Football rights go for $37.7 million in '65. p27
Chevy shopping indicates new face for spot radio. p44
Program producers start planning '66-'67 season. p52
FCC adopts new program forms after five years work. p66
New way to go first-class, with minimum investment...maximum return

It's installed cost that counts. Think of your savings in installation and pole makeready when all the equipment for a complete distribution station is contained in one compact, unitized radiation-proof housing. That's what you get with new Jerrold Starline solid-state equipment. Aside from its superior performance and unparalleled cascadability, there's a solid dollars-and-cents reason for going Starline now. Every new Starline unit is complete and ready to mount when it's delivered.

For example, the Starline SA-1 contains a super-cascadable mainline amplifier, a bridging amplifier, and an AGC unit—all sealed in a 16-inch weatherproof, dustproof, radiation-proof cast aluminum housing for mounting on messenger, pole, or crossarm. Or take the SA-5, which contains just an intermediate bridging amplifier. In the Starline Series there's a complete unit for each of your distribution-station requirements—no separate housings, no individual mounting problems.

Add to this simplicity and installation economy the CATV industry's most advanced electronic performance specifications—and you have, in the new Starline Series, CATV's finest equipment achievement. You can cascade more than fifty Starline main-trunk amplifiers, even in a 12-channel system! And full-wave rectification permits the Starline power supply to feed more amplifiers, more smoothly, than ever before.

Gear up for increasing subscriber demand in the Golden Age of CATV. Talk with the man from Jerrold now, or write for complete information on the new Starline Series.

Patent pending

CATV Systems Division
JERROLD ELECTRONICS CORPORATION
15th & Lehigh Ave., Phila., Pa. 19132

FIRST IN CATV

The nation's largest, most experienced manufacturer-supplier of CATV equipment and services.
The trend is with us in the brand-new ball game in St. Louis, and our team is getting stronger all the time.
Construction has begun on the Convention Center in downtown Fort Worth. Spanning 14 city blocks, the magnificent complex will accommodate all types of civic activities and visitor's events.

The Dallas-Fort Worth Market continues to add strength through growth and development. The nation’s 12th ranking television market is truly the leader of the Southwest and KRLD-TV is the leader in the market.

Television audiences in the area overwhelmingly prefer the Channel 4 action to accent their daily viewing, according to the June/July 1965 ARB estimates. KRLD-TV leads the second station in the market by 31.7%* total homes per average quarter-hour.

See your ATS representative for an action-accented schedule on the dominant station in the dynamic Dallas-Fort Worth area.

*ARB June/July 1965 Est. 9 AM - Midnight Monday thru Sunday

The Dallas Times Herald Stations

Clyde W. Rembert, President

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Broadcasting, August 16, 1965
McConnell to orbit?

Among those reportedly under consideration for chairmanship of Communications Satellite Corp. in succession to Leo D. Welch, who is retiring this year, is Joseph H. McConnell, president of Reynolds Metal Co. and former president of NBC (1949-1952). Mr. McConnell, 59, is attorney, and served with RCA from 1935, leaving as executive vice president in 1949 to take over NBC helm. He was chairman of U.S. delegation to International Radio Conference on Space Allocations in Geneva, Oct. 7-Nov. 8, 1963.

New chairman, whoever he may be, will automatically become member of Comsat board. And outgoing Chairman Welch is expected to remain on board, probably taking over spot to be vacated by Leonard H. Marks, Washington communications attorney, who becomes head of USIA Sept. 1.

Standing pat

If staff executives of National Association of Broadcasters and chairman of NAB’s Future of Broadcasting Committee have their way, NAB will stick to its hard-line recommendations for CATV control. That was decision out of meeting last week of Dwight Martin, of WDST-TV New Orleans, committee head, with Vincent Wasilewski, NAB president; Douglas Angeloff, general counsel, and William Carlisle, vice president for station services.

NAB operating executives say there’s no plan to initiate any talks with counterparts at National Community Television Association about any compromise on regulatory differences between the two groups. It is known that many NAB members called in alarm after publication of report that Fred Ford, NCTA president, had informal talk with John Dille, NAB chairman, on CATV problem (BROADCASTING, Aug. 2). NAB executive committee (chairmen and vice chairmen of its boards) will deal with CATV at meeting Aug. 31 in Washington.

Big dealers

Automobile dealers are biggest users of local TV, according to Television Bureau of Advertising which in about two weeks will publish summary of 1964 TV data. TVB reports 6,553 auto dealer commercials on local TV in one-week measurement made during March in 75 markets. Report (“TV Basics No. 8”) says local TV runner-up is banks-savings and loan associations-loan companies category (5,208 commercials), followed by food stores (3,386). Nationally, TV is shown as having received 60.5% of dollars spent in measured media advertising, with network and spot accounting for more than $1.5 billion out of a total advertising outlay measured at $2.5 billion.

Goldenson’s turn

Soon to be announced will be selection of Leonard H. Goldenson, ABC president, as Pulse Man of the Year. Formal presentation citing ABC-TV’s development in establishing three-way network economy will be made at traditional luncheon Oct. 20 in New York at Plaza Hotel. Past recipients have included other network heads. Award last year went to Huntley-Brinkley; in 1963 to John W. Kluge, Metromedia, and 1962 to George B. Storer Sr.

Up for grabs

Score of bids—most of them from broadcasters, others “blind” through brokers or attorneys—are indicated for purchase of city-owned WSUN-AM-TV St. Petersburg, Fla. Indication is based on number of requests for specifications (at $50 per copy) sought in advance of bids to be opened on Sept. 8. Properties involved are ch. 38 WSUN-TV, which loses its ABC affiliation Sept. 1 to new ch. 10 WLGY-Largo, and WSUN-AM, 620 kc, 5 kw fulltime, ABC radio affiliate.

Among those who have requested “specs”: MGM; Joseph L. Brechner of WFTV-Orlando; Alvin D. Schwartz, WJAC-AM-FM-Johnstown, Pa.; Worth Kramer, former president, Goodwill Stations, Detroit; Morgan Murphy, Murphy newspapers and stations; Charles L. Kelly, general manager, WCOT-TV Miami; John Mullins of KBTX-KBTV(Denver) and WDLF Minneapolis.

Success story

Oppenheimer Fund Inc., New York, decided to test TV in that city on limited spot campaign in six weeks early this year. Sales results were said to be “so fantastic” that mutual fund organization continued campaign through July; will resume in fall with plans to extend TV effort in other major markets. Agency: Gordon & Weiss Inc., New York.

Area ratings

Pulse Inc., New York, is planning fall start for new radio service, Pi 100 Square, that will measure audience in 100-mile circle around 50 major markets. Response from agencies and stations to feeler letter is said to be encouraging enough to get syndicated service started. Plans is designed to come closer to total audience measurement than present Pulse technique.

Cue for radio

In its first use of radio for Cue toothpaste, Colgate-Palmolive Co. is mounting an extensive spot radio campaign, which began in selected markets last week and is set to spread to others. At least 50 major markets and perhaps more will be used on behalf of Cue, which was introduced via spot TV and newspapers this past winter and spring. Colgate and its agency, D’Arcy Advertising, New York, view spot radio as effective adjunct to television, particularly in summer and early fall months when radio listening is at high levels. According to Radio Advertising Bureau estimates, CP was $1.7 million user of spot radio in 1964, and spent $328,000 in spot radio in first quarter of this year.

Future of cable TV

Stanford Research Institute, which came out in mid-1963 with optimistic report on future of pay television in U.S., is now working on analysis of CATV with report expected in two months. As was pay-TV study, this report is part of regular service (about 40 studies per year) to long list of industry clients. But this one is likely to be considerably more cautious in approach than pay-television analysis, according to one member of research team involved.

Earlier SRI report put forth possibility pay TV could become $1 billion business by mid-1970’s and that by then there might be 15 million subscribing households. Big question SRI hopes to answer now is how far can CATV be expected to expand its subscriptions. Industry estimates have ranged from 10% to as high as 80% of TV homes.
...now sold nationally by

KDWB
A Crowell-Collier Station
Minneapolis/St. Paul
The first choice
for contemporary radio
in the nation's 16th market
appoints H-R Representatives, Inc.
exclusive national representatives
effective August 16.
Plans for 1966-67 programing are underway but are still highly fluid, BROADCASTING survey shows. Color will play important role and production houses look for increase in half-hour series. See . . .

FULL SPEED AHEAD . . . 56

Although Arkansas isn't considered plains state, not a discouraging word was heard at Senate hearing on Oren Harris's nomination to be federal judge. Compliments were plentiful. See . . .

NOT A DISSENTING VOICE . . . 76

Broadcasters and lawyers have more in common than either realize, NAB's Comstock tells American Bar Association. Says formation of local bar-media committees is 'heartening development.' See . . .

Daytime Network nearer start . . . 76

Gross is up but net is down for first half of 1965 at CBS Inc. Decline in profits from $1.17 to $1.10 a share attributed to move to new headquarters. TV stations and radio divisions' sales running ahead of '64. See . . .

Earnings down slightly . . . 84

Seek common goals . . . 78

 advertisers and lawyers have more in common than
either realize, NAB's Comstock tells American Bar Association. Says formation of local bar-media committees is 'heartening development.' See . . .
“Listen, America... the voice of freedom speaks.”

These familiar words now introduce Walter Brennan, eminent actor, patriotic American and spokesman for series five of “Voices of Freedom.” The first four series of these one-minute capsule programs have been aired on over 600 radio stations. As a public service, Storer Broadcasting Company has produced another series of 26 taped messages designed to remind us that freedom is our most precious possession. Freedoms Foundation at Valley Forge again cooperated in making the programs possible. This powerful new series of “Voices of Freedom” is available now for your station. Write today to: William J. Wheatley Operations Manager, WIBG Philadelphia 3, Pennsylvania
Miles David named president of RAB

Miles David, executive vice president and general manager of Radio Advertising Bureau, elected Friday (Aug. 13) as president. His election was announced after meeting in New York of five-man selection committee.

Committee said it had "evaluated and interviewed three final candidates" for presidency and agreed on Mr. David, noting that group believed "this action is in the best interests of the present and future membership of RAB."

It was understood that contract terms were still being negotiated. In past, RAB presidents have been elected for period of three to five years.

Mr. David, associated with RAB since 1958 when he joined as director of promotion, was elected executive vice president and general manager in May of this year upon resignation of Edmund C. Bunker who joined Foote, Cone & Belding ad agency as broadcast executive.

Through the Ranks • Mr. David advanced in RAB's ranks becoming executive vice president within three years and was named administrative vice president in 1962. Mr. David was chief figure in administration of both Kevin B. Sweeney, and of Mr. Bunker. (Mr. Sweeney's presidency preceded that of Mr. Bunker.)

Mr. David's functions at RAB have been numerous. Among them: selling radio to national advertisers, as well as locally under RAB's "local selling strategy." In 1959, when RAB undertook program for breakthrough in selling radio to department stores, Mr. David administered test store program in Cleveland (Higbee Co.), where radio was tried under laboratory conditions. Later, he took results of study on road making presentations to executives of leading department stores in dozens of cities.

More recently, Mr. David has been engaged in effort to make radio measured medium, conceiving and directing bureau's program to publish dollar expenditures of leading radio national advertisers. He has also been instrumental in All-Radio Methodology Study (ARMS), joint RAB-NAB project. Before he joined RAB, Mr. David was executive editor of Sponsor magazine and had been associated in editorial capacity with McGraw-Hill.

True connoisseur of TV

Where do newspaper TV critics come from? Chicago Daily News Friday (Aug. 13) gave one answer. It picked Bob Smith from its sports staff to replace Terry Turner who leaves for Washington as radio-TV director of Peace Corps. Mr. Smith's interest in TV films and theater until now has been as hobby.

Major NBC news shows go color next season

All regularly scheduled major news programs on NBC-TV will be colorcast next fall, starting at various dates. NBC News is announcing today (Aug. 16), that in addition to Today going to color as reported earlier in week, Huntley-Brinkley Report Mon.-Fri., 6:30-7 p.m. or 7-7:30 p.m. EST, effective Nov. 15; Scherer-MacNeill Report, Saturdays, 6:30-7 p.m. EST, effective Nov. 20; and Sunday show which will be in new format, effective Sept. 19 at 6-6:30 p.m. EDT, will be largely in color (studio originations, pickups from affiliated stations, features etc., and news film where practical). Scherer-MacNeill Report begins on Oct. 23, month before it converts to color. Of 50 planned NBC News specials in 1965-66 season, at least 80% will be in color, network said.

Bartley's reappointment

Word from informed sources late Friday was that President Johnson was expected to announce over weekend reappointment of Robert T. Bartley to FCC. President was at his ranch in Johnson City, Tex. Mr. Bartley is Texan and nephew of late Sam Rayburn, speaker of House and political mentor of Mr. Johnson.

Papers on reappointment of Mr. Bartley have been awaiting presidential signature for several weeks (CLOSED CIRCUIT, July 26).

Two new U's name rep firms

Field Communications Corp.'s WFLD (tv) Chicago, which takes air early next year, has named Metro TV sales as national representative, it was announced Friday (Aug. 13) by Sterling C. (Red) Quinlan, vice president-manager of new UHF channel 32 station.

And WOCA-TV Washington, new channel 20 station, has named National Television Sales, headed by former ABC-TV president Ollie Treyz, as its national representative. Milt Grant, president of capital city station, says it's planning for November start.

Boxing bill retains power to ban TV

Final version of House boxing bill, expanded from original three to 22 pages, doesn't require licensing of "any person licensed under the Communications Act of 1934" but still contains provision objectionable to National Association of Broadcasters: Federal boxing commission will have authority to summarily forbid "coverage" to match in which it objects "without notice or hearing... pending final disposition of the proceeding..."

"Coverage" includes transmission in interstate commerce of professional matches or parts thereof, through film, tape or live, and over radio, TV or wired or other closed-circuit systems. However, use "as a part of a bona fide news broadcast" is exempted from commission's authority.

Penalty for "knowingly and willfully" furnishing coverage for match prohibited by commission is fine up to $50,000 or imprisonment up to one year, or both. Other sections of bill carry up to five-year sentence.

Hearing Authority • Boxing commission would have power to subpoena witnesses and to secure from other government agencies "any information, suggestions, estimates, and statistics which will assist...in carrying out the purposes..." of act. Local or state boxing authorities are not superseded by act; would still be free to impose their own regulations on matches or coverage of matches.

Three-member boxing commission would have six-year term of office, staggered to expire for one member every two years, and pay of $26,000 per year. Only one member of commission is to come from world of boxing; others are to have "broad experience."

Licenses would be required for boxers, promoters, agents, managers, matchmakers, referees and judges.

In hearings bill last July, general idea of regulation received support from
FCC, representatives of boxing industry, and NAB, with exception noted above (see page 60).

Measure comes up for vote in House today (August 16). Passage will require two-thirds vote due to parliamentary technicality requiring suspension of rules to conduct such business on Monday.

Multi-FM antenna ready in October

New $300,000 FM master antenna atop Empire State Building in New York, which has capacity for 17 FM station signals to be transmitted simultaneously, should be ready to operate by mid-October, it was announced Friday (Aug. 13).

Thirty-two dipoles have been installed above and below observation windows on 102d floor, and WQXR-FM, WHOM-FM, WLIB-FM and WCNN(FM), all New York, have received FCC approval to use antenna.

Cost for each participating station for installation and equipment comes to about $100,000, exclusive of annual rental. Antenna, designed and built for Empire State by Alford Manufacturing Co., Boston, will be 1,250 feet above ground. It is considered to be first omni-directional master FM antenna in U. S. (Broadcasting, April 26).

General Mills-DDB part over product conflict

General Mills, Minneapolis, and Doyle Dane Bernbach, New York, mutually terminate estimated $2 million account on Jan. 1, 1966, after five-year relationship. Move was attributed Friday (Aug. 13) to product conflict, DDB noting General Mills' development of new products in area where agency already serves client (said to be Laura Scudder's Division of Pet Milk Co., Anaheim, Calif.) Agency indicated it didn't want to part with older client.

Affected: General Mill's casserole dishes and snack products that now go to Knox Reeves, Minneapolis, which has had long-time association with General Mills. It's estimated TV accounts for $1.6 million of $2 million billing.

At same time, General Mills' $1 million billing for Bisquick move from Knox Reeves to Needham, Harper & Steers, Chicago.

Ayer gets AMA business

American Medical Association, Chicago, Friday (Aug. 13) picked N. W. Ayer & Son for new $1 million institutional campaign.

WEEK'S HEADLINER


For other personnel changes see FATES & FORTUNES

Orders confab, extends dates

FCC last Friday ordered extended time for filing comments and reply comments from Aug. 20 and Aug. 31 to Oct. 20 and Nov. 1, respectively, in matter of amendment of rules dealing with field strength curves for FM and TV broadcast stations. It also scheduled engineering conference on subject.

Order resulted after petition by Association of Federal Communications Consulting Engineers which told commission that new curves are "urgently needed not only to update present curves but also to provide tools for computation of equivalent protection as contemplated concerning possible establishment of antenna farms." AFCCE also asked FCC for engineering conference to review curves before they are formally adopted. Commission also granted conference which will be held Sept. 16, in Washington.

TFE readies for Chicago

Program syndicators plan to hold Television Film Exhibit next March in Chicago at time of National Association of Broadcasters convention, it was announced Friday (Aug. 13).

Donald Klauber, Seven Arts Associated, and Ira Gottlieb of Wolper Television Sales, are co-chairmen of executive committee for TFE '66 (fourth consecutive year of exhibit). Also on committee are Pierre Weis of United Artists TV and Wynn Nathan of Official Films. Fifth floor of Conrad Hilton hotel will be occupied by exhibitors which now number 18.

How about combat pay for newsman?

Radio and television personnel and equipment did not come unscathed through last week's Negro rioting in Los Angeles. At least two TV newsmen required hospital treatment and several mobile units had been reported damaged by Friday (Aug. 13). But all broadcast newsmen remained on scene.

Damage reported during Wednesday and Thursday rioting:

- KNXT(TV): Mobile unit with two-way radio, cameras and other gear tipped over and burned. No newsman in car. Unit is total loss; damage $10,000. Second mobile unit had windows broken. All personnel safe.
- ABC-TV: Newswagon stoned, burned and hit by bottles. Total loss; damage $10,000. Ray Fahrenkoph and Ralph Mayer were injured and treated at Glendale Memorial Hospital. Both were later released.
- KNBC(TV): Three mobile units had windshields knocked out and cuts, scraped and dents on chassis. Bell & Howell camera lost. All personnel safe.
- KTLA(TV): Mobile unit severely dented and scraped from flying debris. Switched to helicopter coverage.
- KHJ: All windows smashed in mobile unit. Dents and scrapes on body. Personnel received minor cuts from flying glass.
- KMPC: Windows smashed in mobile unit. One newsman suffered head injuries when hit by brick.
- KNX: Windows broken in mobile unit.
- KTTV: No damage to unmarked cars.

In Washington, where pacifists marched on Capitol earlier in week. John Meyer, CBS News reporter submitted expense account for $106.90 to replace suit "destroyed by the Nazis." Members of American Nazi Party had tossed red paint at pacifists and newsman Meyer got caught in middle. He said suit was new and his "best" and he had worn it that day expecting to cover White House.

New RCA tube ready in '66

RCA said today (Aug. 16) its 15-inch rectangular color picture tube (Broadcasting, Aug. 2) will carry an initial price of $90 per unit, and will be available to manufacturers in limited commercial quantities during next year's first quarter. Tube availability opens up possibility of lightweight color portable receivers, using three-gun shadow-mask principle, according to RCA.
CHEYENNE, starring six-foot-six-inch Clint Walker, packs rating power—across the board, or any number of times a week.

In every reported category,* CHEYENNE ranks No. 1 in its time period in such markets as Baton Rouge, Buffalo, Columbus (O), Evansville, Louisville and Monroe. In Greenville (NC), Shreveport and Wheeling-Steubenville, the hour-long western is No. 1 in every reported category, except children.

For more details about these and other markets where CHEYENNE is packing them in, ask for a copy of the just-released brochure—"24 Examples of Cheyenne Rating Power."

*ARB Reports. March 1965

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y. Circle 6-1000
COVERAGE

Television is the only efficient way to reach the important Florida/Georgia regional market, and WJXT in Jacksonville is the only television station to cover the total area!

WJXT
JACKSONVILLE, FLA.
A POST-NEWSWEEK STATION
A calendar of important meetings and events in the field of communications.

**Indicates first or revised listing.**

### AUGUST

Aug. 20 — 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, 50) curves if in the rules to take advantage of additional measurements, especially in the UHF television band.


Aug. 22-26 — Fall meeting of Arkansas Broadcasters with election of officers. Speakers include Charlotte, manager, National Association of Broadcasters Radio Code. Commissioner's Inn, Little Rock.

Aug. 23-30 — Institute of Electrical and Electronics Engineers annual International antenna and propagation symposium. Sheraton Park, Washington. (For advance reservations write 1965 AF Symposium, P. O. Box 6, Riverdale, Md. 20240.)

Aug. 31 — Deadline for reply 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, 50) curves if in the rules to take advantage of additional measurements, especially in the UHF television band.

### SEPTEMBER

Sept. 1 — Deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple ownership rules. Former deadline was June 14.


Sept. 10-11 — Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wastlewski, president, National Association of Broadcasters; FCC Commissioner Kenneth A. Cox; II. Taylor (Bill) Vaden, president, National Association of Broadcasters Promotion Association, Bar Harbor Club, Bar Harbor.

Sept. 12-14 — American Women in Radio and Television, second annual Western Area Conference. San Francisco.

Sept. 11 — Special conference of Montana Broadcasters Association on music licensing. Participants include Herman Pinkelstein, counsel for American Society of Composers, Authors & Publishers; Sydney Raye, board chairman of Broadcast Music Inc., and Jim Myers, SESAC. Glacier Park Lodge, East Glacier.

Sept. 13-17 — 17th annual Emmy Awards presentation and dinner. New York Hilton and Hollywood Palladium, and awards presentation on NBC-TV, 10-11:30 p.m. EDT.


Sept. 12-15 — Annual meeting, New York State CATV Association, Concord hotel, Xiamen Lake (Monticello).

Sept. 14-17 — International Telecommunications Union ninth Plenipotentiary Conference in hundred-year existence. ITU elects secretary-general and deputy secretary-general, decides general policy and renews the ITU charter. Montreux, Switzerland.


Sept. 15-17 — New Jersey Pubili Utilities Commission resumes hearings on tariff submitted by New Jersey Bell Telephone Co. to furnish facilities for community antenna service. Trenton.


Aug. 30-Sept. 1 — Institute of Electrical and Electronics Engineers annual International antenna and propagation symposium. Sheraton Park, Washington. (For advance reservations write 1965 AF Symposium, P. O. Box 6, Riverdale, Md. 20240.)

Aug. 31 — Deadline for reply 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, 50) curves if in the rules to take advantage of additional measurements, especially in the UHF television band.

NAB CONFERENCE SCHEDULE

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

- **Oct. 18-19** — Marriott motor hotel, Atlanta.
- **Oct. 21-22** — Lord Baltimore hotel, Baltimore.
- **Oct. 22-26** — Statler Hilton, Boston.
- **Nov. 1-12** — Sheraton-Chicago, Chicago.
- **Nov. 15-16** — Brown Palace, Denver.
- **Nov. 18-20** — Davenport hotel, Spokane, Wash.
- **Nov. 22-23** — Westward Ho hotel, Phoenix.

**DATEBOOK**

**figure it out!**

**WHAT'S IT WORTH TO GET ALL THIS IN ROCHESTER, N. Y.?**

1. The highest per household retail sales in New York State!
2. The second highest per household income in New York State!
3. The lowest unemployment rate in New York State!

You get this—and more—in Rochester, N. Y., home of world-famous Eastman Kodak and sensational Xerox: plus Bausch & Lomb, Ritter Dental, General Dynamics, Taylor Instrument, Pfauert-Permutt, General Railway Signal and other business giants.

Ask your HR representative for the complete Rochester story. Ask him to show you the major role played by WHEC-TV in this rich market!
AMPEX ANNOUNCES THE REVOLUTIONARY ANSWER:

NOW FOR THE CONTROVERSIAL QUESTION:

How do you solve playback quality problems caused by the transfer of electrical transcriptions to other media, particularly tape cartridge recording systems?
AN ENTIRELY NEW CONCEPT IN RECORDING/REPRODUCING

Ampex took a fresh look at one of the industry's most serious problems. Result: an entirely new solution, the CUE-MATIC. Now you can get first-play quality, absolute reliability and handling ease in a compact recording/reproducing unit. And the CUE-MATIC system offers extraordinary economy.

The CUE-MATIC has been thoroughly field tested by advertising agencies, recording studios, networks and independent broadcasters. After months of vigorous use, all acclaimed the performance of the CUE-MATIC. Here's how CUE-MATIC works:

The CUE-MATIC system uses an 11¾-inch magnetic mat called a CUE-MAT* instead of tape cartridges for recording and reproducing sound. The CUE-MAT is easily inserted into a slot in the front of the machine. It is automatically centered and cued for recording or playback. The record/reproduce head is mounted on a carrier which moves in a straight line across the rotating CUE-MAT from the outer edge toward the center. Maximum playing time is 3 minutes and 45 seconds. This provides sufficient time for individual spot announcements, complete 45 rpm records, or excerpts from LP albums. Full stable speed is achieved in 0.1 second after start button is pushed. Indicator lights give visual confirmation of status. Another important feature is the automatic addition of an inaudible 30-cycle tone to the end of recording which releases the CUE-MAT on subsequent plays. It may also be used to start a second CUE-MATIC, or other equipment, or re-cue the same CUE-MAT. A final note: the new CUE-MATIC features all solid state electronics.

Why you need CUE-MATIC:
The CUE-MATIC system guarantees first-play quality broadcast reproduction for your advertisers. The ten-thousandth play is as good as the first. There is absolutely no loss of quality from electrical transcription to CUE-MAT.

The CUE-MATIC is reliable. This reliability created tremendous enthusiasm among the many people who field-tested the system. There
are no worries about missed cues or other malfunctions which have triggered industry complaints about the cartridge system. The CUE-MATIC is very easy to operate. Cueing is completely automatic and the unit is push-button operated.

The CUE-MATIC offers economy. The mats cost less than \(\frac{1}{4}\) the price of cartridges and are erasable and re-usable. They require less than \(\frac{1}{10}\) the storage space too. This alone can save you up to 90% in storage and related costs.

The CUE-MATIC system is in production now. To arrange a demonstration, or for an illustrated brochure, just send us the coupon. Term leasing and financing are available.
**WHY STOP TO REFUEL when you can go all the way on one tankful?**

You no longer need two market buys to travel your tv ad the whole length of Wisconsin's central market belt. Your film, tape or live commercial on WKOW-tv MADISON broadcasts simultaneously on microwave interconnected WAOW-tv Wausau. This exclusive no-duplication, one-camera vertical coverage gives you total mileage throughout all central Wisconsin's ARB marketing area counties.

**UKWA TV MADISON now plus WAUSAU**

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

National representative, ADAM YOUNG

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**RAB MANAGEMENT CONFERENCES**

Sept. 8-9—Northland Inn, Detroit.
Sept. 22-23—Fontainebleau motor hotel, New Orleans.
Sept. 25-29—Hilton Inn, Atlanta.
Oct. 11-12—Pheasant Run Lodge, Chicago.

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Asst. Treasurer: Joanne T. Cowan
Okay.
Write down every radio program you listened to yesterday, and the time you listened.
Now do the same for the day before.
And the day before that.

Now do you feel self-administered research can really measure today's radio?
Now in Color OR BLACK & WHITE!

COUNTRY & WESTERN STAR-PACKED SHOWS available exclusively on video tape in your television market

THE BARN DANCE

For a lively contribution to your color schedule,
call or write

MID-AMERICA VIDEO TAPE PRODUCTIONS
A DIVISION OF WGN, INC.

BRAD EIDMANN, MANAGER • 2501 BRALEY PLACE • CHICAGO, ILLINOIS 60618 • 312-528-2311
26 Specially Produced Half-Hour Programs in Color!


Other feature stars include Dottie West, Bill Wilburn & Kathy Morrison, Loretta Lynn, Hugh X. Lewis, Devvy Davenport, Jean Shepard, Porter Wagoner & Norma Jean, and Connie Smith.
early or late, Twilight Zone's great!

Read all about it! TWILIGHT ZONE fans do. Two Rod Serling books brought in a quarter-million dollars in sales for publishers Grosset & Dunlap. And Gold Key Comics reached ten million young readers with only eleven TWILIGHT ZONE illustrated comics. Broadcasters are wise to the wide family, all-age appeal of TWILIGHT ZONE and are scheduling it early and late in markets across the country. Take a page from their book. See for yourself how TWILIGHT ZONE delivers. © CBS FILMS

An eye for spot radio

EDITOR: We find our ad agency buying more spot radio and the personnel in this office should know more about the broadcast industry. Please send us your subscription rates for BROADCASTING—Benson C. Brainard, president, Lay-optik Co. Inc., St. Paul.

No change at KLZ-AM

EDITOR: A typographical error in the otherwise good report about our plans to broadcast contemporary music four hours a day on KLZ-FM indicated that it was KLZ-AM that was doing the show. (At Deadline, Aug. 9). To allay concern at our rep and among our advertisers, would you please assure your readers that KLZ-AM will continue with its policy of middle-of-the-road music and information.—Lee Fondren, manager, KLZ-AM-FM Denver.

A good response

EDITOR: Thank you for the excellent spread given the religious TV spot produced by the Florida Council of Churches (BROADCASTING, Aug. 2). Response was heartwarming. I have found the [broadcasting] industry always cooperative in their public service endeavours when they are shown a little imagination and ingenuity . . .—Sam Lawder, radio-TV director, Florida Council of Churches, Lauderdale by the Sea, Fla.
Have You Noticed How Summer the West Sounds Today

Here
Emerald Bay,
photographed with its own sound
of sea, the hot sun ringing silence
...like you remember when
you close your eyes.

and Hear
KRLA,
the sort of sound that
makes you want to
open the windows and
turn on Summer
all over the bloomin’ world.

KRLA/Los Angeles’ most listened-to radio station
Putting the human touch in pet food commercials

Today’s television advertiser must re-appraise his sales and marketing objectives on a continuing basis. The reasons for frequent and regular re-examination of a television advertiser’s objectives are manifold. Among them are the speed with which the medium translates new products or concepts into sales; ever-changing commercial concepts and effects on competition; growing consumer sophistication; the degree to which advertising has become part and parcel of the total marketing strategy, and the proliferation of competitive products using the TV medium.

Those of us in the pet food field are particularly sensitive to need for alertness in meeting changing sales and marketing developments. In recent years the pet field has been characterized by the addition of many new types of products; vast quality improvements in established brands; dramatic changes in packaging; the rapidly increasing number of pet owners, and the growing affluence of the American public.

These factors have helped to create a vibrant, expanding, fast-changing business on a par with any industry.

TV’s Selling Power and Drawbacks - Relying heavily on television for its basic advertising, the pet food industry experiences the inherent strengths and weaknesses of the TV medium in selling its products. An immensely powerful tool for involving the consumer mentally and emotionally, television becomes neutral in establishing product preference when almost all major brands vie for position through television advertising. Media weight and other factors being equal, television offers no sure guarantee for success.

Add me-tooism in commercials and the result can become an almost blurred consumer identity for any single product. Impulse or price rather than pre-selling then can become the rule.

A major company in the pet food field and a user of television advertising for many years, Rival completely re-examined its position. Sweeping changes resulted.

The company name was changed from Rival Packing Co. to Rival Pet Foods Inc. Then followed a new product line, new packaging, a new marketing and sales strategy and a completely revamped advertising plan closely attuned to each of the elements.

No Rival for Rival - Leading to the position—“When it comes to cooking for dogs, Rival has no rival”—were several points on the attitude of consumers:

1. Pet owners are inclined to project their personal tastes, habits and standards when they feed their pets. Thus, there is the growing demand for pet foods which provide variety, look and smell like food for humans and are closely identified with food for humans.
2. Feeding is the single most important relationship between owner and pet. It is practically the only means of demonstrating affection and concern and provides a means of exercising personal likes and dislikes.
3. The pet is an emotional possession, prone to be treated as one of the family.

Each is an emotional factor—one which can be ideally conveyed to the consumers through television. Taking advantages of the attitudes however, called for a completely new look in commercials.

The new line stressed “people-type” pet foods and “people-type” packaging, a foil label closely identified with quality foods. Television had to convey this feeling too.

Objective of the television advertising was to convince the maximum number of dog owners that Rival Pet Foods were of the highest quality and a more satisfying way to feed dogs than other brands. Stress was to be placed on Rival quality, selection of ingredients, careful preparation and high appetite appeal. Commercials had to convey the feeling that Rival products were close in physical and psychological aspects to human foods.

In addition, the tone of the advertising was to be warm and knowledgeable and at the same time tell the viewer about the new look at Rival Pet Foods.

A look at prevailing pet food commercials suggested a direction. Of more than a dozen leading commercials screened, all showed dogs either running, eating or in the arms of their owners.

Dinner by Candle Light - The result was “people-oriented” commercials, each devoting the major attention to portraying a bachelor, a working girl or a mother preparing an elaborate meat dish. To this, an O’Henry ending is added when the dish is served to the pet dog, complete with candle, or flower and fancy place setting.

In addition, the commercial is completely integrated with the marketing position and takes full advantage of the medium’s power to involve the consumer emotionally. The pet owner’s personal tastes, the feeding relationship and emotional possession attitudes are stressed in a one-minute featurette.

The commercials also recognized that advertising has an obligation to entertain as well as sell. Benefits come when viewers write to say they’ve enjoyed watching the commercial and look forward to seeing it again.

To the advertiser, however, the final results come at the checkout counter. How often it’s been said . . . it won awards but it didn’t sell. For Rival, sales figures are responding.

For any advertiser, the time to change his strategy may be today. New ideas or products, or television itself may already have outdated some of the present practices.

William C. Durkee was senior vice president of Pepsi-Cola in charge of domestic operations when he left to join Rival Pet Foods in Chicago as its president in April, 1964. He had started in the soft drink field in 1939, holding various bottling plant jobs in Michigan until 1950 when he joined Pepsi as assistant general manager in the company’s Philadelphia plant. In May 1955 he became divisional vice president in charge of a 12-state area with his office in Chicago. He moved to New York in May 1958 as marketing vice president and in February 1959 announced the formation of Pepsi’s marketing division.
The newest addition to the Rahall family of stations
WLCY radio, Tampa-St. Petersburg, Fla.
WKAP radio, Allentown, Pa.
WWNR radio, Beckley, W. Va.
WNAR radio, Norristown, Phila., Pa.

where the action is!

*Starting September 1
Is a love affair in St. Louis any different?

There's a certain aura of old fashioned loyalty for St. Louis' first TV Station—KSD-TV—that the years have not changed. This attachment has grown as it has aged. And today, as in 1947, Channel 5 is first in ratings and first in the hearts of St. Louisans.

*St. Louis Post-Dispatch Television/represented nationally by Blair Television*

A Division of John Blair & Company

Football: now 7-month TV staple
Sponsors will ante up $92 million to networks
and stations; broadcasters pay $37 million for
TV-radio rights, BROADCASTING survey indicates

On the first weekend in August a true
football fanatic in New York, Washing-
ton or Houston could have watched—if
he had the endurance and blessings
of his spouse—about 12 to 13 hours of
professional football on television. This
included single games on ABC-TV and
NBC-TV, two games on CBS-TV, and
one carried locally.

And these weren't even the season's
first games. The real harbinger of the
fall madness had been ABC-TV's
Coaches All-America game played in
Buffalo, N. Y., June 25. And the foot-
ball broadcasting season doesn't end un-
til late in January.

Football, the high-priced baby that
stations and networks court as a money-
making, rating-building item, has come
almost as close to the television satu-
ration level as anything can. Although
the season won't officially start for col-
leges or pros until mid-September,
football already takes up more weekly
hours than the combined three epi-
isodes of Peyton Place.

For the current season, the radio and
TV networks will spend $34,455,000
for rights to professional and collegiate
games. In addition, BROADCASTING's an-
nual survey shows that the 14 National
Football League teams will realize an
estimated $1,070,000 from local radio
rights, the eight American Football
League teams will get $270,000 for ra-
dio rights and 148 major colleges will
get $1,408,875 from local radio and
delayed TV rights from 1,904 radio
and 158 TV stations.

There is more: the rights to the pros
get for films of their games, the fees
paid to college and pro coaches and
players as hosts and guests of shows
where game films are shown.

What it all adds up to is a whopping
$37,683,875 that broadcasters will shel-
lostr this year because someone invented
pigskin. This is $8.2 million more
than 1964's $29,419,650 (BROAD-
CASTING, Aug. 10, 1964) and about two-
and-a-half times the 1963 rights which
went for less than $15 million.

Although the cost to sponsors con-
tinues to grow, the sales position of
networks and stations generally is a
good one. There are scattered eighths,
sixteens, parts of pregame, post-game
shows and adjacencies still unsold, but
on the whole broadcasters don't antici-
pate any difficulty in getting sponsors
to pay about $92 million to back any-
thing connected with football.

How High a Bid? * Even while
broadcasters are promoting their exten-
sive 1965-66 football schedules, execu-
tives at the networks are trying to de-

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What networks pay for radio-TV rights

| ABC Radio | College All-Star game $5,000 Aug. 6 | Notre Dame football $80,000 Sept. 18 |
| ABC Radio Total | $85,000 |  |
| ABC-TV | Coaches All-America game $50,000 June 25 | College All-Star game $175,000 Aug. 6 |
| | Liberty Bowl $100,000 Dec. 18 (tent) | Bluebonnet Bowl $125,000 Dec. 18 |
| | North-South Shrine game $50,000 Dec. 25 | Gator Bowl $140,000 Dec. 31 |
| | Hula Bowl (taped Jan. 7) $30,000 Jan. 8 |  |
| ABC-TV Total Total | $870,000 |  |
| CBS Radio | Cotton Bowl (1) Jan. 1 | NFL Championship game (1) Jan. 9 |
| CBS-TV | NFL preseason game $100,000 Aug. 7 | Nat. Football League $14,100,000 Sept. 19 |
| | Blue-Gray game $100,000 Dec. 25 | Cotton Bowl $200,000 Jan. 1 |
| | NFL Championship game $1,800,000 Jan. 2 | NFL Playoff Bowl $200,000 Jan. 1 |
| | NFL Pro Bowl $500,000 Jan. 16 |  |
| CBS-TV Total Total | $17,050,000 |  |

| MBS | Army football $50,000(2) Sept. 18 | Baltimore-Detroit $5,000 Nov. 26 |
| MBS Total | $55,000 |  |
| NBC Radio | Sugar Bowl (3) Jan. 1 | Rose Bowl (3) Jan. 1 |
| | Orange Bowl (3) Jan. 1 |  |
| NBC-TV | AFL preseason games (4) Aug. 8 | NCAA college games $6,500,000 Sept. 11 |
| | Amer. Football League $7,200,000 Sept. 12 | AFL Championship game $1,200,000 Dec. 28 |
| | East-West Shrine game $300,000 Dec. 27 | Sugar Bowl $300,000 Jan. 1 |
| | Rose Bowl $750,000 Jan. 1 | Orange Bowl $300,000 Jan. 1 |
| | Senior Bowl $35,000 Jan. 8 | APL All-Star game (5) Jan. 15 |
| NBC-TV Total Total | $16,585,000 |  |
| Networks Total | $34,455,000 |  |

(1) CBS Radio rights included in CBS-TV package.
(2) Package includes Army-Navy game, Nov. 27, and
Ohio State-Michigan game on Army's open date,
Nov. 20.
(3) NBC Radio rights included in NBC-TV package.
(4) Rights included in AFL package.
(5) All-Star game and AFL Championship game bought as
package.
FOOTBALL: NOW 7-MONTH TV STAPLE continued

cide how much they dare bid—that sponsors will cover—or have to bid—to beat out the other networks—to get the rights to the NFL and National Collegiate Athletic Association games for future years.

Some football men are reported ready to take another look at their long-standing blackout provisions. With the growth of community antenna television, which can bring a blacked-out game back within the 250-mile restricted area all the way to the two-story home a block away from the stadium, some sportmen are debating about the profitability of franchising closed-circuit theater TV and whether the blackout area shouldn’t be brought in closer to the game site than 250 miles.

Last year the Chicago Bears, New York Giants, Baltimore Colts and Detroit Lions had theater-TV coverage of some of their blacked-out home games. This year only the Bears seem interested in going this route again. However, the teams still have not negotiated with National General Corp., which handled the feeds. In the AFL, no team has definite plans for theater coverage, although the New York Jets are reported thinking about some this season. Plans there, however, are reported to be still in “vague” talking stage.

But the 1965 network outlook is bright: especially at NBC-TV where 40 AFL and NCAA regular season games will be in color as well as all its post-season games except the East-West Shrine game from San Francisco. At CBS-TV, which is dipping more than its toe into the color pool this year, four pro games are set to be shown in color: the NFL Championship, Playoff and Pro Bowls and the Thanksgiving Day game between Baltimore Colts and Detroit Lions.

The point of saturation may be closer at hand than some broadcasters would care to admit. NBC-TV has already dropped the Sun Bowl in El Paso from its 1965 schedule, although the network still has two years to go on its reported $50,000 a-year three-year contract with the bowl. Reason given by NBC-TV is that the network and bowl committee couldn’t come up with a suitable date for both.

There is a similar situation at ABC-TV where the network and officials of the Liberty Bowl have been unable to come up with a completely satisfactory date. The game, which will again be played in Atlantic City’s Convention Hall had been set for Dec. 11. This is also the date for the Bluebonnet Bowl from Houston which ABC-TV will carry. So the Liberty Bowl was shifted to Dec. 11, but that date didn’t work out and now it’s back on the 18th, at least for the time being. However, there is talk of pushing the game up to 11 a.m. on the 18th so it doesn’t run into the Bluebonnet Bowl or the AFL games between Houston Oilers and Boston Patriots on NBC-TV or the NFL game between the Los Angeles Rams and Baltimore on CBS-TV. Since the two pro games are the only ones scheduled for either league that day they will be shown nationally.

Sponsors Increase • Sponsors who have signed with the networks for college and pro coverage at this time number 69. Last year at this time there were only 49 sponsors signed for approximately the same number of games and network pre- and post-game shows. The tri-network TV buyers are Bristol-Myers through Needham, Harper & Steers; Gillette through Clyne Maxon; Goodyear through Young & Rubicam, and Mennen through Grey Advertising.

The two-network accounts include Carter Products through Sullivan, Stauffer, Colwell & Bayles; Chesebrough-Pond’s through Norman, Craig & Kummell; Firestone through Campbell-Ewald; General Cigar through Y&R; Hartford Insurance through Marshalk Co.; P. Lorillard through Lennen & Newell; Pabst Brewing through Kenyon & Eckhard; R. J. Reynolds, Sun Oil and Union Carbide, all through Wm. Esty, and United Motors Division of General Motors through C-E.

On the TV side, some sponsors appear to be taking smaller shares of games this year than last accounting, in part, for the larger number of buyers.

In radio, ABC Radio has sold off the network half of the Notre Dame schedule to B. F. Goodrich through BBDO and Kaiser Jeep through Compton Advertising. Mutual is selling its halves of the Army schedule and three NFL games as separate packages.

For NBC-TV, 1965 marks the year the network is getting both feet into the competitive pro football picture, and broadcasters, clients and agencies are looking for a tighter ratings race between AFL and NFL games this year. Aside from being able to clear more

TV boosts bonuses to AFL rookie quarterbacks

Typical of the tide of pro football fortunes, with television bankrolling the teams, was the situation of the New York Jets in the American Football League. Last year they bought not one, but two of the nation’s top college quarterbacks in Joe Namath and John Huarte for some $600,000. Shown here are Mr. Namath (l.), University of Alabama, and Mr. Huarte (r.) of Notre Dame with Jet Coach Weeb Ewbank. Mr. Namath reportedly received $400,000 for signing even though he was known to have a bad knee. Mr. Huarte received $200,000.

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<td>CBS</td>
<td>NFL, AFL Championship, All Star, Orange Bowl, Notre Dame, Rose Bowl, Notre Dame, Rose Bowl</td>
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<tr>
<td>Polaroid (DDB)</td>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<td>CBS</td>
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<tr>
<td>Wilkinson Sword Blades (Bates)</td>
<td>NBC</td>
<td>AFL, NFL Championship, pre-season, Orange Bowl, Notre Dame, Rose Bowl, Notre Dame, Rose Bowl</td>
</tr>
<tr>
<td>J. B. Williams (Parkinson)</td>
<td>CBS</td>
<td>NFL, NFL Championship, pre-season, Orange Bowl, Notre Dame, Rose Bowl, Notre Dame, Rose Bowl</td>
</tr>
</tbody>
</table>

BROADCASTING, August 16, 1965
FOOTBALL: NOW 7-MONTH TV STAPLE continued

stations than ABC-TV could when it had the AFL, NBC-TV will show 25 of the AFL games in color. This factor alone is expected to make some cuts into the audience superiority CBS-TV has had with the more publicized, older NFL.

Partly to keep the continuity that AFL fans had associated with the games during that league's five-year stay on ABC-TV, NBC-TV has hired the same basic announcing corps that has done the games in the past: Curt Gowdy, Paul Christman, Charlie Jones, George Ratterman, all from the old ABC-TV teams; plus Herb Carneal, who moves over from the NFL Minnesota Vikings; Andy Robustelli, former New York Giants star; Elmer Angsman, who was one of hosts of ABC-TV's AFL post-game show; and Bill O'Donnell, who has been broadcasting Syracuse University football games in past seasons.

The network-to-network vocal similarity continues on the AFL post-game show where Pat Hearn and Jack Stroud will team up in the East, and Bruce Rice and Lee Giroux or Mr. Angsman will handle the West.

College Crew • Announcing the NCAA games on NBC-TV will be Lindsey Nelson, Bud Wilkinson, Jim Simpson, Terry Brennan, Bill Fleming, Bob Teague, Chick Hearn and Frankie Albert. Mr. Wilkinson and Lou Boda will handle the 15-minute pregame show and Bill Mazer and Mr. Boda will cover the post-game scoreboard.

On ABC Radio, Gene Kelly and Jim Morse will call the Notre Dame games, and Notre Dame coach Ara Parseghian will do the 10-minute pregame show. At Mutual, Van Patrick, the network's sports director will do play-by-play of all the games with Sonny Grandelius on color.

CBS-TV this year, after one season of being restricted to NFL games and the Cotton Bowl, found itself with two more football games on its roster. It picked up the NFL Pro Bowl for $1,300,000 (NBC-TV had been carrying it under an old long-term contract at a reported $75,000 yearly) and it acquired the rights to the Blue-Gray game from Mobile, Ala., at $100,000 yearly for five years. Although NBC-TV was still paying $17,000 yearly in rights to the Blue-Gray game, it had not carried the game since 1962 because of a conflict with the game's sponsors over racial segregation in the stands and on the field. Reportedly, segregation is no longer a stumbling block.

Although NBC-TV lost those games to CBS-TV, it did take over the AFL schedule from ABC-TV, boosting its expenditure from an estimated $74,000 in 1964 to $16,585,000 this season.

The biggest question being asked around the networks at this time is: "How high is up?" The NFL and NCAA contracts are up for bids this winter and both are prestigious packages that can also produce profit. No one seems inclined to guess what the bids will be for the packages. The last time the guessers indulged in their past-time in 1963, CBS-TV fooled everyone by paying $28.2 million for its two-year NFL contract.

The major consideration again this year must be how much will the sponsors pay for and how much will the affiliates stand for. Under its $28.2 million contract, CBS-TV cut back compensation to affiliates, went to double-headers and raised the cost-per-minute in the games to $65,000.

The NCAA TV committee still hasn't decided if it will ask the networks to bid on a two, three or four-year package. Although it has been given permission to negotiate a longer contract, the committee is said to favor a two-year agreement. Its decision will probably be made at a committee meeting later this month. The NCAA has been happy with the way the networks have treated collegiate football and the major complaint of college teams—breaking into the game for a commercial when there is a lack of time-outs—is now out the window. New NCAA rules produce more time-outs and there appears to be no need for network intrusion.

Three-Way Race • All three networks will be in the bidding for the NCAA schedule and the winning bid is expected to be in the $7.5 million to $8 million range. NBC-TV is currently paying $6.5 million yearly under its two-year contract. However, the NFL games will be fought for by ABC-TV and CBS-TV, and there is no honest appraisal of what they will bring. Some sources say the NFL can get about $32 million for a two-year contract, but no one will call this a ceiling figure. There is also some question of whether NFL Commissioner Pete Rozelle will put the rights up for bids again or whether he will act as he did on the NFL Championship game contract and negotiate with just one network.

There is also some concern, notably at CBS-TV, over the reported plan of Mr. Rozelle to split its network coverage in future years and have two national outlets instead of one (Broadcasting, July 5). Only ABC-TV, which this year has no professional games, called the plan "workable."

In addition to the battle for TV rights there is also interest in radio rights to the NFL teams. Metromedia's Metropolitan Broadcasting Radio Division wants to set up Metronet, a system of radio networks to cover NFL games in 1966 (Closed Circuit, Aug. 9). Metromedia's WNEW New York has the New York Giants and WCBS Baltimore this year has acquired the Colts games.

The Metronet idea was laid out to the NFL owners in April by John V. Sullivan, Metropolitan Radio president. He said he has followed up with individual teams and hopes to have a number of radio franchises set far in advance of the 1966 kick-off.

Another group interested in rights are the 10 teams in the Continental Football. The CFL got its season underway last Saturday (Aug. 14) in Richmond, Va. Although it has no network contracts, most of its teams have radio outlets for the games and there will be a few games televised locally.

RKO General Phonevision (WHCT-TV) Hartford, Conn.) announced it...
Seven Arts Television presents
A Half-Hour TV Sports Special in Color

Starring the Baltimore Colts' quarterback—Johnny Unitas
Commentary by Frank Gifford
Produced through the cooperation of the National Football League

THE PROFESSIONALS

Johnny Unitas
Frank Gifford

A unique study of the action of a Pro-Football Quarterback . . . how plays are made and how they are executed . . . filmed in color in the Los Angeles Coliseum.

Baltimore Colts' star Johnny Unitas, working with the Los Angeles Rams, demonstrates proper ball handling and the strategy and techniques of passing . . . including the roll-out, screen, sideline pass and "bomb." The new "subjective camera" takes the viewer into the huddle and then behind center to see what Unitas sees just before the ball is snapped.

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Crestview 8-1771

TORONTO
11 Adelaide Street West
Emire 4-7193

Seven Arts Productions International, Limited
Roberts Bldg., East St., Nassau, Bahamas
Cable SEVINT
FOOTBALL: NOW 7-MONTH TV STAPLE continued

would show two games of the Hartford Charter Oaks on its pay-television system. One of the games was the opener with the Richmond Rebels, the other is an Aug. 29 game with the Providence Steamrollers. However, the Continental league is out to get a cut of the TV kitty. CFL Commissioner A. B. (Happy) Chandler said last week that it's a matter of getting a network to clear time, that sponsors are interested in the league and that "all of a sudden they (the networks) are going to wake up and find out we're here."

Broadcasters are also trying to get their hands on pro franchises. Cox Broadcasting Corp. had an AFL franchise in Atlanta all sewed up for $7.5 million. Then the NFL decided to march into Georgia, sold off a franchise for $9 million and is now set to play there in 1966.

Judge Roy Hofheinz, part owner of KTRK-TV Houston and majority owner of the Houston Sports Association—which owns the Houston Astros baseball team of the National League—also wants an AFL franchise. But he can get it, Mr. Rozelle says, only if he or the association is a minority owner.

Bigger League • The AFL still intends to expand. It has bidders aplenty in Miami, Philadelphia, Washington and Chicago. The Miami franchise, which would play its games in the Orange Bowl, is expected to be the first to be sold. Among the bidders there are Wometco Enterprises and Jackie Gleason, and a group including Danny Thomas.

That football men have recognized TV's power is perhaps best illustrated by the fate of Blair Motion Pictures of Philadelphia. In 1964, Blair produced the weekly 30-minute show NFL Play-by-Play Report which was shown only in each of the league's 14 cities, plus Milwaukee which gets the Green Bay Packers games. This year Blair has become National Football League Films Inc., a wholly owned subsidiary of the NFL and all 14 teams share equally in proceeds from TV distribution. Blair's president, Edwin Sabol, has become president of NFL Films. In addition to the weekly play-by-play, for which each team got an estimated $15,000 last year, NFL Films will do post-season 30-minute specials on each team in the league plus half-hour shows on the Championship game, Playoff Bowl and Pro Bowl. These shows will probably be paid in syndication. The weekly series may go into syndication in the future. This year it is being co-sponsored in the 15 cities by Thom McAn Shoes through Doyle Dane Bernbach, with the other half available.

NFL Films also has put out a half-hour color film, How to Watch Pro Football, which has been bought by 34 banks in 31 states. In addition to group showings, some of the banks will sponsor the film on TV, according to Mr. Sabol.

Tel Ra Productions, Philadelphia, this year will do American Football League Highlights, 15 half-hour shows in color. These shows combining footage from all the AFL games of each weekend will be syndicated nationally. Tel Ra is also syndicating Touchdown, a 13-week half-hour series in color with highlights from five top college games, and it is also syndicating 30-minute color condensations of Notre Dame games, the latter to be narrated by Mr. Persichin.

Other football films in syndication include: Seven Arts Television's The Professionals, a half-hour color special featuring the Los Angeles Rams and Johnny Unitas, quarterback for the Baltimore Colts, and Art Lieberman Productions' Football—The Great Years, with Frank Leahy, former Notre Dame coach, as narrator.

For the American fan not sated with domestic network and syndicated coverage, The Fourth Network, Los Angeles, will again tape selected games of the Canadian Football League for broadcast on U.S. stations. Thirteen games will be shown with John Esaw, CFTO-TV Toronto, doing play-by-play. The games are already booked into more than 12 major markets and may be in up to 35 markets.

NATIONAL LEAGUE

Baltimore Colts • WCBM Baltimore, in a one-year contract with the Colts, will feed the exhibition and regular games to a 30-station radio network in Maryland, Delaware, Pennsylvania, Virginia, West Virginia and Washington, D.C. National Brewing Co. through W. B. Doner, co-owner of the Colts' rights, will be one-half sponsor on WCBM and the network. The remaining half is sold locally and sponsors for this portion on WCBM are Plymouth Dealers through N. W. Ayer; PepsiCola through Doner, and Union Federal Savings & Loan and Panitz & Co., both through S. A. Levine. A pregame show with Buddy Young will be sponsored by City Oldsmobile through Paul Brown, and the post-game show from the locker room with Jimmy Orr will be sponsored by Archway Ford through Rosenbush Advertising. The pregame and post-game shows will be on WCBM only. Frank Messer and John Stedman will announce the games. WMAR-TV Baltimore will carry three exhibition games with Western Electric through Cunningham & Walsh taking one-quarter, National Beer taking one-half and the other quarter to participating sponsors. There will be no pregame show for those exhibitions. But prior to all NFL exhibition and regular

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Radio and local TV revenues of major colleges

<table>
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<tr>
<th>Conference</th>
<th>Schools</th>
<th>Radio Stations</th>
<th>TV Stations</th>
<th>Total Revenues</th>
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<td>AAWU</td>
<td>8</td>
<td>105</td>
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<td>5</td>
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<td>Far West</td>
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<td>8</td>
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<td>7</td>
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<tr>
<td>Independents*</td>
<td>27</td>
<td>292</td>
<td>27</td>
<td>246,155</td>
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</tbody>
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Total: 148, 1,904, 158, $1,408,875

*Does not include Notre Dame revenues from ABC Radio, Army revenues from MBS or Army-Navy game revenues on MBS.
Charlotte’s consumer spendable income per household is the highest in the South. The 2 million plus people in a 75-mile radius of this action city make it the biggest trading area in the Southeast. This density of well-heeled consumers within the friendly persuasion of WSOC-TV keeps a lot of our advertisers wonderfully happy. Let us make you happy, too.

**Charlotte’s WSOC-TV**

NBC-ABC affiliate/reprented by H-R
FOOTBALL: NOW 7-MONTH TV STAPLE continued

season games on CBS-TV, WMAV-TV will carry Inside Football with Bob Williams, sponsored by Coca-Cola through McCann-Erickson. Also during the regular season Novelseco through Torrieri/Myers, Baltimore, will sponsor the pregame Football Preview with Jim Mutscheller. On Monday nights during the season, National Beer will sponsor Corrarin' the Colts with Chuck Thompson. Action film on this show will be in color and black-and-white. Chuck Thompson and Wayne Hardin will do play-by-play and color for the Colts' games.

Chicago Bears - The Bears are without a radio network but they will again be aired on WGN Chicago for three pre-season and 14 league games. The Standard Oil Division of American Oil Co. has held the rights for nearly 20 years and will again be one-half sponsor through D'Arcy Advertising with Heilman Brewing Co. renewing the other half for Old Style beer through McCann-Erickson. The warmup show has been sold to Robert Hall Clothes through Arkwright Advertising and post-game Scoreboard has been renewed by Household Finance through Needham, Harper & Steers. Jack Brickhouse will do play-by-play with Irv Kucinet doing color.

WWBM-TV Chicago will telescast three of the pre-season games on tape, one-half sponsorship of exhibition games has been renewed by Heilman with remainder open. WWBM-TV also will air live the one regular season game not carried on CBS-TV, the Sept. 23 Bears vs. Los Angeles from Los Angeles, with American Oil sponsoring one-half and the other half open. Jim Morse and George Connor will do the exhibition play-by-play and color with Mr. Connor and Jack Buck handling regular season network games.

Cleveland Browns - Were Cleveland once again will originate a network of more than 50 stations in Ohio, Kentucky, Indiana, West Virginia, Pennsylvania, New York and Massachusetts having picked up its option for another three years of radio coverage of the Browns. There will be six exhibition games with a double header Sept. 4 (New York vs. Detroit and Cleveland vs. Green Bay). Because of baseball conflicts on WERE with the Cleveland Indians, WGAR Cleveland will carry two of the pre-season and three regular games. Carling Brewing Co. through Lang, Fisher & Stashower, General Cigar Co. through Young & Rubicam, and Midwest Volkswagen through Kight Advertising have renewed their radio sponsorships for one-fifth share each. Sun Oil Co. through William Esty takes one-fifth and the other fifth is still open. Cone & Confeld Advertising has bought the local pregame warmup for Weintraub Clothes and Leader Drugs, and the pregame Blanton Collier Show for The Beef House. Exide and Willard batteries through Charles Getz & Associates has renewed the local post-game scoreboard and the Greater Cleveland Plymouth Dealers through Jim Neuman Advertising has signed for Second Guess, another post-game radio feature Gib Schanley will do play-by-play and Jim Graner color.

WJW-TV Cleveland will again air the Browns regular CBS-TV schedule plus a pregame Best of the Browns feature locally sponsored by Hilderbrandt meats through Lustig Advertising, Painting and Decorating Institute through Joe Manak Advertising and Shaker Ford through Bud Wendell Advertising. WJW-TV has no post-game show. Three of the Browns pre-season exhibition games on CBS-TV will be locally by WWSW(TV) Cleveland, similar to last year's arrangement. Ken Coleman and Warren Lahr will announce the games.

Dallas Cowboys - KLIF Dallas again will feed a regional network of at least a dozen stations in Texas and Oklahoma for the Cowboys this year, including five pre-season games and the regular schedule. Household Finance Co., placing direct, renews one-half, and Hine Pontiac, direct, picks up a quarter. The remaining quarter is expected to be signed soon by Lone Star Beer through Glenn Advertising. KLIF also will have pregame and post-game features which have been renewed locally by James K. Wilson Clothes, direct. A pregame coach interview feature has been renewed by Transcon Freight Lines of Los Angeles through Boylhart, Lovett & Dean of that city. Announcers are Jay Randolph and Gary De leaning.

KRLD-TV Dallas this year will telescast four exhibition games for the Cowboys, three of them on tape and one live—the game with Minnesota Vikings Sept. 3 at Birmingham, Ala. Associated Grocers through Sam Bloom Advertising has renewed one-half and Lion Oil Co. through Ridgway, Hersch & French has renewed one-quarter. The other quarter also is expected to be renewed by Delta Steel Buildings via Glenn Advertising. Frank Gleiber and John Roach will announce the games.

Detroit Lions - WJR Detroit again will feed the Detroit Lions to a regional network of some three dozen stations. Because of some conflicts in baseball coverage of the Detroit Tigers, however, WJR will not air the games until Oct. 10. As in previous years, WWJ Detroit will broadcast all five exhibition games and the first three games of the Lions' regular season. Radio sponsorship renewals include Marathon Oil Co., through Campbell-Ewald, and Associated Brewing Co. for Altes beer through W. B. Doner, each one-half. On WJR the pregame Lions Press Box has been renewed by Detroit Plymouth Dealers through N. W. Ayer, and the post-game Scores and Highlights has been renewed by Packer Pontiac through MacManus, John & Adams. Bob Reynolds and Ray Lane will do the games.

WJBK-TV Detroit will air three exhibition games this year, two live and one on tape. These also will be fed to WJIM-TV Lansing, WKZO-TV Kalamazoo, WXNN-TV Saginaw-Bay City-Flint, WVTY (TV) Cadillac, WWUP-TV Sault Ste. Marie all Michigan, and WTLV-TV Toledo, Ohio. Marathon Oil and Altes beer have renewed sponsorship, each taking one-quarter. The other half TV is being sold to spot participants. WJBK-TV also has converted its pregame and post-game shows to spot carriers this season. Bob Reynolds and Van Patrick will cover the exhibitions, with Mr. Patrick and Sonny Grandelius doing the network games.

Green Bay Packers - WTMJ Milwaukee again will feed a regional network

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34 (BROADCAST ADVERTISING)
OPEN END

OPEN END will be a One-Hour Program this season. It will not be an edited affair. Each provocative OPEN END program this year will be conceived and developed in the new tightened-down, succinct, dynamic format.

OPEN END as available for syndication in the New One-Hour Format this year is not a re-run. It is not an off-network program. It is new! It is timely—to the very moment! OPEN END will originate in New York—Washington—Los Angeles—and will be produced live on tape.

OPEN END guests and subject matter for this year’s series will be selected to explore most challengingly the changing world. David Suskind announces in his specially taped message to Program Directors, “...with honesty and objectivity as the goal, our guests will be the news-makers, the decision-makers, the style-setters, the brilliant, the controversial, the innovators.”

OPEN END rewards the viewer who wants to know, who wants the inside story, who is curious, who questions. OPEN END rewards the aware viewer who recognizes today’s world is an ever faster-changing world.

OPEN END in the New One-Hour Format is a more flexible property and supplies the station with a proven entry for effective, imaginative programming concepts. The New One-Hour Format is the result of careful evaluation of Station Management problems: the station can now program OPEN END in the most effective time periods.

OPEN END has been pre-sold in New York to start Sunday, September 19. It has also been pre-sold in Washington, Philadelphia, Boston, Pittsburgh, San Francisco.

OPEN END in the New One-Hour Format provides for ten minutes of sponsor billboard identifications and commercials. It is potentially a great money-maker. Please inquire immediately about the availability of OPEN END in the New One-Hour Format in your market.
FOOTBALL: NOW 7-MONTH TV STAPLE continued

of at least a half-dozen stations for the five exhibition games plus regular season with all sponsors renewing. Thorp Finance through Klau-Van Pietersen-Dunlap takes one-half, and Employers Mutual of Wausau through J. Walter Thompson Co. and Consolidated Cigar, for La Palina, through Compton Advertising, each take one-quarter. On WTMJ Humble Oil through McCann-Erickson has renewed the pregame Packers Preview and Lurie Glass Co., placed direct, has the post-game program. Ted Moore will announce.

For the third consecutive year WBAY-TV Green Bay, Wis., is originating a tape network for the five exhibition through Tatham-Laird & Kudner. Announcers will be Ray Scott and Tony Canadeo.

Los Angeles Rams • KMPU Los Angeles, for 10th straight year, is feeding four exhibition and 14 regular Rams games to 17 radio stations in California, Arizona and Nevada. Standard Oil of California, for Chevron dealers and Standard stations, through BBDO; Household Finance Corp. through Needham, Harper & Steers; Chrysler-Plymouth Dealers through Young & Rubicam, and N. W. Ayer, and United Vintners, for Italian Swiss Colony Wine, through Honig-Cooper & Harrington will sponsor the games. The pregame year contract with the Vikings will feed a regional network of nearly 30 stations this year for five exhibition games and the regular season. Packaged once again by North Star Features, the games are sold locally and on WWCO the co-sponsors, Minneapolis Federal Savings & Loan through M. R. Balin, and Northwest Ford Dealers through J. Walter Thompson, have renewed. Pre-game show has been sold to Hotel Leamington through Creative Advertising Associates and the post-game feature is still open. WWCO also has sold again Monday night football quarter-hour feature, Norm Van Brocklin Show, to Peters Meat Products through David Inc. Ray Christiansen will do play-by-play of the Vikings with Paul Giel handling color.

Because of network schedules and clearance problems on WWCO-TV, the four Vikings' exhibition games will be on WTCT-TV Minneapolis-St. Paul which has sold one-half to Minneapolis Federal and one-quarter to Hamm's beer through Campbell-Mithun. Other one-quarter will be spot. Play-by-play will be done by Frank Betsel with Bob Marutama on color. Jim Morse and Clayton Tonnenmaker will announce the network games.

New York Giants • WNEW New York and the Ivy Broadcasting Co., in the second year of three-year contracts with the Giants, will continue to run separate feeds for the exhibition and regular season games. More than 75 stations are now signed and the radio network is expected to run to 115 stations in New York, Pennsylvania, New Jersey, Massachusetts, Vermont, Maine, Connecticut, New Hampshire, Virginia, Alabama, Georgia, Mississippi, Louisiana, Florida, North Carolina, South Carolina, Ontario and Quebec. One-quarter sponsors on WNEW are Manufacturers Hanover Trust and Ballantine Beer, both through Young & Rubicam; Liggett & Myers through J. Walter Thomson, and Howard Clothes through Mogul, Williams & Saylor. The pregame Pro Football Preview with Kyle Rote and postgame Locker Room Report with Mr. Rote and Al De Rogatis are sponsored by Schrafft's through Marschalk Co. and Volvo through Carl Ally. Marty Glickman will do play-by-play on WNEW with Messrs. Rote and De Rogatis handling color. On the Ivy feed, Ballantine has one-quarter on about 40 of the northern stations, with all the other sponsors sold long term. Game Show with Don Smith, Woody Erdman and Alex Webster and post-game Locker Room Report with Ted Brown and Messrs. Erdman and Webster are fed for local sale. Messrs. Brown, Webster and Erdman, and Joe Hasel will announce the games on the Ivy network. WCBS-TV will carry taped versions of

Both NCAA and NFL football packages will be up for bids again this year and all three networks are expected to enter the contest. Football has such wide appeal that both networks and stations consider it prestige programming they need for their schedules. That's Tommy Watkins carrying the ball for the Detroit Lions against the New York Giants.

Rams Warmup and post-game Rams Report are fed to the network for local sponsorship. On KMPU, the Warmup is sponsored by Alpha Beta Markets through McCann-Erickson, and the Report is sponsored by Bonanza Air Lines through Corporate Communications Co. Bob Kelley and Bill Brundige will do the games.

KXNT-TV Los Angeles will carry three preseason games on tape. Those games will be sponsored by Shell Oil Co. through Ogilvy, Benson & Mather; Anheuser-Busch for Busch Bavarian Beer through Gardner Advertising, and J. P. Stevens through McCann-Erickson. A pregame broadcast, with Bill Keene and Don Heinrich preceding the network warmup for regular games will be sponsored by J. P. Stevens and Hormel meats through BBDO. Gil Stratton and Don Paul will do play-by-play and color of all the games.

Minnesota Vikings • Wcco Minneapolis-St. Paul for second year of its three-
A few months ago we proudly announced that WDAY-TV was the nation’s top-rated NBC Outlet, in 9 a.m. to midnight Metro share of audience, in 3 or more VHF station markets.

Now the March '65 ARB shows that we are tops among ALL networks. Our 9 a.m.-midnight Metro share is 51%! (In Total Homes Reached, we are among the nation’s top 20, with 42%!)

And our 3 to 4 p.m. local “Party Line” show has a Metro share of 68%!

But, ladies and gents, GET THIS: In our 6 to 6:30 p.m. local news block AND in our 10 to 10:30 p.m. news block, our Metro Share is 76%! YES, 76%!! YES, 76%!!!

Maybe you’ll want to talk this over with PGW. They’ve got many real interesting facts for you, about WDAY-TV!

Metro rankins based on article in June 31, 1965, issue of TV Age.

NOW WDAY-TV HAS NATION’S GREATEST “SHARE”!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.
three exhibitions games and has sold one-third each to Ballantine and Brown & Williamson Tobacco Co. through Ted Bates. One-third is still open. Jack Whittaker and Frank Gifford will do color and play-by-play.

Philadelphia Eagles • WCAU Philadelphia will feed the Eagles’ regular and preseason games to a 17-station radio network in Pennsylvania, New Jersey and Delaware. Now in the second year of a five-year contract, the lineup had 14 stations last year. Renewing for one-quarter sponsorships are Philadelphia Dodge Advertising Association through BBDO and Tasty Baking Co. through Aitkin-Kynett. Also buying one-quarter each are Sun Oil Co. through Wm. Esty and Ortlieb Brewing through Lewis & Gilman. Household Finance through Needham, Harper & Steers will sponsor the 10-minute pre- and post-game shows. Andy Musser will do play-by-play and Charlie Gauer color.

WCAU-TV Philadelphia will carry four preseason games on tape with Ballantine Beer through Young & Rubicam buying one-quarter. The remainder is still open. Tom Brookshier will do play-by-play for the exhibitions games with Joe Kuharich, Eagles’ coach, doing color. John Sauer will announce the network games with Mr. Brookshier as color man.

Pittsburgh Steelers • KDKA Pittsburgh will again feed a 33-station radio network in Ohio, West Virginia and Pennsylvania, the five preseason and 14 regular games. Carling Brewing Co. through Lang, Fisher & Stashower, Sun Oil Co. through Wm. Esty and Chrysler-Plymouth Dealers through Young & Rubicam and N. W. Ayer will sponsor the games. A 15-minute locally sold show with Buddy Parker, head coach of the Steelers, will be aired on KDKA on Saturdays and carried at various times on the network. Pre- and post-game shows are also set for local sale on the network. Tom Bender and Jack Fleming will announce the games and handle the pre- and post-game shows.

KDKA-TV plans no local exhibition coverage, but it will carry a warmup show prior to the network pregame program. The 15-minute pregame show with Bob Prince will be co-sponsored by Pittsburgh National Bank through Ketchup, MacLeod & Grove, and J. P. Stevens through McCann-Erickson. Joe Tucker and John Sauer will do play-by-play and color.

St. Louis Cardinals • KMOX St. Louis once more is feeding a five-state network of more than 40 stations. Falstaff Brewing Co. continues to hold radio rights, and through Dancer-Fitzgerald-Sample will sponsor one-half with one-quarter each sponsored by Chrysler Dealers of St. Louis through Young & Rubicam, and Household Finance Corp., placed direct. The pregame feature is still open but Tower Grove Bank, placed direct, has signed KMOX for the post-game show. J. C. Politz will do play-by-play with Jim Butler handling the color.

KMOX-TV St. Louis will air five of the Cardinals’ exhibition games this year on tape. Falstaff will sponsor one-half with the other half going as a spot carrier. During the season KMOX-TV will air the pregame Big Red Huddle and J. P. Stevens through McCann-Erickson has renewed one-half sponsorship with the other half still open. Jack Drees and Bill Fisher again are doing play-by-play and color.

San Francisco 49ers • KSFQ San Francisco will feed the exhibition and regular season games to 14 radio stations in California, Nevada and Hawaii. Sponsors with one-quarter each are Standard Oil of California, for Chevron Dealers-Standard Stations, through BBDO, for the fourth year; Chrysler-Plymouth Dealers through Young & Rubicam and N. W. Ayer, for the third
PACK PERSONALITY POWER into your SALES PUNCH!

- Live variety show • news • farm • good music • sports • business • women—whatever the category, WSYR has Central New York's TOP PERSONALITIES.

With WSYR's strong personalities selling for you in the 18-county area of Central New York, great things happen to sales. PUT THIS SALES POWER to work for you.

Represented nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR
5 KW • SYRACUSE, N. Y. • 570 KC
NBC in Central New York
FOOTBALL: NOW 7-MONTH TV STAPLE continued

ers of New England through Kenyon & Eckhardt have renewed for one-quarter each. The remaining segments are open. Ned Martin and Mike Holovak, owner-coach of the Patriots, will do the pre-game show, which is still available. The House of Worsted-Tex through Altman, Stoller & Chalk will sponsor the 10-minute post-game show with Fred Cusick. Messrs. Martin, Cusick and George Sullivan will broadcast the games.

There are no plans for local TV of at least part of the games on the network stations. What the banks don’t buy will be sold locally. Van Miller will handle the 10-minute pregame Kickoff and 10-minute post-game Scoreboard. Kickoff is bought on the full network by Milko for Health on the Niagara Frontier, placed direct, and Scoreboard, which is being sponsored on WBN by Tobin Packing Co. through Storm Advertising, is up for local sale. Mr. Miller will do play-by-play with Ralph Hubbell handling color.

WKBW-TV Buffalo will carry one exhibition game with Marine Trust, one-half sponsor, and Koehler Beer through Landó Inc. taking one-quarter. The remaining one-quarter is open. Rick Azar will announce the game. There are no pre- or post-game shows scheduled on WGR-TV which will carry the AFL games from NBC.

Denver Broncos • KTLN Denver will feed Broncos’ five exhibition and 14 regular games to all other radio stations of the Intermountain Network in Colorado, Wyoming, New Mexico and Nebraska. Humble Oil Co. through McCann-Erickson and RCA Dealers through Ward Terry & Co. will co-sponsor the broadcasts on the network. A pregame show with Joe Finan and post-game shows with Mr. Finan and Bob Martin will also be fed to the network for local sale. Mr. Martin will do play-by-play and Mr. Finan color on the games.

KOA-TV Denver, which will carry the AFL games from NBC-TV, is working on arrangements for a post-game program.

Houston Oilers • Much to everyone’s surprise, the Oilers turned down the luxurious new domed stadium there, reportedly because of the price, and will play this year in Rice University’s Rice Stadium, also unusual since Rice heretofore has not allowed the professionals to appear there.

KILT Houston replaces KXYZ this year as the radio key and a regional network is still in formation for the regular season schedule. KILT will carry the five exhibition games of the Oilers. Phillips Petroleum through J. Walter Thompson Co. will be one-half sponsor with the other half still open. KILT’s pre- and post-game shows will be sponsored by Jacob-Pearson Ford, direct. Bill Ennis will do play-by-play and Al Jamison will handle color.

KPRC-TV Houston will televise in color four Oilers exhibition games, three live and one on tape. Hamm’s beer through Campbell-Mithun will be one-half sponsor, the Houston Dodge Dealers through BBDO have one-quarter and the other quarter is still open. There are no pregame or post-game shows. John Ferguson will do

AMERICAN LEAGUE

Boston Patriots • WEEI Boston, in the final year of a three-year contract, will carry the five preseason and 14 regular Patriots’ games, but will not feed a network this year. Last year a nine-station New England network carried the Patriots. Ballantine Beer through Young & Rubicam, and Lincoln-Mercury Dealer

Appeal to the men

Swank Inc. through Shaller-Rubin Co., both New York, has begun its fall campaign for Jade East men’s toiletries with participations in NBC-TV’s American Football League preseason games. The schedule, which began Aug. 8, will continue through the regular season games. In addition Swank will run a saturation spot campaign in the top-70 markets from October through Christmas. The color spot, which stresses romantic associations with the sponsor’s products, was produced by Shaller-Rubin on location in the Rain Forest of Puerto Rico.

Patriots’ exhibition games. WBZ-TV will carry the AFL games from NBC.

Buffalo Bills • WKBW Buffalo will feed the Bills’ games to a New York state network of at least 10 and possibly 17 stations. Marine Trust Co. of Western New York, through BBDO, which has the rights to the Bills’ games on radio, will be sole sponsor of the games on WBN and is lining up its member banks in the state to sponsor

40 (BROADCAST ADVERTISING)
Black and white is fine.

But color is a horse of another color.

Who needs a selling job on the extra effectiveness of color in advertising? Magazines charge extra for it. Many TV stations do. But we don't. We're a COLOR station, built for color telecasting, and we've been at it nearly 8 years. We do everything possible in color so it's no problem to air your commercials that way. Talk to your Peters, Griffin, Woodward "Colonel" about advertising in color on WFGA-TV.
FOOTBALL: NOW 7-MONTH TV STAPLE continued

play-by-play and Dick Maegle will handle color.

Kansas City Chiefs • Popularity of the Chiefs appears to be increasing considerably in the Missouri, Kansas and Oklahoma area where nearly 40 stations will be fed coverage by KCMO Kansas City, Mo. KCMO's network this year is more than double last year's total of 17 outlets. Schlitz Beer through Mace Advertising and Interstate Securities through Rogers & Smith have each renewed for one-quarter sponsorship of the five exhibition and 14 season games, and another quarter has been signed by Fairmont Country Club Dairy through Tatham-Laird & Kudner. A quarter is still open. Businessmen's Assurance Co. through Potts-Woodbury will sponsor the pregame feature and Casa de Montez restaurant chain will sponsor the post-game scoreboard. Tom Hedrick and Bill Grigsby will announce the games.

WDAF-TV Kansas City will air two exhibition games this year. Interstate Securities has one-quarter with remainder going as a spot carrier. No pregame or post-game shows are scheduled. Announcers are Ken Case, John Henry and Charles Jones.

New York Jets • WABC New York is in the second year of a five-year contract with the Jets. There is no radio network. Carling Brewing Co. through Lang, Fisher & Stashower has renewed for one-quarter, with the New York Dodge Dealers through BBDO; Midas Muffler through Doner-Harrison, and First National City Bank through BBDO, also taking one-quarter each. Howard Cosell will do the pregame show and Otto Graham the post-game program. Both are sponsored by the House of Worsted-Tex through Altman, Stoller, Chalk, Merle Harmon and Mr. Graham will announce the games.

WOR-TV New York will carry five preseason exhibition games, four of them live and one on tape. Rheingold Beer through Doyle Dane Bernbach will sponsor three-fourths of the games and Thom McAn through DDB has the other quarter. Clure Mosher will do the play-by-play and Les Smith the color.

Oakland Raiders • For the third year KDIA Oakland will feed the Raider's exhibition and regular games to 13 California radio stations. Northern California Sheet Metal Contractors, placed direct, will sponsor one-half, Guild Wine Co. through Compton Advertising, has one-quarter and the remaining quarter is going as a spot carrier. Alternating pre- and post-game sponsors are Dahl Chevrolet, placed direct, and Grand Auto Stores through Dearborne, Routh & Associates. Bob Blum will do the pre- and post-game shows and do play-by-play of the games. Dan Galvin will do color.

KRON-TV San Francisco will carry the AFL schedule from NBC-TV but has no plans for pre- and post-game local programs or exhibition games.

San Diego Chargers • KFMB San Diego, which just concluded a three-year contract with the Chargers, starts a four-year pact with the team this year. There are no firm plans for a network. Co-sponsoring the games are Home Federal Savings & Loan Association through Lane-Huff, which has signed for the full four years, and Union Oil through Smock, Debnam & Waddell. Pre- and post-game shows will be co-sponsored by the San Diego County Plymouth Dealers through N.W. Ayer. The other half is unsigned. Lyle Bond will do play-by-play with Tobin Rote handling color.

KOGO-TV San Diego will carry a 30-minute Charger Hi-Lites, featuring color films of the previous week's game, prior to the NBC-TV college game on Saturday. This show will be co-sponsored by Lukens Pontiac and one-half is still open. AFL Highlights, also in color, will be shown prior to the AFL games on Sunday. KFMB-TV San Diego is producing a documentary on the Chargers to be shown in September, and plans a five-minute Charger highlight program to be shown Monday, Tuesday, Thursday and Friday during the season. Three Saturday night Chargers' exhibition games will be shown live on KTLA(TV) Los Angeles. Among sponsors will be Carter Products through Sullivan, Stauffer, Colwell & Bayles; Tidewater Oil through Grant Advertising; Bristol-Myers through Grey Advertising and Tree Sweet Products Co. through Eisaman, Johns & Laws. Dick Enberg will announce the games.

Rambler plans extensive TV

American Motors Corp. plans a considerable increase in the use of TV this fall for introduction of new Rambler cars, it was disclosed at the Chicago dealer meeting.

Rambler will use participations on several dozen network shows plus TV spot in major markets and the Andy Griffith Hour special on CBS-TV Oct. 7, marking a ten-fold boost in TV budget share, according to a report from a closed dealer session. Last April AMC moved from Geyer Morey Ballard to Benton & Bowles, New York.

WSPD-radio-TOLEDO’S SHOWROOM

Metropolitan Toledo ranks 43rd in U. S. passenger cars, with about a quarter of a million automobiles. Use WSPD-Radio to tell Toledo about your models and to get them into the showroom. Adult programming aimed at the car buying public.

There's no better showroom for your sales message than WSPD, Toledo's No. 1 Station. Call Katz for details.

Statistical Information: SRDS, Hoover: NCS '61. All estimated and limited as shown in reports.
buy exciting daytime tv on wmal-tv

WASHINGTON, D. C.

New! exciting children's program
8:00-9:00 a.m. Mon. thru Fri.

CLAIRED & COCO
Color cartoons, new games, new educational features — all designed to entertain and inform the pre-school set.

New! exciting variety, comedy
9:00-10:00 a.m. Mon. thru Fri.

MIKE DOUGLAS SHOW
60 minutes of variety with a celebrity co-host. Songs, comedy, and interviews in an informal ad-lib atmosphere.

New! exciting woman's show
10:30-11:00 a.m. Mon. thru Fri.

HERE'S BARBARA
New woman's show concept! Barbara Coleman features studio and on-location reports of society, fashion, and civic events.

plus these other exciting daytime programs:

7:30 a.m. exciting Bozo Show
10:00 a.m. exciting Girl Talk Show
5:00 p.m. exciting Lloyd Thaxton Show
6:00 p.m. exciting News 7
7:00 p.m. exciting 30-min. action-comedy block

contact: Harrington, Righter & Parsons

WASHINGTON, D. C.
The Evening Star Broadcasting Company

BROADCASTING, August 16, 1965
New Chevy strategy boosts spot radio

Auto firm goes shopping for quality news shows, news personalities in principal radio markets

Is spot radio about to see a rebirth of national blue-chip accounts holding 52-week franchises in program and personality sponsorships just like before television?

This question was but one of several optimistic prospects that seemed to spring this week from the enthusiasm of both stations and station representatives following the disclosure that Chevrolet intends to build such long-term franchises starting this fall.

Chevrolet is shopping for full sponsorship three to five times weekly of quarter-hour newscasts and leading news personalities on the top stations in 50 of the country's principal radio markets.

The auto maker considers its plan to be a "vote of confidence" in radio and wants to develop close ties with quality news shows and newscasters. It especially wants those combinations that have strong merchandising and marketing potential for Chevrolet.

The market list may be expanded later depending on results. The buys initially will be for 26 weeks with options to renew. But the plan is clearly for the long haul and can well run into years.

New Investment - Chevrolet is making the buys, at least for the present, out of new money and apart from other radio use. It has heavy network radio news schedules going on CBS and NBC and will continue to be a heavy user of spot announcements on radio stations throughout the country for new car introduction and similar marketing events.

Campbell-Ewald Co., Detroit, is Chevrolet's agency.

Although by present day TV-budget standards the Chevrolet spot radio newscast buy is not large—it will run about $700,000 to $800,000 for the first year—the money is "big" for spot radio. More important, however, even agency-client sources stressed, is the significance of the buy and what it is expected to do not only for Chevrolet but what it could stimulate other advertisers to do in following suit.

Radio observers pointed last week to both the economic efficiency and audience reach of the medium as good reasons why the Chevrolet innovation might spark an important trend. If the development does anything, though, they said, it will be to more sharply refocus radio's aim on the big targets—the key multimillion dollar broadcast agencies and accounts that once were radio's profit and glory.

They also speculated that the Chevrolet plan could well stimulate review of some present radio formats. If sponsor money is looking hard at long-term program franchises, they note, it won't take station prospects long to come up with supply for the demand.

Careful Buying - Campbell-Ewald doesn't expect to make all of its buys right away. It recognizes the fact that there simply aren't that many quarter-hour news shows around today. The agency may take even a year or two to build the list it wants. The 26-week initial buy will permit review and upgrading or juggling if alternative and better choices develop.

In some of the top markets the buy may include more than one station. In certain cases 10-minute news formats will be considered but the quarter-hour is preferred because of the desire to present a well-rounded program of international, national and local news in sufficient depth to be of listener service and interest. Suitable sports and weather formats also may be included.

Chevrolet is not interested in less than three periods a week and would like up to five weekly as available. Again recognizing the present situation in radio, the sponsor might take split schedules to start in some instances. For example, a Monday-Wednesday-Friday afternoon drive time with Tuesday-Thursday slotted in the morning.

At a meeting last week with some two dozen station representatives Jim Beavers, vice president in charge of broadcast media for the agency, said that Campbell-Ewald is very pleased that Chevrolet has had the courage to be willing to go ahead and make its program franchise move. He said the decision is a reaffirmation of the agency's and client's belief in the continuing power of radio and its ability to serve a strong local selling tool.

Radio Veteran - Chevrolet until recent years was one of the few major national accounts buying heavy schedules of local radio spot announcements on a 52-week basis. About four or five years ago the auto maker began cutting this list and going heavy only at announcement time or other special periods. The introduction announcements for this fall will center on a three-week period in October.

Chevrolet for many years has been a major network radio account. It is now quarter-sponsor of NBC News on the Hour with 44 shows a week on weekdays. On CBS the sponsor has 11 newscasts running for weekend coverage every Saturday and Sunday. Chevrolet of course continues to be a big TV advertiser too, having recently renewed the full hour color show Bonanza on NBC-TV among many other sponsorships in that broadcast medium.

How did the Chevrolet decision come about? It appears to have been under consideration for some time, with both the client and agency long getting the attention of many radio-minded station representatives and the Radio Advertising Bureau, as have other Detroit agencies and auto makers over the years.

During last week's meeting Mr. Beavers mentioned one representative by name for help in developing the plan. It was the Henry I. Christal Co. and its Detroit manager, John Fouts. RAB also is known to have presented
The stations with a peel.

Don’t slip in the Meredith markets. Advertisers and consumers alike pick the Meredith bunch. Top bananas in audience, in community service, in market research, in production capabilities, in color equipment; you name it.

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

BROADCASTING, August 16, 1965
Detroit automakers with a news program plan within the last two months and news also has been the key element in ideas submitted by several other representatives recently.

Nielsen List • In the midst of all the hopes and excitement engendered by the Chevrolet decision, there appeared to be some disappointment over the method said to be used to choose the initial list of 50 markets. It is said to be based on the first 50 “radio markets” according to the 1961 Nielsen county coverage report, the last national radio coverage report of its type. Some feel the data is much too old and will completely overlook many “hot” auto markets today. For instance it is understood that cities like San Diego and Norfolk are among those skipped.

Here is an unofficial list of the markets under consideration for the initial buy. It is not necessarily in order of rank:


Chevrolet wasn’t the only good radio news on the Detroit scene last week. Other cars are buying or are about to buy their fall announcement campaigns. Oldsmobile through D. P. Brother is placing for two weeks in mid-October while Buick is expected to buy soon for about the same period through McCann-Erickson. Pontiac and Cadillac are not quite ready to buy, through MacManus, John and Adams, but will probably place also for October. Lincoln-Mercury buying, newly moved to Detroit from New York and handled by Kenyon & Eckhardt, is reported aiming for late September schedules.

Another new radio account out of Detroit this year has been the STP oil additive product of Studebaker placed through W. B. Doner. Others include three General Motors accounts, Harrison Radiator Division, through D. P. Brother, and Delco and Guardian Maintenance through Campbell-Ewald.

Rep. appointments...

• WQXR-AM-FM New York: Vernard Torbert & McConnell Inc. for Chicago, Detroit, Philadelphia, St. Louis, Dallas, Atlanta, San Francisco and Los Angeles. Bill Creed Associates and Andy McDermott Sales Ltd. continue to handle WQXR in the Boston area and Canada, respectively.


• WARE Ware, Mass.: Harold Segal Co., Boston, as regional representative.

Agency appointments...

• Scovill Manufacturing Co., Waterbury, Conn., names Clinton E. Frank Inc., Chicago, as agency for corporate account. Frank already handles firm’s Hamilton Beach and Puritron divisions.


• Midwest Tire Co., St. Louis firm with dealers in 20 states, names Storm Advertising Inc., St. Louis, to handle campaign for Phariso auto tires and Midwest truck and tractor tires.


Business briefly...

The R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will test-market its new Prince Albert filter cigarettes beginning this week in Winston-Salem, N. C.; Altoona, Pa.; Flint, Mich.; Montgomery, Ala.; Shreveport, La.; Spokane, Wash., and Fresno, Calif. Although advertising plans were not divulged, spot radio, among other media, reportedly is being used. William Esty & Co., New York, is the agency.

The Mennen Co., Morristown, N. J., through Grey Advertising, New York, will use prime-time participations on all three TV networks and, in addition, ABC Championship Baseball and ABC’s Wide World of Sports, and National Football League Postgame Show on CBS-TV Sept. 10 through December.

The Coca-Cola Co., Atlanta, through McCann-Erickson, New York, and Revall Drug Co., through BBDO, both Los Angeles, will sponsor Alice in Wonderland or What’s a Nice Kid Like You Doing in a Place Like This, a one-hour color animated special on ABC-TV featuring the voices of Sammy Davis Jr., Zsa Zsa Gabor, Bill Dana and Hedda...
WKZO's primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next-largest station.

BUT... WKZO Radio Serves up More Auto Buyers and Dealers in Greater Western Michigan!

For hard-hitting coverage of people who sell—and buy—cars, a schedule on WKZO Radio packs more wallop than any radio competition can muster.

The map shows who covers the court best in Greater Western Michigan. There are 156 Ford, Chevrolet, and Plymouth dealers in WKZO Radio's primary service area—102 more than the next station. And this greater coverage takes in all types of retailers besides car dealers.

To score the most points with customers and dealers, let your Avery-Knodel ace place your shots on WKZO Radio!

*In 1935, Lester Stoeffen drove a ball a measured 131 m.p.h.

WKZO
CBS Radio for Kalamazoo
And Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives
Hopper, and scheduled for telecast sometime in March 1966. The program previously had been tentatively scheduled for the Christmas season.

Mego Corp., through Crestwood Advertising, both New York, will use spot TV in major markets to advertise its Dino Tracing Slate Book and Dino Walking Monkey children's products, beginning in October and ending early December.

Amsco Industries Inc., Hatboro, Pa., through Pesin, Sydney & Bernard, New York, will run spot adjacencies in prime-time on a regional basis on all three networks to advertise its new Bewitched baby-doll playthings, from September through Christmas. The campaign will also feature spots in prime-time and in the daytime in major markets along with commercials on local children's programs.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor Ice Capades—1966, a color special on CBS-TV scheduled for Wednesday, Dec. 1 (9-10 p.m. EST). The program will feature Arthur Godfrey, Liza Minnelli and Roger Miller.

Rockland Mills Inc., Brooklandville, Md., through Chalek & Dreyer, New York, will use spot TV in major markets to advertise its Roc-ion drapery lining and Roc-ionized shelf-lining, beginning in September and continuing through the year.

Trewax Co., Culver City, Calif., for its floor care products, through Ross & Seideman Advertising, Sherman Oakes, Calif., will be a participating sponsor on ABC's Don McNeill's Breakfast Club beginning Sept. 13.

Motorola to spend 50% more in TV ads

Motorola Inc., Chicago, is increasing its national TV budget by 50% this fall and will spend nearly $2 million in the September-December period for program buys on ABC-TV and NBC-TV, the TV-set maker disclosed Thursday. Motorola as a result will invest almost $3 million in TV for all of 1965, not counting local TV use by dealers and distributors who also use local radio to back their heavy newspaper buys. Motorola will promote all its radio-TV products but will place emphasis upon color TV.

Placing through Leo Burnett Co., Chicago, Motorola this fall will use Wackiest Ship in the Army and Daniel Boone on NBC-TV, Big Valley, Sunday Night Movie, Wide World of Sports and The Farmer's Daughter on ABC-TV. Motorola also is increasing its schedule in national magazines this fall.

Needed: faster color film for commercials

Anticipating forthcoming obsolescence of black-and-white commercials in prime time, Gerald Schnitzer last week called for a "much faster color film... to enable us to produce commercials under more adverse conditions. And it would also prove to be a great savings in budget cost."

Mr. Schnitzer, president of Gerald Schnitzer Productions, Hollywood, coupled the request for the film with an announcement that color commercial production was now making up more than 75% of the firm's total production. During the past four months, he noted, the ratio of color spots has jumped from 50% to 75% at his studios.

The commercial producer attributed the jump in color to NBC's extensive color schedule and to CBS's decision to film about 50% of its prime-time programs in color this fall.

He said 1,000 feet of black-and-white film now costs $100-$135 and 1,000 feet of color film runs $300-$330. But, he said, this higher cost does not
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.)

*ADVERTISERS AND THEIR AGENCIES ARE REFERRED TO SURVEY REPORTS FOR DETAILS. DATA QUOTED OR DERIVED FROM AUDIENCE SURVEYS ARE ESTIMATES SUBJECT TO SAMPLING AND OTHER ERRORS.

BROADCASTING, August 16, 1965
Manhattan Shirt Co. returns to TV

The Manhattan Shirt Co., New York, is adding a quarter million dollars to its TV budget in 1966.

The raise in TV spending will bring Manhattan's current yearly TV budget to an estimated $1 million in 1966, according to Bruce P. Fogwell, director of advertising for the shirt company. Manhattan returned to TV this year after a six-year absence (Broadcasting, Dec. 21, 1964).

As explained by Manhattan last week, its coming TV schedule will be devoted exclusively to its Dura-Wite and Dura-Brite Perma-Pressed men's dress shirts.

For the last four months of this year, Manhattan will spend $500,000 in TV, placing participations in NBC-TV's Tonight Show with Johnny Carson and TV spots in the country's top 30 markets. Manhattan estimates its 1965 advertising budget for all its clothing products at about $2.5 million.

At a news conference, Mr. Fogwell said that comedienne Phyllis Diller will be featured in all of Manhattan's TV spots which will be in a humorous vein. The commercials will start next month and are scheduled to be continued in 1966. Mr. Fogwell said the commercials in 1966 will be produced exclusively in color--"the first time a major clothing manufacturer has used color TV advertising."

Needham, Harper & Steers, New York, is Manhattan's advertising agency.

PR-advertising parley called for by adman

A joint public relations-advertising conference to eliminate the "basic distrust" among members of the two crafts and to increase their effectiveness for clients was proposed last week by Whit Hobbs, senior vice president in charge of creative services for Benton & Bowles.

He told the annual convention of the Public Relations Society of America in Denver that "each of us is talking to the public in the name of the client, but too often we are not speaking with the same voice." To improve the "uneasy marriage" of public relations and advertising, Mr. Hobbs suggested that PRSA invite advertising agencies to its next annual convention for a day of workshop sessions on the know-how, and problems of the two crafts.

Yamaha, Disney work together on movie

Walt Disney Productions and Yamaha motorcycles have teamed up in a nationwide tie-in promotion for Walt Disney Productions new movie, "The Monkey's Uncle." The promotion was developed by Vince Jeffers, director of merchandising at Disney, Jimmy Jingu, director of advertising of Yamaha and Yamaha's agency, Hixon & Jorgensen.

Disney Productions through its 27 Buena Vista distributing offices purchased between 100 and 150 spots each on key Rock 'n' roll radio stations in 33 of the top markets. In addition to promoting the movie with promotional spots, each station holds a "Monkey's Uncle" record hop at which "his & hers" Yamas are given away. Yamaha also is placing national radio and TV spots in many of the major markets. Approximately 75 radio and TV stations are being used.

Coffee sues coffee cake

Chock Full O' Nuts Corp., New York, announced last week it has filed a lawsuit against Sara Lee Inc., claiming Sara Lee has copied Chock Full O' Nuts' widely-used slogan, "Heavenly Coffee" by using the phrase, "Heavenly Coffee Cake" in its advertising.

The plaintiff has asked the U.S. District Court for the Southern District of New York to issue an injunction prohibiting Sara Lee from using the words "Heavenly Coffee" and to award damages to Chock Full O' Nuts. Since 1953, Chock Full O' Nuts has used the "Heavenly Coffee" slogan in newspapers and on radio and TV, the company stated, and now spends more than $2 million in advertising.

Study reveals listening habits of housewives

A demographic study of the radio audience in Providence, R.I., which was released last week, shows a high incidence of listening among housewives and sheds new light on the habits of the working wives.

Conducted by the Providence Journal-Bulletin Consumer Analysis Office, among 3,158 families, the survey shows that 74.1% of the housewives listened to radio and the peak of their listening was from 6 to 10 a.m., followed by 10 a.m. to 1 p.m. Of the number of wives listening to radio, 23.7% were full-time working wives and 12.8% were part-time workers. The total percentage of working wives listening to radio was 36.5.

The study also provides information on radio listening by educational and income levels and family size. It compares husband and wife listening indicating the differences in the habits of the spouses.


RAB pushes for small markets

Small market radio station operators were urged last week to "get on the RAB small-markets bandwagon." A statement released by a group of radio executives in such markets stressed they have found that RAB membership is "profitable and more than pays for itself." The statement was signed by Eddie Allgood, WBTD Danville, Va.; Stephen P. Bellinger, WZQ Decatur, Ill.; Tom Harrell, WJOP Salisbury, Md.; Robert O. Moran, WBC Beloit, Wis.; Ted L. Snider, KAFY Chico, Calif.; Philip Spencer, WCIB Amsterdam, N. Y.; and R. E. Willis, WAZY Lafayette, Ind.

50 (Broadcast Advertising)
IN SEATTLE, advertisers can take advantage of an important two-way reach. Transmitting from an island midway between Seattle and Tacoma, KVI delivers two major markets with a combined volume of retail sales greater than those of such rich metropolitan areas as Dallas, Kansas City or Milwaukee. KVI does other things in a big way. For example, Bob Hardwick, the station's early-morning personality and a tug boat buff, recently shepherded a whale a distance of 417 miles. By doing so he gave Seattle a four-ton aquarium attraction. Not everything that happens at KVI is whale-sized — unless you want to count the kind of catches advertisers can expect from this enterprising station. Don't be the lonely one who got away.

Source: Sales Management's Survey of Buying Power.
A look ahead to 1966-67 season

Hollywood program producers are already at work sifting ideas and planning pilots for series aimed for TV a full year away

The opening of the 1965-66 TV program season is still a month away. But for the past several weeks the program makers of Hollywood have been immersed in program plans for the year after this—the 1966-67 season.

What kind of plans? What kind of programs? Will it be more of the same or are there any new and different kinds of programs among the hundreds now being put through the early stages of preparation for exhibition to the TV audience in 1966-67? What do the experts think?

The first thing they think is that it's far too early to say what they think. "We're in the winnowing stage," one producer told Broadcasting in rejecting a request for an interview about plans for next year's fall-winter season. "We're sifting scores of ideas we have conceived ourselves or that have been submitted to us, cutting the number down to perhaps 25 which we'll proceed to develop. Most of those will be weeded out before the pilot stage and unless we are unusually fortunate some of our pilots will also be missing when the schedules are locked up. But if we have a reasonable number of new shows on the air when September 1966 rolls around and if the viewers like them as well as we do, it will be worth all the work and money we've put into it. But right now things are too fluid to talk about. Come back later."

The three top producers who did talk to Broadcasting—William T. Orr, vice president in charge of television at Warner Brothers; William Self, executive vice president, 20th Century-Fox Television, and Robert M. Weitman, vice president in charge of all production, theatrical as well as television, for MGM—agreed that 1966-67 plans are in a very early stage and that final decisions as to what will and what will not show up on the network schedules for that season won't be made for some time.

These three are perhaps a little further along with the elimination process than the rest. At Warners, Mr. Orr said he has "more than 20" program ideas in various stages of development. Mr. Self estimated "25 to 30" at his studio. Mr. Weitman thumbed through a big, black, looseleaf book and came up with a precise count of 39.

What Sort of Programs? "We're working on all kinds of shows," Mr. Orr said. "Adventure, comedy, comedy adventure, western dramas with a new look, as much as the Old West can have a new look, even a couple of nighttime serials." The other two producers gave much the same answer.

Currently, they are considering the whole range of TV entertainment from way out fantasy to downright realism, from riotous comedy to deep drama and they haven't yet begun to concentrate on the few programs which they will actually put into completed pilot form.

One thing is certain: Virtually all of the 1966-67 programs will be made in color. The only exceptions will be programs dealing with World War II in which film footage made on the spot has an important part. But any pilots
IN PORTLAND, where annual retail sales soar well over a billion dollars, Golden West's KEX wraps up the market with 50,000 watts of day-and-night power. This maximum thrust, backed by the polished, adult programming, enables your sales story to saturate the metropolitan area plus another billion dollars worth of purchasing potential in other Oregon markets. In fact, KEX covers 90% of Oregon's 606,100 homes plus an additional 100,000 families in neighboring Washington. All in all, it's a power package that performs for advertisers like nothing else in Oregon. And a piece of Washington, too.

Source: Sales Management's Survey of Buying Power.
made from now on will be in color, although "I doubt if they all go on the networks that way," Mr. Self observed. The pilots of Daniel Boone and Voyage to the Bottom of the Sea were made in color, he noted. But they had a year in black and white on the air and only this fall, their second season, will they be broadcast in color. That's also true of MGM-TV's The Man from U.N.C.L.E.

Another certainty: The trend back to half-hour TV programs of all kinds, not just comedies, will accelerate. A year ago, the prime-time network schedules showed 48 half-hours; this year, there are 55. Another trend on the upswing is to multi-installment nighttime dramas. There are serials, like Peyton Place, whose sensational success is sparking many eager emulators. And there are programs like Dr. Kildare, which in its new half-hour twice-a-week format will present many dramas continuing through two or more episodes instead of being confined to a single broadcast.

What about the bigger-than-life, programs of that type in development for next year.

What Comedy Type? • Comedies are here to stay. But what type of comedies will the 1966-67 audience go for? That's the question the producers are trying to answer. Mr. Self believes that way-out comedy will decline in the next year or two, "and we'll get back to warm humans like Fred McMurray and Donna Reed," but he admitted that he has some comedies in the works that are pretty far out. "In the last analysis," he commented, "comedy depends on how funny it is."

Mr. Orr agreed that comedy will again be popular programming a year from now and said that Warners has a program in the works that presents a new kind of TV comedy, an action-adventure, historical costume drama, produced with a humorous twist. "a sort of Tom Jonesish approach." The series, opted to NBC-TV, is The Three Musketeers. Warners' version will show D'Artagnan as a fresh-cheeked country boy, thrown in with two Parisian swashbucklers-about a fruitcake and could be a sensation. There's nothing to compare it too; it's not like anything that's ever been on TV before, but it's wildly funny." CBS-TV has the option.

"We feel it's time for a good police series and we're working on one for '66-67," Mr. Self said. "It's a solid series, dealing with a metropolitan police force and we're shooting the pilot in color. If the FBI can get it, we'll give the local police a little glamour too."

The World Wars • With all the World War II programming on TV, "we feel that World War I has been neglected and we're trying to remedy that situation with a series about the aviators, the aces, of those days when wild youngsters were giving the airplane its first tryout as an instrument of war." This also will be filmed in color, with a helpful hand from the theatrical motion picture division picture division of 20th-Fox, which is making a feature picture about World War I flyers in color in Ireland. "They've got 13 vintage planes and they are shooting a lot of action footage for the TV series for us."

Another color series in the works at 20th-Fox TV is Three Coins in the Fountain, based on the feature motion picture. "It's essentially a situation comedy," Mr. Self observed, "but its Roman location will give us a chance to make color a real asset, which isn't always the case with this kind of show."

Mr. Self believes that all-family programming based on a show primarily designed for juvenile viewing but produced "to get the older members of the family to look over the kids' heads" may be on the verge of setting a new TV program trend. Lost in Space, a one-hour series about an astronaut and his family stranded on a remote planet and crammed with out-of-the-world adventures, which 20th-Fox is making for CBS-TV to air this season, "is not an accident," Mr. Self declared. "And it's not alone. Dick Tracy and even Fearless Fosdick are being developed as TV series, if my information is correct."

Mr. Weitzman reported that he has a number of creative individuals working on projects for 1966-67. "We're constantly trying to get the best and that's not easy," he commented. "We sit and chew and council and deputize and supervise and when the basic idea is agreed on we let them go. They're good and they'll come up with the right answers."

The group now looking for those answers from MGM-TV's '66-67 program agenda includes Norman Felton, who has had a large hand in the success of Dr. Kildare and Man from U.N.C.L.E., who has two new one-hour series in development. Jerry Thorpe, who wrote and produced the pilot for Please Don't
IN SAN FRANCISCO, the radio station that stimulates the most enthusiastic response is KSFO. Here's brief proof. After a legislative battle to save the Bay from further pollution, State Senator McAteer wrote: "When KSFO's Don Sherwood threw himself into the fray, that was that. Thousands of Don's fans sent letters and the opposition folded." Praising KSFO's eye-witness reports on the successful landing of a severely damaged airliner, Willis Player, vice president, Pan American Airways, said: "Your accuracy and over-all fairness did much for the cause of aviation and for Pan Am." As in all programming, KSFO's public service features stress showmanship, integrity and heart. The approach has its rewards. Most San Franciscans readily identify KSFO as "The World's Greatest Radio Station." Aptly enough, it is.
Eat the Daisies, also has an hour show in the works, as does Marquis Warren, creator of Rawhide.

"I'm high on those four one-hour series," Mr. Weitman said, "and I'm also enthusiastic about a half-hour series being developed by Jack Neuman, executive producer of Mr. Novak. Ivan Tors, producer of Flipper, is working on a series that could be another Flipper, but with a different concept." Mr. Weitman declined to be more specific about the formats of the programs in development, stressing his belief in their individuals developing them and their ability to come up with a winner.

Full speed ahead on FM

Triangle Stations increases stereocasts on its five outlets

A step up in FM stereocasting for all of its five FM outlets was announced last week by the Triangle Stations. The changeover to stereo should be nearly complete by Jan. 1, 1966, officials said last week at a news conference in New York. They said the commitment to FM in technical and program improvements at the stations represents an investment for Triangle of about $158,000.

In announcing the moves, Warren A. Koerbel, FM sales coordinator for the Triangle Stations, noted that Triangle was sympathetic with objectives of the FCC's AM-FM separation rule "which is bound to cost . . . [Triangle Stations] money." Triangle FM's new program scheduled for AM sister outlets.

He said it was not often that broadcasters "find themselves aligned with restrictive governmental policies," but that "to be consistent with our unshakable belief in the singular nature of FM broadcasting, we at Triangle could hardly take any other position.

"On the basis of our own experience, we are confident that those broadcasters who today bitterly oppose the separation rule will, in the future, applaud it." Mr. Koerbel said that to continue to duplicate programing on two "such diverse media" as AM and FM" is to penny-wise and pound-foolish.

He noted that Triangle's FM stations are operated and programed autonomously and observed that other FM's must follow suit if they are to "realize their fullest potential.

Diversified Audience • Mr. Koerbel based his thesis on increased diversity in the country, particularly in people's tastes, habits and beliefs, which he asserted has splashed over into marketing. He said that the advertiser will be obliged to allocate a percentage of his advertising budget to FM in seeking the better-educated, higher-income consumers.

Also attending the conference were David J. Bennett, director of FM operations, and Henry E. Rhea, director of engineering at Triangle.

In addition to electronic changes and technical improvements (power increases and cross-polarization in transmission), Triangle plans to originate a number of live stereocasts locally. The power increases on the average will double the signal strength of each outlet, it was noted.

WFBO-FM Altoona-Johnstown, Pa., WNSU-FM New Haven and WFIH-FM Philadelphia will begin stereocasting 80 hours per week on Sept. 1, and KFRE-FM Fresno, Calif., will follow on Jan. 1. This number represents more than 70% of their air time, and a full stereo schedule will be instituted when album recordings become available in sufficient quantity. WNB-FM Binghamton, N. Y., which began a four-hour stereo schedule a year ago, is now up to 11 hours daily and will supply a one-hour weekly series, Adventures in Stereo, to all the Triangle FM's. Four years ago, Triangle began a daily 16-hour tape program service for its stations. The FM tapes, syndicated as Triangle Audio Program Service for the past two years, are carried by 75 stations (including about a dozen AM's) in the United States and Canada.

Three are reunited in new film company

A new television and motion picture production and distribution organization was formed in New York last week by Ely Landau, Oliver A. Unger and Harold Goldman.

Earlier this summer, Mr. Unger, as president of Unger Productions, and Mr. Goldman, as president of Television Enterprises Corp., had merged these two firms as Encore Films Ltd. (Broadcasting, June 21).

The current move re-establishes a 10-year relationship among Messrs. Landau, Unger and Goldman, starting in 1953 when they founded and developed National Telefilm Associates into a major TV distribution company and operator of broadcasting stations. They left NTA in 1963.

The new company, tentatively called Landau-Unger-Goldman, will make its headquarters in the Time-Life Building in New York, with offices in Los Angeles and London.

Mr. Landau and Mr. Unger have been active recently in producing feature films. They will continue primarily in these areas. Mr. Goldman, who has 14 color action pictures never released to TV, will head the new organization's television department.

It was said that future activities of Landau-Unger-Goldman will include television production as well as a continuing program of production of theatrical features.

Wolper and Heritage announce merger

In a major transaction involving theatrical films, television production and distribution, Heritage Productions in New York is merging with Wolper Productions Inc., Hollywood. Following six weeks of negotiations on both coasts.

The deal is to be made final today (Aug. 16) by David L. Wolper, president of Wolper Productions, and Arthur Stellof, president of Heritage Productions.

Mr. Stellof assumes a new position as president of Wolper Television Sales Inc. He will head New York operations of Wolper Productions, as well as the organization's distribution division, reporting directly to Mr. Wolper. Ira Gottlieb remains as vice president and director of sales and syndication.

As a result of the merger, Wolper Television Sales will step up its activities in the development of new properties for TV distribution, including those in the feature film and cartoon field. Mr. Stellof will be in charge of new projects in the New York area.

Wolper Productions now takes over Heritage's syndication shows, including The Three Stooges, The Jimmy Rogers Show and several motion picture properties already in various stages of development.

Coincident with the transaction and announcement of new company responsibilities, Mr. Wolper disclosed that Lee Jackoway has been named sales manager in the Northeast and South for Wolper Television Sales. Jack Garrison has been elevated to central states manager.
IN LOS ANGELES, a city bustling with the world's largest concentration of automobiles, only KMPC has the mobile broadcasting equipment needed to offer full coverage of hundreds of communities and a 25-thousand-mile maze of highways. Two helicopters, two airplanes and three street cruisers bring listeners in autos and homes immediate knowledge of news events and traffic conditions. Now, this daily service has been expanded to a second metropolitan area: Orange County, the fastest growing major market in southern California. These services are a part of KMPC's pronounced ability to provide the widest audiences for advertisers. To grow with southern California, grow with the station that's on the go.
News suppression is problem in Vietnam

A report on the views of ABC correspondents in Vietnam on the question of news censorship suggests that suppression of news is a festering problem in coverage of the war there.

Included in the report, prepared by ABC newsmen for the use of the U.S. Army in the training of field press censorship detachments at Fort Slocum, New York, are charges of lies and half-truths told by members of the military.

Charles Arnott, ABC correspondent in Saigon, who in an earlier interview (Broadcasting, May 31) had downgraded censorship problems of reporters as secondary to those of communications and logistics, said he had been lied to by members of the military establishment who later apologized while explaining they were ordered to misinform newsmen.

He said he is "not particularly proud of the performance of our American military in dealing with the newsmen who have been working here (in Saigon). The news corps in Vietnam has been fed lies, half-truths and misleading statements and "with such ham-handed puérility that even a reporter for a high school paper could see through the ruse," he asserted.

Mr. Arnott suggested that imposition of censorship of news copy coming out of Vietnam would not be likely to solve the more basic problem of the military's "painful and embarrassing tendency to conceal rather than reveal." Also noted by correspondent Arnott is the availability of civilian planes from Saigon every day to Hong Kong or Bangkok, only several hours away, where no censorship would be imposed.

Russ Jones, another ABC newsman, said he would favor censorship in Vietnam if it were accompanied by a loosening of the lips of the military.

Malcolm Browne, formerly of the Associated Press and now with ABC in Vietnam, contended that informal censorship such as freezing a correspondent out of an air base or instructing officers not to talk to him in some cases has been worse than formal censorship. Mr. Browne said he had seen no significant leak of tactical information through correspondents which could give comfort to the Viet Cong.

NBC-TV signs for recent Embassy films

The NBC Owned Stations Division is investing an estimated $3.6 million for the television rights to 50 features from Embassy Pictures Corp. for showing on the five NBC-owned TV stations, beginning October 1966. The contract specifies a period of three years for showing the films.

In announcing the transaction last week, Raymond W. Welpott, executive vice president in charge of the NBC Owned Stations and Spot Sales, said the agreement provides that certain films will be made available to the stations on a delayed basis following their theatrical release. These include "Marriage -Italian Style" and "Dingaka."


The five NBC-owned TV stations are WNBC-TV New York, WYBC-TV Cleveland, WMAQ-TV Chicago, KNBC-TV Los Angeles and WRC-TV Washington.

Film sales...

The Big World of Little Adam (Banner): WLWB-TV Miami.

Bold Journey (Banner): KTRC-TV Austin, Tex.

Tarzan Features (Banner): WDAY-TV Fargo, N. D.

Islands in the Sun (Bill Burrud): KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Vagabond (Bill Burrud): KPTV(TV) Portland, Ore., and WLWT(TV) Cincinnati.

Gypsy Rose Lee Show (Seven Arts): WMTW-TV Poland-Spring-Portland, Me.; WRGB(TV) Schenectady, N. Y., and WREN-TV Buffalo, N. Y.


Man in Space (Seven Arts): WOR-TV New York; WJTV-TS Los Angeles; WNAC-TV Boston; CKLW-TV Windsor, Ont.-Detroit; WHIO(TV) Memphis, and WDRB-TV Orlando, Fla.

Century II (20th Century-Fox TV): WMJ-TV Youngstown, Ohio; WKNX-TV Louisville, Ky.; WXTV(TV) Utica, N. Y.; KQV-TV Westlake, Tex., and WSBT(TV)
IN LOS ANGELES, only KTLA is the inside television station, owned and operated by people who make southern California their permanent home. With the community’s interest its first interest, KTLA stresses local programming. A dozen mobile units, including one equipped for remote color taping, a telecopter and two fixed-wing airplanes plus 25 cameras scanning 25,000 square feet of interior production space, enable KTLA to originate more than 48 hours of regularly scheduled local/live programming each week. One third of these features is transmitted in color. In every way, facilities and experience, KTLA leads Los Angeles, and all southern California, in local/live programming.
South Bend, Ind.

*Century 1* (20th Century-Fox TV): WKTV(TV) Utica, N. Y.

*The Best of Charlie Chan* (20th Century-Fox TV): WSBT-TV South Bend, Ind., and WCCO-TV Minneapolis.

Wolper Specials (Wolper Television Sales): WPHL-TV Philadelphia; WDAF TV Kansas City, Mo., and WKTV-WB Buf- falo, N. Y.

Citizen Soldier, Deadline, and O.S.S. (Wolper Television Sales): WTSJ(TV) San Juan, P. R.

Superman (Wolper Television Sales): KTV(TV) Fort Worth-Dallas; WEAT Pensacola, and WTV(TV) Tampa-St. Petersburg, both Florida; WJTV-TV Louisville, Ky.; KWWL-TV Waterloo;

Cedar Rapids and KTV(TV) Sioux City, both Iowa; WSDK-TV Nashville; WRLA-TV Raleigh, N. C., and KTTV-TV Springfield, Mo.

Radio series sales . . .


Miss America Pageant Reports (Ken Gaughan Productions): KPTL Carson City, Nev.

Top of the Pops (Hartwest Produc- tions Inc.): KAHK Redding and KONG Visalia, both California; WTA L Talla- hassee, Fla.; WOVL Columbia, S. C.; KPAY Chico, Calif., and KPHR Eugene, Ore.

The Joe Pyne Show (Hartwest Produc- tions Inc.): KHSL Chico, Calif.; KERG Eugene, Ore.; WSAV Savannah, Ga.; WLS Columbia, S. C.; KXO El Centro, Calif., and WQOK Greenville, S. C.

The Earl Nightingale Show (Nigh- tingale-Conant Corp.): KGF The Roswell, N. M.; KJEM Oklahoma City; WBTO Linton, Ind.; KRSC Othello, Wash.; WCMA Claxton, Ga.; KITT Columbus, Neb.; WNSM-FM Bay City, Mich.; KEGO Sioux Falls, S. D.; WAAH Huntsville, Ala.; WCBM Pine City and KWOA Worthing- ton, both Minnesota; WARD Johnstown, Pa., and KSKT Jackson, Wyo.

Leo Durocher . . . Sports (Sight & Sound Library): WNYR Belleville, Ill.; WABC Slidell and WNOV Bastrop, both Louisiana; WBUZ Redonia, N. Y., and WMCK McKeensport, Pa.

Doctor’s House Call (Signal Produc- tions): WSAV Savannah, Ga., and WMBZ Uniontown, Pa.

The World of Money (Signal Produc- tions): KSEE Bakersfield, Calif.

More for Your Money (Signal Produc- tions): WGCH Greenwich, Conn.

**NBC-TV to colorcast its daily ‘Today’ show**

NBC News said last week that the Today show (Monday-Friday, 7-9 a.m. EDT) would have its major segments colorcast beginning with the Sept. 13 telecast. Coverage of late-breaking news stories and news films and photographs will continue in black and white but other news material, such as interviews with government officials and reports by news correspondents from Washing- ton will be in color. Areas pointed up for tint coverage include features such as fashion shows, musical entertain- ment and two-hour special salutes to prominent personalities, according to William R. McAndrew, executive vice president in charge of the NBC News division.

To accommodate the change to color, the Today show will move from its present first-floor location in the RCA Building in New York to Studio 6B, an all-color studio at Rockefeller Center. NBC, starting Sept. 27, will colorcast five of six program series shown between 10 a.m. and 1 p.m. EDT week- days.

**United Pictures to make features**

United Pictures Corp., has been formed to produce a minimum of six feature motion pictures a year in color with the goal of initial distribution in theaters and subsequent release to television. Major stockholders are: Fred Jordan, president of Producers Studio; Earle Lyon, formerly a producer at 20th Century-Fox and Universal; Francis D. (Pete) Lyon, who has directed at Uni- versal, 20th Century-Fox, MGM, and Disney; Robert S. Rapp, president of Frontier Oil & Gas Ltd., Rapp Oil Corp., and a director of other companies. Mr. Jordan is board chairman of United Pictures Corp.; Mr. Rapp, president; Earle Lyon, vice president and general manager; Francis D. Lyon, vice president in charge of productions; Wendell E. Niles Jr., vice president. United Pictures will make its headquar- ters at Producers Studio, 650 North Bronson, Hollywood.

Financing of UPC will come partially from distribution of theatrical pictures for television and partially from the Bank of America.

**WJRZ goes C&W**

Country music comes to the New York metropolitan area on a full-scale basis Sept. 15 when WJRZ Newark, N. J., begins a format of 24 hours a day of country and western fare.

The station has been presenting popu- lar music, talk and dramatic series. Harry Reith, general manager, said that except for five-minute segments on the hour and half-hour for news, traffic re- ports and weather summaries, WJRZ will broadcast country music exclusively.

WJRZ is represented nationally by Peters, Griffin, Woodward, New York.

**Boxing regulation bill sent on to full House**

The House Commerce Committee last week passed and sent on to the full House a bill to regulate boxing through its transmission in interstate commerce.

Officials, promoters and participants of any match broadcast or transmitted through wire for theater or home viewing (or listening) are covered by the legislation, which establishes a three-member federal boxing commission to license and police the sport, with power to forbid transmission of suspect matches and impose penalties up to $50,000 or five years on those ignoring its orders.

The measure was endorsed by the FCC, the National Association of Broadcasters and representatives of the boxing industry during House hear- ings last month (BROADCASTING, July 12).

Similar bills have been introduced in the Senate, but no action has been taken on them as yet.

**WABC DJ fired for ‘unfortunate comments’**

WABC New York dismissed disk jockey Bob Dayton on Aug. 6 after he played a “Happy Birthday” recording to mark the 20th anniversary of the atomic bombing of Hiroshima.

Walter Schwartz, vice president and general manager of WABC, said the air personality’s contract was terminated because of “a number of incidents, which had been discussed with Mr. Day- ton over the past month.” He indicated Mr. Dayton had made “several unfortu- nate comments.”

Mr. Dayton, who said his salary was $40,000 a year, told a news conference in New York that he had been trying to take listeners’ minds off the tragedy. He contended that if he were “guilty of any misjudgment whatsoever,” it was “in the time element and not the char- acter of the material.”

WABC reported that Mr. Dayton told listeners, “This is the 20th anniversary of the bombing of Hiroshima. I under- stand. So in view of that . . .” Then on
GOLDEN WEST BROADCASTERS
Four great radio stations covering 87%
of the people on the rich Pacific Coast.

And KTLA-TV, Los Angeles, serving 6 of
So. California's metropolitan areas.
Astronaut coverage
planned by Videx system

The network television pool which will cover the Gemini-Titan-5 space mission last week salvaged at least a portion of its plan to transmit pictures of the recovery of the astronauts.

"Almost instantaneous" pictures of the astronauts taken with Polaroid cameras on the deck of the recovery carrier will be transmitted over audio circuits using JTT’s portable Videx system.

Using Videx, still pictures could be transmitted to Houston in 40 seconds and from there would be transmitted over the television networks’ pool line.

An earlier plan to send live television pictures of the astronauts’ splashdown via the Early Bird satellite of Comsat was turned down because of insufficient space on the deck of the recovery carrier U.S.S. Lake Champlain, for the necessary transmission equipment.

TV series planned
for Janet Gaynor

Former motion picture star Janet Gaynor has been signed by Screen Gems to star in a situation comedy proposed for the 1966-67 TV season. It is titled Emma’s First National Bank. Broadway, motion picture and television producer Paul Gregory, who is Miss Gaynor’s husband, will produce a pilot in late October.

Screen Gems also reported last week that comedy producer-writer Cy Howard has been signed to create, produce and write new TV properties for the 1966-67 season, and that actor Robert Reed, co-star of Herbert Rokkin’s The Defenders on CBS-TV for the past four years, has been signed to star in a new one-hour color comedy series entitled Somewhere in Italy—Company B.

Program notes...

Singing syndication • ABC Films and WABC-TV New York have co-produced the pilot program of a new half-hour music series, The Song Spinners, which is being offered for syndication, it was announced last week. The series spotlights The Song Spinners, a choral group of six male and four female singers, presenting standard pop classics directed toward a mature adult and young adult audience. WABC-TV has tentatively scheduled the tape show on Saturday, 10:10 p.m., starting this fall. Plans call for the program to originate from ABC’s Colonial Theater in New York in black and white at the outset and shift to color later this year.

Basketball documentary • A documentary on basketball, written by Robert T. Fresco, has been announced as the third hour-long program to be produced for Four Star by Art Lieberman Productions Inc. They have just recently completed two hour-long shows on baseball and football. It was also announced that Lieberman has signed a long term contract with football’s Frank Leahy, guaranteeing his appearance in 19 more Lieberman sport productions.

Teen-age study • NBC-TV, during the 1965-66 season, will present The Teen-age Revolution, a one-hour study of the social problems of suburban youth. Filmed in Lexington, Mass., the program will be produced, directed and written by Frank De Felitta of NBC News.

Fall dramas • National Telefilm Associates, Beverly Hills, Calif., has announced its plans to have its drama specials, The Play of the Week, ready for fall distribution. These two-hour programs will be released on video tape or film in most markets throughout the country. The first package consists of 12 dramas, chosen by the stations themselves from a series of 34, to be shown on a monthly basis.

Scholars speak • Intercollegiate Broadcasting System has announced a 13-installment radio series of 15-minute interviews with scholarly writers. Produced in conjunction with the American Textbook Publishers Institute, the College Authors Forum is being released free to commercial broadcasters for the first time. Last year the series was aired on 125 educational and campus-limited stations. Robert Penn Warren on sex and censorship, Dr. Raymond Mack on northern racial problems and Professor May Hill Arbuthnot on children’s literature are samplings of program material.

Whale of a welcome • Namu, the first killer whale ever captured uninjured, has arrived safely in Seattle after a difficult voyage from Namu, British Columbia where it was caught. Purchased by Ted Griffin for his Seattle Marine Aquarium, KOMO-TV that city provided Seattle with exclusive first films of the construction of the pen used to house the whale.

Regional network of 45 radio stations offers storm warnings

Broadcasters in the Memphis area have joined together in what they think is the first regional network to offer storm warning information to their listeners direct from the U. S. Weather Bureau office in Memphis.

The network consists of six television stations, 45 radio stations—including one FM (WMC-FM Memphis)—and the police, mayor, fire, light, water and gas departments of Memphis.

Whenever a tornado or other serious weather disaster is imminent in the Mid-South area, the head meteorologist at the weather bureau in Memphis, Gilley T. Stevens, activates a signal that is heard in all the stations along the network. This gives the stations five-seconds in which to prepare themselves to either receive the weather broadcast for taping and future use or for plugging in the forecast for immediate broadcast.

Stations in the coverage area can pick up, off the air, the broadcast of five specified originating stations in Memphis, WMC, WMC-FM, WHBQ, WREC and WMPG and give their listeners immediate warning of the coming danger. WMC-FM, with its 300 kw signal, is the back-up for any station that cannot reach one of the AM’s as it covers the area 24 hours a day.

Harold W. Slavick, vice president of Scripps-Howard Broadcasting Co., and general manager of WMC-AM-FM-WMC(TV) Memphis, with the engineering staff of his stations and Mr. Gilley initiated the plan for the network and spearheaded its formation.

The network covers 10 counties in northeast and middle-eastern Arkansas; 21 counties in west Tennessee, and five counties in northwest Mississippi.

The network has been tested on numerous occasions, Mr. Slavick said, and has had no snags or engineering malfunctions.

Mr. Slavick said that the network could alert listeners of any known weather disturbance that could be severe within one minute after the weather bureau discovers the storm. This greatly reduces the time span from the old teletypewriter systems. Mr. Slavick said, and it cuts down the possibility of error since only the meteorologist issues the report and it doesn’t have to be retyped.
Why should you care about Mrs. Brennan?

Chances are you don’t even know Mrs. Brennan. She’s rather an everyday housewife. Shops. Scrubs floors. Makes peanut butter sandwiches for three kids. On occasion, she’s even been known to stand up and speak her piece at PTA meetings. Mrs. Brennan’s an everyday housewife, but not an ordinary woman. She accomplishes what she sets out to do with a vital dedication and enthusiasm.

That’s what makes her important to ARB . . . and to you.

You see, Mrs. Brennan is an ARB interviewer, one of hundreds in communities all over the country. She’s close to her community and its people. She works in her community. If you think she makes a mean peanut butter sandwich, you should hear her gain the cooperation of selected sample families and note her pleasant, courteous follow-up calls. She’s a real professional.

So you really should care about Mrs. Brennan. And, someday when you are pondering an ARB audience measurement report, remember her. We do. And it sure makes us feel a lot more confident.

AMERICAN RESEARCH BUREAU
transport the whale, and the slow tugboat tow of the mammal down the northwest coast. On the last five days of the journey, KOMO-TV boarded a separate tug with a complete TV camera unit making possible live coverage of the event, with many one-minute bulletins and a special half-hour telecast.

A 'world beat' • ABC News and ABC-TV's affiliate in Cleveland, WJW-TV, claimed a "world beat" last week in obtaining a filmed interview with Robert Manry, Cleveland newspaperman, who was approaching the end of a voyage across the Atlantic in a 13½-foot sailing boat. WJW correspondent Bill Jorgenson and cameraman Walter Glendenning interviewed Mr. Manry 200 miles off the shore of England last Tuesday (Aug. 10), reaching him by chartering a fishing trawler. The interview was carried on ABC-TV on Aug. 11 (6:45-7 p.m.).

Divorce advice • ACA-Gold Star Studios, Houston, has announced a new radio series, Divorce American Style. The series features advice given by Dr. O. H. Scott. One-minute or five-minute question-and-answer programs are available.

Far from home • WCAU-TV Philadelphia for its first color documentary efforts has assigned a local news unit to Vietnam and Malaysia, to prepare two specials, one to be broadcast before Christmas of this year and the other in early 1966. The first show will center on Philadelphia servicemen stationed in Vietnam, the second will follow the daily rounds of two Philadelphiaans working in Malaysia, one in a medical service, the other in the Peace Corps.

New color series • Bob Banner Associates is producing a one-hour action-adventure series, Outspan, in color for CBS-TV. Robert Pirosch will be the producer and Buzz Kulik the director of the pilot, to be filmed in Hollywood in October.

Prison talk series • A series of prison interviews with convicts has been produced for radio by Charles M. Conner Productions, Houston. The series, which consists of 26 two-minute interviews with bank robbers, shoplifters, conmen, etc., is being distributed by ACA-Gold Star Studios, 5928 Brock Street, Houston.

Overseas films to U. S. • Romulus Films Ltd., London, overseas distributor for Anglia Television Ltd., has announced that RTV International, New York, will be distributing, in the U.S., dramas produced by Anglia. Stephen Mann of RTV has selected seven dramas which will be put into distribution immediately.

Beatles chatter • Open-end interviews of the Beatles recorded by Ed Rudy during the group's two tours of the U.S., are being offered free to broadcasters. The record with more than 80 questions and script is being packaged by J-N-S Radio News Spotlight, G.P.O. Box 1112, New York, 10001.

Before publication • Prior to David Rintels's Manhattan House being published, Official Films Inc. said last week it has purchased production rights to the novel for a proposed one-hour dramatic TV series for 1966-67.

Marines in action • Selmur Productions is planning a TV series about combat Marines in the South Pacific during World War II, titled Project Attack. Filming of the pilot will start in October in Hawaii.

Churchman asks about giving devil his due

The Rev. John M. Norris, owner of WCBM-FM Red Lion, PA., has asked the FCC for advice on how he might be able to contact the devil to offer him equal time to respond to attacks made on his Twentieth Century Reformation Hour.

Rev. Norris, whose station was the target of a Democratic National Committee fairness doctrine complaint during the 1964 election campaign, said he has "often referred to Satan in 'controversial' terms: both scathing and uncomplimentary."

The Democratic committee's complaint was dismissed by the commission because the committee did not respond to WCBM's offer for paid time to respond to criticisms (Broadcasting, July 19).

The unusual request last week was the aftermath of what Rev. Norris described as failure to receive clarifications about the fairness doctrine that he had sought earlier from the FCC.

He said it was his understanding that "we are to seek out and inform anyone that we may attack, and offer them 'equal time,'" and so "we will truly welcome any bonafide advice or ideas that your staff may have on how to effectively deal with the so-called 'equal-time' problems of a station serving a primarily Christian clientele."

'Stingray' in 93 markets

Independent Television Corp. announced last week that its Stingray half-hour color series has been sold in 93 markets for a sales volume in excess of $1.5 million.

Abe Mandell, ITC president, reported that the latest sales on the science-fiction series produced in Supermarionation technique have been to the six Triangle Stations. He noted Stingray, which will go on the air this fall, has been bought in all of the top 25 and in 47 of the top 50 markets.
Some plain talk from Kodak about tape:

Slitting accuracy and skew angle

Tape is made in wide rolls which are slit to width — 1/4" for most audio tapes. There are three main considerations in this process: cleanliness, dimensional accuracy, and flatness of cut. Cleanliness cannot be given too much consideration. When the tape is slit, particles of the oxide and the base can flake off. This condition arises from poor oxide adhesion and poor quality-control standards on slitters. Slitting dirt is virtually nonexistent in Kodak tapes because of our "R-type" binder and our unique slitting techniques.

Tape dirt clogs the recording gap and prevents the tape from making intimate contact with the head, thus causing dropout and high-frequency losses. Oxide dirt can also cause a phenomenon known as redeposit. During a normal tape transport operation, gummy oxide dirt can actually redeposit on the magnetic layer and fuse in position. Just imagine Main Street strewn with giant boulders. Well, that's the way redeposits appear to your recorder heads. Pleasant thought, isn't it?

To get some idea about how Kodak tape slitting compares to ordinary slitting, take a look at these two photographs. The dirt you see between the turns on the left is oxide dirt. Compare it to the virtually spotless edges of Kodak Sound Recording Tape on the right.

It's like splitting hairs, only more critical

From our 42-inch-wide master web, we have to cut 160 quarter-inch ribbons of tape — each almost two miles long. That's a lot of total mileage, especially when you think how straight and true these edges must be to assure optimum tracking on your recorder. In terms of slitting accuracy, the standard specifies a tolerance on width of ±.0020 inches. We decided that that was just about double what it really should be, so we hold ours to ±.0010 inches.

But the really critical part of slitting is a bad guy known as skew. When the tape weaves, it passes the head at a continuously changing skew angle. Look at the graph.

Note how losses pile up as skew angle increases. And as you would guess, the losses are in proportion to the frequency. Higher frequencies, higher losses. Same principle, really, as an azimuth loss.

The patterns of tension set up within the roll when the tape is wound are quite interesting. Normally, the tension at the outside of the roll will decrease until it reaches a point of zero tension about 1/3 of the way from the core. Beyond this point the tension increases, but the direction of that force is reversed. Near the core the tape is in a state of compression. It's just the opposite with the outer layers. They're clocksprained.

Proper tape tension is also important if you want to prevent "stepping." Stepping usually takes place at the point of zero tension. You can visualize it as a lateral shearing of a roadway during an earthquake. Shades of old San Francisco. This sets up stresses which cause fluted edges and prevent proper head contact. From winding billions of feet of motion picture film, Kodak has developed some pretty specialized tension-control techniques. The end result, of course, is that when you get Kodak tape on a roll, you know it's wound properly: not too loose, not too tight. Just right. Our Thread-Easy Reel is part of the story, too. Because it is dynamically balanced, we get a good wind right off the bat, and you get a good rewind, too, when you run it on your tape deck.

Kodak Sound Recording Tape in a complete variety of lengths and types is available at most tape outlets: electronic supply stores, specialty shops, department stores, camera stores . . . everywhere.

FREE! New comprehensive booklet covers the entire field of tape technology. Entitled "Some Plain Talk from Kodak about Sound Recording Tape," it's yours on request when you write Department 8, Eastman Kodak Company, Rochester, N.Y. 14650.

©Eastman Kodak Company, MCMLXI
The Media

Station surveillance made easier

Against dissents of 2 and misgivings of another

FCC adopts new AM-FM form and logging rules
to keep tabs on programing and commercial quantity

A new radio program reporting form and commercial time counter were announced by the FCC last week—the result of talks initiated five years ago by broadcasters seeking to bring the FCC's reports in line with modern radio practices.

The new form, which is actually a section of the general radio application form, is the result of review, revisions and reshaping of the current section which deals with program categories and commercial time practices. A TV revision is still under study.

The adoption of the revised form by the FCC was by the slim margin of 4 to 2. Commissioner Lee Loevinger cast the swing vote although he admitted he didn't like the idea one bit. He concurred with his three colleagues, he said in a separate opinion, only because the new questionnaire is better than the old one.

The commission majority, Chairman E. William Henry, Robert E. Lee and Kenneth A. Cox, with Mr. Loevinger's vote adopted the new program form on July 27.

Dissent were Commissioners Rosel H. Hyde and Robert T. Bartley, but for different reasons. Mr. Hyde in a strenuous objection, feared that the information on programing required by the FCC puts the commission into illegal program regulation and by implication violates the no censorship provision of the Communications Act. Mr. Bartley dissented because he felt the report doesn't go far enough in forcing broadcasters to determine the needs of their communities and the programs to match those needs.

Commissioner Cox, in a concurring opinion, felt that some of the questions were not strong enough. Commissioner James J. Wadsworth did not participate in the final vote.

Good or Bad • Industry observers

AN EDITORIAL

The censor machine: 1965 model

With its new radio program reporting form and logging rules the FCC has souped up its mechanism of program control. The commission was already getting along pretty well with the old model. Now that it has an up-to-minute, streamlined, jet-propelled method of program surveillance at its command, it will be able to reshape any station's output to the commission majority's tastes in no more time than it takes the secretary of the FCC to sign his name to one of those threatening letters.

There are those who will claim a virtue in the fact that the new form and rules are simpler than the old ones. To that it must be said that the real effect of the simpler reporting forms will be to simplify the commission's self-assigned work of influencing programing and—a detail that should not be overlooked—limiting the quantity of broadcast advertising. Now it is possible, or rather it is almost unavoidable, for the applicant to hang himself with practically no effort at all. The process couldn't be easier:

1. In making up the schedule of programs he promises to carry, the wise applicant will consult an advisory that the FCC has handily attached to the reporting form. This advisory describes 14 types of programing that are "usually necessary to meet the public interest." All 14 types will be represented in the planned schedule of any applicant who wishes to avoid querulous letters from the FCC and a delay in the approval of his application. The applicant must also describe—in simple form, to be sure—the quantity of advertising he proposes to broadcast. For this he lacks a handy guide. He must read whatever tea leaves he can find to estimate the prevailing limits of FCC tolerance.

2. The applicant who has conformed to the FCC's guide to programing and has guessed right on commercial limits will get a license good for three years.

3. Now it is time to seek renewal. The applicant must report the nature of the programing and quantity of advertising he has carried during the preceding three years. If his performance has not matched the promises he made three years earlier, he is sure to be confronted with the awkward need to explain discrepancies. If his explanation is unsatisfactory, sanctions may ensue in the form of fines. short-term licenses or, in an extreme case, a denial of renewal. He must also, in his renewal application, set out a whole new series of promises by which he must abide for the next three years, assuming he gets his renewal.

There is nothing essentially new in this process of exacting a promise and forcing a performance to match. But it can be made to work more efficiently with the new forms the FCC has devised.

Rosel Hyde in his dissent stated the wrongness of the system better than we could. "The strategy of federal regulation which underlies the adoption of the broadcast application program form." said Mr. Hyde, "runs counter to the Constitution and the Communications Act. It is a not too subtle scheme to entrap the applicant into making promises that conform to the prevailing attitudes of Federal Communications Com-
were of two minds; they agreed that the new form was better than the old one. They also felt it imposed a greater burden on broadcasters than the old one.

Frank U. Fletcher, Washington attorney who represented the Federal Communications Bar Association on the joint industry-government committee which studied the revisions, said last week that the new form asks for a "staggering" amount of quantitative information, but lists no criteria to indicate to broadcasters what programs and how much commercial time is adequate.

Not only are there an inordinate number of exhibits to be filed (there are a dozen exhibits called for and almost an equal number permitted), he pointed out, but even more burdensome is a section calling for each radio station to explain why its programming is different from that of other stations in the same community.

Mr. Fletcher agreed, however, that the new form is an improvement over the old one in that it reduces the number of program classifications and permits the consolidation of commercial time into segments.

Douglas A. Anello, general counsel of the National Association of Broadcasters, expressed disappointment, particularly that the commission was requiring so much detail in the programming portion of the report. He felt there were some favorable elements in the commercial area, since it reduces the "sheer numbers" called for in the present questionnaire. This notice, he said, could be considered an improvement since it relates program material to nonprogram material.

Everett L. Dillard, WOON Wheaton, Md.-WASH(FM) Washington, D. C., who also was a member of the ad hoc joint committee, commented that the new report would require "new programming concepts" on the part of broadcasters, but it at least "leaves open" to broadcasters the right to recite the needs of their communities and plans to meet them. On the more favorable side, he said, were the new commercial time-reporting requirements. These leave more flexibility for the broadcaster, he stated.

New Methods - The new radio reporting form makes major changes in the information requested and the methods of calculating programming and commercial content (for details see page 70).

On programming, it reduces the classifications from the existing 14 to three major groupings (news, public affairs and all others). On commercial practices, the new form excises the old hours and minutes count per specified periods, and permits the use of gross time per program hours on the air. It also permits a differentiation to be made between program material and commercial continuity in a single program.

The most significant difference between the new and the old form is the stress now put on broadcasters to investigate the needs and desires of the community they serve and how they meet these needs.

Although commission sources stressed that the new reporting schedule emphasizes qualitative responses as against the old form's insistence on quantitative information, there are still broadcasters and their legal advisers who feel the commission has remained adamant in the field of program regulation.

By the nature of the questions, they note, a broadcaster is pressured into molding his programs and commercial practices to meet presumed FCC desires. For example, they observed:

The new form puts five types of programs which the commission seems to like broadcasters to put on the air (news, public affairs, regional and local news). The revised questionnaire still requires an accounting of commercial time practices, and in the instance where it calls for an accounting of the number of commercial announcements of specified length per hour of broadcast time, it comes close to making all adhere to the NAB code. And, above all, the revised form stresses without exception the warning that the commission is going to match promise vs. performance, even though this is done in program or commercial policy may be explained.

Starts Nov. 1 - The new form must be used by applicants for new radio stations, by broadcasters seeking a major change in their present facilities, and by buyers of broadcast properties beginning Nov. 1.

The new form is required to be used exactly one year later on all radio license renewal applications, and after Dec. 1, 1966, by broadcasters selling their stations unless they have filed renewal applications within the previous 18 months.

Started in 1960 - Broadcasters began talking about persuading the FCC to revise its reporting forms for programs and commercial content in 1960. The suggestion was formally put to the FCC at the NAB convention in Chicago that year. In February 1961 the FCC issued its first ruling on the subject.

The initial proposal conceived a revised form for both radio and TV. Later that year, and after conferences with industry representatives, the commission established a new proposal, calling for separate radio and TV reporting forms.

In January 1964 the FCC invited comments on a draft radio reporting form for AM and FM stations. And, in December, the commission released its Fifth Notice, with a somewhat modified draft. At the end of that month an oral argument before the entire commission was held at which industry representatives and others made their comments on both the proposed radio and the proposed TV forms. It was at this time that an ad hoc joint industry-government committee of five was established to work on adjustments to the government draft and the industry's objections (see page 71).

In the meantime, six radio stations, using the proposed draft as a guide, tested various log-keeping methods in order to determine how best to register schedules in conformity with the FCC's requirements. New logging rules were also announced last week (see page 70).

The 1965 questionnaire on programs and commercial practices replaces the form in use since 1946 when the FCC issued its "Blue Book" on the public service responsibilities of broadcasters. At that time it began requiring information on various program categories and commercial activities from its licensees and from applicants. This form has been amended from time to time over the last 19 years but never from stem to stem.

In a six-page narrative substantiating
its decision—and rebutting arguments against the form and its individual elements—the commission majority maintained:

- That arguments on the commission’s lack of authority in the field of programming were answered in 1960 when it issued its report on programming policy. Without going into the details of the pro and con arguments, the FCC report states: “Suffice it to say here that the commission finds the proposals adopted herein to be in accordance with its statutory duties and authority and warranted in the public interest.”

- On separate forms for renewal and all other applications, “as a matter of procedural convenience and administrative judgment” only one form shall be used, since two forms would result in “needless” duplication.

- That it relies on an applicant’s representations on programming and commercial operations, although it agrees that literal adherence on a day-by-day basis is not possible or desirable. But, the commission goes on: “Because the proposals as to programming and commercial matters are representations relied upon by the commission in determining whether grant of an application is in the public interest, licensees are given the responsibility to advise the commission whenever substantial changes occur.”

The determination as to what constitutes a substantial change must be made by the licensee, the commission says, but some examples are given (popular music to all talk or all news, independent operation to network affiliation, increase in maximum commercial percentages, exceeding proposed maximum commercial percentages by 10%, etc.).

Silence on the part of the FCC should not be construed as indicating FCC approval, the report states; the station’s performance will be evaluated in any event at the next renewal time.

- Broadcasters must make a “good faith” effort to determine the needs of their community, but just how this should be done is left to the discretion of the applicant. But, the FCC says: “The commission expects broadcast permittees and licensees to make positive, diligent and continuing effort to provide a program schedule designed to serve the needs and interests of the public in areas served by the station. The efforts must include consultation with the general listening public, and with leaders in community life and professional and eleemosynary organizations.”

- Suggestions that gross times (including commercial announcements in such programs) be submitted in answer to question 3 and 14 (news, public affairs, etc.) were denied. The amount of such time broadcast must be computed excluding commercial time.

- For logging purposes programs are divided basically into eight categories, not too different from those formerly used. Added, however, are instructional programs, meaning programs whether or not formulated by educational institutions which involve discussion or are primarily designed to further an appreciation or understanding of literature, music, fine arts, history, geography and natural and social sciences, hobbies, vocations, etc., and three new ones, station editorials, political programs and educational institutional programs.

- Local programs are now limited to those programs which the station originates, produces or is primarily responsible for and employing live talent more than 50% of the time. They cannot be credited where the station gives only financial support. Where several stations are involved, only the station primarily responsible for its production may credit this in its log.

**Entrapment** Commissioner Hyde in his dissent said that the new form “is a not too subtle scheme to entrap the applicant into making promises that conform to the prevailing attitudes of Federal Communications Commissioners—without regard to the attitudes of the general public—and to require him to keep the promises made under duress.”

This creates, he said, “an apparatus of program regulation with implication of censorship.”

Objecting to the basic policy, Mr. Hyde charged that the “overall concept or function as disclosed by the directions, questions and admonitions of the form is to provide a comprehensive program regulatory procedure.”

“The applicant is required to follow certain prescribed procedures to prepare program plans, and then, mindful of the commission’s program policy statement with its 14 approved categories, to draw up in the exacting detail required by the questions of the form, the conditions and restrictions under which his station is to be operated.”

By requiring information on proposed program format the commission not only is being put “in the business of approving formats but also in the business of enforcing compliance with posted operating practices,” he added.

And when the 1960 statement on program policy is made part of the form, as it is in excerpts marked as Attachment A, it implies that the Communications Act requires the commission affirmatively to approve programming proposed in an application before a grant may be made. This is error, Mr. Hyde said. The Communications Act says nothing about programming.

The answer, Mr. Hyde stated, is for
Now Growing These is Not the Job it Used To Be.

The cost of spraying most fruits can run as high as 20 to 60 per cent of on-tree production expenses.

It's costly even if it were 1 per cent.

Because the average sprayer is as big as a fire engine, requires three men, and tons of water to mix with the chemical. It runs only twenty minutes before it's empty.

Now there is a concept so new not one farmer in 100 believes it the first time: The Econ-O-Mist® sprayer by ITT Marlow Division. It's smaller than a Volkswagen, a one-man job and runs six hours or more without refilling.

The Econ-O-Mist sprayer atomizes chemicals into fine droplets, then mist-sprays through special nozzles. Very little water is needed.

Only 90 gallons provides the same coverage as 3,000 to 27,000 gallons—depending on the concentrate—in an ordinary sprayer. One grower cooperative saved $151,000 the first year.

This is one more imaginative way ITT solves problems for the benefit of people throughout the world.

International Telephone and Telegraph Corporation, New York, N. Y.
the commission to grant licenses for qualified applications on the finding that the public interest, convenience and necessity will be served for the purpose of providing broadcast service to compete for public acceptance. He added:

"Instead of conformity which tight regulation breeds, we could expect innovations and increased vitality..."

Local Reports — Commissioner Bartley felt that the form "elicits voluminous statistical and narrative data which are of little or no use to the commission" and, he added, "is ineffectual to stimulate broadcaster ascertainment and fulfillment of community needs within the purview" of the commission's 1960 program statement.

Instead, Mr. Bartley said, he would have had licensees report annually, and made public locally, showing (1) efforts made by the station to ascertain needs, including names and positions of community leaders and spokesmen with whom the station consulted; (2) their suggestions, (3) station's evaluation of the relative importance of these suggestions, and (4) the programming which the station would broadcast to meet community needs.

"This having been done," Mr. Bartley said, "I would expect leaders and others who bespeak the interests of the community to call to our attention any deficiencies in the station's service to the public."

If that were done, Mr. Bartley said, he would forget about "statistics on commercials, percentages of program categories, and other tabular attempts toward portraying an image of station operations." And he added: "In the absence of complaints or unexplained departures from the representations made, I would feel comfortable in renewing a license."

Mr. Cox's concurring statement mentioned that he would have preferred a "strengthened" section on the ascertainment of community needs and the reporting of programs broadcast (exclusive of entertainment and sports).

The most important thing, he concluded, is that the new form "is a much better form than the one now in use..."

Reins Lightened — This was also the reason for Commissioner Loevinger's concurrence in voting to adopt the new form. He felt that it is "a very considerable improvement" over the one now in use, although he joined with Commissioner Hyde in maintaining that the commission must not undertake regulation of programs.

"It seems obvious that...", he observed, "that the programing reporting form constitutes a kind of regulatory device or procedure." The form now in use, he noted, requires "a specification of precise percentages" for programs on seven categories; the new form, he observed, calls for the reporting of only "minimum amounts of time to be devoted to two special categories and one general or miscellaneous category."

Strongest objection was made by Mr. Loevinger to the inclusion of the program policy attachment to the form. "If this is not a legal mandate to action then it is a gratuitous lecture to applicants which is inappropriate in a government form." The 1960 policy statement, Mr. Loevinger declared, is "a confused, ambiguous and somewhat contradictory statement." He suggested that the commission reconsider and revise the statement "rather than give it fresh currency by widespread circulation of excerpts from it."

In noting that his vote was necessary to adopt the new reporting form. Mr. Loevinger said that the new form is much better than the old one, and commented: "It is frequently the case in the practical administration of government that to insist on perfection or unanimity is to frustrate all improvement. We must, therefore, be satisfied to achieve progress without perfection and consensus without unanimity."

What the new forms ask for

Major subjects: community needs, program-commercial practices, general policy

The revised program and commercial practices form, which goes into effect between Nov. 1 and next year, and the new logging rules, which become effective for all radio stations Dec. 1, will be mailed to all AM and FM stations by the FCC. Highlights of the two new regulations follow:

The revised program form runs to 14 pages, including instructions, general information and definitions. In addition, two pages of excerpts from the FCC's 1960 program policy statement are included as an attachment to the form.

The new questionnaire is Section IV-A of the standard AM-FM application form.

Although it is divided into seven parts, it principally covers four major subjects: needs of community, programming practices, commercial practices and general policies.

On the survey of his community, the applicant is asked how he has ascertained the program needs of his community, including a description of the methods used and identification of groups and individuals with whom he conferred. It also asks for a list of "typical and illustrative" programs (excluding entertainment and news) that the applicant plans to meet community needs and interests.

For programing, the revised interrogatory asks, among other things, for hours, minutes and percentage of total...
time for the composite week (chosen by the FCC as representative of a year's operation) devoted to (1) news, (2) public affairs and (3) all other programs exclusive of entertainment and sports.

The applicant may, if he feels the answers to these questions do not do him justice, provide the same information for a month's programing, or longer, during the year preceding the application.

Also on programing, the applicant is asked to list typical programs serving the community's needs and interests.

There is also a special question on news, asking for information on news staff, facilities, news services, other sources, and estimates of percentages of news program time devoted to local and regional coverage.

The applicant is asked to describe his policy on public affairs programing, including time made available for the discussion of public issues and his methods of selecting subjects and participants.

Other programing information which is called for: description of program format for the past 12 months (country and western music, folk music, classical music, foreign language, jazz, etc.) and percentage of time per week devoted to such formats; report on how the station contributed to "overall diversity" of program services available to the area; network affiliation if any; number of public service announcements broadcast by the applicant.

Also there is an invitation to the applicant to submit additional information if he feels answers to the questions do not adequately reflect his program service, or an explanation where his program service varies substantially from proposals made previously.

Commercial Time. The section on commercial practices asks for commercial matter for the total broadcast time of the composite week, then for percentages in two categories (all hours, 6 a.m. to 6 p.m. only).

It then asks the applicant to divide the broadcast time into 60-minute segments and to list the number of such segments containing the following breakdown of commercial time: (1) up to and including 10 minutes, (2) from 11 to 14 minutes, (3) from 15 to 18 minutes, and (4) all over 18 minutes.

It asks also that where a segment has contained more than 18 minutes of commercial time, the applicant elucidate by noting the amount of commercial time in each segment and the day and time of each.

The fourth major part of the revised form is a request for information on general station policies and procedures, asking among other things, who is the executive officer of the station, are there established policies on programing and advertising, how the broadcaster keeps informed on the Communications Act and FCC rules and regulations, how employees are kept informed on these matters. Also included in this section is an inquiry on whether, in station-identification announcements, reference is made to any other business in which the broadcaster is engaged or financially interested.

Among the highlights of the new logging rules:

- Separate logging of program segments is permissible. A one-hour variety show, for example, with news and sports announcements included, can be logged as 50 minutes of entertainment, five minutes of news and five minutes of sports.
- Commercial time logging may be of two classes (1) log the beginning time of each announcement and its duration, or (2) log commercial in 15-minute segments, indicating in each segment the commercial sponsor and the duration of the commercial (Petes Eat Shoppe, 60 seconds). For recorded announcements duration must be exact. For live announcements, duration may be approximate.
- The total amount of time consumed by the commercial message within a sponsored program, not the number of such messages, must be shown. Participating announcements, however, must be treated as commercial announce-ments and not as commercial continuity.
- If required under Section 317 of Communications Act (and Sections 73.119 and 73.289 of FCC rules), identification of prizes and mention of donors' names must be logged as commercial time.
- Where it is difficult to determine the exact length of commercial time in sponsored religious and political programs, the station may compute time on the basis of its normal limits for commercial announcements in sponsored programs of comparable length. This exception does not apply, however, to any program advertising commercial products or services.
- Where a station is affiliated with a network, it must note the time it joins the network, the programs broadcast and the sponsors of each program, and the time it leaves the network. The network will furnish the station the classifications for the programs and commercial time.

The commission stated that pre-logging is permitted, but emphasized that any deviation must be noted.

It also said that it will issue interpretations from time to time on other questions that may come up under the new rules.

A by-line for the forms

The man who finally put together the FCC's new program reporting form, and its concommitant logging regulations, represented the National Association of Broadcasters when the ad hoc joint industry-government committee was first formed. He's Robert Cahill, chief of the complaint branch of the Broadcast Bureau's Complaints and Compliance Division. Mr. Cahill was an attorney in the general counsel's office at NAB when the joint committee was formed in 1964 and was NAB's delegate to that five-man group during its meeting in the spring and summer of that year. In August he joined the FCC in his present position.


ITU president urges one union for media

A super union covering all workers in all media has been suggested by Elmer Brown, president of the International Typographical Union. Speaking last Wednesday (Aug. 11) to the National Press Club in Washington, Mr. Brown added that the ITU might be the union to fill the bill.

Since all persons, related in various ways by the jobs they do in keeping the public informed, have similar complaints—whether they are editing a news story, writing copy for advertising, or producing a television show for dissemination over the airwaves all should belong to one union, he maintained.

Mr. Brown also assailed the government for its "unfair and unwise licensing and control of one media of communications and avoiding the same restrictions on another." But he said he does not seek licensing of newspapers, magazines and periodicals. Instead, he wants the controls and regulations removed from radio and television and "so media be put on equal basis with newspaper publishing. The free press should not be limited to one medium alone."

With his eye on the future, Mr. Brown said that scientific developments will permit fewer limitations on broadcast coverage. Eventually, he predicts,
It was Palm Sunday, April 11, 1965 when the dark funnel-shaped clouds appeared. In less than three days, forty-five tornadoes swept across the midwestern United States. In one twelve-hour period, a wave of ten tornadoes cut a destructive path through sixteen counties in Indiana and Ohio.

Among the hardest hit were Russiaville and Jimtown, Ind. In Russiaville, not a single building was left undamaged. In Jimtown, the entire communications service for the town’s 100 residents was disrupted. Rebuilding the communications facilities for both towns was the job for both the Indiana Bell and Illinois Bell Telephone Companies, and the manufacturing and supply unit of the Bell System, Western Electric.

Tornadoes ravage... and

1. Tornado damage. The combined damage estimates for the Indiana Bell communications center in Russiaville and throughout Indiana totaled some $1,250,000. Emergency crews from Indiana Bell and Illinois Bell quickly joined Western Electric crews from Indiana and Michigan. Both teams went to work restoring the communications facilities for the 1200 residents of Russiaville.

2. All night vigil. One hundred miles north of Russiaville and 15 miles east of South Bend is Jimtown, Ind. To restore Jimtown’s telephone service as soon as possible, a 24-hour schedule was maintained in temporary huts.

3. Abandoned warehouse. Mobile communications units of the Bell System rolled into Jimtown overnight. Within hours,
Western Electric helps rebuild.

enough Bell telephone auxiliary equipment was moved into an abandoned warehouse to set up an emergency center. The emergency crews that helped set up Jimtown’s temporary telephone communications system were composed of installers from Indiana Bell and Western Electric.

4. The U.S. Air Force. Meanwhile, U.S. military cargo planes flew night missions-of-mercy bringing in badly needed medical supplies, food, and vital Bell telephone emergency carrier equipment to the stricken areas. Other Bell System companies, even Pacific Telephone, some two thousand miles away, responded to the call for help by dispatching much-needed communications equipment to the disaster areas.

5. Completed job. In Russiaville, emergency service was restored within several hours. Reconstruction of the communications dial center, shown above, was begun soon after and was completed just 8 weeks after the first twisters hit.

The Bell System effort which restored service to the Midwest exemplifies the kind of teamwork that operates continuously between Bell Laboratories, Western Electric and the 21 Bell telephone companies. The reason: to assure our nation of the most reliable communications in the world.

Western Electric

MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM
there will be a prosperous graphic arts communications industry, owned and controlled by private investors, free of governmental licensing and control and dependent solely upon public acceptance for enough support to remain in business.

He reasoned that the very nature of the communications industry and its natural competition will lead to more narrow ownership of all media.

Without broadcasting licenses, Mr. Brown said, competition would raise the standards of programming. "Some of the great national programs which delight millions might not be available, however, as with newspapers, community, regional, state and some national broadcasting would be available to everyone," he pointed out.

**Calif. ruling cheers CATV operators**

Community antenna operators were heartened, last week when the attorney general of California ruled that where a telephone company installs coaxial cable to use as a CATV system, a city may require that the operation be franchised or licensed.

The ruling was made by Attorney General Thomas B. Lynch, in answer to a request by state Senator John F. McCarthy of Marin county.

In a similar move, the city council of Jackson, Mich., adopted an ordinance prohibiting any firm from establishing CATV service without a specific franchise from the city. The move came after it granted a 30-year non-exclusive license to Jackson Television Cable Co. (Knorr stations) which seemed stymied when Cascades Cable Television Co., a subsidiary of Time-Life Broadcast, announced it would initiate service without a franchise by leasing lines from Michigan Bell Telephone Co. (Broadcasting, May 24).

At issue, with far-reaching significance to CATV entrepreneurs bucking the entry of telephone companies into their business (Broadcasting, July 26, July 12), is the claimed right of telephone companies to provide CATV facilities to cable operators without the need for special franchises from communities.

"Telephone companies maintain that since their tariffs are approved by state utility commissions, there is nothing to prevent them from offering CATV service in any community in the state. Both the Bell System and independent telephone companies generally offer to lease lines to CATV operators. CATV operators object because they will own no installations, and because the furnishing of such facilities by telephone companies means more difficulty getting rights to telephone poles on which to hang their own cables and equipment. Some independent telephone companies have also entered the CATV field proper, offering service directly to TV homes."

Earlier this year, J. B. Fuqua (WJBF [TV] Augusta, Ga.) won a local court order requiring Brunswick, Ga., to grant him a business license for CATV (Broadcasting, May 10). Mr. Fuqua had arranged to lease lines from Southern Bell Telephone Co. for the Brunswick CATV, and contended that no franchise from that city was needed since the telephone company already was licensed by the state. The court presumably agreed with this contention, since it ordered the city to issue the business license. This is considered the keystone test of the telephone company's position on local franchises.

**Small business group begins agency study**

A subcommittee of the House Small Business Committee last week began an investigation of the regulatory agencies that will eventually lead to the Federal Trade Commission (on Aug. 17) and the FCC (sometime later). The hearing is being held at 10 a.m. in room 2253 of the Rayburn building.

Representative John D. Dingell (D-Mich.), subcommittee chairman, said the factors of "specific interest" are the "time used in processing cases, the procedural difficulties small businessmen face in utilizing services of regulatory agencies, and the manner in which the administration of the regulatory laws are geared to the interest of small business."

He explained that "a general review of the regulatory activities of the agencies involved" is being undertaken "in order to set the groundwork and basis for continuing investigations by the subcommittee."

It appears that the agencies, primarily under the jurisdiction of the House and Senate Commerce Committees, may have gained an additional watchdog group.

The leadoff witness last week was a spokesman for the Justice Department, who discussed the agency's Antitrust Division.
NBC’s Adams leaves NAB board

He’s replaced by Kenney, networks’ Washington VP, who in turn is replaced on radio board by Labunski

David C. Adams, senior executive vice president of NBC, and since May 1958 a member of the National Association of Broadcasters television board, resigned from the board last week. He was replaced by Peter B. Kenney, NBC Washington vice president, who had been a member of the NAB radio board. Stephen B. Labunski, executive vice president of NBC Radio, replaces Mr. Kenney.

Mr. Adams cited other duties and responsibilities as well as a desire to afford other NBC executives the opportunity to work with NAB as his reason for resigning. Vincent Wasilewski, NAB president, said the resignation is a “great personal loss” and praised Mr. Adams’s “great contributions” to the board.

Robert E. Kintner, NBC president, said Mr. Kenney’s background and knowledge of regulatory and legislative developments should make him “particularly valuable to NAB and the industry it represents.” Mr. Kintner called Mr. Labunski “particularly qualified” to take the radio board post.

Mr. Kenney has been in his present position since January 1962. He joined NBC in 1956 when the network purchased WNBT-TV (now WNBC-TV) New Britain-Hartford, Conn. He had been associated with the station, on channel 30, since it went on the air in 1949.

When NBC sold the station in 1959, Mr. Kenney constructed and operated channel 9 in Buenos Aires and later served in that city as NBC vice president for international operations. He later moved to Washington as manager of NBC-owned WAC-AM.

Mr. Labunski joined NBC last February after serving seven years as vice president and general manager of Strauss Broadcasting’s WMCA New York. Prior to that he had been a vice president of ABC Radio, general manager of WOLY Minneapolis, and had been associated with Crowell-Collier Broadcasting Co., and KCMO and WBB, both Kansas City, Mo.

Mr. Adams joined NBC in 1947 as assistant general counsel. He was named vice president in charge of network administration in 1953 and appointed to his present post in February 1959. Prior to joining NBC he had served as assistant to the FCC general counsel.

CBS-TV issues color guides

CBS TV is distributing to advertisers, agencies and affiliated TV stations copies of three booklets covering technical standards and practices for color TV broadcasting.

The booklets, prepared by the CBS television network engineering department, contain recommended procedures in shooting, printing and evaluating color film. They are titled: “Color Television Film Shooting Practices,” “Color Television Film Printing Practices,” and “Color Television Film Evaluation Practices.”

September start for WODI

Woni Brookneal, Va., has announced that it will go on the air in September housed in a prefabricated studio building. The building was constructed by Custom Construction Components, Martinsville, Va., and moved via flatcar to its Brookneal site. Wodi will broadcast on 1230 kc fulltime. Graham L. Jones, formerly of WMNA Gretna, Va., is president and general manager of wodi.

12 NOON/Mid-day edition

6:00 P.M./Evening edition

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SHREVEPORT, LOUISIANA

*ARB/NSI March ’65 (Subject to reasonable error)
Fourth network is nearer start
Unisphere Broadcasting System, for UHF stations,
names top executives, but other details lacking

The Unisphere Broadcasting System, which is proposed as a "fourth network" made up of UHF stations, has announced its top officers, noting that it expects shortly to make known a fall program schedule and a lineup of affiliates.

The plans were mentioned last week in a brief announcement. Vincent C. Piano, president of Vic Piano Associates, New York, who had disclosed the projected network a few months ago (BROADCASTING, May 24), said he was reluctant to reveal further details but that news conferences in New York, Chicago and on the West Coast would be held in about six weeks before officially starting the network, and that in the interim various details would be set forth.

Mr. Piano's firm specializes in the sales representation of UHF stations. The attempt to assemble stations for a UHF network started early in May with letters to operators of existing and projected UHF's.

Claude E. Piano, a brother, will be president of Unisphere. He is executive vice president of the rep firm. Vincent Piano becomes board chairman of Unisphere, and C. E. Feltner Jr. has been named executive vice president, programing, and Harley Lucas made vice president, sales.

Claude Piano in the UBS announcement last week said that all necessary preparations for the undertaking "are successfully behind us" and noted that Unisphere would have "a unique network-station affiliate contract."

Though details of these arrangements were lacking, it was understood that one feature of UBS's approach would be to provide station compensation from the very start of programing.

Vincent Piano in an interview in May had placed the starting date at sometime in September. He then indicated that more than a dozen UHF stations showed a willingness to affiliate, and last week he noted several contracts were still in station hands, presumably a reason for the disinclination to give further details at this time.

Also in May, Mr. Piano said UBS would network by film and tape a minimum two and one-half hours of sponsored programs nightly with origination at WIBF-TV Philadelphia relayed by microwave to other stations. He said that only sponsored programs would be scheduled and the network would operate "only for the convenience of advertisers and program packagers."

Stations had been advised in the initial letter that Unisphere would have rates "structured in the same manner as the other networks, with sponsored programs being delivered to the stations at a negotiated percentage of published rates."

The letter also said that phone lines for relaying programing might be considered in the future.

Not a dissenting voice heard on Harris appointment

Representative and judge-designate Oren Harris (D-Ark.) (r) receives congratulations from Senators John L. McClellan (D-Ark.) (l) and Roman L. Hruska (R-Neb.) following a Senate hearing on his nomination to the federal judiciary, as an official reporter in the background records the last of many compliments paid him during the session.

Senator McClellan noted the absence of a single protest or complaint about the nomination and the full Judiciary Committee and then the Senate quickly confirmed the favorable report of his special subcommittee.

Representative Harris, for nine years powerful chairman of the House Commerce Committee, has passed the last barrier to becoming a federal judge. When he will leave the House to do so is still an open question. For reasons both political and practical, Capitol insiders speculate that he will be around well into the next session. The situation is partially illustrated by a remark of President Johnson. As he signed the Health Research Facilities Act at the National Institutes of Health, he paid tribute to some of the men who brought it about, including "Congressman Oren Harris, who will soon leave the legislative to go to the judiciary—but not leave it until he gets those last five health bills passed..."

Looking back over the 25 years since his first election to Congress, Mr. Harris reviewed the important legislation he had either introduced or played a key role in passing. Under communications, he listed: McFarland amendments of 1952 (82nd Congress), political broadcasting (86th), broadcasting payola and quiz rigging (86th), educational TV (87th), all channel receivers (87th), Communications Satellite Corp. (87th), spectrum study (86th, 87th). His most recent is the House-approved bill to regulate boxing through interstate transmission by wire or broadcast (see page 60).

As chairman of the Commerce Committee and its Special Subcommittee on Legislative Oversight (now the Subcommittee on Investigations), Mr. Harris led investigations into the ratings industry, and in the course of reviewing conflict-of-interest statutes, into the activities of two FCC commissioners, John C. Doerfer and the late Richard A. Mack, and a presidential assistant, Sherman Adams, who subsequently resigned.
CBS says Comsat rates discourage TV use

If Comsat is trying to discourage television use of the Early Bird satellite, then it is definitely succeeding. That was the opinion CBS Inc. gave the FCC last week as it sought to get a hearing on the revised rates for use of Early Bird.

CBS, which along with ABC and NBC had appealed the original Comsat rates as being too high (Broadcasting, June 21), said that the revised structure is still too high and that the users of voice grade channels are still given a substantial rate advantage over the users of television channels and still have a virtual veto over any television usage of the satellite communications system.

Although Comsat reduced the minimum time period from 30 minutes to 10 minutes, CBS said, the extended period for higher charges and a rate increase in certain periods, has more than offset any assistance the shorter time provided. In addition, CBS maintained, the revisions "do not in any way resolve the underlying problems of unreasonableness, discrimination and conflict with national policy included in the tariff."

KWK applicants seek dismissal of Wirtz bid

The former owners of KWK St. Louis, would be refused the opportunity to regain the station if the FCC granted the request of the other applicants for the facility.

Applicants for both interim and permanent operation have asked the commission to refuse applications filed by Arthur M. Wirtz and his associates, James E. Coston and Emory D. Jones. Opposing groups state that the FCC has already refused applications filed by firms in which Messrs. Wirtz and Coston had interests and under FCC rules they cannot apply for those same facilities for a period of 12 months.

The opposing applicants also asked the FCC if it would be good administrative policy to grant an application filed by parties who had stock interest when the station's license was revoked.

Also questioned was whether the current owners of KWK are indulging in fair practice by asking $1 million for the station's physical plant which had been assessed at $175,000.

Mr. Wirtz and associates contend that they did not have interest in the station when revocation proceedings were begun and are only "innocent victims" of circumstances. The Wirtz group also contends that the new firm applying for the license is not the same whose license was revoked by the commission, and that the public interest would not be served by denying the right to sell or lease personal property at the best terms.

The opposition's reply to Wirtz and associates' purchase of the station after revocation proceedings had already been started states that the FCC rule is clear to successors and that was the chance they were taking when the interest was acquired.

Newhouse buys CATV's and microwave system

E. R. Vadeboncoeur president and general manager of Newhouse Broadcasting Corp.'s WSYR-AM-FM-TV Syracuse, N. Y., announced that the FCC last week approved the sale of Eastern Microwave Inc. to Newhouse for $500,000 (Broadcasting, March 22).

Also included in the sale was Oneonta Video, Oneonta, and associated community antenna systems in Sidney, Delhi, Carthage and Ogdensburg, all New York. The total sale price for the microwave system and the CATV's was $2.5 million. Newhouse Broadcasting last May purchased a CATV in Aniston, Ala., for $800,000.

Mr. Vadeboncoeur, in announcing the commission's approval, said that his firm was delighted to acquire the system and added that now WSYR will be able to provide initial educational TV service to almost every community in eastern and central New York.

Media reports...

Education for Connecticut • Residents of New Haven, Conn., are now able to receive educational WEDH(TV) Hartford, Conn., on channel 71 through a translator which began operating on Aug. 9. Tests conducted prior to last Monday indicated that a satisfactory signal is received in West Haven, East Haven, Hamden and North Haven, all Connecticut, via the translator's signal. Both the translator and WEDH are owned and operated by the Connecticut Educational Television Corp.

CATV research service • Samuel Henry, president of Samuel Henry & Associates, Phoenix, has announced the addition of a consulting and research service for community antenna TV systems. The firm, established in 1961, has already worked with CATV manufacturers and systems in the Southwest. Mr. Henry, who has been in advertising, sales and public relations for 25 years, was with the National Association of Broadcasters prior to World War II.

Census report • Census Bureau has re-
Radio-TV, bar goals same—Comstock

The common goals and responsibilities of broadcasters and lawyers were stressed by Paul Comstock, vice president for government affairs of National Association of Broadcasters, before a meeting of American Bar Association in Miami Beach last week.

Mr. Comstock noted that lawyers and professional broadcasters are "dedicated to the preservation of American democracy. Both are dedicated to equal justice under law in this country and in the family of nations."

Although acknowledging the differences broadcasters and lawyers have had, particularly over Canon 35, which bars live courtroom coverage of courtroom trials, Mr. Comstock noted that "disputes between the bar and broadcast journalism are like pebbles in our boots, but we often make of them rocks of Gibraltar."

Other Speakers • Retiring ABA President Lewis F. Powell Jr. told the convention that there is great need for revision of ethical canons dealing with fair trial and free press. He noted that "lawyers themselves are a major source of information that may affect the fairness of trials."

Edward S. Shattuck, president of the Los Angeles Bar Association, reported to the ABA that progress is being made in discussions designed to iron out the clash of constitutional rights involving free press and fair trial. He urged that the exchange of views between the media and the legal profession continue as it is in the Los Angeles area.

WGAR to switch from NBC to ABC Radio

WGAR Cleveland becomes an ABC Radio affiliate on Dec. 11. The new affiliation of the 50-kw station, owned by Peoples Broadcasting Corp., on 1220 kc, was announced last week by Robert R. Pauley, ABC Radio's president, and Carl E. George, vice president and general manager of the station.

The switch in affiliation from NBC to ABC is related to NBC's swap of facilities with Westinghouse Broadcasting Co. in Cleveland and Philadelphia. WGAR is now affiliated with NBC Radio, ABC, which has not had an affiliate in the area for several months, had its most recent affiliation there with WJMO Cleveland Heights.

Changing hands

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

• WWAAP Peoria, Ill.: Sold by Peoria Broadcasting Co., Ray Diaz, vice president, to Syl Binkin and Melvin Feldman, for $262,500. Messrs. Binkin and Feldman were part owners in WMAY Springfield, Ill. WWAAP is 1 kw fulltimer on 1350 kc. Broker: Hamilton-Landis & Associates Inc.

• KRML-AM-FM Carmel Calif.: Sold by Carmel Valley Broadcasting, Sam Smith, president, to Allen C. Lisser, Clifford Gill, David S. Drubeck, Lisle Sheldon and Gordon Lisser, for $800,000. KRML is 500 w daytimer on 1410 kc and KRML-FM is CP on 101.7 mc with 3 kw. AM station has been silent since April 1.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 90).

• WSVA-AM-FM-TV Harrisonburg, Va.: Sold by Shenandoah Valley Broadcasters Inc., controlled by Evening Star Broadcasting Inc. to James S. Gilmore, for $1,694,308. Evening Star owns WMAL-AM-FM-TV Washington. Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; WEHT-TV Evansville, Ind., and KCUN-TV

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78 (THE MEDIA)
Anti-CATV broadcaster changes his mind

A broadcaster who for 10 years fought to persuade the FCC to assert jurisdiction over community antenna television operations, and ran into virtually a wall of apathy on the part of fellow broadcasters, has joined the ranks of CATV owners.

He's Bill Grove, general manager of KFBC-TV Cheyenne, Wyo., whose company, Frontier Broadcasting Co., last week became the owner of its first CATV franchise, granted by the Cheyenne city council.

Mr. Grove said last Thursday that since the FCC has asserted jurisdiction over CATV, and especially since it has imposed duplication protection, his company decided that the time was ripe to enter the CATV field.

The Cheyenne CATV franchise was granted to Wyneco Co., which is owned by the same principals that own Frontier Broadcasting. Wyneco is the microwave company established by Frontier to serve its three TV stations, KFBC-TV Cheyenne, KTVS-TV Sterling, Colo., and KSTF (TV) Scottsbluff, Neb. Frontier, which is affiliated in ownership with the Wyoming Eagle and State Tribune in Cheyenne, also owns KFBC in Cheyenne.

Mr. Grove said the CATV system will carry the three Frontier stations, four commercial TV stations and one educational TV station in Denver. plus a time-weather channel and FM. Denver will probably have to be microwaved into Cheyenne, he explained, since it is 100 miles away.

The franchise calls for Wyneco to pay the city $1,000 a year or 2% of its gross receipts, whichever is higher. Charges for installation and monthly fees have not yet been established, Mr. Grove said, since the system has not yet been designed.

Franchise Protested * Protesting the grant of the franchise to the Frontier group was KRAE Cheyenne. Objecting to the 25-year, nonexclusive franchise to Wyneco, on the ground that it constitutes a monopoly of communications media in Cheyenne. KRAE said it was considering further steps after it failed to convince the city council of its case.

Fortas, Gardner get OK

The Senate last week confirmed the nominations of Abe Fortas to the Supreme Court and John W. Gardner as secretary of Health, Education and Welfare.

Mr. Fortas is a partner in the Washington law firm of Arnold, Fortas and Porter, and a long-time friend of President Johnson.

Mr. Gardner, president of the Carnegie Corp, for the last 10 years, served during World War II as chief of the FCC's Latin American section of Foreign Broadcast Intelligence Service.

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SACRAMENTO,—Daytimer with increasingly strong rating position. Depreciable assets of over $150,000 plus tax loss carry forward. Total price of $175,000 with $75,000 down. Contact—John F. Hardesty in our San Francisco office.

New TV stations

As of Aug. 12 there were 126 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 75 were commercial UHF's, 8 were educational VHF's and 24 permittees were educational UHF's.

WAYE joins CBS Radio

WAYE Baltimore, currently an independent, will become a CBS Radio affiliate on Aug. 31, replacing WCBS, which will become an independent station. WAYE, owned and operated by Erway Broadcasting Corp., Baltimore, is on 860 kc with 1 kw day.

BROADCASTING, August 16, 1965
Radio-TV to help keep dollar 'Good as Gold'

A projected two-year voluntary campaign explaining this country's "balance-of-payments" international monetary problem is being developed for The Advertising Council by Ted Bates & Co., New York.

As in past public service campaigns, the council is asking radio and TV stations, newspapers and magazines to contribute time and space for the campaign, which will be scheduled "as soon as possible."

According to the council, the campaign is designed to "stimulate confidence in the dollar ... and urge approval of efforts by business and industry to aid the administration in balancing payments." Advertisements and commercials, which initially will feature Secretary of Commerce John T. Connor, comedian Jack Benny, and on radio a "Goldfinger" character from the Ian Fleming novel and film, will offer a free booklet entitled "Keeping the American Dollar Strong."

The sequence with an interview of Secretary of Commerce John T. Connor stays in a serious vein explaining the mechanics of balance-of-payment and offering views of American businessmen.

The sequence with Jack Benny uses a light touch about the entertainer's tight-wallet shtick while explaining to viewers where and how they can obtain information on the project.

Pay TV to be promoted

An extensive information campaign is being started by WHCT-TV Hartford, Conn., with its appointment of the William Schaller Co., West Hartford, as its advertising and public relations agency.

The RKO General station, whose experiment in subscription television had recently been extended by the FCC for another three years, feels that "some aspects of subscription television are not clearly understood," commented Mark Forrester, general manager of the station. He continued by saying "we are going to do our utmost to bring factual information to the public through advertising and other ways."

Promotional activities at the agency will be handled by Dwight Spofford, account supervisor, and Anthony Panusillo, account executive.

An eye for color

CBS's well-known eye trademark will be transmitted in green, blue, red and yellow on a black background this fall when more than half of the network's evening programs are presented in color. The new corporate symbol, shows the transformation of white letters into color as the eye moves across the screen.

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Farms awards made by National Safety Council

Twenty radio stations and four TV stations last week received the annual award of the National Safety Council for "exceptional service" to farm safety during 1964. The citations are the last the council will give on a noncompetitive basis since all safety awards go competitive next year.

TV winners: WIBW-TV Topeka, Kan.; WXYZ-TV Detroit; KEFQ-TV St. Joseph, Mo., and K500-TV Sioux Falls, S. D.


TV network guide available

Avery-Knodel, New York, has compiled its semi-annual TV network guide containing the 1965-66 program schedules of the three major television networks. The guide lists all prime-time shows, indicates color programming, identifies sponsors and says whether the shows are new, old in old time slots or old in new time slots. Copies are available from any Avery-Knodel office.

Drumbeats ...

Prouder than a peacock? * WSB-TV Atlanta, an NBC-TV affiliate, is promoting the network's move into extensive color in prime time by using a penguin to advertise the only two black-and-white shows the station will be carrying in the fall, Car 54, Where Are You? and I Dream of Jeannie. The penguin (with
for modulating incoming video signals. The dot-bar generator operates with either composite video or external sync pulses and patterns are adjustable for width, number and position.

**Wee TV relay** • Microwave Associates Inc., Burlington, Mass., has developed a new solid-state TV relay for portable pick-up, multi-hop and STL purposes. Operating between 6,875 and 7,125 mc, transmitter and receiver units represent significant size reduction while meeting standards for color, black and white and audio subcarrier usage.

**AM monitor** • Visual Electronics Corp., New York, has introduced an AM modulation monitor (type MM-1A) for use by broadcast stations. The transmitter unit provides calibrated meter readings of positive peaks to 133% and negative peaks to 100%, along with a carrier shift. One audio output feeds to the station's off-the-air monitor am-

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### Study made public on space TV stations

A technical study of direct broadcasting from space satellites to home TV receivers shows that co-channel sharing between terrestrial stations and space stations appears feasible on UHF, but not as good on VHF. But adjacent channel sharing in both UHF and VHF is entirely feasible for a wide range of satellite signal strengths.

The study was done by R. P. Haviland, General Electric engineer, who has already urged the feasibility of direct broadcasting of TV to homes (*Broadcasting*, Nov. 12, 1962). The study on sharing was presented at the Third Canadian Symposium on Communications in September 1964, and printed in the *Transactions on Broadcasting* published by the Institute of Electrical and Electronic Engineers in July.

In discussing the effect of sharing on an established system, Mr. Haviland found that 25 terrestrial stations using channels 30, 31 and 32, would cover 152,000 square miles in the United States, leaving 1,137,000 square miles of “holes.” A single satellite station, using channel 31 would cover 1,800,000 square miles, he said.

### Technical topics . . .

**Horizontal-vertical transmitter** • Gates Radio Co., Quincy, Ill., has announced its new 3 kw FM transmitter which will enable FM's to radiate a full 3 kw ERP in both the horizontal and vertical planes using two or three bays of Cycloid horizontal and type 300 G Gates antennas.

**Four new test patterns** • Cohu Electronics Inc., San Diego, has announced that a new solid-state dot-bar generator that provides test patterns for TV systems having scan rates from 525 to 1,029 horizontal lines is now being manufactured. The DBG-2 model is designed to measure the linearity of the TV system and its component equipment as defined by EIA standard RS-170. Four test patterns may be selected.

Crosley Broadcasting Corp. and general manager of WLWT, started the program.

**Sports promotion** • To call attention to its radio series, *Sports Marches*, SESAC has devoted part of the summer issue of its house publication, *SESAC Music*, to sports in general. The magazine is distributed to about 17,000 people in broadcasting and related fields.

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**One sport that hurt TV**

Hearing Examiner Walther W. Guenther last week issued an initial decision in proceedings that would require Kenneth E. Miller, owner of Kentown Speedway and Hobbies, Garden Grove, Calif., to stop operating electrically controlled racing cars due to interference to TV reception. The FCC had charged in April that toy cars operated on the speedway caused interference to TV reception in the vicinity of his establishment.

The examiner in his initial decision said that Mr. Miller in permitting the use of toy cars that do not have interference suppressors is instrumental in creating harmful interference to radio-communication service in the area of the speedway. The hearing examiner added that if the owner took necessary precautions available to him to eliminate the interference he can continue operating the speedway.
Set sales for May released by EIA

The production of black-and-white television receivers picked up in May, while production of color TV receivers slipped by over 10,000 units. These were the two major items shown in figures released by the Electronic Industries Association last week for the first five months of 1965. Overall, sales of both monochrome TV and radio sets by manufacturers to distributors slipped in May from April, while total radio production moved up by 10,000 for the same period.

For the five months, however, both sales and production of TV and radio stand ahead of 1964. Sales and production for the five months of 1965, as reported by EIA:  

SLALES  
<table>
<thead>
<tr>
<th></th>
<th>Television</th>
<th>Radio</th>
<th>Radio</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td>Monochrome</td>
<td>Color</td>
<td>Total</td>
<td>With FM</td>
</tr>
<tr>
<td>Jan.-May 1965</td>
<td>2,833,812</td>
<td></td>
<td>4,092,191*</td>
<td></td>
</tr>
<tr>
<td>Jan.-May 1964</td>
<td>2,829,949</td>
<td></td>
<td>3,161,201*</td>
<td></td>
</tr>
</tbody>
</table>

PRODUCTION

<table>
<thead>
<tr>
<th></th>
<th>Monochrome</th>
<th>Color</th>
<th>Total</th>
<th>With FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-May 1965</td>
<td>3,217,029</td>
<td>651,840</td>
<td>3,868,865**</td>
<td>937,777</td>
</tr>
<tr>
<td>Jan.-May 1964</td>
<td>3,181,971</td>
<td>470,620</td>
<td>3,652,591**</td>
<td>647,877</td>
</tr>
</tbody>
</table>

*Excludes auto radios.  **Includes auto radios amounting to 4,149,002 in 1965 compared to 3,417,048 in 1964.

RCA shows economy color set  

RCA last Friday (Aug. 13) announced that its new color-TV set model, which uses a 19-inch rectangular color tube, will be priced at $399.95. The receiver will be available in limited quantities in the fall, giving RCA a total of 15 color models priced below $500.  

The full RCA line in color-TV sets range in price from a low of $349.95 to a high of $1,400, but the manufacturer said the below $500 area “has proven to be the average consumer’s favorite shopping ground.”

RIAA issues tape standards  

The Record Industry Association of America announced last week that for the first time the RIAA has established technical standards for prerecorded magnetic tapes intended for broadcast and other uses. The standards cover reel-to-reel and cartridge tapes and include specifications for two-, four-, and eight-track monophonic and/or stereophonic tapes. Copies of the standards in bulletin number E-5 may be obtained from RIAA at 1 East 57th Street, New York 10022.

INTERNATIONAL

Rediffusion plans community-owned CATV  

Planners of both private and municipal housing developments have shown great interest in a new built-in community antenna TV service now being offered by Rediffusion Ltd., according to the company’s chairman and managing director, John Spencer Wills, in his annual review.

Instead of constructing a wired radio and TV system in a city and then offering it to individual householders Rediffusion Ltd. is selling a packaged service for entire communities at low terms. Under the new method every house and apartment in an area is wired to the system along with other utilities. Costs are extra low when plans for new housing developments include ducts for the company’s cables. Contracts already signed, Mr. Wills said, cover over 100,000 homes, some existing, some under construction and some still to be built. A new central division to assist regional subsidiary companies has been set up to handle the pressure of requests for information on the new service.

Rediffusion Ltd. made a gross profit for the year ended March 31 of $22,680,000. Net profit after tax was $7,579,600 an increase of 7% over the previous year.

The company owns Rediffusion Television Ltd., one of Britain’s big four commercial TV companies, operates wired radio and TV systems and sells and rents radio and TV sets.

African republic gets new TV service  

President Kwame Nkrumah of Ghana, the former British West African Gold Coast colony, has officially opened the country’s $13 million television service, built with the aid of the Canadian government.

The government of Ghana, one of the African states that recently attained independent republic status within the British Commonwealth, started the new TV system by installing more than 300 receiving sets in social centers, canteens, army quarters, universities and schools throughout the country.

By the end of 1965 the government hopes to have installed 1,200 sets for free public viewing.

The system was designed, built and installed by The Marconi Co., Chelsford, England, in cooperation with the Ghana Broadcasting Corp. The system’s three transmitting stations are located at Accra, the capital, Kumasi and Sekondi-Takoradi and cover about one-quarter of the country including the Atlantic seaboard, the country’s most heavily populated area.

Inaugurating the new service on July 31 President Nkrumah said it would combat “imperialism, colonialism, neo-colonialism, superstition and ignorance.” His minister of information, Mr. Chine-
American philosopher Light would any “demoralizing bauh, added that it would not show any “demoralizing programs,” but would concentrate on education, with night programming included.

Ghana’s new TV system is headed by Mrs. Shirley du Bois, widow of an American philosopher who died in Ghana in 1963.

Canadian food firms lean heavily on TV

The top-60 Canadian food advertisers spent $18,947,296 or 35.8% of their advertising budgets in television in 1964, according to the Canadian Television Bureau of Advertising, Toronto.

Procter & Gamble Ltd., food products, spent 100% of its advertising budget in TV, as did Canadian United Fruit Co. and Ovaltine Food Products.

Other advertisers who spent most of their budgets in TV include Canada Vinegars Ltd. (99.5%), Pillsbury Canada (91.5%), Chef Boy-Ar-Dee (96.8%), Toronto Macaroni & Imported Foods (88.4%), J. Lyons & Co. (88.1%), and Canada Starch Co. (79.6%).

Largest TV food advertisers were General Foods Ltd. with $3,335,691 or 71.5% of its total advertising budget, Kellogg Co. of Canada with $1,343,413 (62.7%), Kraft Foods of Canada $1,318,199 (72.8%), and Campbell Soup Co. with $1,018,707 (56%).

British said to have changed color choice

British sources described as “authoritative” reports last week that England now favors the West German PAL color system over America’s NTSC.

Based on color comparisons among the three systems, PAL, NTSC and the French-Russian SECAM, Great Britain’s delegates at a March meeting of the Radio Consultative Committee in Vienna came out strongly in favor of NTSC.

However, the BBC is now said to be comparing PAL and NTSC black-and-white reproduction with a view toward adopting the German system in order to compete for set sales in color-divided Europe.

London toll-TV slated for October

Although two of the three companies originally licensed to operate experimental pay TV in Great Britain have decided not to go ahead, the first United Kingdom system will be started by Pay TV Ltd. in early October. It will cover the Southwark and Westminster districts of London.

Special regulations will be made to safeguard the interests of movie theaters in the area. A spokesman for Pay TV Ltd. said that it intends to set up an experimental system in the city of Sheffield sometime after the London start.

International film sales . . .

The Big Bands (20th Century-Fox TV): Zuriguel Asociados, C.A., Venezuela; ch. 8 Curacao and ch. 12 Aruba.

The Legend of Jesse James (20th Century-Fox TV): Teleralo Centro Americana, El Salvador; Capital Broadcasting, Bermuda, and Telerama, Argentina.


Abroad in brief . . .

Irish Film Festival • The Cork TV Commercials Festival is again being organized in conjunction with the Cork International Film Festival which runs from Sept. 15 to 19. There will be two main sections, international and Republic of Ireland. So far commercials have been entered from Ireland, Canada, Britain, U. S., Australia, West Germany, Malta, New Zealand, Spain, Portugal.
Canadian transmitters • Three new 100-kw transmitters, at a cost of $3 million, for shortwave programming throughout the world have been recommended by the Canadian Broadcasting Corp. to the Royal Commission on Broadcasting. CBC operates 50-kw stations for the Canadian Department of External Affairs at Sackville, N. B., from where programs are beamed to Europe, Iron Curtain countries and the Caribbean.

The equipment at Sackville is about 20 years old. The Canadian government has increased its budget for the international shortwave service to $2.4 million for the current fiscal year, up from $2.1 million last year.

FINANCIAL REPORTS

CBS’s earnings down slightly

Six-month report shows increased revenues; move to new building discussed

CBS Inc. revenues for the first six months of 1965 were up $23 million although earnings for the half dropped by approximately 6% to $1.10 a share. For the second quarter, per-share earnings were down two cents whereas in the first quarter they had fallen five cents.

In a review of operating highlights, the company said sales of CBS-TV for the first half “approximated” those for the same period last year and sales of CBS Television Stations Division “slightly exceeded” last year’s performance.

The CBS Radio Division experienced first-half sales “slightly ahead” of the same period last year, the company said, but network radio billings for the first four months of the year were reported down slightly from the comparable 1964 months.

In a report to shareholders Board Chairman William S. Paley and President Frank Stanton pointed Optimistically to increases in time spent viewing television and the rapidly advancing circulation of color-TV sets. Daily time spent viewing by the average TV household, they said, is expected this year to reach 5.1 hours compared to 4.6 hours in 1964 and 5.2 hours the year before.

By the end of 1965, they predicted color sets will have penetrated more than 9% of television homes and by the end of 1967, 20% of TV homes would be color-equipped.

The first-half profit decline was partially attributed to expenses involved in the company’s move to the new Manhattan headquarters.

At a board meeting last week CBS declared a dividend of 30 cents on common stock, payable to stockholders of record Aug. 27 on Sept. 10.

Six months ended July 3, 1965 and June 27, 1964:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.10</td>
<td>$1.17</td>
</tr>
<tr>
<td>Sales</td>
<td>326,788,000</td>
<td>303,595,500</td>
</tr>
<tr>
<td>Operating income</td>
<td>41,690,807</td>
<td>43,871,321</td>
</tr>
<tr>
<td>Net income</td>
<td>21,924,896</td>
<td>23,047,783</td>
</tr>
</tbody>
</table>

Cowles profits up 25% in first half

Cowles Magazines and Broadcasting reports profits up 25% in the first half of 1965. The company said all of its stations—WREC-AM-TV Memphis, Tenn. and KRNT-AM-TV Des Moines, Iowa—had gains in advertising revenues.

Six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.54</td>
<td>$0.43</td>
</tr>
<tr>
<td>Revenues</td>
<td>66,916,802</td>
<td>64,584,505</td>
</tr>
<tr>
<td>Net earnings</td>
<td>1,905,751</td>
<td>1,771,772</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,544,415</td>
<td>2,580,501</td>
</tr>
</tbody>
</table>

FCC, FTC budgets OK’d

The House and Senate have agreed to a conference committee report allocating the FCC $16,992,500 for fiscal 1966, a figure only $7,500 higher than last year’s budget. The commission’s request, as passed down through the executive department, had been $17,- 494,000.

The Federal Trade Commission, will get $13,550,000, or $75,000 more than its former appropriation (Broadcasting, Aug. 9).
FATES & FORTUNES

BROADCAST ADVERTISING

Charles J. Gizerian, VP and secretary-treasurer at Compton Advertising Inc., New York, named senior VP and member of board of directors.


Marston Myers, VP and account supervisor at The Marschalk Co., New York, named VP and management supervisor at Sullivan, Stauffer, Colwell & Bayles, that city.

C. Eugene Boyd, VP at Coca-Cola Co., Atlanta, named VP and manager of market research department. Mr. Boyd has been with Coca-Cola for 29 years. Fred W. Dickson, advertising manager and VP for sales promotion at Coca-Cola, named VP and marketing director. Ralph H. Garrard, VP for convention bureau handling Coca-Cola participation in New York World's Fair, named VP for national sales.

Michael J. Digennaro, salesman, elected VP of The Devney Organization, New York, station representatives.

Norman Hayes, account executive at WJXT(TV) Jacksonville, Fla., named regional sales manager. John A. Roberts, on WJXT sales staff, succeeds Mr. Hayes.

Douglas D. Shull, sales promotion and advertising manager at KXW Philadelphia (formerly Cleveland), named account executive.

Edwin W. Hamowy, advertising manager. Shulton international division. New York, named manager, marketing services for division, becoming responsible for development, supervision and coordination of all marketing activities, including advertising, promotion, new product development and market research for division.

Harrison Yates, formerly with Doyle Dane Bernbach, New York, working with Avis, Polaroid, American Airlines and other accounts, joins Sudler & Hennessey Inc., New York, as VP and copy supervisor on consumer advertising.

Harold V. Rover, executive VP and management supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, joins Pritchard, Wood Inc., that city, in similar capacity.


John R. Howland, marketing research executive for B. F. Goodrich Co. and other companies, joins marketing research department of Sylvania Electric Products Inc., New York, as industrial marketing research specialist.

Daniel E. Charnas, VP and senior account supervisor with J. Walter Thompson Co., joins Smith/Greenland Co., New York, as senior VP.

Clyde V. Dutton, commercial manager at WTVN(TV) Peoria, III., named general sales manager at WTTV(TV) Bloomington-Indianapolis.

Paul Bussard, account executive, named sales manager of WCCR Lima, Ohio.


Larry Richardson, formerly with Leo Burnett Co. and D'Arcy Advertising, Chicago, joins Clinton E. Frank Inc., there, as copywriter.

Louis Hildebrand, account executive at L. W. Frohlich, New York, named account executive on Seabrook Farms and Snow Crop at Fuller & Smith & Ross, New York.

Robert M. Miller Jr., general sales

Hey, Look Us Over . . . We're Growin' Great!

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New designation by Bureau of the Budget moves Corpus Christi metropolitan area into Top 100 markets...96th in U.S. by SRDS estimated population...98th in U.S. by 1960 Census.

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✓ RELIABILITY
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AUDIENCE ACTIVATORS
P.O. Box 681, Mountain View, Calif. 94042
Former broadcaster to ICC

Willard Deason, former Austin, Tex., broadcaster, has been nominated by President Johnson to be member of Interstate Commerce Commission.

Mr. Deason, lawyer, was room-mate of President 35 years ago at San Marcos College. He formed company to apply for what is now KVET Austin (1340 kc with 1 kw full-time and CBS-affiliated) in 1946. Among his associates were presidential intimates John Connally, now governor of Texas, and J. J. Pickle, now in Congress representing President's own district. Over years Mr. Deason gained complete ownership of KVET. In 1963, he received grant for channel 24; it is scheduled to begin next year.

KTBC-TV Austin (channel 7), owned by President's wife and daughters, was only television station in Austin until early this year when KHFL-TV, channel 42, began.

Last month, FCC approved sale of KVET properties, plus application for FM to automobile dealer Roy Butler and wife, also friends of President (Broadcasting, Aug. 2).

Mr. Deason, according to reports, has been active in Austin business, civic and political work. He is said to be frequent visitor to LBJ ranch. On ICC, Mr. Deason succeeds Everett Hutchinson, also Texan, who resigned recently.

Representing both Mr. Deason and Mr. Butler in recent sale of KVET stations was Washington law firm of Cohn & Marks. Firm also represents Johnson stations, which have been placed in trust during President's incumbency. Leonard H. Marks was named chief of United States Information Agency last month.


Errol Linderman, sales representative at EUE/Screen Gems, New York, commercial and industrial producing arm of Screen Gems Inc., named sales manager with headquarters in that city.

David Linden, administrator for sales proposals, named administrator for client presentations, NBC-TV, New York. Alvin Cohen, sales planning representative, succeeds Mr. Linden. Michael Leder, in research department of ABC-TV, New York, joins NBC-TV as sales planning representative.

Victor Ludington, local and regional sales manager of WSPA-TV Spartanburg, S. C., named general sales manager, there.

Frank McDonald, senior media buyer, named group media director, Cunningham & Walsh, New York.

Irwin D. Levy, print buyer in media department, Compton Advertising, New York, named executive on El Producto cigar account.


Jack Keane, associate creative director, elected VP, Fuller & Smith & Ross, New York.

Saul Landa, formerly with Pelican Productions, New York, and Michael Weil, with MPO Videotronics, that city, join Focus Presentations Inc., TV commercial producer, New York, as chief editor and film editor, respectively. Their appointments are part of expansion at Focus, which was organized last April.


Michael Kaye, art director and Robert Findlay, senior copywriter, both with Doyle Dane Bernbach, Los Angeles, join J. M. Sachs & Co., Beverly Hills, Calif., as partners with Jerry Sachs, with agency name becoming Sachs. Findlay & Kaye Inc. Mr. Sachs remains president while Messrs. Kaye and Findlay become executive VP's in charge of their respective specialties.

Tom Boise, national sales manager of KSBW-AM-TV Salinas, and Robert Hinds, account executive at KALI San Gabriel, both join KNJ-AM-FM Los Angeles, all California, as account executives.

Charles P. Quigley, account executive at Ben Sackheim Inc., New York, named VP.

David Mendelsohn, general manager of WTIX Flint, Mich., named regional sales manager of WTAG, that city.

Stuart Eckert, associate media director at Morse International Inc., New York, named media director at Shaller-Rubin Co., that city.


Gene MacLean Jr., account executive at Advertising Time Sales, and The Meeker Co., both New York, joins radio division of Edward Petry Co., that city, in similar capacity.

Richard N. Confer, VP, senior management officer and member of board of management of McCann-Erickson Inc., New York, and D. E. Stewart, creative supervisor at M-E, that city, named senior VP and director of marketing services and VP and creative director, respectively, at Fletcher Richards Inc., that city.

Dick Ryno, formerly with Commercial Recording Co., Dallas, Richard H. Ulman Co. and Peter Frank Organization, all Hollywood, named account executive for KWXY Palm Springs, Calif.

Richard Barrett, with KREM-TV Spokane, Wash., for 10 years, named account executive for KREM-AM-FM, that city.

Gary W. Sankey, on sales staff at WHEC Rochester, N. Y., named local sales manager.

Bill Willett, account executive at WCMJ-AM-FM Ashland, Ky., named sales manager at WWKE Ocala, Fla.

Chris J. Stolfa, station director at

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Company
Business Home
City State Zip

86 (FATES & FORTUNES)

BROADCASTING, August 16, 1965
KMBC-FM Kansas City, Mo., named regional and local account executive for
KMBC-TV that city.

Mitchell Sherman, account executive at Cunningham & Walsh Inc., New
York, named account supervisor.

Robert C. Newth, sales promotion manager at Gates Radio Co., Quincy,
Ill., named account executive at L. W. Ramsey Advertising, Davenport, Iowa.

E. Leo Derrick Jr., director of promotion and public relations at WHGP-TV
High Point, N. C., named account executive retaining advisory responsibilities
in promotion department. Mrs. Delores Cudd, promotion assistant, succeeds Mr. Derrick. C. J. Shaw Jr., chief, accounting department of WHGP-TV, named business manager.

Jack Wade, formerly at WFRM-TV Indianapolis, joins WBBM-TV Chicago as
account executive.

Ted Morey, with traffic and operations department at WPIX-TV New York, for
14 years, named traffic supervisor at KHJ-TV Los Angeles.

W. T. Christian, advertising director at Finder Music Co., San Diego, joins
local sales staff at KHGO-TV, that city.

Barry Brooks, with The Bowes Co., Los Angeles, named assistant account executive for Nides-Cini Advertising Inc., that city.

Ralph Dale, with business affairs department of CBS-TV, New York, named
assistant director of sales contracts in department.

Gerry McGavick, account executive at Venard, Torbet & McConnell, New
York, named manager of special projects for Metro TV Sales, division of
Metromedia Inc., that city.

Johnny Brown, air personality at WJRO Rockford, named account executive at Freeport-Rockford III.

Christopher Haskell joins sales staff

WSTV / TV09
WHEELING-STEUBENVILLE

of WCNL Newport, N. H.

Gene McGovern, account executive at
KGAS Los Angeles, joins XTRA Tijuana-
San Diego, in similar capacity.

Bob Reilly, former script writer for
Teleprompter Corp., New York, and
Martin M. Stone, copy chief at Scope
Advertising, that city, join Doremus &
Co., New York, as copywriters.

MEDIA

Roger A. Shaffer, with WSPA-AM-FM
TV Spartanburg, S. C., for 25 years, and
lately national sales manager at WSPA-
TV, named station manager.

Willard L. Dougherty, eastern sales
manager of FM Group Sales, New York,
named general manager of WJMJ-AM-
FM Philadelphia.

Francis X. Zuzulo, director of public relations at MBS, New
York, named director of corporate projects
NBC, that city.

James L. Balser, member of sales department of WLS
Pikeville, Ky., promoted to station manager.

Richard H. Riggs, sales manager of
WJIM-TV Lansing, Mich., named station manager of WCTI Lima, Ohio.

W. Jan Gay, member of law firm of
Jesse, Phillips, Kendrick & Gearheart
of Springfield, Va., named executive VP
of WQMR Silver Spring, Md. Mr. Gay
was with station (1959-60) before leav-
ing to attend law school.

Cecil Webb, operations manager at
KRON-TV San Francisco, named to newly
created position of assistant station man-
ger.

Asa Stallworth, station manager of
WJBF(TV) Augusta, Ga., elected VP
and general manager.

Harold W. Gore, VP and general man-
ger of WRVM Rochester, N. Y., named
general manager of WRTH St. Louis.

Bob Hauck, sales manager of WCM1-
AM-FM Ashland, Ky., named general
manager of WWKE Ocala, Fla.

PROGRAMING

Alan Wagner, director of film pro-
grams. CBS-TV program department,
New York, named director of nighttime
programs and development. Fred Sil-
verman, director of daytime programs,
named director of daytime programs
and development.

Cy Howard, creator of My Friend
Irwin, which ran on radio-TV for 13
years, signed by Screen Gems, Holly-
wood, to create, write and produce new
TV properties for 1966-67 season.

Eric Bose, sportscaster at WCKY Cin-

Enjoy finger-tip convenience with
RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular con-
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Susan revolving cartridge wire rack holds 200 cartridges. Price $145.60. Extra rack sections available at $12.90.
Write or wire for complete details.

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BROADCAST ELECTRONICS, INC.
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SHELD PECANS
THE CHRISTMAS GIFT THAT
ALL THE FAMILY CAN ENJOY

Send us your Christmas list and we
will send an attractive box of delicious
Nature's Best selected halves of native
shelled pecans grown in the heart of
the Red River Valley of Texas and Okla.

Two-pound gift box $4.00
Five-pound gift box $8.50

PRICE INCREASES OCT. 1, 1965

Nature's Best
SHELLED PECANS

Mail to: DENISON PEANUT CO.
P. O. Box 142 • Denison, Texas
Stu Phillips, announcer at Canadian Broadcasting Corp. TV's, Montreal, named host of The Stu Phillips Show, daily country music show at WSIX-TV Nashville.

Stanley Jaffe, executive assistant to Eliot Hyman, president of Seven Arts Production Ltd., named director, New York programs, for Seven Arts Television.

Karen Prindle, formerly with WNDT(TV) Newark-New York, noncommercial and WNET Buffalo, N. Y., noncommercial, joins WTTW(TV) Chicago, noncommercial, as producer-director.

Don French, program director of KFWB Los Angeles, joins the parent company, Crowell-Collier Broadcasting Corp., that city. Mr. French will plan and develop future program ideas for Crowell-Collier radio stations.

E. Pack Phillips, program manager at KFRE-TV Fresno, Calif., and Richard Behrendt, director at KRON-TV San Francisco, named manager of program operations and production manager, respectively, at KRON-TV.

W. J. McNamara, member of WOW-TV local sales staff, Omaha, named program director.

Joe Ford, disk jockey at KNZU Houston, named to newly created position of assistant program director.

Lynwood King, director of Today, Exploring, Sunday and Watch Mr. Wizard for NBC-TV, New York, named director of Concentration.

Gus Grebe, sportscaster at KNX Los Angeles, named sports director at KFH Wichita, Kan.

Clyde Lovellette, professional player with National Basketball Association for 11 years, named to sports staff of WTHI-AM-TV Terre Haute, Ind.

David Soper, broadcast specialist and documentary film producer for U. S. Army, named continuity director at KREM-TV Spokane, Wash., succeeding Colin MacKinnon, who becomes director of sales service, merchandising and promotion for KREM-AM-FM-TV.

Robert M. Lury, syndication representative in Far East for over 30 years and formerly owner-president of Select International Films, Tokyo, named Far East representative of MGM-TV Tokyo.

Dick Wilson, program director at WKEE Huntington, W. Va., named program director at WWKE Ocala, Fla.

Tommy Roberts, recently named VP and director of sports at WPHL-TV Philadelphia, has resigned. Mr. Roberts will continue as sportscaster on freelance basis.

Toni Barnes, women's director at WOTM(FM) Detroit, named women's director at Mid State FM Network: WAXE Detroit, WGMZ Flint, WSWM East Lansing, WQOC Midland and WXTO Grand Rapids, all Michigan.

Johnny Mitchell, program director and music director at KCBO San Diego, named disk jockey at KELJ Los Angeles.

Claud O'Shields Sr., general manager of WECT(TV) Wilmington, N. C., for past eight years, joins radio and television commission of Southern Baptist Convention as eastern representative.

Jennifer Twiss, named director of women's programs for WCLN Newport, N. H.

Bill Randle, MC of talk and music show on WCBS New York for past four years, returns to WERE Cleveland as host of noon-5 p.m. weekday program. Mr. Randle was with WERE for 11 years, before joining WCBS.

CBS Radio affiliates elect

Three broadcasters elected to serve three-year terms on CBS Radio Affiliates Association board of directors covering three districts are: (District 7) Thomas P. Bashaw, general manager, KFH Wichita, Kan., to succeed Lee Fondon, station manager, KLZ Denver; (District 8) Gordon Thompson, general manager, KPEO Lubbock, Tex., succeeds William A. Roberts, VP and general manager, KSMD Dallas; (District 9) Joseph A. Kjar, VP and general manager, KBOI Boise, Idaho. Michael R. Hanna, general manager, WHCU Ithaca, N. Y., is board chairman.

Bill Herson, formerly air personality at WRC-AM-FM Washington, named host of Bill Herson Show, two-hour morning program at WFTV(TV) Orlando, Fla.

Ronald Barnhouse, news analyst, WCAU-TV Philadelphia; Otis S. Freeman, VP, engineering, WPX-FM-TV New York, and W. Bruce McEwen, VP in charge of marketing research, C. E. Hooper Inc., New York, among new members added to council on radio and television, United Presbyterian Church in U.S.A.

J. Tyler Dunn and Max Warner, morning air personalities at WYSL Buffalo. N. Y., named to similar positions as morning men at WLW Cincinnati.

NEWS

William T. Deane, newscaster and documentary writer at WINS Miami, named news director at WBFB Rochester. N. Y.

Jim Snyder, chief of Washington news bureau and national news director of Westinghouse Broadcasting Co., named Washington producer of CBS Morning News with Mike Wallace. Art Schreiber, news director, WCFX Chicago, succeeds Mr. Snyder in Washington. Mr. Schreiber served as news director for KYW from 1961-65 when station was in Cleveland, and had been at WCFX for past three months.

Henry A. Magnuson, public relations director for Maine Republican party, and previously assistant news director at WCSH-TV Portland, Me., named news director at WGAN-TV, that city.

Richard E. Stokvis, news writer at WINS New York, named newscaster at KYW Philadelphia.

Marvin Beard, supervisor of general
desk for two years at AP in New York, named chief of Baltimore bureau in charge of Maryland operations. He succeeds Richard Eimers, who took new assignment to be announced later.

Dave Ward, newscaster at KNZU-KQVE (FM) Houston, named news director of stations.

Gordon Kent, news and public affairs director at KORK-AM-FM-TX Las Vegas, joins Bonanza Air Lines, that city, as director of press relations.

Don Oliver, news reporter and political editor at KRKA-TV-Sacramento, Calif., named news director at KREM-TV Spokane, Wash., succeeding Dick Hoover, who becomes journalism instructor at Eastern Washington State College, Cheney, but will continue to give daily on-air news commentary for KREM-TV.

Hank Grant, radio-TV columnnist for Hollywood Reporter, named entertainment editor for KNX Los Angeles, attached to news staff.

Ward Andrews, with news staff of KWTU(TV) Oklahoma City, named news director at KTVH(TV) Wichita, Kan.

Jonathan Posey, assistant director at WTOP-TV Washington, named executive producer at WTOP News, division of WTOP-AM-FM-TV.

Charles Neal, syndicated columnist for Los Angeles Times, joins KNX, that city, as financial commentator.

Jesse C. Bogue, financial editor, named assistant managing editor, United Press International, New York. William D. Laffler, overnight news editor, succeeds Mr. Bogue, and Frederick H. Treesch, general news staff member, succeeds Mr. Laffler.

John A. Lynch, staff writer for UPI in Birmingham and Montgomery, both Alabama, named bureau manager of UPI's staff in Richmond, Va., succeeding Alfred McCormack Jr., who joins UPI staff in Detroit.

FANFARE

Robert P. Rimes, public relations director at KDKK-AM-FM Pittsburgh, named assistant advertising and sales promotion manager at KYW-TV Philadelphia. Mr. Rimes previously was publicity manager and worked on audience and sales promotion at WWJ-AM-FM-TV Detroit. Merrill Barr, promotion director at WPEN Philadelphia, named advertising and promotion manager at KYW, that city.

Bob Flannery, with promotion staff of Triangle Publications, radio-TV division, Philadelphia, named advertising promotion manager of WPEN-AM-FM, that city.

James B. Luck, general manager of WCTI Lima, Ohio, named program director in charge of public relations and promotions for station.

Paul A. Carroll, with San Francisco Chronicle, named advertising and sales promotion manager of KGBS, that city.

Jeff Davids, national sales and service manager for Romper Room Inc., Baltimore, joins staff of WHS-TV Boston, in promotion and advertising sales and service.

Walt Usher, Jeanne Gerson and Gene Barnes join McFadden, Strauss, Eddy & Irwin, public relations firm. Mr. Usher will serve as account executive for entertainment clients and Mrs. Gerson is assigned to commercial-industrial department, both in Hollywood. Mrs. Barnes heads TV-radio promotion department in New York office.

Waite Hoyt, broadcaster of Cincinnati Reds games on radio since 1941, resigns to become public relations director of Burger Brewing Co.

EQUIPMENT & ENGINEERING


Fred D. Edwards, director of engineering at WVEU(TV) New Orleans, named director of engineering services at WQED(TV)-WQEX(TV) both Pittsburgh, both noncommercial.

Ernest Sisson, owner, Sisson Electronics, and Charles L. Hermann, salesman at Lectour-in-Grafo, radio systems sales firm, named closed-circuit TV sales engineers with Blonder-Tongue Laboratories, Newark, N. J.

John Crowder, manager of recording at ABC, Los Angeles, named technical operations supervisor. He is succeeded by Robert Springer, formerly his assistant. Mel Morehouse, supervisor in TV engineering maintenance department, takes Mr. Springer's position, and Jack Neftlich, with ABC, Chicago, moves to Mr. Morehouse's post.

Leo F. Fitzpatrick, general sales manager for consumer products in Canada for International Electrolux Co., television set maker there, adds new duties as marketing director for U. S. Ian J. Main becomes national sales manager in U. S. reporting to Mr. Fitzpatrick.

William S. Lowy, Gulf states manager of consumer electronics for General Electric, named sales manager, black-and-white television, Admiral Corp., Chicago.

INTERNATIONAL

Arnold Gilbert, director of research for McCann-Erickson-Hakuhodo and manager of Marplan Japan, marketing research division of M-E in Tokyo, named general manager of Audience Studies (Japan) Inc., which opens its Tokyo headquarters in September.

Harold Wright, supervisor of technical instruction of Canadian Broadcasting Corp. at Toronto, named to head coordination planning for CBC's color telecasting on Jan. 1, 1967.

Jack Dawson named station manager of CFRB Toronto, and VP of CFRB Ltd., operating company. He has been with CFRB for past 26 years. Wes McKnight, for past 38 years with CFRB as sports and newscaster, named VP of operating
E. W. T. Hoehn, of Rockford, Ill., had his finger injured in a motorcycle accident. He is survived by his wife, Marie, and one daughter, Mrs. Robert Wells of Chicago.

Ownership changes

**Actions by FCC**

**KDOT Scottsdale, Ariz.**-Granted assignment of license from Scottsdale Broadcasting Inc., owned by Charles O'Sullivan (46.4%), to H. K. Sales Dowell (46.4%), and others, to Central Arizona Broadcasting Inc., owned by Kansas Marketing Inc., John E. Claypool (56%), and others. Consideration $130,000. Mr. Cox also has 35% interest in retail and wholesale petroleum products firm. Action Aug. 16.


**KXO-TV El Centro, Calif.**-Granted assignment of license from Continental Broadcasting Inc., owned by Marc Hahn (78%), William Ewing (22%), and others. Consideration $7,000. Mr. Ewing owns 25% interest in Continental Broadcasting Inc. and others. Consideration $7,000. Action Aug. 10.

FOR THE RECORD

**Station Authorizations, Applications**

As compiled by Broadcasting, Aug. 5 through Aug. 11 and based on filings, authorizations and other actions of the FCC during that period. This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

**Abbreviations:** Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CHF—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, LS—local station, mc—megacycles, mod.—modification, N—night, SCA—sub-primary, communications assigned, SK—market, TV—special transmission service, STA—special temporary authorization, TVHF—ultra-high frequency, un.—unknown, VHF—very high frequency, vis.—visual, w.—watts, *—educational.

**New TV Stations**

**APPLICATION**

Waco, Tex. — Waco Broadcasting Corp. UHF channel 18 (494-500 Mc); ERP 38.3 kw, 7.7 kw aur. Ant. height above average terrain 445 feet, above ground 446 feet. P.O. address Box 3158, Waco. Estimated construction cost $222,500; first year operating cost $150,000; revenue $144,000. Studio and transmitter locations both Waco, Geographic coordinates 31° 31' 40" north latitude, 97° 03' 34" west longitude. Type trans., RCA TTU-2A, type ant. RCA TFU-24DL, Legal counsel Cohn & Markel, Washington, D.C.; consulting engineer Guy C. Hutshinson, Arlington, Tex.; engineer R. E. Gazaway, Glasgow, Neb. (100%); Mrs. Lollie B. and R. E. Gazaway own KAXD Carson City, Tex., and WACO-AM-FM Waco. July 29.

**New AM Stations**

**APPLICATIONS**

Soldotna, Alaska—Solid Rock Ministries Inc. 920 kc, 5 kw, unassigned P.O. address Box 480, Soldotna. Estimated construction cost $28,301; first year operating cost $30,000; revenue $30,000. Solid Rock is non-profit religious organization, Rev. Ray Mainwaring, chairman, formed to establish radio service to Kenai Peninsula. Action Aug. 4.

**Existing AM Stations**

**ACTION BY FCC**

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from Sept. 5 to Nov. 7. Action Aug. 10.

**New FM Stations**

**APPLICATIONS**

Ruston, La.—Ruston Broadcasting Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 213 feet, P.O. address Box 1059, Ruston. Estimated construction cost $12,000; revenue $12,000. Mr. Faulk owns KRIUS Ruston. Action Aug. 3.

Johnstown, N. Y.—Schoharie County Broadcasting Corp. 106.6 mc, channel 285, 3 kw. Ant. height above average terrain 143 feet. P.O. address Box 454, Johnstown.

**Estimated construction cost $16,471; first year operating cost $10,000; revenue $12,000. Principals: August J., Louis F. and Emil F. Galasse (each 33%). Schoharie Broadcasting own WIRZ Johnstown. Action July 29.


Franklin, Tex. — Louis V. Plate, 100 kw, 500 w. D. P.O. address Box 102, Franklin. Estimated construction cost $11,700; first year operating cost $11,700; revenue $20,000. Mr. Plate owns WLYP(FM) Franklin. Action Aug. 29.

**Ownership Changes**

**KDOT Scottsdale, Ariz.**-Granted assignment of license from Scottsdale Broadcasting Inc., owned by Charles O'Sullivan (46.4%), H. K. Sales Dowell (46.4%) and others, to Central Arizona Broadcasting Inc., owned by Kansas Marketing Inc., John E. Claypool (56%), and others. Consideration $130,000. Mr. Cox also has 35% interest in retail and wholesale petroleum products firm. Action Aug. 4.


**KXO-TV El Centro, Calif.**-Granted assignment of license from Continental Broadcasting Inc., owned by Marc Hahn (78%), William Ewing (22%), and others. Consideration $7,000. Mr. Ewing owns 25% interest in Continental Broadcasting Inc. and others. Consideration $7,000. Action Aug. 10.

**KZIX Fort Collins, Colo.**-Granted assignment of license from Horsetooth Broadcasting Co., owned by Pea Ridge Broadcasting Inc., whose ownership is controlled by Leslie P. Fare and Ruth L. Fare, to Poudre Valley Broadcasting Inc., owned by Lewis E. Pearce (25%), Carole Francis (25%), J. R. Bellatti (30%), Louise Crossno Bellatti (22%), Cleo Fitzgerald (4%), Linda Fitzgerald (6%) and Winfrey D. Houston (17%). Consideration $133,750. Mr. Bellatti has approximately 51% interest in Stillwater Publishing Co., Stillwater, Okla., and is general manager of station; Mr. Pearlman is manager of KSPS; Mr. Houston is attorney and owns 5% interest in KSPS, Cushing, Okla., and Mr. Fitzgerald is attorney for KSPS. Action Aug. 4.

**KRFY Burlington, Colo.**-Granted assignment of license from Des Moines County Broadcasters Inc., to Des Moines County Broadcasting Co., to Des Moines County Broadcasters Inc., owned by Robert W. Sudbrink (70%), and Margaret S. Sudbrink (25%). No financial consideration, transaction of incorporation. Action Aug. 10.

**WBPR Bayamon, P. R.**-Granted assignment of license from Alfredo Brauchhapt Diaz, to Thomas Tomas Muniz, whose ownership is controlled by Mr. Muniz, to Mrs. Muniz owns advertising agency in Santurce, P. R. Action Aug. 5.

**KTER Terrell, Texas.**-Granted assignment of license from KITE Broadcasting Co., owned by Trigg-Vaughn Stations Inc., to F. 27.0, 1930's, later gathered motion picture credits in Mr. Welles’ “Citizen Kane” and “The Desert Fox.” More recently, he played in television drama. Mr. Sloane is survived by his wife, son and daughter.

**Norman W. Kahn, 35, member of Warner Bros. television department assigned to special projects, died Aug. 6, of acute hepatitis at Mount Sinai hospital in Los Angeles. Five months earlier he had been associate producer to Hy Averback at Screen Gems in Hollywood. He is survived by his wife, Joan, son, and his mother.**

**Douglas A. MacLean, 25, assistant art director of Lennox & Newell Inc., New York, died July 27, 1930, in an automobile accident in Colchester, Vt. Mr. MacLean is survived by his father, Arthur A., and stepmother, Marjorie MacLean.**
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<th>Name</th>
<th>Position/Company</th>
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<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W.</td>
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<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg.</td>
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<td>G. P. LILLARD</td>
<td>Consulting Engineers</td>
<td>Washington, D. C. 20005</td>
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<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>1170 H St., N. W. 298-6850</td>
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<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineers</td>
<td>George M. Sklom</td>
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<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>8200 Snowville Road</td>
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<td>PETE JOHNSON</td>
<td>Consulting Engineers</td>
<td>P. O. Box 4318</td>
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<tr>
<td>E. HAROLD MUNN JR.</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220</td>
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<tr>
<td>COMMERCIAL RADIO EQUIPMENT CO.</td>
<td>Radio-Television</td>
<td>301 Colorado Blvd.</td>
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<tr>
<td>JAMES &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>5712 Frederick Ave.</td>
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<td>MERL SAXON</td>
<td>Consulting Radio Engineer</td>
<td>622 Hoskins Street</td>
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<td>JOHN H. MULLANEY</td>
<td>Consulting Engineers</td>
<td>3141 Cahuaunga Blvd.</td>
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<td>E. E. BENHAM &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
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<td>COMMERICAL RADIO MONITORING CO.</td>
<td>Measurement and Service</td>
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<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measurement</td>
<td>2411 - 2419 M St., N.W.</td>
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<td>T. W. KIRSKY</td>
<td>17 Years TV Engineering</td>
<td>5712 Munsey Bldg.</td>
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<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>527 Munsey Bldg.</td>
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<td>COMMERCIAL, PROFESSIONAL</td>
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George A. Bolas (24%), Kenneth R. Greenwood (10%), Robert Hall (5%), William W. Williams (4%), and Morton S. Moline (6%). KFIZ Broadcasting Inc., owner of Kankakee Daily Journal Co. (52%), W. Russell S. Small and Leck Inc. (each 13.65%) and estate of Arthur L. Beckman (2.3%).


WMCS Machias, Me. — Seeks voluntary assignment of license from Clarence Northcutt to WMCS Broadcasting Inc. to Washington County Broadcasting Inc. owned by Wilfred R. Stadler (35%) and Otho Knowles Jr. (65%). Consideration $500. Ann. Aug. 4.


WDOK-AM-FM Cleveland — Seeks assignment of license from Penn- sylvania Broadcasting Inc., owned by J. D. Wreather Jr. (52.5%), George F. Goodyear (22.9%), Wace & Co., installed by Voinoy (4.03%), Gow & Co., nominees for Paul A. Catoeck, controlled by John Weisberger as trustee for shareholders of Fevendel Corp. (12.5%), to Westchester Corp., controlled by Lucile Stone (1%), Harry H. Stone (17.31%), Norman Wall (10%), Robert C. Wells (10%) Joseph T. Zingale (10%), Nick J. Milioti (1.43%) and Frank P. Celletta (0.93%), valued at $50,000. Applicant is licensee of WPAS-AM-FM White Plains, N. Y. Seeks executive vice-president and director of American Greetings Corp. (greeting card manufacturer). Mr. Milioti is namee. Ann. July 20.

KTEA-FM Midwest City, Okla. — Seeks transfer of control of license corporation, Midwest States Broadcasting Co. Inc., owned by John Kennamer Jr. (45.8%), John L. Kemnamer (22.5%), Minda Kemnamer (22.2%), Leslie C. Kemnamer (13.6%) and Robert L. Williams III (40%), Ed L. Markwell (20%), L. B. Dameron Jr., Elise M. Dameron (33.2%), as trustee, C. H. Hathaway (10%) and Tommy H. Seaman (10%). Consideration $46,000. Ann. July 28.

REED Springfield-Eugene, Ore. — Seeks assignment of license, formerly owned by Glen M. Stader (74%), Helene N. Stader (25%) and Walter S. Barrett, to Radio Wonderful Williams Co., Inc. owned by Glen M. Stader (74%), Helene N. Stader (25%) and Walter S. Barrett. Applicant is licensee of Radio Wonderful Williams Co., Inc. Consideration is assumption of liabilities by Radio Wonder-
ACTIVITIES BY REVIEW BOARD

- By memorandum opinion and order dated June 18, 1965, the Commission granted reconsideration of the joint request by Vaughn-Hansen Co. and Cape Canaveral Broadcasters Inc. for reconsideration whereby John L. Vaughn-Hansen's application for new AM in Melbourne, Fla., was reconsidered, and Cape Canaveral's application for new station in East Jacksonville, Fla., also latter's application for lease to amend, making submission to board of itemized statement of expenses. (See John L. Vaughn-Hansen, and other information Doc. No. 15884. Member Nelson concurred.

- By memorandum opinion and order dated June 18, 1965, the Commission granted reconsideration of the joint request by Vaughn-Hansen Co. and Cape Canaveral Broadcasters Inc. for reconsideration whereby John L. Vaughn-Hansen's application for new AM in Melbourne, Fla., was reconsidered, and Cape Canaveral's application for new station in East Jacksonville, Fla., also latter's application for lease to amend, making submission to board of itemized statement of expenses. (See John L. Vaughn-Hansen, and other information Doc. No. 15884. Member Nelson concurred.

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HELP WANTED — MANAGEMENT

Qualified manager needed 250-1000 only local station growing city under 50,000. County population 200,000. You are now employed, but for good reason may want to make change to permanent spot where pay is good and opportunity for ownership participation in established successful well financed station ultimately. Salary and incentive pay figures based on history operation. Proven experience, good track record preferred. Must be good salesman with ability to manage, direct and operate already successful locally owned station. Write fully with snapshot in strict confidence. Box G-956, BROADCASTING.

Qualified manager midwest city under 50,000. Outstanding incentive plan with growing organization. Opportunity for able and inquisitive. Send full resume, photo. References thoroughly checked. Box H-158, BROADCASTING.

Young assistant manager, strong on sales, by midwest station, metro area of 50,000. Attractive compensation plan. Box H-181, BROADCASTING.

Manager for small single market South Carolina station. Sales experience necessary. Box H-191, BROADCASTING.

Triple threat man, salesman-announcer-engineer with management ambitions. WJOE, Port St. Joe, Florida.

Ohio Radio, Inc. Radio-Newspaper group has immediate opening for radio manager and sales manager, due to expansion. This is an outstanding opportunity for small to medium market sales oriented manager on his own. Joe—Ohio's fastest growing communication company. Send complete resume to P.O. Box 550, Port Clinton, Ohio.

SALES


Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-167, BROADCASTING.

Dependable man to handle remote studios in small market. Strong sales background able to write copy. Gather and write news. Some airwork, 1½ days. Salary, plus. Send resume, references. KCLW, P.O. Box 565, Hamilton, Texas 75531.

Knobville, Tennessee, Country Music WIVK. If you believe in the future of country music and can sell, we have a place for you. Contact James A. Disk, Owner-Manager.

Minneapolis-St. Paul market WPBC-AM-FM seeks experienced midwest city program director. Excellent opportunity through excellent incentive plan. Men or women. Send picture and full resume. 8845 Nicolleet, Minneapolis 55433.

Salesman with big, booming voice, to do morning show at America's most modern farm station. East coast location. We need good salesperson with production background. You must love selling and announcing. Contact Mediamica, 8141 Crosby Rd., Silver Spring, Maryland. At once!

Classified Advertisements (Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

**Announcers**

Program director wanted by professionally formatted top-40 station on the Central California Coast. Must handle responsibility and strong on sports play-by-play. Must have experience and are over 25, rush tape and resume. Box H-13, BROADCASTING.

5000 watt fulltime station needs morning man with mature taste, good humored sophistication and first class license. Box H-113, BROADCASTING.

Wanted: Man with management potential between 28-35. Experienced in small market radio, who has good sales record, good sports play-by-play and has phone 1st. Must have at least 3 of the 3 qualifications Indiana. Box H-115, BROADCASTING.

ANNOUNCER—SALES for quality radio station in South Carolina. Experience necessary. This is a big market but not a big man; $100 weekly guaranteed; established accounts—you should earn $150 weekly minimum. Send recent tape, remittance. Box H-169, BROADCASTING.

Announcer-Salesman for quality format station in South Carolina. Experience necessary. This is a small market, but is not a small man; $100 weekly guaranteed; established accounts—you should earn $150 weekly minimum. Send recent tape, remittance. Box H-169, BROADCASTING.

Looking for top Rhythm & Blues personality able to handle afternoon traffic slot in modern R&B format. One of top 10 markets. Salary open. Send tape & resume. Box H-199, BROADCASTING.

Opportunity for good announcer. Also interested in an announcer-salaries. Salary range $40,000 plus. 40-week tape, resume, picture to Box H-231, BROADCASTING 417-WO 7-3353 for manager.

Stable morning man-program director combination in highly competitive southern market. Must be strong on production. If you can handle the job we need apply. Box H-225, BROADCASTING.

Fulltime kilowatt near Chicago has immediate opening for early morning man who also is strong on sports play-by-play. Must know modern and adult music, be able to create fresh, Bodel sound which holds intensely loyal audience. Broadcast full schedule football, basketball. Excellent starting salary, unrestricted fringe benefits for top notch performer. Box H-237, BROADCASTING.

New Jersey AM-FM seeks experienced announcer/newswoman. Must have 2 hour from New York City. Send tape, resume, salary requirements. Box H-249, BROADCASTING.

Small market station in Pennsylvania needs versatile announcer. Send details of experience, 7½ tape, and salary requirements. Box H-251, BROADCASTING.

Announcer with first phone for one of Iowa's better stations. Station KFCF, Waterloo-Cedar Falls. Phone 319-266-7567 W. C. Petsch.

Need immediately, staff announcer for night shift radio, some TV, must have experience, good voice, married, no druggers, drinkers. Send tape, remittance to Ray Landing, KFBC, Cheyenne, Wyo.

Expanding operation has created immediate opening for our advertisers. 5½ years experience minimum. Send resume, picture, and air check to KFRF, Box 950, Fairbanks, Alaska. Reply: fly air mail.

Opportunity for man with play-by-play experience who can do air work on station KPYES, owner has no interest in station. Also one man for announcing and sales job. Box H-255, BROADCASTING.

Immediate opening for announcer for network station. Must be qualified. No beginners. Send tape and resume. Good salary to start. Mike McCormack, General Manager, WBNC, MBS, Hampton, S.C.

Can you announce, sell, service or write copy? If you can do any of these or a combination of any, there's a good opening for you at WBYS, Canton, Illinois.

Immediate opening for Chief Announcer, sign-in shift. Must have a proven record, handle interviews, write copy, production and have knowledge of Country & Gospel music. Take active part in civic and church affairs. Prefer someone within 200 mile radius. Contact John Foster, WCON, Cornelia, Ga. 778-2242.


New Jersey, WHTG, Eatontown seeks experienced announcer/newsman for second-shift. Send tape, resume, interview required.

Sacred music FM station—Holland, Michigan, has immediate opening for announcer with first phone. No experience is necessary. Thirty hours night WJBL-FM. Ten hours day WIVK, 1400 watt, new air conditioned studios. Send tape, resume to Personnel Manager WJBL-AM & FM, Box 886, Holland, Michigan.

Moral man, 3rd ticket, opportunity for TV. Send tape and resume—Assistant Manager, WKBR-WKBT, La Crosse, Wisconsin.

WKIX, Key West, Florida has immediate opening for top 40, 1st phone man. Send tape and resume to Gayle Swafford, WKIX, Key West.

Wanted: Announcer with third class ticket. Copy or sales helpful. Send tape, photo, sales experience in market where you can do air work or expected salary. Art Moran, WMEX, Chase City, Virginia.

Immediate opening for announcer with 1st phone. Opportunity to do sports if you desire. Announcing could be AM and/or FM deciding on your background and choice. Call Frank Halls, or Mike Harrington 317-864-7396, WRMI, Marion, Indiana.

Wanted: Announcer with first phone for 1,000 watt directional. WMWM radio, Wilmington, Ohio.

Announcers—middle-of-the-road car. 1st phone or news combo. WPAC, Patchogue, 316-453-4660.

Broadcasting, August 16, 1965
Announcer—(cont'd)

Chief engineer, 50,000 watt station major southwest station. Top salary. Please supply full information. Box H-194, BROADCASTING.

Chief engineer—Construction ability, good makeup, air work. $140 per week start. Middle Atlantic state market. Replies confidential. Box H-201, BROADCASTING.

Engineer for new AM, C.P. application. Work exchange for 10% ownership in station. Box H-254, BROADCASTING.

Top 40 in Los Angeles Country needs chief engineer, experienced, maintenance plus short board, salary open. Send tape and resume to KUTY, Palmdale, Calif.

Wanted: Combo engineer-announcer emphasize engineering salary open. WLTC, Gastonia, N.C.

Wanted: Combination man with 1st phone announcing or sales considered. Must have maintenance experience. Call Vernon Arnette, WMOP, Osceola, Florida. 650-8151, collect.

First ticket transmitter engineer technically competent, capable of taking care of busy transit, 1st 8 shift at New DA-3 installation. Experience helpful but all qualified applicants will be considered. Also need 1st production man (no maintenance) to take charge of all production at our FM affiliate in adjacent Trenton, N.J. Write Art Silver, Chief Engineer, Box 1300, Princeton, N.J. or call 609-924-3060. No collect calls.

Join the Society of Broadcast Engineers. Details Secretary, 1210 North Buchanan, Arlington, Va.

Announcer-news director wanted for leading Top 40 station in fast growing smaller southeast market. Excellent opportunity for anyone with group planning to acquire additional stations. Job includes covering newbeat and 20 hour board. Send tape and resume to Director of Personnel, BROADCASTING.

Newsman to gather and air news for medium market. No board work. Established news department, fully equipped. Send resume and tape to Manager Box H-145, BROADCASTING.

News (Cont'd)

Ambitious newsman to work with award-winning station WVL, Akron, Ohio. Market. Good starting salary with excellent future. Send writing samples to Box H-125, BROADCASTING.

News director, with mature, authoritative delivery for 5,000 watt fulltime eastern station. Must have production experience. Fine area with established stringer system. Fully equipped operation: Beepers, tape recorders and excellent pay. Box H-215, BROADCASTING.

WSY Radio, Decatur, Illinois hasn’t found the right newsman—still seeking man to gather, write and deliver local news for our award-winning team. Salary open. Rush tape and resume to Box 786.

Production—Programming, Others

Need experienced staff announcer who can do play-by-play. Indiana. Box H-117, BROADCASTING.

Operations manager needed. Do you have at least 2 years experience with all phases of radio? Have changed jobs more than twice, experience? If so you want to work your way up here’s your chance. Midwest AM-FM. Box H-117, BROADCASTING.

An Illinois radio station needs an honest-to-goodness, real 20's style announcer. Not an aspiring Edgar Allen Poe ... nor a young John Steinbeck, but simply a person who can write commercials. Pay good. Benefits included. Send samples of work and expected salary with letter. Male or female. Box H-209, BROADCASTING.

Combination morning-man operations director. Opportunity to become station ownership or management plus from responsible, community-minded broadcaster. KKAS Radio, Hastings, Nebraska.

Production man strong with copy, clever with tape, with creative ideas and good voice. Tape and complete details to KIDD, Box 1970, Monterey, California or phone R. S. Sherry, 272-8154.

Production director—writer needed. Top rated, adult station in city, limited air work, new format. Requires expanding educational community, $7,000 starting minimum, insurance, call—Write: Geo. A. Foulkes, WAAC, Terre Haute, Indiana. All others not interested, please do not contact.

First ticket production (no maintenance) to take immediate charge of all production at WTOA-FM. Associated with WWH, Princeton. Write Herb Hobler or call 609-959-2561. No collect calls.

RADIO

Situations Wanted—Management

General Manager—Built multi-station group up to very profitable sale—willing to do it again. Box H-58, BROADCASTING.

Management-sales exec under 40 with 17 years radio from PD to sales manager and general manager. Excellent idea man. Ability to raise revenue and/or ratings. A broadcast pro with a fine suburban reputation. Now seeks major position in management or sales. Prefer NY or Philadelphia. All considered. Box H-117, BROADCASTING.

Presently General Manager-radio station in one of top 10 markets. Proven sales & sales management record. Highly successful in battle for top spots in all types of formats. Will find a selling format for your market. From Hal Jordan & Co., Los Angeles, capable family man, 10 years radio. Salary requirements. Middle 5 figures & incentive plan. Box H-79, BROADCASTING.

General manager available, midwest area. Single or multiple market. Over ten years experience, proven record in sales, promotion, sales, programming. Finest references from present and past employers. Box H-207, BROADCASTING.

Sales


Announcers

Top-forty personality offers solid background. Major east or Midwest market. Top paid present market. Box H-32, BROADCASTING.

Announcer, first phone, 2 years experience. Looking for position with solid organization. Don’t want, single, 24 years old. Play by play. Box H-43, BROADCASTING.

Announcer newscaster dj. No prima donna. Tight board, family man. Will settle. Box H-98, BROADCASTING.

Creative, conscientious young good music pro seeks new challenge. Currently employed in 400,000 midwest market; management a plus. Aggressive, competitive, community-minded broadcaster. BROADCASTING.

First phone—combo, tight board, maintenance. Prefer Northeast. Box H-135, BROADCASTING.

Announcer-dj, single, 23. Presently employed as morning man and project director for Top 40 ABC affiliate in market of 35,000. Good voice, competent, dependable. 3 1/2 years college, 3rd phone. Top 40 or middle-of-road. Prefer Iowa or surrounding states. Box H-167, BROADCASTING.


Bright, happy sounding morning man, middle of the road, 2 years experience, will relocate, married not a floater. Box H-170, BROADCASTING.

Announcer-dj—experienced with third, Tight board, good copy, 40. Looking to settle. Box H-171, BROADCASTING.

Connecticut top 40 dj, near Hartford, wants to settle in California or Oregon, 3 years experience, college, 3rd endorsement. Has worked middle of the road. Writes good copy. Good personality, tight board, production. Tape, references available. Box H-172, BROADCASTING.

Personality plus-currently employed at number one 60 kw terrestrial. Show heralded. Salary negotiable . . . . major market quality experience. Call 203-270-7755 or write Box H-185, BROADCASTING.
Announcers—(Cont'd)

Top 100 announcer—5 years. Family. Radio station in surrounding states. Box H-187, BROADCASTING.

DJ/pd "Dick Blond" style—married—prefer south. Box H-196, BROADCASTING.

PD—fast paced—family—prefer good rock station—second phone. Box H-197, BROADCASTING.

Dynamic drive-time air personality in major market preferred. Good production and play-by-play experience. Will provide selling sound. Box H-198, BROADCASTING.

Help!!! Interested in an immediate segue!! Sports, weather,song begging, demanding work with a dedicated, professional, progressive, contemporary organization. Eight years experience. College graduate. Twenty-four years old. Top forty specialist. Top sixty fast paced program director. Box H-335, BROADCASTING. Experienced force with perfect personality. Write Box H-205, BROADCASTING.

Announcer—Years—experienced—employed now—light—bright! NE only. More? Box H-285, BROADCASTING.

Experienced announcer is available to relocate now. Box H-210, BROADCASTING.

Middle of road announcer with third-broadcast endorsed ticket desires work in Top 40. Box H-212, BROADCASTING. Engineering career-presently un-employed so need work right now! Available immediately. Box H-213, BROADCASTING. Need heart of town because of no car. Need market preparedness. Write experience Box H-214, BROADCASTING.

DJ, light beard, solid news, commercials, ready now. Box H-214, BROADCASTING.

First phone through self-study, announcing experience. Will relocate. Box H-216, BROADCASTING.

Announcer, DJ. Authoritative newscaster, third phone with endorsement. Experienced, market in Philadelphia or New York, or a floater. Box H-219, BROADCASTING.

Top 40 DJ. Happy personality. Drama graduate and voice. East coast near-by college. Reliable, creative. Good salary. Box H-221, BROADCASTING.

Number one's in Los Angeles metro area (Judy Puls) would like to relocate with an imaginative, contemporary station (preferably at-station). Located in San Francisco Bay area. Young, single personality who plans to stay. Available immediately. Will relocate with your station. Viet Nam free and AFTRA. Box H-222, BROADCASTING.

Experienced Negro dj—announcer—newscaster—DJ slot. Box H-223, BROADCASTING.

Announcer: 1st phone: experienced. Will relocate. Box H-227, BROADCASTING.

Attention FM stations: Jazz or middle-of-the-road stations. 3rd phone—endorsed. Young, single, draft exempt: Experience, top references. Salary secondary to opportunity. All replies—on urgent notice. Box H-230, BROADCASTING.

New York, Los Angeles—environs. Discouraged, pay music and news only. If you really understand what talent is, i.e. perfect balance of mind and voice in reading of sales and news, let us know. Texas or any other south-western station with a very bright future. Box H-242, BROADCASTING.

1st phone, experience, sports prime coordinator. DJ—announcer. Box H-242, BROADCASTING.

Negro dj/newscaster. Experienced, third phone. Will relocate. Box H-244, BROADCASTING.

1st phone announcer. Family man. 4½ years experience. Available immediately. 1316 S. Loop, Waco, Texas.

Announcers—(Cont'd)

Staff announcer, 3rd, B.E. New career, salary unacceptable. Box H-245, BROADCASTING.

Announcer, first phone, experienced. Eager to learn radio, any format. Box H-249, BROADCASTING.

Good music announcer. Top rated locally. Eight years experience, news, programing, production, extra voices. Top resume. Was paid $15,000 per year. Box H-248, BROADCASTING.


Light experience, college, third. Prefer East. Reliable, hard worker. Box H-258, BROADCASTING.

Announcer. Years experience Washington area country western station. Have tight program, will relocate. Albert Mapes, 203 Cherry Street, Falla Church, Virginia.

Creative morning personality . . . versatile showman . . . many voices, excellent commercial delivery . . . top production past nine years successful wakeup. 50 kw, LA area radio-TV. First radio— seeking stable personality. Minded radio operation . . . five figure salary. Phone 606-341-2460.

Attention Tri-state area, Philadelphia and Boston top 60 station managers. The most exciting and original DJ program yet to be presented "The Gary Lee Jumping Generation EXPLOSIVE SHOW!!" present DJ for number one show. Kindly write, Gary Lee, 19 Abee St., Yonkers, N. Y.

Announcer, 1st phone, married, child. 5 years experience, prefer contemporary or country programing . . John Archer, 50 Marquita, Dallas, Texas . . . 1A-36-236.


Are you small to medium market? Do you want good engineering? Other talents I have. If interested contact Box H-114, BROADCASTING.

First phone—comb. light board, maintenance. Prefer Northeast. Box H-136, BROADCASTING.

Chief engineer or director of engineering 24 years experience in administration, construction, installation, in AM, FM, TV and CATV, including superpower AM transmitters. Box H-141, BROADCASTING.

Experienced chief engineer, AM, FM, AM directions seeks new challenge. Will consider TV opportunity. Some announcing or traffic ok. Prefer southeast. Married. Box H-190, BROADCASTING.

Broadcast technician with lst phone available in network AM-FM and microwave link systems. All replies answered. Box H-178, BROADCASTING.

First class phone. Desires to enter field of radio or television engineering. Navy experience in electrical and basic electronic maintenance, Box H-189, BROADCASTING.

Capable technician desires work in TV or radio station. Seven years tech. 1½ as chief. Replies request. Box H-192, BROADCASTING.

First phone engineer, good at maintenance. 18 years experience including DA, Box H-193, BROADCASTING.

1st phone engineer-announcer: seeks good music station, Oklahoma, Kansas, Texas or Florida. 20, College experience up to 50 kw. Will exchange informative letters only. Box H-242, BROADCASTING.

Technical—(Cont'd)

First phone, technical school graduate, no announcing. Box H-257, BROADCASTING.

B.S.E.E., two technical broadcast experience, want broad experience. Washington DC. Box H-261, BROADCASTING.

Experienced directional "CB" & combo. He has been a technician background. Shelby, Ohio. Phone 2-2465.


News

Personality, Newman, PD, for middle of road medium major market. Copy and production experience. Box H-268, BROADCASTING.


Award-winning newsmen shopping for right, second deal regardless of the size of the market. Six years Associated Press, four of which were spent in wire. I wrote and edited copy for 76 stations. My experience also includes seven years of radio news. Past, accurate, imaginative writer. Mature, versatile reported. Box H-225, BROADCASTING.

Recommended and knowledgeable college graduate newsmen, thoroughly familiar with all phases. Takes pride in thoroughness and quality of local news coverage along with solid grasp of world and national affairs. Now looking for station in Texas, New Mexico, Arizona or California where this is appreciated and where solid achievement leads to real future. Box H-246, BROADCASTING.

Production—Programming, Others

Twenty-eight years experience in broadcast. Good music, news, mc, program director, production excellent. Four years in TV as production. Box H-134, BROADCASTING.

Canadian announcer and production man-ager of metro number one Canadian station desires air shift director position with any size California AM full-time. Ten years experience in mid-west. No rush to relocate. Must change climate. Twenty-four years old. Box H-282, BROADCASTING.

Help!!! Interested in an immediate segue!! Searching for challenging, demanding, work with a dedicated, professional, progressive contemporary organization. Eight years experience. College graduate. Twenty-four years old. Top forty specialist. Top sixty markets only. Excellent tape. Outstanding resume. Top references. Write Box H-284, BROADCASTING.

Sports—director, exciting play-by-play, seeking heavy schedule, plus sales or news. Box H-286, BROADCASTING.

Top 40 pro, now medium market P.D.: wants to relocate at medium or major market DJ slot. Box H-290, BROADCASTING.

Presently working pop music director desires change! Four years experience at top station. Looking for P.D. or a top music director-P.D. in small market or music director-weekend job (for fulltime lock) in top market. Top references. Let's talk! Box H-232, BROADCASTING.


Creative writer-artist. P. O. Box 641, Chata-nooga, Tennessee 37401.

BROADCASTING, August 16, 1965
TELEVISION

Help Wanted

Sales

Sales manager for new station in top 10 market. Must be experienced, creative, energetic. Salary, plus. Earnings will match performance. Box H-86, BROADCASTING.

Experienced, small-market TV salesman looking for larger area with more opportunities. Established 12-year operation offering wide range of products. Man can handle telemarketing and short-term stability; company growth offers good and steady future. Box H-189, BROADCASTING.

Account executive—Television advertising sales position. Excellent sales opportunity on number 1 station in market. Must have good creative ability. Submit resume in writing to Local Sales Manager, Xerxes Television Inc., Box 627, Cadillac, Michigan 49601.

Announcers

Experienced TV or radio announcer wanted. Up to $196 per week plus talent. Weather, booth work—spot announcements. Send VTR tape and resume to Box H-166, BROADCASTING.

Announcer wanted for progressive network affiliate in Midwest medium market to host工业企业 interviews, etc. Requires background in TV interview and commercials. Consider all applicants including radio. This is a challenging opportunity with good working conditions and solid fringe benefits. All applications answered. Send tape (returnable), photo, resume to Box H-250, BROADCASTING.

Technical

Chief engineer for New England states VHF. Multiple station ownership, right person would have excellent future. Send details on experience and background. Box G-178, BROADCASTING.

Chief engineer for University closed-circuit television system. Commercial and/or educational TV experience. EE degree or equivalent education. Five figure salary range. Box H-173, BROADCASTING.

Opening for studio engineers in resort city in South Florida, should be experienced in video tape recording. Opportunity to work in a beautiful climate. First class license is a requisite. Applicants should submit resume to Ross McKenzie, WEAT-TV, P.O. Box 79, West Palm Beach 33401.

Broadcast Technician: Immediate opening in Cincinnati, Ohio for person with 1st class license. Experience in construction and maintenance of technical studio equipment required. We are one of the country's biggest live color stations and offer an excellent salary and fringe benefit program. Send confidential resume of age, education and detailed experience to Personnel Department, WTNX, 140 W. Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Chief engineer... fully experienced, qualified television engineer with electrical engineering degree preferred; excellent opportunity in fast growing, film color operation, established VHF and UHF ETV stations. Contact Otto Schaals, Manager, WMVS/ WTVJ, Milwaukee Wisconsin.


Technical—(Cont'd)

Major TV outlet in Southern California seeking top-flight color video technician for maintenance and operations. Salary in excess of $900. Box 35637, Los Angeles, California 90036.

Transmitter-studio engineers for new Philadelphia UHF. Transmitter experience preferred. Top pay. Must have minimum 2 years. Contact Director of Engineering, WPHEL-TV, 1520 E. Mermaid Lane, Philadelphia, Pa. 19118.

News

Southwest NBC affiliate needs top flight 16mm motion picture photographer. Must have experience in both silent and SOP work, writing and picture. Box H-184, BROADCASTING.

Award winning news department desires on-camera newsman-reporter. Prefer background in broadcast journalism. Send full information and picture, first letter. Box H-185, BROADCASTING.

Need newsmen for radio-TV. Must gather, write and report news. Must be experienced. Send tape and resume to Ed Huot, WTRC-WSY-TV, Elkhart, Indiana.

TELEVISION

Situations Wanted

Sales

Television salesman seeks position with opportunity for management through sales. Broadcast experience, reliable, self-advancement potential. Box H-186, BROADCASTING.

Top local salesman major market desires national sales or administration executive position. Exceptional background in sales and advertising. Box H-239, BROADCASTING.

Announcers

Television sports director available. Excellent organizational ability. Accent on film at local level. Fine news gathering Top writer. Editor/producer approach. Image builder in sports minded market. Box G-267, BROADCASTING.

Accent on responsibility. Young, dynamic professional whose award material and stellar performance has set the standards for comparison in Mid-Atlantic. Help me grow. Box H-126, BROADCASTING.

Staff announcer, 2% years experience. Booth, commercials, weather, interviews. Wishes to move up to medium, three station market. VTR available. Box H-180, BROADCASTING.

Technical

Available. 23 years experience. Last ten as Chief Engineer of radio and television. Construction experience and operation includes studios, transmitter, micro-wave and VTR. Sober, industrious, Prefer Northwest. Box H-118, BROADCASTING.

News

Newsmen: Seeking right job, offering growth and challenge. Experienced radio-TV, journalism. Box H-125, BROADCASTING.

Television news editor—former radio news director—available now. Fully experienced, ambitious professional. Journalism graduate, family man, mid-thirties. Box H-217, BROADCASTING.

Production—Programing, Others

Network producer-director available for local station specials. If you are planning a big show. 20 hours live, over three series, use a pro. 12 years experience with top rated shows at the network. There is no substitute for talent and know how. References. Box H-106, BROADCASTING.

Production—Programming, Others

Continued

Double-threat TV personality available. Proven record of top ratings in three key markets. Internationally-known million-selling C/W recording artist with current hot album and singles. Can build and MC Country Music Festival pioneer. Proven ratings in three major markets as host on afternoon kiddie shows. Any national and local sponsors agree that this is a personality that sells! Family man, mid- thirties, best industry references. For full details, pictures, ratings and possible personal interview contact Box H-159, BROADCASTING.

I'm looking for Radio/TV operation in need of Top visited. Position: Hard driving achiever with successful background in live, VTR and film. Seeking TV station with challenge in creative production of programs, documentaries and commercials. Box H-191, BROADCASTING.

TV Kidult Show Female—Top ratings in major market. Will interview same for you and/or Women's morning gabfest or Nite- time variety stint. 10 years TV experience. Box H-226, BROADCASTING.

For rent: Director-announcer-writer. Includes creativity, loyalty and willingness to work. Reasonable. 507-697-5911.

WANTED TO BUY—Equipment

One 16mm projector RCA-TPS. Also 1 kw RF transmitter, Harrison (121) 653-8378, Beverly Hills, California.

Wanted—1 UHF transmitter 10 to 12 kilowatts. Studio and or outside. Box H-174, BROADCASTING.

Need RCA BA-13A amplifiers. WPRI, Providence, Rhode Island.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro- find, 440 Columbus Ave. N.Y.C.

Co-axial cable. Helix, Syroflex, Sporline, etc. Also rigid and RG types in stock. New York. Please write for price list. S-W Electrical Cable Company, Willow Street, Oakland, Calif. Phone 412-353-5927.

The complete source of used Radio-TV broadcast equipment. Broadcast Equipment and Supply Co., Box 3141, Brattleboro, Vermont.

For Sale: Hercules, gasoline driven motor generator, 225-550 volts, 3 phase, 69 cycles AC, 35 KVA, in good condition. (Ordinance generating unit & 250 feet 6/4" Conduit in addition.) Box H-38, BROADCASTING.

For Sale: 1 RCA FM Transmitter (Mono) STF-1C, one kilowatt. First $1,000 check gets it. Transmitter is available as soon as our new one received. F. O. B. Chicago, Illinois. Box H-271, BROADCASTING.

For Sale: 1 Mosrite Monitor (Mono) Type M-1574 First $500 check received gets it. Monitor available sells for $150. Box H-174, BROADCASTING.

For Sale: General Electric Transmitter, 200 watts W.E. Director's Monitor. Box H-123, BROADCASTING.

For Sale: 1 RCA 716 200 watts 25 kw diplexer—channel 16 L. B. Patton, WJAR-TV, Providence, R. I.
FOR SALE

Equipment—(Cont'd)

For Sale: Used RCA 125 kw UHF transmitter, type TTV-J2A, includes all accessories available this September. Tel: 253-5381—Madison, Wisconsin.

Amplex 606 series users, gain up to 20 db in 1/2 steps, $150 each. 50 sets. Replacement adapter containing (for low noise) $795. $10.00 each postpaid. Send cheque with order. International. P. O. Box 1555, Mountain View, Calif. 94042.

FM transmitter TCA BTB-58. 6 years old, excellent condition, presently in use in N. Y. C. Box H-252, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring daily comment introductions. Free catalog, Orber, Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing—plus weekly ideas from the Brainspot. Each issue contains 13 saleable ideas. $2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box H-75, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy bits, including thought starters, $5.00. Write for free "Broadcast Comedy" Catalog, Whitman Comedy Service, 1735 E. 28th St., Brooklyn, N. Y. 11229.

The "Wait John Wells Mobile Report" sweeps the nation! This hilarious feature uses your station calls, letters and city streets. It's wild! Inexpensive, too! Free sample. Weird Productions, Box 5175, San Diego, Calif.


For special TV sound or silent coverage in the nation's capital, contact Washington Reporters, 1297 National Press Bldg., Washington, Phone 626-8719. Staffed 24 hours.

Signs, Name Plates, Decals, Badges, Trophies, Plaques, Seton Corp., Dept. BRF, New Haven, Conn. 06505.

DEEJAYS! 4,000 classified gag-lines, $4.00 Contact Comedy Kings, Ed Orrin, 8034 Gentry, N. Hollywood, Calif. 91605.

INSTRUCTIONS


Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods leading to the FCC First Class License, 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 8, Texas.

INSTRUCTIONS—(Cont'd)

Minneapolis has Europe's famous six week course in First Class FCC License preparation covering theory, practice and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.


America's pioneer, 1st in announcing since 1934. Nation's most complete, largest Radio Institute, Teaching Institution, forming write, Pro Radio Institute, Sarasota, Florida.


Seven famous broadcasters teach you the secrets of their success. John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrooke Van Voorhis, Ump T. Turner, Howard Miller & Robert St. John have combined to teach you the techniques that led to their success. Full color 2-page brochure and special recorded message explaining training facilities & curriculum of both classroom and home study programs. Write for Free Trial CAREER ACADEMY, School of Famous Broadcasters, 102 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.


For a career and future job security enter the field of radio broadcasting. Applications for enrollment are now being accepted by F.R.T. Institute, teaching radio through the classroom and working on the air with a major market AM radio station. Complete your course with actual working experience in news, speech, F.C.C. rules, traffic, sales and copy. For complete information on classes now forming write, Professional Radio Training Institute—P. O. Box #1, Kennington Station, Detroit, Mich. 48224. Phone 313-763-8542.


Door opened to careers in Broadcasting. Broadcasting Institute, Box 6971, New Orleans, La.

RADIO—Help Wanted—Announcers

RED HOT MAJOR market wants night talk show. Fantastic opportunity for someone with informed personality, with 21 station. Open- ing immediately. Send tape, resume, and photo. Box H-177, BROADCASTING

If in your opinion, you have talent—and other people agree with you, we would like to talk. Happy middle of the road station in one of the top 20 markets has two DJ vacancies. Submit resume and tape with first letter.

Box H-182, BROADCASTING

ANNOUNCERS—(Cont'd)

Major Market

#1 Station wants Chief Engineer: $10,000.00 a year, with fringe bene- fits, including but not limited to automobile. MUST BE Crackerjack in Top 40 sound. Send resume.

Box H-176, BROADCASTING

News

Radio Newsman wanted

We need to fill a vacancy in our 4 man news department. Contact Assistant News Director, Bill Duffy, WTRY, Troy, New York.

RADIO—Situations Wanted

Announcers

ATTENTION STATION MANAGERS...

Available Immediately: Djs, Newsman, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first time, some third in management. Well trained, experienced, professional broadcasters.

Southern California School of Radio

3911 Pacific Highway

San Diego, Calif.

Technical

ATTENTION

All radio and TV station which are in need of new personnel. REI has recently graduated a class of 40 students some with and some without experience. To contact these people send your job situation to

REI

1336 Main St.

Sarasota, Florida

TELEVISION—Help Wanted

Managers

ASSISTANT PROMOTION MANAGER

AM, FM, and TV promotion with station in one of the top five markets in the country. Fifteen man department now growing. Needed is someone used to getting things done, in a hurry, with real ability. Send resume and your best samples to

Box H-179, BROADCASTING

BROADCASTING, August 16, 1965
WE ARE EXPANDING
America's top country/folk music broadcasting company seeks expansion nationwide. Inquiries invited with regard to outright site, merger, etc.

CRUMP COMMUNICATIONS
5600 Curlew Drive
Norfolk, Virginia 23502

FOR SALE—Stations

La Rue Media Brokers Inc.
654 Madison Avenue
New York, N. Y.
HA 1-0818
TE 2-9352

To buy or sell Radio and/or TV properties contact:
PATT Mc Donald CO.
P. O. Box 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Fia. single daytime $ 45M terms
Pa. small daytime 950 $ 50M terms
Calif. medium rate 125M 29%
N. Y. metro daytime 275M terms
S. E. major fulltime 300M 29%

CHAPMAN COMPANY INC
2045 Peachtree Rd., Atlanta, Ga. 30309

STATIONS FOR SALE
1. WEST COAST, Major market FM, $75K-
000. Terms
2. PACIFIC NORTHWEST, Gross over $45K-
000. Priced at $60,000.
Terms to qualified buyer.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles, California

“FOR SALE STATIONS”
Your ad here...

Continued from page 93

TELEVISION

Situations Wanted

Management

AVAILABLE SOON
TELEVISION MANAGEMENT WITH EMPHASIS ON SALES
More than decade in one of top ten media with excellent record. Preferably Eastern market either station or sales management.

BOX H-228, BROADCASTING

INSTRUCTIONS

EARN MORE!!!
LEARN MORE
Radio & TV
Announcing & Production
DON MARTIN SCHOOL
OF RADIO & TV
1653 N. Cherokee
HO 2-3261
Hollywood, Calif. 90028

EMPLOYMENT SERVICE

ANNOUNCERS - 1st
NEWSMEN—ENGINEERS
DJ'S - SALES MEN
If you need a job, we need you
C.B.I. PLACEMENTS
707 Colorado Blvd., Denver, Colo. 80202
Phone (303) 292-3700

PACIFIC NATIONWIDE BROADCAST SERVICE
925 Federal Blvd. Denver 4, Colorado
Phone area code 303-262-0966
Station Inquiries For Personnel Invited.

CATV

OPPORTUNITIES WANTED

BROADCASTERS INTERESTED IN

CATV


Box H-250, BROADCASTING

BROADCASTING, August 16, 1965

CORP.


Actions of Aug. 9

GRANTED licenses for following FM's:

WRN-Dallas—Granted license covering installation of alternate main trans.

KNUZ Houston—Granted license covering installation of old main trans. as alternate main trans.

WRKU-FM Boston—Granted license covering change in ant-trans. location, installation of new trans. and changes in ERP and ant. height.

WHLM-FM Bloomington, Pa.—Granted license covering installation of new ant. and changes in ERP and ant. height; redesignate ant.-trans. location, and specify remote control point.

WKFT-FM Pittsburgh—Granted license covering installation of auxiliary trans.

WFMA (FM) Ronceverte, W. Va.—Granted license covering installation of new ant. and changes in ERP and ant. height; specify type trans.

WHER-FM Porthmouth, N. H.—Granted license covering change in ant-trans. location.

WFPG-FM Atlantic City, N. J.—Granted license covering installation of new ant. and new trans. and changes in ERP and ant. height.

RTAL-FM Texarkana, Texas-Shreveport, La.—Granted license covering installation of auxiliary trans.; specify type trans.

Granted licenses for following VH-FM translators:
W0AA, Grantville, Pa., Granted license covering installation of auxiliary trans.; specify type trans.

Granted licenses for following VHF-TV translators:
W08AR, Grantville, Pa., Granted license covering installation of auxiliary trans.; specify type trans.

KOAP-TV Portland, Ore.—Granted CP to change ERP to 70 kw vis. and 15 kw aur.; change type trans. and ant. aur.; and make equipment changes.

WNYT(TV) Syracuse, N. Y.—Granted mod. of CP to change ERP to 600 kw vis. and 120 kw aur.; trans. location to Pompey, N. Y. and studio location to Liverpool; change type trans. and ant. type aur.; make change in ant. system and ant. height to 1300 ft. and granted expansion of completion date to Feb. 9, 1966.

Actions of Aug. 6

KVET Austin, Tex.—Granted increased daytime power on 1300 kc, from 2 kw to 5 kw, continued nighttime operation with 1 kw change from DA-N to DA-S, and install new daytime trans.; conditions.

Granted SCA on sub-carrier frequency of 68 kc for following WO-FM Richland Center, Wis.: WDUN-FM Gainesville, Fla.; RAYD Beaumont, Tex.; KLTV Lake Jackson, Tex.

*KCFP(FM) Tacoma, Wash.—Granted li-
COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Aug. 11. Reports include applications for permission to operate CATV's and reports of the expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

- Indicates a franchise has been granted.

**Bloomington, Ind. — Monroe Tele-Cable Inc., headed by James L. Schmidt, Bloomington, has applied for a franchise. Previous applicants: Independent Television Services Inc. (Williams Vanderschmitt and Vern R. Young, principal); and Cable Television (Donald Dickson, president); Community Teleservice Inc. (Bruce R. Storm, president), and Frank L. Compton, Ann Arbor, Hartford City, Ind.**

- **Jasenave, Ind. — Cable TV Inc., Sullivan, Ind., has applied for a franchise. The firm presently holds franchises in Linton, Sullivan, and Breslow, Ind. Operation of the Jasenave system is slated for Jan. 1, 1966.**

- **Plymouth, Ind. — Hal Croninger, 401 Alexander Ave., Plymouth, Ind., a former radio executive, has applied for a franchise. The proposed system would cost an estimated $150,000.**

- **Sioux City, Iowa — An ordinance granting a 25-year franchise to the Arrow Theater Corp. has passed. The ordinance must pass two more council readings and then a favorable vote in the November election.**

- **Garden City, Kan. — Telecis Corp., represented by Grover Cobb (KVCB Great Bend) have applied for franchises.**

- **Huntington, Ind. — Telesis Corp., a group of businessmen headed by Grover Cobb (KVCB Great Bend) have applied for franchises.**

- **Muscatine, Iowa — Mike Jackson, president, has applied for a franchise.**

- **Atlantic City — Atlantic Coast Television, has awarded an exclusive 10-year franchise. The city will be paid $2,400 yearly. Cost will be $25 for installation and $15 for surety bond.**

- **Massena, N. Y. — Antenna Systems Corp., of Massena, with systems in Massena and Potsdam, N. Y., was part of the holdings of Schine Enterprises Inc. sold to the real estate combination of Albert F. and Harry B. Heimsley, New York. Properties transferred were hotel and theater chains and the antenna system CATV.**

**Rulemakings**

PETITIONS FOR RULEMAKING FILED

- Kansas City, Mo. — The Kansas City Federation of Bar Associations, requests issuance of notice of inquiry on notice of proposed rulemaking to bring the FCC into adequate standards which the FCC has applied in determining financial qualifications of CATV applicants and also urges that pending such proceedings and the FCC in determining new standards for determining qualifications. Received July 8.

- Dallas — Divisions Communications Corp., requests amendment of TV table of assignments to allocate channel 49 to Dallas. Received July 30.

K0EE Neogoches, Ill. — J. C. Stal- lings, requests amendment of FM table of assignment for channel 277 to Neogoches, Ill. Received July 30.

**New call letters requested**

- Warner Robins, Ga. — Mary M. Jarrard, Requests WRBN.

- KOLL Honolulu — Diamond Head Broadcast- ing System Inc. Requests KCCN.

- KABT Arvada, Colo. — Denver Aera- cords, Requests KQXX.

- Norfolk, Va. — Flanagan-Dorey Broad- casting Inc. Requests WPHD.

- La Canada, Calif. — La Canada United School District Requests KCCN.

- Omaha-Nebraska Educational Tele- vision Inc. Requests KXTE.

- Le Place, La. — 222 Corps Requests KCKW.

- KTVY (TV) Syracuse, N. Y. — Educational Television Council of Central New York Inc., Requests WTVH.

- KHBC-AM-TV Hilo, Hawaii — Pacific Broadcasting Inc. Requests KPOL-A TV.

- Lebanon, N. H. — Upper Valley Tele- vision Broadcasters Inc. Requests WRHL.

100 (FOR THE RECORD)
THE global advertising explosion is confronting American advertising with the biggest challenge in its brief but hectic history, in the belief of Fred M. Mitchell Jr., board chairman of Erwin Wasey.

"Advertising has up to now been fairly largely a made-in-America proposition," he said last week. "Sure, there's been some advertising in Europe and some pretty fine advertising on occasion, but only in America has advertising really been put to work to keep goods flowing from factory to door to individual consumer. Only in America has advertising provided the drive to keep the national economy going at an ever-accelerated pace.

"But that state of affairs is no longer true today and it's going to be even less true tomorrow. Advertising has already become a dominant force in Japan and its fantastic growth there in the past few years seems sure to set the pattern for what will happen in the years immediately ahead in other Asian countries and in Africa and Latin America. In every emerging nation, in every land where the traditional pattern of life is being blasted away by social and technical 20th century innovations, advertising is needed to ease the transition from the old ways to the new.

A Global Challenge • "What does this mean to us in American advertising? Just this: We have the advertising experience, the advertising know-how, the advertising skill. Accordingly, we have the responsibility to assume the mantle of advertising leadership and to share our experience, knowledge and skill with the rest of the world, so that their economies too may flourish. That will be good for them and it will be good for America. Prosperous people want things—automobiles, radios, TV sets—things that American industry has made and American business has available for export."

As that statement would indicate, Mr. Mitchell feels strongly about advertising and its role in the economy. To him it's not the "ad game" or a slick way of making a fast buck by confusing the public with Madison Avenue jargon. Rather, he considers advertising as a vital force to be used for the benefit of producer and consumer alike and the advertising agency as the guiding spirit which keeps that vital force flowing surely in the proper channel. Such views are perhaps the natural result of his background.

His boyhood was spent in the Texas cotton country; his father operated the gin in La Mesa and "it wasn't until I was much older that I learned about the other kind, he observed. At the University of Texas he majored in economics and mathematics.

After a year of military service ("I can't see without my glasses so they turned me loose right after basic training") and a couple of shortlived jobs with Swift and Hughes, he entered advertising in the research department of Foote, Cone & Belding in Chicago. After five years there, during which he earned a master's degree in business administration from Northwestern, Mr. Mitchell was transferred to FC&B's New York office as an account executive.

Up The Ladder • Since then, Mr. Mitchell has made steady progress through the ranks of advertising agency hierarchy: Account supervisor at Dancer-Fitzgerald-Sample; vice president of Kenyon & Eckhardt; senior vice president of Norman, Craig & Kummel; executive vice president of Erwin Wasey, Ruthrauff & Ryan and general manager of the agency's western division, a post which moved him from New York to Los Angeles, and since Jan. 1 board chairman of Erwin Wasey, which on that date dropped the Ruthrauff & Ryan from its name.

In his early days at FC&B his chief activity was on the Pepsodent account, whose entire advertising budget was invested in radio's Bob Hope Show.

He worked on General Foods at a time when this company was getting into television as sponsor of Captain Video and Roy Rogers. Then came such prime broadcast clients as Procter & Gamble, Lever Brothers and Colgate-Palmolive.

At NC&K he was responsible for handling all Colgate household products and toilet articles business in the U.S. and Canada. During this four-year period Colgate billing rose from under $3 million in 1961 to well over $20 million in 1964. "Every account I've worked on has been primarily concerned with radio and television advertising," he observed.

Today, at Erwin Wasey, Los Angeles, 70-80% of the billings are in broadcasting, mostly television, for such clients as Carnation, Wynn Oil and United California Bank. At Erwin Wasey each office handles its own accounts throughout; there is no service agency plan. "If we wanted to make some commercials in New York, which could happen, I suppose, we'd send a man from here to handle it," Mr. Mitchell said. "When our New York office wants spots for their accounts made in Los Angeles they send someone out here. Of course, we share our knowledge of which production shop is best for a particular job, but otherwise each office operates on its own."

On The Home Front • Tuning his crystal ball to the U.S. frequency, Mr. Mitchell sees the two imminent changes in television as the next major advertising innovations. First is color television, which, he said, "is finally entering the American home after standing on the threshold for a dozen years." Second, and possibly of equal importance, is a vast tightening of competition for audience he is sure will come with more UHF sets and stations.

"Today, if a product has an advertising budget of $10 million a year, television is almost inevitably going to be its major medium. More stations, which UHF will provide, will let the smaller advertiser use TV too. More specialized program formats, which more stations will utilize to attract special audiences, will let the small budget advertiser use TV as he now uses radio, to reach a special group of people who are particularly good prospects."
**EDITORIALS**

**Touchdown**

SOMETHING of the arithmetic presented in the special report on football that appears elsewhere in this issue must make very gloomy reading for pay-TV venture who think of sports as one of the staples to be offered to subscribers. In this 1965 season the two professional football leagues will collect nearly $272 million for rights from free broadcasting. College teams will collect nearly $11 million. Most of this money is from television.

Those are the figures against which pay TV must bid if it is to siphon football off the commercial stage. Changes are that the figures will have increased by the time any pay-TV system gets to the stage of serious operation.

Professional football has for the indefinite future committed itself to free television. It now draws more money than any pay-TV system of the foreseeable future can possibly pay. Furthermore, it has accustomed its fans to watching free television. If in some future season the audience was asked to pay for what it has been in the habit of seeing for nothing, the public would revolt.

Colleges are still husbanding their television exposure, but the more popular their professional competition becomes, the less value there will be in college games for either free or pay television.

In football at least, it looks as though free television has already licked the competition of pay TV before it even started.

**Common denominator**

AFTER months of weighing anguished legal pleadings of the contenders, exhortations of speakers at many meetings and reams of research reports, there seems to us to be just one simple, uncomplicated solution to the fearsome problem of regulation of community antenna systems.

It is a legislative remedy and hardly new. It is to amend the existing law to provide that no program shall be retransmitted without the permission of the originating station. All else would be left to the interplay of free competition evolved through the usual kind of business negotiations that take place every hour of the day in the marketplace.

The Communications Act of 1934—the existing law—now provides in Section 325(a) that no broadcast station shall rebroadcast in whole or in part the program of any other broadcasting station “without the express authority of the originating station.” The simple amendment suggested would enlarge that provision to cover “retransmission” which would then embrace CATV, closed circuit or any other kind of non-broadcast.

It would be foolish to argue that this proposal would satisfy all parties. It wouldn’t. But at this late date it provides the most equitable way of reaching an accord that leaves all parties on equal footing to work out their problems as business people should and with minimal government interference. Certainly a concerned Congress, as well as an admittedly baffled FCC, should welcome a proposal that would take the onus off them; indeed, Chairman Oren Harris (D-Ark.) of the House Commerce Committee, has implored broadcasters and CATV people to reach an accord.

Broadcasters who want CATV handcuffed and CATV operators who want free rein have argued that amendment to Section 325(a) is no complete answer. The cable operator contends he has the right to take off the air and retransmit any program he can pick up, presumably on the theory that the air is free and that the program, copyright and all, already has been paid for by someone.

The anti-CATV broadcaster contends that if the closest station, under an amended Section 325(a), denied retrans- cast permission, there would be nothing to prevent a leapfrogging distant station from granting the permission to the detriment of the closer stations.

We doubt that either of these, or many other contents that would be advanced, would hold water in the litigation that inevitably would develop. Every program is somebody’s property. And knowledgeable CATV operators realize that some day they will have to make an accounting.

Leap-frogging of network programs would be impossible if the networks, which enter exclusive affiliation agreements for particular areas, invoke their rights. There isn’t much anyone could do about independent nonnetwork stations that might give permission to cable systems to retransmit their programs, except for syndicated programs with territorial exclusivity provisions. The Sports Network Inc. is doing a thriving business because it serves stations remote sporting events. It is standard operating procedure for radio and TV stations to arrange for distant coverage.

It behooves broadcasters and cable operators to get together promptly before they find themselves in a regulatory and legislative bind from which neither can emerge as victor.

**Coverage that counts**

SOME eminently sensible suggestions for the behavior of newsmen and public officials during coverage of major news events have been advanced by the Joint Media Committee on News Coverage Problems. The committee has issued a booklet of recommendations which were described in Broadcasting last week, and it is now up to working newsmen to put the advice into practice.

Radio and television journalists ought to be especially active in exposing the booklet and its purposes to their colleagues with whom they come in contact. No matter how many newspaper reporters, still photographers and other newsmen assemble for any event, it is the radio and TV crew that attract attention because of their equipment. It is the radio and TV newsmen who must take the lead in encouraging as much order as possible. Fittingly it was a professional broadcaster, Ted Koop of CBS, who was chairman of the joint committee.

Copies of the booklet, "Orderly Procedures for Mass Coverage of News Events," have been sent to stations by the National Association of Broadcasters. Copies ought to saturate every station’s news department and every civic office where news is apt to happen.

![Drawing](drawing.png)

"Well, that's show biz!"

Broadcasting, August 16, 1965
"The most delightful pleasures cloy without variety."

Publius Syrus

Publius Syrus reportedly advanced this philosophic insight to the Roman public around 43 B.C. Today this timeless truth motivates Griffin-Leake management to insist on thoughtful VARIETY of programming at its stations.

GRIFFIN-LEAKE TV. INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
The event pictured above is noteworthy. William S. Hansher (left), Vice President in Charge of Engineering, Taft Broadcasting Company, is signing a contract with the General Electric Company for a new 50 KW second-generation UHF Klystron Transmitter.

The transmitter will provide WNEP-TV, Scranton-Wilkes Barre, Pa., with an effective radiated power in excess of one megawatt.

Almost a decade ago, WNEP-TV went on the air with a first-generation G-E UHF Klystron Transmitter whose 45 KW output provided the country's first ERP of over one megawatt.

The noteworthy point in this contract signing is that WNEP-TV's success with the first-generation transmitter, and the advanced design of the new unit, won the Taft order for General Electric.

This is the kind of customer acceptance which also won both first and second-generation G-E UHF Klystron Transmitter orders from WEEK-TV, Peoria, Ill., and WETA-TV, Washington, D.C. No other manufacturer can claim such a record of customer acceptance for high-power UHF klystron transmitters. For details on television's most accepted UHF klystron transmitters, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315 Electronics Park, Syracuse, N.Y., 13201.