R. Rackmil, vice chairman of board; Lew R. Wasserman, president and chief executive officer; Berle Adams, VP; Albert A. Dorkind, VP and treasurer; Edd Henry, VP; Jay Kanter, VP; Maurice B. Lipsey, VP; Charles Miller, VP; Daniel L. Ritchie, VP; Michael J. Rockford, VP; Taft B. Schreiber, VP; Morris M. Schrier, VP and secretary; Morris H. Berman, controller; John W. Findlater, assistant secretary; Frederick E. Witt, assistant treasurer. Also elected to board were Messrs. Stein, Rackmil, Wasserman and Miller and Walter M. Heymann, First National Bank executive, Chicago, and Albert A. Garthwaite, director of Decca Records, New York.

Eric Goldman has been named project manager for Project: Ideas, Houston, and will serve as national sales manager as well as recording for syndication new program, This Day in Sports.

Arie Landrum, production manager of WXJX (tv) Jacksonville, Fla., appointed to similar position at WLQR -tv Largo, Fla. Al Koerkel, film director and operations supervisor of WSSC-FM Mount Kisco, N.Y., succeeds Mr. Landrum.

Abe Goodman, head of animation production at Paramount Pictures' cartoon studios, named production supervisor at King Features Syndicate, New York.

Gil Haag, director at KDKA Pittsburgh, named music director of station.

Mike McLean appointed casting director for Daniel Boone and has opened offices at 20th Century-Fox, Western Ave., Los Angeles studios, where Arcola-Fespar Production is being filmed for NBC-TV.

Johnny Dollar, disk jockey, named program director at WTVN-FM Columbus, Ohio. He succeeds Paul Murphy, who moves to WGR Buffalo, N.Y., as program director. Dave Logan fills Mr. Dollar's disk jockey post.

NEWS

Ed Damron, with WSSC-Sumter, VP of Associated Press Broadcasters Association of South Carolina advances to presidency replacing George Sprout, news director of WMWU Greenville and president of association, who moves to Dallas.

Bill Knox named new traffic bureau chief for Associated Press bureau in Charlotte, N.C., succeeding Ray Hudson, who becomes new AP technical service manager in St. Louis.

John Black, with news staff of WWTV (tv) Cadillac, Mich., named to news staff of WTVM (tv) Columbus, Ga.

Lewis R. Holly, with WRRN-FM Mount Kisco, N.Y., named news director at WINA Charlottesville, Va. Mike Gleason, with news staff of WINA, named assistant news director.

Bill Bradley, collegiate basketball player of year from Princeton, joins news and public affairs staff of KMOX St. Louis. He leaves this fall to study in England as Rhodes Scholar but will continue his affiliation with KMOX with special European assignments.

Harry Wilson, with KAKC Tulsa, elected president of Oklahoma Associated Press Broadcasters Association, succeeding George Miller of KGET-TV Ada.

Don Owen, news director of KBSL-TV Shreveport, elected president of Louisiana-Mississippi Associated Press Broadcasters Association, succeeding Virginia Ryder of KCIL Houma, La.

Leo Morris, with KYW Cheyenne, re-elected president of Wyoming Associated Press Broadcasters Association.

Lou Palmer, at WABC Indianapolis, elected president of Indiana Associated Press Broadcasters Association, succeeding Hilliard Gates of WJG Fort Wayne.

Charles Thompson, news director at KFXD-TV Wichita Falls, Tex., joins news staff of KVOO-TV Tulsa, Okla.

Juan Lefcovich, political analyst for UPI, Latin-American Division, named assistant director of Radio New York
Worldwide's Spanish-language station services division (SUR).

EQUIPMENT & ENGINEERING

Lawrence Weland, manager of video product planning for Ampex Corp., Redwood City, Calif., named manager of television products for company.

R. Bruce Walters, director of production at Ameco Inc., Phoenix, named VP in charge of production for community antenna TV equipment manufacturer.

Captain Paul H. Lee, USNR, naval electronics and communications engineering officer, enters private practice as consulting engineer in Washington. Mr. Lee formerly was chief engineer at WAGM New York; WYBR Syracuse, and WNNY Watertown, all New York.

Dr. Roger Langmaid, with research and development staff of IBM Poughkeepsie, N. Y., for magnetic recording products, joins Reeves Soundcraft, Danbury, Conn., as manager of research.

Paul Gosset, with engineering staff of WDAE, WALT and WINQ, all Tampa, Fla., named chief engineer of WILZ St. Petersburg, Fla.

Edgar F. Vandiver, consulting engineer in Washington, joins staff of Telcom Inc., Arlington, Va., communications technology firm.


Clyde A. Howe, chief engineer and assistant manager, KCSD-TV Kansas City, Mo., named director of engineering for D. H. Overmyer Communications Co., New York (holds CP's for three TV stations and has applications pending for four more).

ALLIED FIELDS

Dr. John Rimburg, research director of Van Sant-Dugdale Advertising Agency, Baltimore, joins Institute for Motivational Research Inc., Croton-on-Hudson, N. Y., as assistant to president.

Jack Kinkel, writer, editor and producer for ABC-TV, New York, joins radio-TV faculty of University of Washington's school of communications, Seattle.

INTERNATIONAL

Mike A. Rakmil, with Toronto office of Doyle Dane Bernbach (Canada) Ltd., named VP in charge of entire Canadian organization, with offices in that city. Montreal office of DDB will continue to service Quebec-based accounts and will be center for French marketing services.

E. R. Jarmain, London, Ontario, has been elected president of National Community Antenna Television Association of Canada. Other officers are G. Allard, Montreal, VP; K. J. Easton, Toronto, secretary, and O. Girard, Magog, Quebec, treasurer.

William Armstrong, assistant to president of Canadian Broadcasting Corp., Ottawa, named director of overseas and foreign relations. He will coordinate CBC's relations with foreign broadcasting organizations.

Barry Nicholls, account executive of Cockfield, Brown & Co. Ltd., Toronto, named manager of promotion and sales department of CTV Television Network Ltd., that city.

Wallace Slatter, president of CJOY Guelph, Ont., has taken over station management, succeeding Jack Jackson.

FANFARE

Bill Kaufman, publicity and promotion manager at Screen Gems Inc., New York, joins Joe Wolhander Associates, public relations firm in that city.

Steve Davis, VP of Barkas & Shalit Inc., New York public relations firm, and formerly director of TV station and network promotion at Young & Rubicam, that city, named executive VP and board member at B&S.

Michael R. Sigelman, assistant promotion director of KNX Los Angeles, joins KFWB, that city, as director of pro-
H. V. Kaltenborn dies at 85

H. V. (Hans von) Kaltenborn, news commentator and correspondent on radio and television for 33 years, died following a heart attack in New York last Monday (June 14). He was 85 years old.

His precise, clipped delivery of radio news became familiar to listeners during the 1930's and 1940's when Mr. Kaltenborn covered major national and international events and interviewed notable figures of that period. He interspersed opinions with his commentaries with a ring of authority. He acknowledged later that he was often wrong but felt that his long-range average was good.

Mr. Kaltenborn, born in Milwaukee, had been a newspaperman in Wisconsin and with the Brooklyn Eagle for almost 20 years before turning to radio. On April 4, 1922, while still working with the Eagle, he summarized news on WYCB New York, located on Bedloe's Island. Two years later, he began a weekly half-commentary on news over WEAF (now WNBC) New York.

He resigned from the Eagle to devote full time to radio in 1930, joining CBS as news editor. In 1940 he was hired by NBC and remained there until 1955 when he retired from regular broadcasting.

Mr. Kaltenborn covered national elections and presidential campaigns for CBS or NBC from 1932 through 1956. He reported the League of Nations sessions during the 1930's and the United Nations meetings after World War II. He rose to national prominence in 1938 when he broadcast over CBS 102 bulletins and analyses of the Munich crisis around the clock for 19 consecutive days. His knowledge of German, French and Italian permitted him to give instant summaries of speeches of Hitler, Daladier and Mussolini as they were heard on shortwave radio.

HST's Turn • On Jan. 19, 1949, President Harry S. Truman delivered his parody of Mr. Kaltenborn's broadcast of the previous election night when Mr. Truman won surprise victory over Republican Governor Thomas E. Dewey of New York. President Truman told a public dinner in Washington that between naps on election night, he turned on the radio to hear Mr. Kaltenborn intoning that the President was leading, Mr. Dewey would win when nationwide returns were in. At one point, in Kaltenborn-miming voice, President Truman proclaimed:

"Although President Truman is leading by two million votes, it will be necessary to take the election into the House of Representatives."

Mr. Kaltenborn and HST later exchanged friendly quips over the broadcasts and the President's mimicy.

In 1942 Mr. Kaltenborn helped found the association of radio pioneers, called the Twenty Year Club, which was reorganized and renamed the Radio Pioneers Club in 1957, to encompass all branches of industry, organization's name was changed to Broadcast Pioneers. Mr. Kaltenborn also founded the Association of Radio News Analysts in 1942. In 1949, he established the Kaltenborn Foundation to provide grants to university and educational broadcasting groups.

He is survived by his wife, who was Baroness Olga von Nordenflycht at the time of their marriage in 1910; son, Rolf, and daughter, Mrs. Atmore Robinson.

motion. He succeeds Frank Havore, who had joined Harvel Pool Advertising, Los Angeles. Diane Lee Horwood, formerly with KTL Los Angeles, named publicity director of KFWB.

Dr. Frank Stanton, president of CBS Inc., received honorary doctor of laws degree from Oberlin (Ohio) College.

Maurice Soward, public relations account executive at Arthur Cantor Inc., New York, named director of newly created public relations department at General Cigar Co., that city.


Elane Stein, music supervisor and drama and music critic at WCBM-AM-FM Baltimore, named director of promotion and public relations.

Herm Lewis, for nine years publicist at NBC's West Coast headquarters in Burbank, Calif., has organized own public relations firm, Herm Lewis & Associates, at 503 N. Larchmont Avenue, Los Angeles, 90004.

DEATHS

Roland Vaile, 42, president and general manager of KOW Stockton, Calif., died June 11, following injuries suffered in automobile accident near Fresno. Mr. Vaile had worked for number of radio stations in California and Nevada. He is survived by his wife, Elsie, daughter and his brother.

John P. Cargill, 75, former radio editor of Associated Press's Kansas City, Mo., bureau, died June 9 at Mount Vernon, Mo., following long illness.

R. Lynn Kalmbach, 51, founder of South Carolina's educational television network, died June 15 following heart attack. Mr. Kalmbach directed two-year experimental ETV program in Columbia in 1958 and later was named general manager of educational television commission of state when statewide expansion was set for 1960.

James R. Duryea, 39, general manager of WIXX Fort Lauderdale, Fla., lost at sea May 27 during storm in Caribbean while on vacation cruise. He had been in radio for 16 years and general manager of wxxr for two. He is survived by his wife, Doris.

Abbey A. Muter, 53, managing director and secretary-treasurer of Muter, Culliner, Frankfurter & Gould, Toronto agency, died June 7 in that city. He was also founder and secretary-treasurer of Public Relations Board of Canada.

Bradford Macy, 42, with Teleprompter Corp. for 15 years and central division manager at Chicago, died June 13 at Wesley Memorial hospital of complications following open heart surgery.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 10 through June 16 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced / ante—antenna / CATV—community antenna television / CH—critical hours / CP—construction permit / dl—daylight saving time / erect—erected / ess—essential / F.C.C.—Federal Communications Commission / ft—feet / h—horizontal / in—installed / int.—interrupting / Jen—Jenison / knv—knockdown / kw—kilowatts / Lac—Lake Charles / mc—megacycles / m.d.—mail day / n.—night / N.C.—North Carolina / P.A.—public address / P.A.M.—priority action / P.O.—post office / per—per / Phil.—Philadelphia / pr—primary / r. c.—radio-controlled / R.C.—radio control / r.k.—radio keying / T.—transmitting / T.V.—television / Vis.—visitors / w—water / w.d.—watts / w.e.—wires / w.e.—wires / w.r.—wireless / w.t.—watts / w.w.—wireless / w.w.t.—wireless watts / w.w.w.—wireless watts / x.—exclusive / y.—year / Z.—zerographic

New TV stations

**APPLICATIONS**

**Clearwater, Fla.—**Broadcasting Co. Granted CP for new TV on UHF channel 35 (578-384 mc); ERP 85.5 kw vs. 1.61 mw; Ant. height above average terrain 140 feet, above ground 184 feet; 200 P.O. address #/ c/o John H. Mazei, Clearwater 335, North 3rd Street, North Miami 61, Fla. Estimated construction cost $328,845; first year operating cost $32,124; revenue $38,000. Mr. Mazei is engineer at KZTV, San Fernando, Calif. Ann. May 27.

**Fort Lauderdale, Fla.—**Broward Broadcast Co. Granted construction permit for new TV on UHF channel 39 (850-628 mc); ERP 70 kw vs. 115 kw; Ant. height above average terrain 140 feet, above ground 184 feet. 200 P.O. address #/ c/o John H. Mazei, Clearwater 335, North 3rd Street, North Miami 61, Fla. Estimated construction cost $328,845; first year operating cost $32,124; revenue $38,000. Mr. Mazei is engineer at KZTV, San Fernando, Calif. Ann. May 27.

**Springfield, Ill.—**Broadcasting Co. Granted construction permit for new TV on UHF channel 110 (1170-1648 mc); ERP 20 kw vs. 1 mw; Ant. height above average terrain 240 feet, above ground 284 feet. 200 P.O. address #/ c/o John H. Mazei, Clearwater 335, North 3rd Street, North Miami 61, Fla. Estimated construction cost $328,845; first year operating cost $32,124; revenue $38,000. Mr. Mazei is engineer at KZTV, San Fernando, Calif. Ann. May 27.

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WABB Mobile, Ala.—Granted assignment of license from Julius W. and Bernard Dittman (d/b/a WABB Inc., owned by Julius W. Dittman (50%), Bernard Dittman (40%) and O. H. Howell, J. D. (10%)) to Worth Broadcasting Inc., owned by John L. Worth (50%), for $2,700. Action June 4.

KCHJ Arroyo Grande, Calif.—Granted assignment of license from Leslie H. Hacker (individual) and Hacker as executor of estate of Christina M. Jacobson to Lloyd C. Larson and George W. Irwin d/b/a Lansing Broadcasting Co., for $115,000. Mr. Irwin owns advertising and publicity agency in La Verne, Calif. Mr. Larson has 20% interest in oil company in Los Angeles. Action June 4.

WEDR (FM) Miami—Granted assignment of license from WMIE Inc., owned by E. D. Rivers Sr. for $112,500. Mr. Rivers Sr. (2.5% before, none after), J. M. Pace, J. E. Nobles Jr. and M. S. Vines (each 1%), transfer interests. No financial consideration. Action June 7.

WPXF-AM Pensacola, Fla.—Granted assignment of license from WPCB Inc., owned by L. T. France (46.3%), Earl D. Hurst (29.6%) and 17 other, to Frederic T. C. Brewer (100%). Consideration has been transferred in interest in electronic and music service firm. Action June 2.

KFLJ Carson City, Nev.—Granted assignment of license from Capital Broadcasting Co. of Nevada Inc., owned by E. V. and E. V. (30%), to Capital Communications Corp., owned by John F. Kraemer (80%) and 10 others, for $90,000. Action June 2.

KSGP Spokane, Wash.—Granted assignment of license from Marvin L. Williams, Jr., Joseph W. Wheeler (4.1%), and William C. Lawrence (37.5%), to Robert E. Baker (100%). Action June 1.

RFZT Fond du Lac, Wis.—Granted transfer of control from Business Corporation, KFIZ Broadcasting Co., from E m e r y W. and R o l a n d A. M u t t a c h , executors under will of Emery M. E and E m e r y W., to Robert E. Roy and Paul F. McI an (each 12%). Consideration $14,551. Mr. Roy is engineer for KFIZ Broadcasting Co., but Mr. McI an is general manager of station and has interest in Twin City Broadcasting, Milwaukee. Action June 15.

WAUK-AM-FM Waukesha, Wis.—Granted acquisition of positive control of licensee corporation. Midwest Broadcasting Co., by twin Cities Newspapers (28.8% after) through transfer of stock of J. C. Bedient (1.1%), L. S. Rhymes Jr. (2.8%), D. W. Baker (10.7%), 159 others Inc., (5.5%), L. W. Snow (2.8%) and C. W. Wright (38%) to transfer of stock. Action June 11.
**PROFESSIONAL CARDS**

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

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

**COMMERCIAL RADIO EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Larentz, Chief Eng.
PRUDENTIAL BLDG.
DI 7-1359
WASHINGTON, D. C. 20005

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

**GEO. Edward Coldwater, Michigan**
Applications Consulting
P. O. Box 729
15th St., NW.
Washington, D.C.

**GAUTNEY & JONES**
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFOOB

**KEAR & KENNEDY**
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFOOB

**WALTER F. Kean**
CONSULTING RADIO ENGINEERS
930 20th St., N.W.
Washington, D.C.
Federal 3-1-136
Member AFOOB

**HAMMETT & EDISON**
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, Calif.
Diamond 2-5208
Member AFOOB

**GUY C. HUTCHESON**
P. O. Box 818
Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**Hammnett & Edison**
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, Calif.
Diamond 2-5208
Member AFOOB

**SILLIMAN, MOFFET & KOWALSKI**
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFOOB

**JULS COHEN & ASSOCIATES**
9th Floor, Securities Bldg.
729 15th St., N.W.
Washington 5, D. C.
Member AFOOB

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

**VIR N. JAMES**
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 California Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFOOB

**PETE JOHNSON**
Consulting am-fm-tv Engineers
Applications—Field Engineering
P. O. Box 4818
Charleston, West Virginia

**WILLIAM B. GARR**
CONSULTING ENGINEERS
P. O. Box 13287
Fort Worth, Texas
Butler 1-1551
Member AFOOB

**COMMERICAL RADIO MONITOR CO.**
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee’s Summit, Mo.
Phone Kansas City, LaClede 4-3777

**RAYMOND E. ROHRER & ASSOCIATES**
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFOOB

**E. HAROLD MUNN, JR.**
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 617-278-6733

**OSCAR LEON CUELLAR**
CONSULTING RADIO ENGINEER
AM-FM-TV
411 Phoenix Title Bldg. 623-1121
Directional Antennas Design
Applications and Field Engineering
Tucson, Arizona 85701
Member AFOOB

**JOHN H. MULANEY and ASSOCIATES**
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(per suburbs of Washington)
Phone: 301-427-4666
Member AFOOB

**E. E. BENHAM & ASSOCIATES**
Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
HO 6-3227

**COMMERCIAL CRYSTALS**
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone Towbridge 6-2810

**JAMES F. LAWRENCE, JR.**
FM and TV Engineering Consultant
Applications and Construction
Precision Frequency Measurements
TELETRONIX ENGR. CO.
308 Monterey Rd., Pasadena, Cal.
Phone 213-682-2732

**JOHN B. HEFFEFINGER**
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY 14, MISSOURI

**Service Directory**

Broadcasting, June 21, 1965
SUMMARY OF COMMERCIAL BROADCASTING

Complied by BROADCASTING, June 16

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>TOTAL APPLICATIONS</td>
<td>FOR new stations</td>
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<td>CP's</td>
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<td>Applications for new stations (not in hearing)</td>
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<td>Applications for new stations (in hearing)</td>
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<tr>
<td>CP's deleted</td>
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</tbody>
</table>

| Does not include seven licensed stations off air. |
| Includes three noncommercial stations operating on commercial channels. |


KNET Palestine, Tex.—Seeks assignment of license from Palestine Broadcasting Corp. owned by Dr. Milton D. Queen (34.5%), Henry C. Bennett (20%), Waylon Jefferson (12%), and others, to KNET Inc., owned by W. E. Dyche Jr., Tom E. Foster, and Edgar B. Younger (each 25%). Consideration $175,000. Mr. Younger has 20% interest in the new station. Mr. Tolbert Foster has 20% interest in KREO and is president and director of KDET Comer, Tex. Messrs. T. E. Foster and Dyche also have 20% interest in KREO. Ann. May 28.


HEARING CASES

OCTER ACTIONS

Commission adopted a notice of inquiry regarding authorized entities and authorized users under Communications Satellite Act of 1962. In Notice, Commission invites views and comments of interested persons concerning various questions as to who might or should be authorized to obtain channels of communications and other telecommunications services via communications satellites directly from Communications Satellite Corporation; nature and scope of such services; nature and extent of authorization required; any policy and procedures which commission should establish in connection therewith. Comments and supporting briefs are to be submitted to the Commission by November 1 and reply comments on or before November 15. Action June 6.

By memorandum opinion and order, denied request for waiver of rules, sections 73.614 and 73.680 (power and coverage), and disapproved applications of Grandstand Valley Broadcasting Co., for new TV's on channel 36, Staunton, and channel 25, Charlottesville, Va. Disapproved as not consistent filings by WINA Charlottesville, and WTON Staunton. Commissioner; Cox issued concurrent statement. Action June 9.

By memorandum opinion and order in proceeding on applications of Flathead Valley Broadcasters (KOFI), Kalispel, and Garden City Broadcasting Inc. (KYSB), Missoula, Mont., for class D-A operation on 1180 kc. Commission denied petition by Butte Broadcasting Inc. WHAM, (class D-A dominant station on 1180 kc), in Rochester, N. Y., to enlarge license, and denied KOFI motion to strike portions of WHAM material on proceeding of Butte Broadcasting Inc. Action June 9.

Commission gives notice that April 19 initial decision which looked toward granting applications of Easters Broadcasters Inc. and Reunion Broadcasting Co., for new FM on channel 205 (107.3 mc) in Dubuque, Iowa, became effective June 8 pursuant to sec. 1278 of rules. Action June 8.

Routine roundup

ACCTIONS BY REVIEW BOARD

By memorandum opinion and order in proceeding on application of Southtown Broadcasting Co., for new AM in Southtown, Conn., in Doc. 12871, denied Southtown's petition for review of examiner's final order of May 8 which granted Meriden-Wallingford Radio Corp. license to operate, less of fee to be paid, and directed MWMW to submit to examiner, within 10 days, oath of officer to petition to intervene. Member Nelson not participating. Action June 16.

By memorandum opinion and order in proceeding on AM applications of Barbourville-Community Broadcasting Co., Barbourville, Ky., to extend for nine days within which particular may file joint request for approval of agreement in proceeding on AM applications. Action June 16.

In proceeding on AM applications of AM Broadcasting Co. WSIJ, Rio Piedras, San Juan, and Mid-Atlantic Broadcasting Corp. San Juan, P. R. In Doc. 14977-8, denied motion by Alliance Bo. to correct transcript of May 11 oral argument; on board's own motion, corrections Omitted in accordance with subject petition except with respect to lines 429 to 432, and lines 4-5, page 434. Action June 16.

In proceeding on AM applications of Entercom Communications Co., Eugene, Pendleton Broadcasting Co. (KUMA), Portland, both for extension of Desert Broadcasting Corp. (KDDI), Twenty-Nine Palms, Calif. Doc. 15668 et. al., granted motion by KUMA to extend time to June 30 to file responsive pleadings to petition by Columbia Broadcasting System Inc. to extend in large issues. Action June 15.

In order in proceeding on application of Brown Radio & Television Co. for renewal of license of WBBB, Valparaiso, Ind., and Barbourville-Community Broadcasting Co. for new AM in Barbourville in Doc. 15760-70, extended time to commence proceeding for approval of agreement whereby Brown Radio would assign license to Barbourville-Community Broadcasting Co. for consideration of approval and for other relief. Action June 14.

ACTIONS ON MOTIONS

By Commission

Commission granted request by National Association of Broadcasters and extended time to July 9 to file comments and to August 6 for replies on parts I and par. 50 of notice of inquiry and proposed rulemaking in Doc. 15741 concerning community antenna television (CATV) systems. Action June 15.

Commission granted request by Oak- land Radio Station Corp. to extend of extending time from June 18 to July 16 to file comments. Record pertaining to involving Oakland, Md., is concerned, in proceeding on number of applications in FM table of assignments. Action June 11.

By Chief Hearing Examiner

James D. Cunningham

Designated Examiner Israel A. Honig to hold hearing to determine on application of Continental Broadcasting Inc. for renewal of license of WNNJ Newark, N. J. Notice of hearing for time on July 13 in Washington, and hearing for September 10. Action June 12.

Because of illness of presiding hearing examiner, continued hearing to be held on application for renewal of Continental Broadcasting Inc. for renewal of license of WWIN in Saginaw, Mich., is concerned, in proceeding to be held on July 21, and scheduled prehearing confer- ence on June 25, and held for purposes of June 16 on application of KUNO Radio Inc. (KUNO), Corpus Christi, Tex. Action June 10.

In proceeding on application of Twelve seventy Inc. for renewal of license of WITW Newton, N. J. Doc. 15593, granted petition by David N. Montague, Trustee of Twelve Seven Inc. to extend time to all aspects of proceeding in capacity of intervenor, and denied motion by Wilson C. Smith to preside at hearing in proceeding on application of Easters Broadcasters Inc. and Reunion Broadcasting Co. for new FM's in Sag Harbor and East Hampton, N. Y. Notice of hearing held for prehearing conference for September 7, and hearing for September 12. Action June 16.

In consolidated AM proceeding on applications of Lebanon Valley Radio and Cedar Broadcasters, Lebanon Valley Broadcasting Co. Radio Catonsville Inc. and Communications Radio Inc. Catonsville, Md., granted Radio Catonsville petition for extension of time upon which notice shall be given by each party as to identity of witnesses from May 28 to June 18. Action June 16.


Designated Examiner Sol Schildhause to

Continued on page 99

BROADCASTING, June 21, 1965
CLASSIFIED ADVERTISEMENTS

(Payable in advance, Checks and money orders only.) (FINAL DEADLINE—MONDAY, preceding publication date.)

HELP WANTED

For position not shown in employment agency. Please include resume. Box F-173.

DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENCIES advertising require display space. (26 X rate—$22.50, 52 X rate—$20.00 Display only).

All other classifications, $5.00 per word—$4.00 minimum.

Applicants—If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Radio Station Manager in a market just under 200,000 in the deep south. Prefer a man with a small market experience who has proven sales background, is promotion minded and is good 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, on management of sales experience. Box F-41, Broadcasting.

General Manager for prosperous single station market in the south. A real producer can grow with an expanding organization. Good salary plus incentives will lead to bright future. Send complete details to Box F-109, Broadcasting.

If you are aggressive competitor, experienced in sales, promotions and production, there is golden opportunity as assistant multiple ownership operating mixed radio & television stations with network affiliations in progressive community located upper midwest. Prefer family man as general manager. Salary open. Send resume and pic to Box F-110, Broadcasting.

Experienced, civic-minded general manager—also handle sales for a small, medium-sized station. Give resume and salary. Box F-169, Broadcasting.

Only station in medium Midwest market needs general manager. Tremendous opportunity for right man who has successful background as general manager in small or medium-sized market, radio and wants to move up. Must be very strong on sales and programming. Good name and knowledge—little or no experience will give great opportunity for substantial five figure income. Send details to Box F-187, Broadcasting.

Sales manager for metropolitan market. No desk job. Must be able to produce personally. Excellent opportunity. Box F-198, Broadcasting.

Working and selling general manager for top, well-organized station. Potential. Replies will be held in confidence. Box F-208, Broadcasting.

Manager for Rocky Mountain AM station—willing to purchase part interest as indication of permanence. Can buy 100% if desired. Present owner has too many other interests. Minimum investment $5000. Box F-213, Broadcasting.

Baker, Montana—5 kw, daytime radio contact Eldon Mengel—call 778-2111.

Sales


Career opportunity for young creative type sales manager. Established Midwest group seeking sales manager to promote within year. Must be experienced in sales, methods of selling, etc. Immediate availability. Box F-129, Broadcasting.

Wanted, experienced radio time salesman for Midwestern full time stereo station, market area and 100,000 people. Presently grossing around $50,000 per year. Excellent salary. Must have good references. Box F-142, Broadcasting.


Sales—(Cont'd)

Experienced radio salesman to become sales manager of 5 kw AM, going fulltime, and adding.....


Major midwest 7 station chain operation has immediately opening for aggressive salesman. Protected, active account assures immediate earning potential. Salary and expense account plus full fringe benefits. Send complete resume, photo to WGEF 4800 E. Raymond St., Indianapolis, Indiana.

Fast unprecedented growth necessitates expansion of our sales force. Opportunity for two experienced salesmen at Class A metropolitan daytimer. Two wide open sales markets, both capable of delivering $200,000 minimum. For interview phone WUKR 201-289-2400.

Salesman who has experience and proof of ability. Excellent opportunity for producer to make money with aggressive, successful multiple owner. Send complete details to: Joe Fife, WJWS, Owensboro, Kentucky.

Radio-television sales campaign organization with A-1 references, in business 25 years, needs two good salesmen to work sales campaigns for radio and TV stations throughout U.S.A. Liberal commission, fast pay to right parties. Single man or man and wife. Must have car and be free to travel. No experience necessary. Applicants must have strong radio background. Send resumes to: Miss Carol Atlantic seaboard summer vacation area, area or phone, number and address....P.O. Box 9547, Treasure Island, Fla.

Wanted immediately—ambitious, experienced, buyer or middle of the road 5 kilowatt CBS affiliate. Excellent opportunity, good earnings. Call R. W. Phillips, 517-93-4566, Saginaw, Michigan.

Announcers

N.Y.C. FM looking for part-time announcers with 3rd Class broadcast endorsement, experienced in commercial classical music combo operation. Box F-48, Broadcasting.


Newsmans plus special events, staff work. Third class license required. Can work hours to key job. Letter now, tape later. Southwestern. Box F-192, Broadcasting.

Announcer wanted by established kilowatt Illinois station. Will pay excellent salary plus generous side benefits for well-organized announcer. Permanent future with pay increases, best working conditions. Ideal community. Only high-quality announcer need apply. Fine opportunity for man who can follow tight format, use right advertising lingo, and play music. Do good air selling job. Please send tape, resumes and references to Box F-150, Broadcasting.

Top 40 dj with mature, yet bright sound. If you're good enough for a major metro-..Top 40 dj with mature, yet bright sound. If you're good enough for a major metro-

Announcers—(Cont'd)


Announcer who is versase for well established station in city of 14,000. Send photo, tape, references and complete information, WBYS radio, Canton, Illinois.

Is this a description of your ability? You are a professional announcer, believe in audio programing, sharp on production. You'd like to work for a substantial, growing Florida group and make $125 per week, insurance, all expenses paid. Send references and background immediately to: WBAP Rio, 2950 Radio Rd., Pensacola, Florida.

Announcer—experienced to replace man who went to NBC, Philadelphia. Must be ready to move for middle of the road, daytime board shift. Good pay, some talent. Fringe benefits. WCJQ, Catesville, Pa., 215-384-2100.

Do you have a farm background? A reasonably good voice and a 1st class ticket? Do you have a real interest in broadcast electronics? If so we suggest you see WCUB's, ad in this issue under help wanted Technical.

Immediate opening. Announcer with first phone for 100% country station. Must be top. No others considered. WHYE—Roanoke, Va. 703-345-0988.

Morning personalities: The city's only fifty kilowatt station seeks a busy, bright, full sounding, typical "kook". (Kook on the air, not in the crew). Non-commercial for non-commercial. Production and music man the rest of the day. If you like a format approach but a better sound of music, can handle a heavy load, work around long newscasts, but still maintain your own style. Please write and tell us what you can do. Please tell us what you want to hear your airstick...Please tell us all, first letter. Rush to: Wally Beethoven WIBC, Indianapolis, Indiana.

Need two bright sounding announcers with top 40 format, production experience. One, moving to extreme afternoon shift and some continuity writing. Air mail photo, tape resume. WRAZ, Charleston, West Virginia. 304-342-5600. Box 1864.

5000 watt fulltime AM & FM needs announcer with 1st class ticket. Call collect Mr. Leiv. Box WKNK, Keene, New Hampshire. 352-9239.
Announcer—(Cont'd)


Immediate opening for experienced announcer. Box F-191, BROADCASTING.

Wanted: Experienced burn, immediate opening for experienced announcer with salary good for chief position. Box F-191, BROADCASTING.

Technical—(Cont'd)

Firstphone license must be reliable. No experience necessary. For major area station. Box F-191, BROADCASTING.

Needed chief engineer, KENN, Farmington, New Mexico. Must be capable of good management and to handle some announcing. $115.00 weekly plus.

KSOO radio has opening for transmitter engineer. Very progressive, op-portunity for young man to work evenings and attend college days. Call or write Max E. Pierce, Technical Director, KSOO-TV, Inc., Sioux Falls, South Dakota.

Chief engineer for Wisconsin AM station. Soon to go 1500-AM-FM combination. Facility is located in a town with mostly new equipment, spacious workshop with complete tools, and all units in operation. Some air work required but emphasis on maintenance. You'll like lakeshore living and will work with alert, friendly, stable staff. Must be sober, industrious, and a self starter with a reason-ably pleasant airvoice. We'll pay well for right individual. Present chief leaving to join Motorsola July 1st. Send resume and salary requirements to Jack Severson, WCUB, Manitowoc, Wisconsin.

"WDWL AM-FM Springfield, Tennessee needs experienced engineer. Permanent. Light announcer "Write full particulars to chief engineer."

Wanted immediately—announcer-chief engineer for 2 tower directional station in beautiful little town on the "Air check." recent photo and salary require-ments to John Smith, General Manager, WRRR, Rockford, Illinois, 113 South Court.

Help Wanted—Modern country music DJ with first class DJ and engineering for exclusive country music outlet In New Orleans. Must be capable of handling home—style approach for sacred and secular music. Good pay. Call or write P. D. for station. Box F-191, BROADCASTING.

Montgomery county, Maryland. Experienced only announcer/engineers. Salary, open. Submit resume and include WHMC, Gathers- burg 301-948-9400.

Needed by September 1st, chief engineer for WJBC, WJBC-FM and SCA. Modern equipment. No announcing. Need man that wants and is willing to take responsibility. Must have experience and is looking for permanent position, fine Mid- western community. Write, T.R. Ives, WJBC, Bloomington Illinois, and include resume.

Chief engineer, experienced on maintenance and repairs for 1 kw and FM. No announcing. Group operators. Good future. Plesant living. A young 35 year settled family man. Salary to $5000 per month to start. Resume, etc. to Sandstrom, WPI, Sharon, Pennsylvania.

WVIZ Lorain, Ohio—Engineer, full or part time, announcing not required.


Production—Progrmming, Others

Continued

Experienced aggressive person to handle copy and traffic for Chigaco medium market in college community. Chance to work complete background ex-perience, references and desired remunera-tion. Box F-192, BROADCASTING.

Program director with sales experience. Also some experience in baseball and foot-ball play-by-play. Box F-211, BROADCAST-ING.

Need film and tape room director must be expert film editor. Salary $135.00 per week. Box F-214, BROADCASTING.

Immediate opening for creative male copy- writer, producing, sales type, experience, and occasionally announcing for all types of accounts. Would you please send scrips, tapes, and salary requirements with applica-tion to: WMBR Broadcast Centre. Bridge-port, Connecticut 06610.

Announcer-P.D. for pleasant medium mar-ket station. Middle road format. Married, good appearance, steady. Excellent spot for someone several years experience mini-mum now ready assume P-D. Station expanding chain, good future. Start $400–500. Resume, tape, recent earnings. Jim Mc-Donald, WKNY, Kingston, N.Y.

Situations Wanted—Management

Young experienced manager looks change from small to medium market. Prefer Caro-linas. Box F-186, BROADCASTING.

Area manager desires to manage station with opportunity to buy. Seven years we-throunded experience. Hard worker, married. All confidentially answered. Box F-170, BROADCASTING.

15 years management-sales management ex-perience, including tightfisted administra-tion, aggressive sales, Top business, creative promotion, programing. Looking for solid permanent opportunity. Top business, character references. Box F-207, BROADCASTING.

31 years experience. AM owner 15 years, FM owner 5 years, both medium, and active civic clubs. Presently own FM network, need to get out of radio and into real estate. Have first phone and can do anything done in phone. I am looking for a limited hours, but I'm worth every bit. Box F-215, BROADCASTING.

Sales

Experienced salesman and play-by-play sportscaster . . . Seeking medium to large market . . . references. Box F-184, BROADCASTING.

Situations Wanted—Announcers

Ten years in radio announcing. Experienced disc-jockey, smooth commercial delivery; DJ, experience needed. New Jersey. Box E-402, BROADCASTING.

Bright sound—bright looks—seeing bright-er future. College grad., married, 27, crea-tive radio and programing. Authori- tive news, 3rd ticket. Box F-10, BROADCASTING.

Creative production top 40, competent first helper. Prefer NF. Five years radio and television background. Very fast. Box E-402, BROADCASTING.

DJ, good—board, solid news, commercials, happy sound. Box F-89, BROADCASTING.

Good music stations! Employed 700,000 market. 7 years experience, licent, married, vet. Box F-97, BROADCASTING.

BROADCASTING, June 21, 1965
Announcers—(Cont'd)

Engineer, morning personality in major market, wants permanency in small station in East, as chief engineer, PD, College radio, eight years experience, $140 week minimum. Prefer Penn. Box F-106, BROADCASTING.

Long Island, Conn. N. J. (N. Y. C. area) Part time personality vs. Engineers tape on request. Box F-147, BROADCASTING.

Young Jock—19—third ticket good voice, bright happy sound, quick thinking, funny but natural. Top 40, middle of road. Indiana, Ohio, Michigan. Box F-154, BROADCASTING.

Experienced announcer-DJ, now employed, seeks mid-Southeast or Midwest country-western or middle-of-road format. Single. Reliable, dependable. Box F-155, BROADCASTING.

Experienced one-year announcer and newswoman, would consider good soft sell. Box F-156, BROADCASTING.

Beginner-newsweb, announcer/disc jockey. Excellent sound, married. Box F-158, BROADCASTING.

Adult FM, Air. Office 26, BA, single, 3rd. Box F-168, BROADCASTING.

Sweeter, 25, single, 5 years experience, 3rd class endorsed, $115 minimum. Bright production man, will prove he has the right stuff. Box F-171, BROADCASTING.

I've got the nice owl fever plus experience and talent to fill 100% for an alert top 40 opportunity. Currently employed, strong in engineering, college, and vitality. Box F-178, BROADCASTING.

Hilarious, Highly experienced audience builder, major market personality desirable. Box F-181, BROADCASTING.

Major markets, 22 years announcing, sales, management, married, seeking afternoon or evening show. Box F-192, BROADCASTING.

Five years fulltime commercial experience. Recent college graduate, 26, family, desires permanent position, major market. Now morning DJ, large listenership, strong on commercials. Play-by-play 200 games. References: Box F-198, BROADCASTING.

Personality dj, experienced, young, news, copy production, family. Box F-200, BROADCASTING.

Negro DJ-newscaster, experienced. Bright happy sound. Authoritative newscaster, married, will settle. Not a floater or prima donna. Box F-202, BROADCASTING.

Bright and happy DJ announcer. Will relocate. Authoritative newscaster, tight hoard, not a floater or prima donna. Box F-203, BROADCASTING.

Experienced, Disc Jockey—anouncer, good newscaster. Spanish-English speaking. 3rd class endorsed. Will relocate. Prefer New York or vicinity. Not floater or prima donna. Box F-204, BROADCASTING.

Bright air personality. Not a floater or prima donna. Single man. Box F-205, BROADCASTING.


Experienced DJ/play-by-play man. Four years solid experience, radio of every kind, excellent play-by-play. Both rock and middle-of-road formats. Top 40 and middle-of-road formats. Box F-210, BROADCASTING.

Newman seeks writing announcing experience in medium size market in or near major economic area. Box F-218, BROADCASTING.

Announcers—(Cont'd)

4 year experienced engineer desires position with progressive operation. Competent, reliable. Box F-173, BROADCASTING.

Good all around man (no engineering) endorsement third, married, college degree. Good voice. Highly recommended by manager of WLYB, present employer. Call Al G. At HE-8-0123, Albany, Georgia.

Licensed nut. First phone top 40 experience, medium market. Sincere inquiries only. Frank Sangan, 5256 Darien Rd., Baltimore, 301-486-5836.

First phone, tech, school grad. Experienced chief & announcing. Phone 201-0664.


Anncr. 1st phone, experienced board, crack copy, production. Phone 315-382-9007 before 1 p.m. est.


Hate glorified jukelikes? Believe in sound, respect for talent? Then we should be together!! Available immediately. Good voice, etc. Phone, call.

. . . all phases but play by play. 3 years commercial radio. 2 years TV, 28, married, college grad. Heavy sports, middle road music, third ticket, April grad of Midwestern. Write Rick Roderer, 45 Park Ave., South Bend, Indiana. Call 219-254-1750.


Competition killer—"The Mojo-Man," Box 22, Rd. 1, Burgettstown, Penna.—1-304-723-2410.

Top forty anywhere in California. CB radio school grad. First phone, call 408-377-3625 or 311 Shakamook Dr., Campbell, Calif.

Situations Wanted—Technical

1st phone. Production and maintenance experience to 50 kw. Some TV. Interested in combo or any phase of broadcasting. Prefer Southwestern states. Will travel. Box F-117, BROADCASTING.

Stable family man, presently employed chief engineer, years experience, seeks permanent position South, east, west or midwest for August 1. Box F-117, BROADCASTING.

Self study brought 1st phone at 18, now 21. Announcing student exchanging available immediately. Box F-177, BROADCASTING.

16 years experience broadcast. 9 years chief engineer. 5 kw Da. FM. Prefer eastern states. Available immediately. Box F-159, BROADCASTING.

First phone operator light experience. Married, will relocate if necessary. Box F-201, BROADCASTING.

Chief engineer, eleven years experience on directional and construction desires permanent position Chicago area. Or major market. Married, two children. Presently employed, WGN, Chicago, Conn. 203-546-9847.

Experienced chief engineer with ability and initiative seeks top permanent position. Designed and built two stations, modern studios, experienced RF, audio proofs. Pride in workmanship in radio/TV production, journalism, advertising. Young, married, 40, single. Prefer East. Submit references on request. Box 299A, North Windham, Conn.

News

Here's your man. Award material. Back 40's, sporting events superb. East only. TV or radio. Head department. Box F-91, BROADCASTING.

Florida prefers, 15 years with major market station—radio and TV. In Florida early July. Box F-55, BROADCASTING.

News—(Cont'd)

Experienced announcer desires position as radio-newsman. Experienced in gathering, writing, and airing news copy. Good all around man. Box F-149, BROADCASTING.

News-director . . . experienced all phases, play-by-play, first phone . . . $150. Box F-146, BROADCASTING.

Former news director, wants to return to news, currently employed as sales manager, can also jockey. Experienced. Box F-209, BROADCASTING.

News director . . . seeks change to South or West. Twenty years with major market. New channel. Box F-219, BROADCASTING.

Production—Programming, Others

Wanted: Position with future, by first phone program director-personality, strong on production. Family man, loves broadcasting, six years experience. Box F-89, BROADCASTING.

Attention: Religious broadcasters, 12 year family radio man with limited TV experience available shortly or in the fall. News experience; also experience in selling and sales. Box F-145, BROADCASTING.

Experienced set designer theatre technical director. Will design and build sets, sell. Box F-138, BROADCASTING.

Quality music programing, good music background. 1st phone. Box F-179, BROADCASTING.

Sports director . . . play-by-play all sports. Sales, first phone, $150 minimum. References. Box F-189, BROADCASTING.

P.D. good combo man, announcer, sales; experienced entertainer—good voice, will work family, will work radio $1000. Guarantee. Pat Coates, 1039 Illinois, Moline, Illinois.

Professional personality produced, play, program, promotion, production, personality, personal appearance. Box F-304, BROADCASTING.

TELEVISION—Help Wanted

Management

Having just received a construction permit from FCC for a new UHF Television station, we are looking for a strong, aggressive and competent manager to direct this facility. Located in western Ohio it will cover a major market with suburban rings covering three cities where there are no other local television stations. Send resume and picture to Box F-93, BROADCASTING.

Help Wanted—Sales

Aggressive, experienced sales manager for exceptionally well equipped, aggressive small market station in the Mountain West. (Color film, studio and remote video tape units, color tape in 1966). $10,000.00 plus over ride. Close to excellent hunting, fishing, skiing, water skiing, and etc. Here is a town you can raise your family in without the worry of juvenile delinquency, etc. The man we want must be a right investigator. Send a complete resume, pictures, and etc. to Mr. Gordon O. Haisman, P. O. Box 347, Twin Falls, Idaho.

Announcers

Staff announcer: Minimum five years in commercial sales with at least three years as booth, commercial, or play-by-play announcer. Wish man with pleasing personality and country-western commercials background preferred. Send resume, photo to Box F-115, BROADCASTING.

Feel you're better than Paar or Godfrey . . . just haven't been heard on VHF in 3 station midwestern market needs personality" announcer—must be neat, bright fair . . . must be strong on commercial presentation. Send resume, tape, picture and salary requirement to Box F-141, BROADCASTING.
Announcers—(Con'd)

KOUMU-TV, Columbia, Missouri needs a casting announcer any time. Please send your resume to Box F-115, BROADCASTING.

Excellent opportunity, in good climate for young executive in sales with some directing. Permanent job. Must be cooperative, energetic, and sharp. Send photo and complete application by airmail to Manager, KWSV TV, Roswell, New Mexico.

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-318, BROADCASTING.

Ist phone engineer for Southwestern VHF. Must be strong on maintenance and theory with minimum five years experience; all TV broadcast engineering $800 minimum. Resume and references to Box F-118, BROADCASTING.

Opening for competent man qualified as assistant engineer, or possibly chief engineer of established radio-television combination. Box F-197, BROADCASTING.

Video switcher-Director with one year experience. Call or write Box B-009, BROADCASTING.

Stable transmitter engineer, to live at trans- 
mitter site. Modern residence and utilities furnished. Must be qualified with minor maintenance. Good opportunity for capable engineer. Send details air mail to Manager, KWSV, Roswell, New Mexico.

Transmitter operating technician AM, FM. TV, No announcing, Salary based on background. Send resume to Chief Engineer, WAIM, Anderson, South Carolina.

Chief engineer for UHF educational station. Contact: Floyd Kaiser, Manager, WFTP-TV, Box 2, Hershey, Pennsylvania 17033.

Oldest television station in Miami is expanding. Presently seeking VHF technician-oper- 
ators. Must have at least two years current experience and first class license. Send resume to WTVJ, c/o Ken Littrell, P.O. Box 2440, Miami, Florida.

We are increasing our engineering staff. Opportunities available for VHF and TV and transmitter maintenance men. This is an excellent opportunity, work and advance in architecture, and engineering. Send complete resume, salary requirements and re- 
cent photograph to Charlie Parrock, Chief Engineer, WFTV-AM, TV, Columbia, Ga.

CATV engineer. Actual CATV experience not necessary. Engineering degree preferred, microwave experience preferred. Send com- 
plete resume and salary requirements to Television Cable Co., Box 800, Myrtle Beach, S. C.

Major midwestern television station has opening for aggressive new man experi- 
enced at gathering, writing, and reporting news on television and radio. Position de- 
mands experience in original news opportunity. Send video and/or audio tape with resume. Box E-409, BROADCASTING.

News annex writer must have ability to learn to operate Houston—Feight automatic editing equipment. Send resume to Box 142079, Chicago, Ill., or VTR or film to: News director, KCOY-TV, PO Box 168, Santa Maria, Calif. 93454.

Television production—operations manager. If you are ready for major eastern TV mar- 
ket—to supervise television directing staff and all program production in one of the most active television stations in the coun- 
try, this position is for you. Must be experienced, an administrator, handle agencies and staff well and be ready to roll up your sleeves and get to work. Salary will match ability—opportunity unlimited with flagship station of group organization. Send complete resume to Box F-126, BROADCASTING.

Production—Wanna swing with Virginia's leading top 10 operation entering its eighth year as a solid major market. Wanting in- 
teresting combination of electronic and trans- 
mitter maintenance work. You'll join a group of experienced and dedicated people. Must have a minimum of two years experience. Send non-returnable, tape, resume and picture to Roger Clark, Program director, WOB, Norfolk, Virginia.

TELEVISION—Situation Wanted

Management

Available within 30 days manager with 20 years experience. Television and Wide Com- 
mercial Operation. Know all phases of this business. Send photo and references. M.

Young, energetic man with 8 years experi- 
ence in financial management with network and stations seeks position as business manager in major eastern or southern city. Qualified for this position excellent references. Min.

Salary $14,500. Box F-108, BROADCASTING.

Announcers

Announcing team wants to help your sta- 
tion. Man: Experienced announcer, news, 
production, commercial. Woman: TV an-

nouncing, directing, production, program-
ing, continuity. We offer you fourteen years combined experience, quality and talent. What do you have to offer? Box E-134, BROADCASTING.

Network calibre announcer-personality. 

Commercials: weather; interviews: audi-
eence. Major groups. Come on very strong. Video tape available. Box F-178, BROAD-
CASTING.

Looking for just a radio/television an-

nouncing job. But, if you want an experienced, versatile, per-

sonality/announcer skilled in the art of inter-
viewing and hosting both on television/
radio. I'm your man. Box F-217, BROAD-
CASTING.


WANTED TO BUY—Equipment

250 watt FM stereo transmitter; prefer complete equipment package. Also interested in background music. Must be in good condi-
tion. KEAN Brownwood, Texas.

WANTED: RCA 785-5 Studio console com- 
plete with power supply. Will consider other types. Write stating condi-
tion, price, and delivery. WRHI P.O. Box 429, Rock Hill, South Carolina.


Wanted: Used 59 kw—230 volt—3 phase gasoline driven motor generator. Also auto-

matic lode transfer controls, running time & frequency meters. Contact Bob Howard, WDAM-TV, Box 1919, Greenville, Miss., 38701.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro- 
fund, 440 Columbus Ave. N.Y.C.

Co-axial cable, Helix, Styroflex, Sprinole, etc., for sale. Box F-113, BROADCASTING.

New and reconditioned aerial remote pickup equipment and Fire and Police receivers—World Wide Component, 43, Weatherford, Texas. Phone 817-876-5172.

Towers—Fourth 233 SS, Blaw Knox, base in-

complete. Complete with lighting. Steel gal-

vanized. To order. Box F-119, BROADCASTING.

For sale used equipment: Gates MBC-20 multiplex exciter and RCA generator $495, 

Two Ampex 450 tape playback machines, automatic reversal $425 each or $750 for two. 

W. E. 116A limiting amplifier $110. Gates M-4800 

remote control equipment $475, WRFM, 

629 5th St., N.W., Washington D.C., 1197, Phone 

B Elder-5-1051 (code 212).

The complete source of used broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Measurement's model 58 noise & field strength meter including loops, case—hard- 

ly used $506; EA model AW-O-1 ma recorder 

$175. Box F-18, BROADCASTING.

Altec 639A Microphone complete w/plugs, 

new condition, factory package $100.00 each. Fidelity Sound, Inc., 1427 Landon 

Avenue, Jacksonville, Florida.

Clesed circuit TV equipment new-condition, 

Write for listing. Fidelity Sound, Inc., 1427 

Landon Avenue, Jacksonville, Florida.

For sale: A Gates FM-IC, 1000 watt FM transmitter, only one year old. It is beauti-

ful and in perfect operating condition. Also for sale, a Gates 4-Bay (FMA-4) Cyclic 

and all program production in one of the 

five new television stations in the city. Send photo and complete application by air mail to: News director, KCOY-TV, PO Box 168, Santa Maria, Calif. 93454.

August 1 opening for operations manager and chief engineer. Send resume to Box F-42, BROADCASTING.
MISCELLANEOUS

Continued


Add 5% to your billing... with weekly ideas! Brainstorm. Each issue contains 13 saleable ideas. $2.00 per week. Ex- cluding your own market. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAl"-A collection of 40 complete lines, bits, breaks, ad libs, thought starters. $5.00. Write for free "Broadcast Comedy" Catalog ShowBiz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11226


INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools located in Hollywood, Seattle, Kansas City and Washington. For free 16-page brochure write Dept. 6-K, Grantham Schools, 1305 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding one month school and laboratory instruction. Elkins Radio License School of New Orleans, 333 Basin St., New Orleans, Louisiana.


Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago-Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.


Since 1946. Original course for FCC first phone operator license in six weeks. Over 150 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Professional Engineering School, 1139 S. Main Street, Kansas City, Missouri.

FCC First Class Radio Telephone License in (5) weeks guaranteed-complete tuition $59.00 -Room $10.00 per week -Classes begin June 29, Aug. 3, Sept. 7 & Oct. 12. Call or write Radiophone Engineering Vocations, 1136 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Telephone: 5-1771. Collier Business Institute, 1336 Main Street in beautiful Sarasota, Florida.

Train now in N.Y.C., for FCC first phone license. Proven methods, proven results, day and evening classes. Advanced assistance. Announcer Training Studios, 26 W. 36th St., N.Y. 9, N. Y.

America's pioneer. 1st in announcing since 1914. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

INSTRUCTIONS—(Cont'd)

Seven famous broadcasters teach you the secrets of their craft. John Cameron Swazy, Fran Allison, Earl Giespie, West- brook Van Vorst, Purser, Howard Miller & Robert St. John have combined to teach you-in-depth-the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write to John Cameron Swazy, School of Famous Broadcasters, 823 North Jefferson Street, Milwaukee, Wisconsin 53202.

First phone through tape recorded instruction or in six week resident class starting July 7. Bob Johnson Audio-Visual License School, Training 1201 Ninth, Manhattan Beach, Calif.

RADIO—Help Wanted—Management

STATION MANAGER

University needs manager to revitalize 20,000-Watt FM station. Fundamentals: An ability to create and sustain programs of significance and compelling interest to the educated man. No worry about ratings. No worry about sales. Just consistent high quality—nothing but top-flight—contemporary radio broadcasting.

Send resume, reactions and salary requirement to Roger Cole, PERSONNEL DEPARTMENT BOSTON UNIVERSITY 100 CUMMINGTON STREET BOSTON, MASS. 02215 An Equal Opportunity Employer.

Sales

BROADCAST SALES ENGINEER

If you have an intense and sincere desire to sell broadcast equipment to AM, FM and TV stations, mail your resume today. If you like what you see, we will give you a chance to sell us during a personal interview.

You should have a BSEE or equivalent and minimum of 3 years actual experience in broadcast engineering. Must like to travel and meet people. If accepted you will join one of the top sales teams in the nation, which pays excellent salary plus commission and traveling expenses.

The standards are high and only top men will be accepted. If you are the man mail resume to:

Box F-161, Broadcasting
An Equal Opportunity, Employer.

Announcers—(Cont’d)

WANTED: MORNING MAN

Are you an expert in personality with a proven track record in major-medium market contemporary radio? Is your show top rated in your market? Are you mature, creative, hard working, reliable?

This major eastern station is interested in you! Rush tape resume, ratings, references, photo to:

Box F-180 BROADCASTING

WORL Radio—Boston

Seeks young, aggressive an- nouncer. Top forty format. Call or write Ken Carter, Operations Manager, 423-0210, 330 Stuart St., Boston.

Technical

WOHO RADIO

in Toledo, Ohio needs a knowledgeable Chief Engi- neer who knows maintenance and can handle a 4 tower directional array. Call collect for:

Gerry Spina
Area code 419-883-6576

Production—Programing, Others

WANTED: FARM DIRECTOR

We need a man qualified to fill a big pair of shoes. Our former di- rector went to the top in NATRFD. If you believe you have what it takes and desire to plan your future with us, contact:

Ken Headrick
Program Director
KFAB Radio
Omaha, Nebraska

You Can't Top A

CLASSIFIED AD
Situation Wanted—Managers

ABILITY FOR SALE

Young motivated executive (25) currently with automotive manufacturer desires challenging and creative position in broadcasting management. Degrees in accounting/finance and marketing. Advancement has been based on ability and solid accomplishments. Organization, analysis, planning, action and versatility are part of broad background. Prefer position demanding originality of thought. Demonstrated knowledge and interest in broadcasting. Advance opportunities of importance. Five figure salary. Would consider limited financial investment. Resume upon request.

Box F-163, Broadcasting

Situation Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under station format. Some first tickets, some filled with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

DIRECT FROM ENGLAND

WALLY GRAY INSTANT RATING BUILDER

Experienced radio DJ who knows the groups personally available immediately for shows. One to three weeks duration only. For taped interviews, exclusive records played by knowledgeable English DJ ring EL 4-4421, or Write c/o WPQ, Jacksonville, Florida.

NEED REALLY TOP MORNING MAN?

WELL KNOWN COMEDY-OJ and PERSONALITY TUESCIE


Production—Programming, Others

SPORTS DIRECTOR

For a major market station I offer the following: a solid background in all sports; 8 years of play-by-play (4 with my present employer) including college football and basketball and Major League baseball; 3 sports rating tops in this 12-station market.

Box F-152, Broadcasting

Production—Programming, Continued

ASSISTANT TV AND ADVERTISING PROMOTION MANAGER

Eastern top 10 market should be experienced in sales advertising and promotion and familiar with all phases of audience advertising and promotion, publicity and merchandising. Send resume and salary requirements.

Box F-143, BROADCASTING

EMPLOYMENT SERVICE

THE AMPS AGENCY

BY BROADCASTERS FOR BROADCASTERS

For the attention and consideration of Radio and Television Stations, packagers, Ad agencies, commercial producers, client advertisers and others, we have hundreds of excellent, thoroughly qualified applicants with broadcast experience in all job categories. Among these men and women are the people you need. Phone or write us now.

* THE AMPS AGENCY *
All Media Placement Service
130 S. Robertson Blvd., Beverly Hills, Calif.
Telephone O.L 7-4881

BROADCAST PERSONNEL AVAILABLE

Qualified and dependable Personnel are now available Nationwide for all positions in the Broadcast Industry.

NATIONWIDE BROADCAST SERVICES

A full-time exclusive Radio & TV employment agency dedicated to Broadcasters.
925 Federal Blvd. Denver 4, Colorado
Phone area code 303-292-0996
JOB INQUIRIES INVITED.

BROADCASTERS

Place your future confidentially in our hands. We have positions nationwide for qualified broadcasters.

C.B.L. Placements
707 Colo. Bldg., Denver Colo. 80202
Phone (303) 292-3730
Private broadcast at (303) 534-6810

WANTED TO BUY—Stations

STATIONS WANTED:

Expanding chain ready to buy one or two more stations in New England, New York, New Jersey, Maryland, Delaware. Interested in all size markets. Reply in strictest confidence. Arnold Lerner, WLLH, Box 1400, Lowell, Massachusetts.

FOR SALE—Stations

Pacific Northwest AM operating 13 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/mo. lease. 390-ft. tower. Half million population in 500 uv signal contour. Direct or through your broker. Don't hesitate.

Box F-48, BROADCASTING

FOR SALE—1000 Watt Rocky Mt. Area Radio Station. Well equipped. $10,000 or less down for quick sale, name your terms.

Box F-212, Broadcasting

FOR SALE—MIWDEST MAJOR MARKET

5,000 WATT FULLTIME PLUS FM

$1,000,000 category

Sincere Principals Only

Box F-150, Broadcasting

SOUTHWEST UNITED STATES

Small Market Station in fast-growing community. Showing steadily increasing profits.

* Excellent equipment
* Modern new remote studios
* No liabilities

Total Price—$80,000 with $20,000 down

Box F-167, Broadcasting
Continued from page 92


- Designated Examiner Herbert Sherman to preside at hearings in proceeding on applications of Capital Broadcasting Corp. and Capital News Inc. for new FM's in Frankfort, Ky.; scheduled prehearing conference for July 13 and hearing for Sept. 9, Action June 5.

By Hearing Examiner Thomas H. Donahue

- Granted motion by Meriden-Wallingford Radio Inc. (MMWR), Meriden, Conn., to reopen record in proceeding on application of Fitzgerald C. Smith, Jr., to Southington Broadcasters for new AM in Southington, Conn., and conference will be held at call of examiner, Action June 11.

By Hearing Examiner James R. Frederick

- In proceeding on applications of Sergio Martinez Caraballo and Caribbean Broadcast Corp. for new FM in Arecibo, P. R., on request by Caribbean Broadcast Corp. for additional time to file briefs on all other counsel, rescheduled June 14 further prehearing conference for June 14, Action June 11.

- Granted motion by La Fiesta Broadcasting Co. and corrected transcript of record in proceeding on application and that of Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., Action June 22.

By Hearing Examiner Millard F. French

- Formalized by order agreements reached and rulings made at June 14 prehearing conference on AM applications of Lampsas Broadcasting Corp., New York City, March 18, and certain procedural dates and continued July 7, Action June 15.

- By Hearing Examiner I. Assaf A. Henic

- Granted June 15 motion by Midwest Television Inc. to continue certain procedures in proceeding and to specify date for exchange of any revised application by Midwest in proceeding on application for new TV station at Crystal Lake, Ill., and continued from June 16 to Aug. 14 date for notification on Midwest to witnesses required to cross-examine, Action June 15.

- By Hearing Examiner J. A. K. Adeloff

- Specified June 28 by which time KAAK Inc. shall submit rebuttal exhibits and scheduled hearing to reconvene on July 8, Action June 15.

- Pursuant to June 10 prehearing conference in proceeding on applications of Television Broadcasters Inc. to move to trans. of its KBMT (AM, Houston, Tex.) increase ant. height, desist vis. and make other changes, and renewal of licenses of KBMT and Texas Goldcoast Television Inc. (KCAC, Austin, Tex.), scheduled hearing to commence July 12 in Washington, for presentation and consideration of stipulation concerning term, Action June 15.

- By Hearing Examiner H. Griffith Iron

- Granted request by Garden City Broadcasting Inc. (KYSJ), Missouri, Mont. to continue further hearing from July 1 to July 2 in proceeding on AM application and that of Flathead Valley Broadcasters (KOPJ, Kalispell, and Garden City Broadcasting Inc. (KYNY), Missoula, Mont. Action June 15.

- Continued June 28 hearing to Sept. 21 in proceeding on applications of Regional Broadcasters Corp., Green Enterprises Inc. for new FM in Loveland, Colo., Action June 15.

- On own motion, scheduled oral argument for June 14 on applicant's petition for leave to appeal for new FM station upon applications of American Colonial Broadcasting Co. and Associated Ant. Inc. for increase in ant. height of WSRF-AM (ch. 9, Ponce), and to increase power of WKBM-AM (ch. 11) Caguas, P. R. Action June 16.

- On own motion, continued June 21 further hearing in proceeding on AM applications of Flathead Valley Broadcasters (KOPJ, Kalispell, and Garden City Broadcasting Inc. (KYSJ), Missoula, Mont. Action June 15.

- On own motion, converted June 14 hearing into further prehearing conference which will be held May 3 that date in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KBCN-AM, FM, Action June 10.

- Upon request of all parties in proceeding on AM applications of WFLI Inc. (WFLI, Lookout Mountain, Tenn.), Newhouse Broadcasting Corp. (WAFI), Birmingham, Ala., continued June 29 hearing to Sept. 14, Action June 15.

- On own motion, scheduled further hearing for June 10 in Henderson-Boulder City, Nev., TV channel 4 proceeding, Action June 8.

BROADCAST ACTIONS by Broadcast Bureau

Actions of May 15

- Granted applications of pending motion n main and co-pending aux"WKLW-AM, Grand Forks, S. D., to regrade and excite FM Anchorage.


- For broadcast by Broadcast Bureau

- Granted position on channel 22 for new station, Action June 9.

- Granted motion to re-grade channel 24 to pending FM application in Anchorage, Action June 9.

- For broadcast by Broadcast Bureau

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COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to the Federal Communications Commission through June 1965. All include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. * Indicates a franchise has been granted.

Coalinga, Calif.—Central California Communications Corp. (John C. Cohan). Salinas, Calif., a multiple CATV owner, and General Electric Cablevision Corp. Los Angeles, a single CATV franchisee, have applied for franchises.

Los Banos, Calif.—Valley Vision Inc. and General Electric Cablevision Corp. have applied for franchises. A previous applicant is Cowlitz Valley TV Inc., Long Beach, Wash. All are in Salinas, Calif. Valley-Vision will bring in the following TV channels: KCTV (TV) (Oakland, San Francisco; KJMY, KJEO (TV) and KFRE (TV), all Fresno; KSBW-TV (San Luis Obispo). Both companies are affiliated with General Electric.

Oceanside, Calif.—Robert Prescott of Electronic Systems Inc., Oceanside, has applied for a franchise. Subscriber fees would range from $4.95 to $10.95 monthly, and 1,500 homes are using the cable, then the fee would drop to $6 monthly.

Pleasant Hill, Calif.—Telepix Corp. plans to apply for a 20-year franchise. The company now has 12 TV signals and more than 20 FM's. The franchise would be $6.00 for installation and $2 monthly and the cost would drop to $3 after 2 years.

San Mateo county, Calif.—The county has approved a set of rules governing CATV franchises which states that no more than 2% of the annual gross receipts will be paid to the county. The fees must be approved by the county board of supervisors.

KATV (TV) Little Rock, Ark.—Granted a modification of the existing ERP of 240 kW. The city would receive a fee of $15 for installation plus $2 monthly, and the fee would drop to $1 after 24 months.

KCTV (TV) Dallas—Granted a franchise to operate CATV's free service, and a $4.50 monthly fee would drop to $3.50 after 2 years.

KWBV (FM) Millville, N. J.—Granted a franchise to operate CATV's free service and a $4.95 fee would drop to $3 after 2 years.

WWFM (FM).—Boca Raton, Fla.—Granted a franchise to operate CATV's free service, and the fee would drop to $3 after 2 years.

WCOA-AM Pensacola, Fla.—Granted a franchise to change type and type fee to be $3.50.

WGLT-FM State College, Pa.—Granted renewal of license; conditioned to no pre-sunset operation with daytime facilities.

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KWBV (FM) Millville, N. J.—Granted a franchise to operate CATV's free service and a $4.95 fee would drop to $3 after 2 years.

WWFM (FM).—Boca Raton, Fla.—Granted a franchise to operate CATV's free service, and the fee would drop to $3 after 2 years.

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Diversity meets diversity

the paint products of the Pittsburgh Plate Glass Co. As he recalls it, he never got beyond the composition of a "won't peel, won't chip" blur for the paints before leaving the agency.

Later, after serving in the Air Force, he was to get involved in what he now considers a pecadillo of youth; the purchase and operation of a working cattle ranch in Prescott, Ariz. With an Air Force friend he tried to turn the Lazy Creek spread into a dude ranch, after 18 months found it boring and not too profitable so he got out.

Start in Broadcasting • He got his broadcasting experience with the Salt River Valley Broadcasting Co. which fed a network of Arizona stations in Tucson, Yuma and Bisbee from mother-station KOY Phoenix. Mr. Graham graduated from floor sweeping to continuity writing, on-air work and finally into program sales before leaving KOY in 1950.

This was his grass-roots broadcasting experience and it was followed by a sales job for a company which ran photography shops in a number of department stores. And this was the background for his move to NBC-TV as a sales account executive in 1953. Jumping from TV into radio at NBC he was eventually tapped in 1962 to head the Enterprises Division.

Mr. Graham, who spends close to 40% of his time traveling, recently returned from a European trip which included a jaunt into Czechoslovakia and a brief stay in Switzerland where he served as first vice president of the jury at the Golden Rose of Montreux Festival.

On the Czechoslovakian trip he was the only guest of the government's television service (Ceskoslovenske Televize) which has been a customer for NBC documentary programing as well as some entertainment shows.

He is so casual about his international travels that, on first meeting, one might consider them a duty carried out perfunctorily. But Mr. Graham is all business when it comes to international business is concerned and 60% of syndication revenues come to NBC Enterprises from foreign television outlets.

Program Rule Comments • Asked for his reaction to the current FCC proposal to cut back network ownership in prime-time programs and to prevent them from syndicating programs acquired from independent producers, Mr. Graham said he preferred to keep his own counsel. This is an area of vital concern to Enterprises' film sales arms. Even if effected, such a rule probably wouldn't come close to putting network syndication branches out of business.

The rule wouldn't prevent the networks from selling domestic rights or controlling foreign distribution of programs they produce themselves. Such a rule, should it ever get past inevitable court challenges, could put the networks into increased program production.

Although Mr. Graham wouldn't predict such a move, it's felt by some network officials, this would be the result.

Under Mr. Graham's guidance, the Enterprises Division enjoyed its third consecutive year of record sales and profits for 1964. Profits were up 23% over last year.

W H A T licenses a company to manufacture Fess Parker-Daniel Boone pajamas, syndicates Bonanza in 50 countries, is a Broadway angel and builds television stations in Saudi Arabia? NBC Enterprises Division of NBC.

Who left college after one semester to join the Air Force as a fighter pilot, left the Air Force to run a 17,861-acre dude ranch in Arizona, got tired of digging post holes, went into radio and television and now runs NBC Enterprises? George Graham Jr.

The meeting of diversity with diversity has apparently profited both institution and man.

George Graham, who speaks of trips to Jedda, in Saudi Arabia, and Chicago in the same breath and with the same professional detachment, gets his fill of travel. His office at 30 Rockefeller Plaza has a pigskin-covered floor and an international flavor, complete with world map on the wall and a map-face clock with individual dials for time zones around the world.

The international orientation of the office stems from the nature of his business which also reaches around the globe. The principal work of NBC's Enterprises Division is the syndication of programing through NBC Films both domestically and abroad. The biggest part of syndication revenues now come from international sales.

But the work of the domestic and international divisions of NBC Enterprises ranges far from syndication.

The Catchall Department • NBC Enterprises was created in 1959 as a catchall department for the diverse businesses of NBC which fell outside the domestic broadcasting area.

Mr. Graham oversees an international division which supplies TV programing to 300 markets in 80 countries (it's claimed 350 million people around the world watch Bonanza every week), has part ownership in television stations in six countries and provides management services to foreign countries which are starting radio-TV operations.

Last year NBC Enterprises contracted with Saudi Arabia to construct and operate a television network in that country. NBC technicians have trained Saudis to take over operation of the network eventually.

The Enterprises division owns minority, but substantial, interest in television stations in Mexico, Venezuela, Argentina, Australia, Gibraltar and Mauritius. The policy in international station ownership, says Mr. Graham, is to take a supporting role but not a dominating one and this precludes more than a minority interest in a property. The average holding for NBC in its 12 foreign stations is about 25%.

Between high school and college Mr. Graham spent half a year at the Mason agency in Detroit as a copywriter for

GEORGE ALFRED GRAHAM JR.—VP in charge of Enterprises Division, NBC, New York; b. July 28, 1923, Indianapolis; Clark Preparatory School, Hanover, N.H., 1940; copywriter, Mason Inc., Detroit, 1941; Dartmouth College, 1941; U. S. Air Force, 1945; Salt River Valley Broadcasting (KOY Phoenix) program sales, 1950; advertising and promotion director, Wallace Studios, San Angelo, Tex., 1953; account executive, NBC-TV Sales; NBC-TV chil- dren's program sales supervisor; NBC-TV sales administrator, 1955; NBC Radio director of sales planning, 1956; NBC VP, 1959; VP and general manager NBC Radio, 1960, VP NBC Enterprises Division, 1962; m. 1947; daughter, Tyann, b. member—International Chamber of Com- merce, New York Athletic Club, Union League of San Francisco; hobbies, fishing, hunting, golf.
Help wanted

The worst possible test of the FCC's right to exercise control over broadcast programming has been started in the U. S. Court of Appeals in Washington. Someone with the general welfare of broadcasting in mind must somehow make an effort to head off what could be nothing short of a disaster.

The predicament arises from the FCC's invocation of its first sanctions for violations of its fairness doctrine. Last month the FCC imposed the penalty of short-term license renewals for WJDX-AM-FM and WLBTV Jackson, Miss., on a finding that they had unfairly emphasized the segregationist position in controversies over civil rights (Broadcasting, May 24).

Now the United Church of Christ, which originally petitioned the FCC to deny renewal of the television station's license, has taken the commission to court. The church asserts that the FCC erred in granting the short-term renewal without a hearing and reasserts its belief that the renewal should be denied.

There are all kinds of things wrong with this case, not the least of which is the nature of the original complaint. White supremacy attracts little philosophical support outside its local enclaves these days, yet it will be difficult for anyone to oppose the United Church in the appellate court without also seeming to endorse segregation. If the United Church is not persuasively opposed on the fundamental premise of its pleading, there is at least the possibility that the court will issue an opinion reinforcing the FCC's right to impose all kinds of sanctions—including license revocation—on stations that it decides have treated issues unfairly.

As we have said, a decision that a station has been fair or unfair is nothing more than a coincidence of prejudices among a majority of FCC members. If the FCC gets court endorsement of its power to say this is fair and that is not, and to impose punishments as extreme as the death penalty for stations, broadcasters will be forever at the mercy of prevailing sentiment within the FCC, and the incentive to perform the journalistic function of reporting controversial issues will have been all but destroyed.

The FCC will be of no help in this case. It will defend its judgment against the criticism that it was too lenient with WLBTV. It will also defend its authority to make that or any other judgment in a dispute over fairness.

A third party must intervene with the argument that neither the United Church nor the FCC is right in this case. A logical candidate for intervenor is the National Association of Broadcasters.

The Bird hangs high

There is little room for doubt that the Early Bird communications satellite is being priced beyond the reach of television except in the most unusual circumstances.

It is almost beyond belief that this could be allowed to happen at a time when the fullest possible exchange of information and cultural programs could make a greatly needed contribution to international understanding. The most powerful instrument of exchange is being foreclosed except for coverage of such events—if we read last week's developments correctly—as plane crashes and auto races.

The manner in which this limitation is being imposed is even more incredible. The announced rates for the American leg of the trans-Atlantic TV transmission, as developed by the Communications Satellite Corp., are close to what might be expected for the full route. The rates reportedly being set by the European authorities for the European leg, ranging from 40% to 65% higher than the Comsat rates, would bring the total to a low of $8,850 an hour or a high of $12,745—for a one-way transmission. That is roughly three to four times the cost of land lines in the U. S.

It is easy to understand the reasons for the high European rates, but not to justify them. European postal authorities want to use Early Bird for high-revenue telephone service and discourage its use for TV. What makes this inexcusable is that the big investors in Early Bird are in the U. S., not Europe. Thus the Europeans are taking commercial advantage of a system to which their main contribution is the ground stations that they own and control.

Admittedly the ground stations are essential in getting signals to and from Early Bird. But in view of the European postal authorities' relatively small investment in the system their apparent ability to price television out of the market makes clear that the tail is wagging the bird.

What can be done about that we don't know. At this end, however, the Comsat rates for the American leg should be subjected to the closest sort of scrutiny by the FCC—and CBS and NBC are to be commended for taking the lead last week in calling for just such an investigation.

Gainsmanship

The newspapers and magazine businesses are good. The top 100 magazine advertisers in 1964 spent $54.8 million more in magazines than they did in 1963, while the top 100 newspaper users in the same period were adding $41.4 million to their newspaper budgets.

Television broadcasters should not dismiss these gains lightly, but before becoming too concerned they should note—as the Television Bureau of Advertising did in releasing the figures earlier this month (Broadcasting, June 7, 14)—that TV fared even better among the same advertisers. Newspapers' top 100 spent three and a half times as much in TV as in newspapers and gave TV almost three new dollars for every two given newspapers. Magazines' top 100 put twice as much money—and twice as much new money—into television as into magazines.

Why do the print media's best customers favor TV so predominantly? The customers obviously know why. To crib a line—as everyone seems to be doing these days—from a current Doyle Dane Bernbach campaign for Rheingold beer, television "must be doing something right."
KYW Radio and KYW-TV are now serving Philadelphia (effective June 19, 1965).
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