Will ABC ride ITT express to top bankroll spot? p27
Third-quarter spot TV soars to record $248 million. p30
New York City gives 3 CATV grants; limits profits to 7%. p47
Henry pushes for commercial limits with NAB codes as guides. p40

Kim Novak, Jack Lemmon starring in the wild comedy-mystery "The Notorious Landlady." One of the sixty great post-60's. Just sold to KPIX S. Francisco, KETV Omaha and WRGB Schenectady. There is more of what you're looking for with the new Screen Gems post-60's.
when Jerrold hands you the key you're in CATV

Jerrold “turnkey” service can pave your way to CATV profits!

This, we admit, is a bold statement. We urge you to verify it. How? Simply examine Jerrold’s fifteen-year CATV record. We believe that the facts will convince you that Jerrold can put you in business faster and more profitably than any other CATV contractor.

Learn for yourself why Jerrold equipment does the job better, lasts longer, requires less maintenance. By all means, compare Jerrold equipment and specifications with any others on the market.

Find out why Jerrold has built more systems on a “turnkey” basis than any other manufacturer-contractor in CATV. Discover why we say: "Satisfied subscribers make operators contented Jerrold customers."

Finally, consider the comprehensive Jerrold “turnkey” package. We provide every necessary service from market and feasibility surveys, through construction, financing, community relations—to handing you a completely operational CATV system.

For complete details phone 215-226-3456, or write:

JERROLD
CATV Systems Division
JERROLD ELECTRONICS CORPORATION
15th and Lehigh Ave., Philadelphia, Pa. 19132

FIRST IN CATV - The nation's largest, most experienced manufacturer-supplier of CATV equipment and services.
Loevinger to leave?

FCC Commissioner Lee Loevinger has confided to friends that he is thinking seriously of resigning from FCC to return to private law practice. Now 52, Judge Loevinger feels that in deference to his family he can't afford to remain until expiration of his term in 1968. Former assistant U. S. attorney general in charge of antitrust division, he has been mentioned for federal judgeship—possibly on U. S. Court of Appeals for District of Columbia—and it's believed he will accept lifetime appointment to bench.

Since his FCC appointment June 11, 1963, Mr. Loevinger has been FCC's most valuable and often abrasive member. Former judge (Municipal Court of D. C.) he affinitizes younger colleagues and staff on administrative law. He consistently has advocated minimum of government interference with programming and business practices.

Congress stepping in?

Though legislators shy away from defending monopolies—even beneficent ones—there are signs tradition will give way on Capitol Hill to what some regard as practicalities of FCC's planned investigation into AT&T rate structure. Since FCC popped its project last October, AT&T stock has been adversely affected in spite of increased dividends. Because of AT&T's huge size, concern is felt over inquiry's effect on overall economy.

Second-guessers now venture that FCC common-carrier staff, in cohorts with at least one commissioner (they mention Ken Cox) quietly concocted its inquiry plan and timed it in manner designed to thwart any negative votes (6-0, with commission dean, Rosel Hyde, out of country). They now feel FCC staff actually trumped its own first trick since it could have used statistics produced by its study to negotiate rate reductions down the line, obviating expensive (to taxpayers as well as to AT&T) hearings which might run for years.

Living baseball

Negotiations for color coverage of baseball games next season are being conducted by Lew-Ron Ltd., Baltimore TV production company, with Baltimore Orioles, Washington Senators, New York Yankees and California Angels. Lew-Ron president, Ronald L. Spangler, hopes to provide local home coverage of Orioles and Senators games and would transmit Yankee contests in these cities back to New York. Preliminary discussions with Angels call for Lew-Ron to provide color coverage of some games in Eastern part of country. Company says it has promise of April delivery from RCA of mobile unit and four color camera chains. Orioles are carried on WJZ-TV Baltimore, Senators on WTOP-TV Washington, Yankees on WPIX-TV New York, and Angels on KTLA-TV Los Angeles.

Tubes from Germany

Telefunken, German electronics company, plans production of color tubes to compete in United States market. Company's Ulm facilities have set up lab models as step toward mass production. Action stems from color-tube shortage in this country, together with favorable tariff rates on color. Recent government rates on color-tube imports were leveled to 12% for two-year period, while black-and-white tariffs rose from 12 to 30%.

Close to the line

FCC last week decided to duck what it thought could become sticky question of censorship involved in license renewal of KTVV(TV) Los Angeles. FCC had received complaints about language and types of guests on station's Joe Pyne show. KTTV reportedly promised commission to keep close eye on Mr. Pyne and pre-tape his program. After assurance had been received, commission tentatively decided last week to renew license.

FCC staff reportedly urged further investigation of KTVV, but some commissioners were said to have objected that they were being asked to rule on question of taste in Pyne program. That, they said, would take them too close to censor's role. FCC was troubled by one complaint that Mr. Pyne allegedly waved pistol on his program during Watts riots last August.

Test case

National Association of Broadcasters is giving serious consideration to joining the Rev. John M. Norris in challenging FCC's fairness doctrine. Mr. Norris, 80% owner of WOBA-AM-FM Red Lion, Pa., is claiming 15-year-old fairness doctrine is unconstitutional. NAB contends same thing and may seek to enter case as intervenor before federal court.

Newspapers in Pennsylvania may face fairness problem of their own. Proposal will be made for Pennsylvania state law imposing some sort of fairness doctrine on print media that federal government imposes on broadcasters. It's all being started by mayor of Chester, Pa., who claims local paper has used him unfairly and who has asked Ernest Tannen, new owner of WHEE Chester, to brief him on broadcast fairness law. Mayor's plan is to get Pennsylvania legislature to pass same sort of thing for papers.

Seat open

Now that Ed Allen has announced his retirement from FCC after 14 years as chief engineer (see page 75), there's special interest in his successor since commission will be in thick of major changes in communications arts—principaliy satellite communications, both tranocaneic and domestic.

In line of succession to Mr. Allen's post are five members of his staff: Ralph J. Renton (deputy chief), William H. Watkins (frequency allocation and treaties), Edward W. Chapin (laboratory), Julian T. Dixon (technical) and Arnold G. Skrivest (research). And there's one other possibility—Curtis B. Plummer, since 1962 executive director of FCC, who once held chief engineer's job (1950-51), and also has been chief of Broadcast Bureau (1951-55) and chief of Safety and Special Services Bureau (1955-61).

Transmitters from Britain

Side tour that delegates to next spring's National Association of Broadcasters' convention in Chicago will be invited to take will lead to display of British Marconi solid-state equipment operating in Chicago's new UHF station, WFELD(TV), which is to go on air Jan. 4. In action will be array of sophisticated hardware—including parallel transmitters—that Marconi hopes will open U. S. eyes. Though Marconi cameras and studio gear have been shown at earlier NAB conventions, its transmitters have made no penetration—until WFELD came along. Installation there is nearing completion.
"Have you watched CHANNEL 2's news, weather & sports, lately?"

"ABSOLUTELY!"

"Did you watch JOHNNY CARSON last night?"

"ABSOLUTELY!"

Pictured above, one of Tulsa's many new office buildings.

In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's only complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.
WEEK IN BRIEF

Proposed merger of ABC and ITT could produce combine with annual sales of $2 billion. Nothing is definite but insiders don't see any major hitches. Merger could be more serious for CBS than NBC. See...

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Gotham finally goes CATV route. New York gives two-year franchises to Teleprompter, Sterling Information and CATV Enterprises. Firms' profits limited to 7%. New York Telephone left in cold. See...

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AMST and NCTA hurl more charges in reply comments on CATV regulation. AMST asks more hardline restrictions to protect poorer stations and Sixth Report. NCTA says broadcasters get lush profits. See...

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Spot TV took in $248.3 million in third quarter, according to TVB figures. Increase is 3.7% from $223.5 million in 1964 period. Firestone Tire and International Minerals make first showing in top 100. See...

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ABC-TV's Moore indicates that network's 'new season' next month may be forerunner of new concept. Says ABC will continue major fall changes, but looks for 'constantly changing season.' See...

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RAB board creates FM arm to accelerate growth of medium. David offers association's aid to NAFMB members. Board urges government officials to push for transistor radios in every home. See...

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CBS and NBC say FCC's proposal that they make 'good faith showing' to put network shows on independent stations when affiliates turn them down isn't necessary. Say they already follow such policy. See...

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Broadcasting

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Photographed by Lawrence Schiller for KRLA's "Sounds of the West" Collection.

Have You Noticed the New Explorers in the West Today

Here
The Southern California family,
going through desert
to find the sea
or a private mountain.
"Togetherness or Bust!"

and Hear
KRLA,
the sort of sound
that makes you want to
hitch your wagon to a star
and make the only dust cloud on
the horizon.

KRLA/Los Angeles' most-listened-to radio station.
Sold Nationally by H-R Representatives, Inc.
Heavy radio spot use begins Jan. 3 by P&G

Procter & Gamble through Leo Burnett Co., Chicago, plans major radio spot campaign aimed at teenage audience in about 60 top markets to begin Jan. 3 and to feature rotating minute commercials for half-dozen products. Only one station per market will be used. Most buys will be for eight weeks but several four-week purchases are to be made.

P&G's plan to return to radio has been known for some time and follows similar moves back to some use of radio by other soap giants (BROADCASTING, Nov. 15).

Although P&G buy concerns only teenage market at this time, industry sources are hopeful that if drive pays off it could mean more radio money from P&G for adult audiences too. Insiders disclosed P&G still is not "sold" on idea radio can do complete job desired for most products but realizes TV is not reaching teens who are substantial buyers of many brands involved.

New P&G buy calls for across-board schedules of nine quarter-hours weekly to expose total of 27 minute spots Monday through Sunday. Rock-and-roll music and popular disk jockey personalities are inherent ingredients, with buys being determined on basis of pulse figures showing top rated teenage audience stations. Products involved are understood to include Prett, Secret, Lilt, Hidden Magic, Gleam and Head & Shoulders. Several agencies handle these products but since buy is corporate it is being placed by Burnett.

RCA dividends are upped on record sales and net

RCA board of directors Friday increased company's regular quarterly cash dividend on common stock from 15 cents to 20 cents per share. Brigadier General David Sarnoff, board chairman, said action reflected RCA's record sales and earnings performance in 1965 and "our confidence that the company's current earnings momentum will carry it to even higher records in the years ahead."

Third quarter this year was 18th consecutive quarter with profits higher than in corresponding period of previous year. Since 1961, cash dividends on RCA common shares have more than doubled.

Increased dividend is payable Jan. 24, 1966, to common stockholders of record Dec. 17. Board also voted 87.5 cents per share dividend on RCA cumulative first preferred stock for period Jan. 1 to March 31, 1966, payable April 1 to holders of record March 14, 1966.

Three AM's lone link in Southwest power loss

KHEY and KROD both El Paso, and KALG Alamogordo, N. M., appeared to be only stations on air with emergency power during Southwest power blackout last Thursday (Dec. 2).

Darkened area of 75,000 square miles in Texas, New Mexico and Mexico is relatively sparsely populated, except for El Paso-Ciudad Juarez, Mexico, area which has population of about 700,000. Some one million people were affected in whole area.

KHEY went on air within minutes after power went off at 7:58 p.m. KROD went on emergency power about 20 minutes later and both stayed on until regular power was restored about 9:15 p.m.

KALG went on air about 9 p.m., using borrowed emergency generator. Power in that area was not restored until 10:10 p.m.

WLBT wins FCC okay; court hears argument

WLBT(TV) Jackson, Miss., was subject of attention at two ends of Pennsylvania Avenue in Washington Friday (Dec. 3): at FCC, which approved transfer of control by slim one-vote majority; and at U. S. Court of Appeals where argument was heard on United Church of Christ protest against FCC one-year renewal of station earlier this year.

In both instances actions were continuation of discrimination battle in which WLBT has been involved since protests were filed against its alleged failure to be fair on racial matters.

FCC's decision, on four to three vote (CLOSED CIRCUIT, Oct. 11), granted permission for Lamar Life Insurance Co. to take over control of WLBT from three stockholders. Involved was 80% of stock. Payment was $8,000. Insurance company has long held option to acquire 100% ownership.

Dissenting to transfer approval were FCC Chairman E. William Henry and Commissioners Kenneth A. Cox and James J. Wadsworth.

Chairman Henry, referring to his previous dissent to one-year renewal of WLBT (BROADCASTING, May 24), said hearing should be held on transfer to determine whether Lamar Life Insurance had controlled station since 1953, and whether it had made full representations to commission on these matters. Commissioner Wadsworth joined Mr. Henry.

Commissioner Cox took same position, but amplified his suspicions that Lamar Life Insurance was fully responsible for station right along and had failed to call commission's attention to its authority in running station.

Concurring opinion was issued by Commissioners Rosel H. Hyde and Lee Loevinger, two of majority, rebutting Mr. Cox.

Right of Appeal - In argument Friday, U. S. Court of Appeals was asked to rule that members of public who feel aggrieved by broadcast stations have right to be heard in license-renewal proceedings.

Request was made by counsel for United Church of Christ Friday (Dec. 3), in connection with church's appeal for review of FCC decision in May granting one-year renewal to WLBT (BROADCASTING, May 24).

Church wants court to send case

BROADCASTING, December 6, 1965

AT&T to use 'Club'


Instead of regular commercials, studio audience will be asked to suggest reasons for making long-distance calls. One daily winner will be permitted to call anyone in U. S. at AT&T's expense, and host Don McNeill will read three reasons given by runners-up. AT&T will be allowed quick tag-line: "... Has been brought to you by the Bell System."

Agency is N. W. Ayer & Son, New York.
back to commission for hearing on renewal application.

Major issue in case, however, is whether church has standing to intervene. Commission has held that law limits right to intervene to persons suffering electrical interference or economic injury from stations.

Orrin Judd, speaking for church, said issue is important one in industry. "Persons affected by broadcast stations have right to be heard," he said.

John Conlin, FCC associate general counsel, told court that commission, while denying church standing, carefully considered its allegations. He said commission encourages and considers complaints and comments from public concerning station operations, and acts on them.

He and Paul A. Porter, counsel for station, said church had, in effect, already won case against station. Mr. Conlin noted that commission attached conditions to one-year grant requiring station to observe fairness doctrine and to serve needs of all members of public, specifically including Negroes. This procedure assures "immediate compliance" with rules, which could not have been achieved if hearing had been ordered, he said.

UPI takes over RPI audio service Jan. 1

United Press International will take over Radio Press International by end of year. On Friday (Dec. 3), UPI announced two firms had reached agreement whereby "RPI will have partnership arrangement in future growth of UPI's audio service.\" RPI will discontinue its station feeds on Dec. 31, and UPI Audio feed will be made available to RPI's 125 clients on Jan. 1.

According to UPI no money was involved in deal which was hammered out at 4 a.m. Thursday morning after days of negotiating. Earlier in year RPI had negotiated with Associated Press, for similar deal, but Wes Gallagher, AP general manager, is said to have squelched it. AP, however, did begin carrying station advisories of RPI feeds on its radio-TV wire.

RPI, which has been owned by Straus Broadcasting Group since 1959, has bureaus in New York, Washington and London. Within past few months it closed down bureaus in Paris, Tel Aviv and Bonn.

UPI said some RPI engineering and news personnel had been offered posts with UPI Audio. RPI people will be working with UPI people during transition period.

Although there are several audio news services, UPI, with 170 station clients in U.S., has taken its major competitor out of picture. RPI had 95 clients in U.S. and 30 in Canada.

Agreement indicates beef-up in UPI Audio. It's reported regional bureaus in Chicago and Los Angeles are planned for early 1966. There is also speculation that by increasing staff and facilities (it will be using RPI's New York operations for period), UPI is taking aim at enlarging client list by getting some stations that are now network-affiliated.

AP, which has adopted position against national audio news service to stations, apparently is softening its attitude. It is now working with AP state broadcaster groups and hopes to get them to establish regional exchanges of voiced hard news and features.

There was no word on what RPI's top management team would do. Michael J. Minahan is general manager of RPI; Bill Scott is director of news, and Michael P. Mallardi is business manager.

Don't shove, broadcasters tell FCC on program issue

ABC has urged FCC to abandon proposed rule to require networks to supply programing to independent stations. Network said flexibility now possible will lead to greater circulation for network programs than would the "rigid formula proposed by the commission."

ABC, in comments filed Friday, thus lined up with position taken by CBS and NBC (see page 61). NBC and CBS affiliates opposed proposed rule also.

Proposed rule would require net-works to make "good faith" effort to place programs on independent stations in markets where clearances can't be obtained from affiliates.

ABC disclosed plans to affiliate with new UHF in Roanoke, Va.—wart-TV (ch. 27). It already is affiliated with VHF in what is considered same market, WLVA-TV Lynghburg. Network recently announced affiliation with UHF in Jacksonville, Fla. WJKS-TV.

CBS affiliates said proposed rule would make commission "arbiter" of terms of network-station program offerings. Affiliates also said it would discourage establishment of new television networks.

NBC affiliates said clearance rules, if vigorously implemented, would penalize affiliates for substituting local public service programs for network shows.

Other opposing comments were filed by Meredith Broadcasting Co. and Storer Broadcasting Co., charging unwarranted interference with business community.

See inter-union dispute by IATSE moves in L.A.

Network attorneys in Los Angeles expressed surprise and dismay Friday (Dec. 3) over blast by two cameramen's unions associated with International Alliance of Theatrical Stage Employees which may incite jurisdiction dispute. Herb Aller, business agent of IATSE Hollywood local, said petitions were being prepared for submission to National Labor Relations Board for single union representation.

Involved are unions at three networks and independent KTVY(TV). National Association of Broadcast Employees & Technicians now has jurisdiction over ABC-TV, NBC-TV and KTVY. International Brotherhood of Electrical Workers has organized CBS-TV. Report was that IATSE unions will seek elections through NLRB both in New York and Hollywood.

Won't take program off air

KTYM Inglewood, Calif., Friday (Dec. 3) told FCC it will not be coerced or cajoled into removing any program from air by Anti-Defamation League or any other group.

Letter was in answer to complaint of League protesting alleged anti-Semitic remarks of Richard Cotten on syndicated Conservative Viewpoint. League asked commission to set station's license renewal application for hearing (Broadcasting, Nov. 22). License expired Dec. 1.

Station pointed out that more than once it has offered free time to ADL to reply to objectionable remarks, but League has refused offer.
Like the black plate in four-color printing, this radically new camera uses a "black tube" to produce perfect color pictures.

Ask any printer and he'll tell you that four-color printing needs a black plate to supply "snap" to the color picture. For the same reason, the TK-42 color camera has a separate luminance (black) tube added to the red, green and blue (color) tubes. Result: Finest detail and superior color pictures.

Everything about this great new camera contributes to the finest, most reliable color reproduction ever provided. Stabilized circuitry permits it to operate for long periods without adjustment. Completely transistorized, plug-in modules provide highest performance and reliability. Big 4½-inch image orthicon tube in luminance channel provides high quality monochrome pictures, as well as highest quality color pictures.

The separate luminance principle has been proved by more than 5 years of intensive engineering, product research and field testing. Several models have been demonstrated at three NAB Conventions. In 1962, broadcasters registered their choices regarding the separate luminance principle, as well as other features. The result is the TK-42...a new standard of color picture quality!

Call your RCA Representative for the complete story. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.

The Most Trusted Name in Television.
A calendar of important meetings and events in the field of communications. 

**DATEBOOK**

**DECEMBER**

Dec. 6—Hearing before the Federal Trade Commission on questions relating to the failure to disclose the foreign origin of radio, television, phonographs, tape recorders and their components. Room 535, FTC Bldg., Washington.

Dec. 8—Deadline for comments on proposed amendment of FCC rules relating to timely and truthful responses to commission inquiries and the making of misrepresentations to the commission by applicants, permittees and licensees. Former deadline was Oct. 24.

Dec. 8—15—American Management Association seminar, "Marketing through Distributors." Chairman is Ralph Bautz, regional manager Stant/Fin Corp. AMA headquar ters, New York.

Dec. 9—Radio Salesmen of Los Angeles annual holiday luncheon at Gaslight Club, 11:45 a.m.


Dec. 14—Special stockholders meeting Storer Broadcasting Co., to authorize conversion rights for 174 million convertible subordinated debentures to be issued, and to increase authorized common stock from 3.6 million to 8 million. Miami Beach, Fla.

Dec. 16—Meeting of National Academy of Television Arts and Sciences, Hollywood chapter, to debate, "Is TV as a Mass Medium Doomed to Mediocrity?" Hollywood Palladium.

Dec. 15—Deadline for nominations for Western States Advertising Agencies Association's "Man of the Year" Award. Nominations should be sent to Carl Falkenhainre, 435 S. La Cienega Blvd., Los Angeles.

Dec. 15—Deadline for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new conversion of 10-kw community TV stations with 300-foot antenna limitation. Former deadline was Nov. 1.

Dec. 15—Deadline for comments on FCC's proposed rulemaking proposal toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.


Dec. 16-17—Meeting of National Association of Broadcasters TV code board, Waldorf-Astoria, New York.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 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 now in the rules to take advantage of additional measurements, especially in the UHF television band.

Jan. 5—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 300-foot antenna limitation. Former deadline was Nov. 15.

Jan. 10—Closing date for 1965 entries for George Foster Peabody Radio and Television Awards. Radio and TV entries will be considered in the following categories: news, entertainment, educational, children's programs, promotion of international understanding and public service. They should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

Jan. 10—Deadline for entries for Paul Sullivan Awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 150 West 9th Street, Los Angeles 90015.


Jan. 14—First annual general meeting of the Florida CATV Association. Quality Motel Court, Orlando, Fla.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

Jan. 23-29—Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.


Jan. 25-27—21st annual Georgia Radio and Television Institute, co-sponsored by Georgia Association of Broadcasters and Henry W. Grady School of Journalism. University of Georgia, Athens.


Jan. 27-29—Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.


Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and
WLKY-TV, the ABC affiliate in Louisville since 1961, has moved to:

**A NEW TOWER**
1260' AAT

**NEW POWER**
1,000,000 WATTS

**NEW COVERAGE**
GRADE A AND GRADE B AREAS
MORE THAN TRIPLED!

Represented Exclusively By

**PETERS, GRIFFIN, WOODWARD, INC.**

Pioneer Station Representatives Since 1932

277 PARK AVENUE, NEW YORK 10017 • PHONE 826-6000

CHICAGO • DETROIT • PHILADELPHIA • ATLANTA • CHARLOTTE • MINNEAPOLIS
ST. LOUIS • DALLAS-FORT WORTH • LOS ANGELES • SAN FRANCISCO
DOWN WITH THE DODGERS!

If it weren’t for O’Malley’s Speedsters, we’d be the undisputed leader in the Los Angeles radio league. As it is, the pennant race stirred up so much understandable excitement in Los Angeles that KPOL got bumped out of first place by the Dodger station during a couple of time slots. But if you’re looking for the station that provides Los Angeles’ largest adult audience, KPOL is still hard to beat.

Here’s how the July/August Pulse scoreboard looks:

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All of the KPOL team (pictured above) will break out in wide grins if you ask them how to score big with Los Angeles radio. Call HO 6-4123. (By the way, the baseball season is over.)

Above (left to right): Wayne Matter, Fred Easter, Bob Scott, Ed O’Brennell, Marline Scott

United Press International news produces!
Talk about communications

With this “Buck Rogers” Board, WAPI News Director Clancy Lake is in instant contact with local law enforcement and fire departments ... with the Alabama State Troopers and with NBC for national and international “Hot Lines.” With this equipment he can direct any member of the seven-man news staff to fast-breaking stories by two-way car radios or by mobile transmitters. Conversely, stories from any source may be put directly on the air and/or taped for any of WAPI’s many daily newscasts. The “Buck Rogers” Board is another reason why “Alabama’s best informed people listen to WAPI News.”

BROADCASTING, December 6, 1965
number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Oct. 1.

- April 21-32—Annual spring meeting of Oregon Association of Broadcasters. Salishan Lodge, Gleneden Beach.
- April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

MAY

- May 2—New deadline for reply comments on proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was May 1.
- May 15-17—Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.
- June 16-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Hotel Roanoke, Roanoke.

Thinks for objectivity

Editor: Thanking you for a scrupulously accurate recounting of a position, most of which I am sure you would be unalterably opposed to, in your recap of my piece, “A Modest Proposal: Abolish the FCC,” in the current [Fall '65] Columbia Journalism Review. [Broadcasting, Nov. 29].

But then, on the whole, I've found over the years that almost all your news copy is characterized by such objectivity. (It leads me to wonder if the people who write your editorials ever read the magazine—if they do, it's a bit difficult to understand how they


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Copyright 1965, Broadcasting Publications Inc.
Bell System teamwork gets service back fast after Hurricane Betsy—most expensive disaster in our history

In 48 hours of wind-lashed violence, Hurricane Betsy caused untold human suffering and property damage across Florida, Mississippi and Louisiana.

The toll included millions of dollars of destruction to telephone service. More than 528,000 phones were cut off. It was the most expensive natural disaster in telephone history.

The Bell System response was immediate. Supplies and equipment from Western Electric, stockpiled locally in advance of the hurricane season, were broken out for instant use.

Before the storm hit New Orleans, a man was assigned full-time to the Civil Defense Center to help keep its vital communications working. Other Bell System men worked to insure telephone service for the city and the press.

In neighboring Bell Telephone companies, men and trucks were mobilized for emergency duty. Convoys sped south. An airlift was improvised to bring men and material from six states.

Because they were working with familiar, standardized equipment, the out-of-state telephone men were able to go to work as soon as they reached the disaster area.

Within two weeks nearly all the damage from Hurricane Betsy was repaired—poles and cables restored, phones back in service.

And the benefits of a nationwide telephone system with standardized manufacture and operations were proved once again.
Many factors in CATV buys

EDITOR: You know that when broadcasting is right and does a good job, I am the first to compliment you. So now the other side of the coin!

In CLOSED CIRCUIT of the Nov. 8th issue, you are talking of broadcasting properties being "out of reach." You also state:

"Same condition, brokers say, applies to CATV [community antenna television], where going rate now is about $350 per connection, as against about $150 per connection three years ago. Quality and condition of CATV systems, however, are said to be significant factors in higher price."

This broker was not contacted, and I don't know what brokers you are referring to. But whoever they are, they are ill advised. The buyers that I deal with are intelligent men, and we have yet to make a deal after seven years in business that was based on so many dollars per connection. CATV properties are purchased on the basis of multiplier times projected annual cash flow, and a total of 15 other factors enter into either the increase or decrease of the multiplier.—Bill Daniels, Daniels & Associates Inc., Denver.

Broadcasters' visits

EDITOR: Re the suggestion by Leonard Marks, of the U. S. Information Agency, that broadcasters invite radio and TV journalists from other countries to be placed on their staffs for two months (BROADCASTING, Nov. 15), this is to advise that we have been doing this for some time. I noticed your story reported that some of the bigger broadcasters said they would undertake such a project and I wanted one of the smaller broadcasters to also be on record.—Mrs. Cecil Sansbury, WHP-TV Harrisburg, Pa.

(Enclosed were house organs of WHP-TV reporting on visits of several foreign broadcasters including Carlos Luis Jara, TI-TVR San Jose, Costa Rica.)

'Revolutionary' solution

EDITOR: Noting the commercial broadcasters' concern about a falling-off in numbers of television viewers, (BROADCASTING, Nov. 8), a suggestion for revolutionary action to reverse that trend is offered here: "Revolutionary," because it is a suggestion, made in all sincerity, that broadcasters give up their ratings race, and begin to operate at all times in the public interest.

The public interest means the public welfare. It means good quality. It means upholding the traditional morals, ethics and ideals of Americans, by selecting for broadcast on the public airwaves the kind of programs that stress these—as opposed to murder, mayhem and other criminal and immoral action for entertainment...

The broadcasters who will compete for excellence will find their monetary interests compatible with operation in the public interest; they will become a powerful influence for good, and will gain prestige and audience too, because Americans do know the best, and do want the best!—Elizabeth Livingston, corresponding secretary, National Association for Better Radio and Television, Los Angeles.

Helped the United Way

EDITOR: The United Appeal of Greater Cleveland recently achieved its third campaign success in as many years. Credit for this victory belongs to thousands of persons who helped in many different ways. Thank you for...
Have you talked to a hillbilly lately?

We mean really talked to him?
Chances are he won't live up to your expectations.
No bib overalls . . . No high-top workshoes . . .

And the corn liquor jug? More probably Bonded . . . or a Dry Martini.
Take Homer here. Looks good, thinks straight . . . smart guy . . . good businessman . . .
Like lots of us hillbillies.

Maybe you should talk to a hillbilly . . .
learn the facts he's turned up in a new study of this $21/2 BILLION DOLLAR MARKET he lives in.
It's covered in depth by WSAZ-TV.

WSAZ-TV

Huntington-Charleston, West Virginia
A Service of Capital Cities Broadcasting Corporation

BROADCASTING, December 6, 1965
If you think the RCA BK-6B is a great lavalier mike...

TRY THE NEW BK-12A FOR SIZE!

1½ smaller
Only ½ the weight
Extra rugged
Improved performance
Only $900* more

- Extremely small and light weight. Only 1½" long, ¾ ounce.
- Rugged. Designed to withstand rough handling.
- Non-directional pickup.
- Wide frequency response, 60 to 18,000 cps. Excellent speech balance when talking "off mike."
- Readily serviceable. Easily installed replacement cartridge makes factory repair unnecessary.
- Comes complete with clip-type lanyard, tie-clip holder and cable clip.

FOR COMPLETE SPECIFICATIONS, see your authorized RCA Microphone Distributor. Or write to RCA Commercial Engineering, Department L13MC-1, Harrison, N. J. *$95.00 optional distributor resale price.

RCA ELECTRONIC COMPONENTS AND DEVICES

If you can't find the answer, just write to us.

The Most Trusted Name in Electronics

being one of them.

Through your cooperation in running United Way advertisements in Broadcasting, you helped us to convince our local contributors that "One Gift Works Many Wonders."—John H. Fogarty, chairman, public relations committee, United Appeal of Greater Cleveland.

Editor: Other campaign leaders in Lubbock [Tex.] join me in expressing appreciation to you for your help during the 1965 United Fund campaign...

Thanks for helping "Lubbock's No. 1 Job," the United Fund, go over the top, and thanks for helping United Funds and Community Chests all over the nation by giving us a boost in Broadcasting.—Harmon Jenkins, campaign chairman, United Fund of Lubbock, Inc., Lubbock, Tex.

Popular prop

Editor: Could we have permission to reprint the cartoon of your Nov. 15th issue. It would be of special interest to our readers, as you can be sure.—Linn H. Westcott, editor, "Model Railroader," Milwaukee.

(Permission granted.)

BOOK NOTE


Although few TV stations find it necessary to manufacture costumes for locally produced programs, there are occasions when they may need to design costumes. And it is for that one rare time, if no other, that this book will be a candle in the darkness.

It is a handbook of costuming and props. The right costume, the color, interpreting character, facts on fabrics and the influence of history and architecture on costumes are well covered.
In Politics,
The Associated Press has been telling it all for more than a century.

The rising cost of political news coverage was one of the important reasons why AP was founded in 1848. More than a century later, the increasing complexity of the political scene is an important reason why so many leading broadcasters are members. Only AP is large enough, experienced enough and enterprising enough to cover every angle of the political story from court house to state house to White House. AP gives you all the important news breaks, all the pertinent background, all the revealing pictures as fast as they happen. Every year we get better, and more than 2700 member stations get the complete political picture from AP, the world's foremost news gathering organization.

The Associated Press
THE PRESTIGE SERVICE
Plymouth gives a big hand to its 'Dealin' Man'

When a waitress in a restaurant you've never seen before passes by singing the exact words to your client's musical theme line—it's great evidence that you've made some market penetration.

The musical theme? "Your Plymouth Dealer is a Dealin' Man," an idea we helped our client, The Plymouth Dealer Association of California, Nevada and Arizona, spend more than $1 million to establish during the 1965 car model year.

Competing for the attention of car-buying prospects in the Los Angeles-Southern California complex is a noisy business. Here in this sprawling, spending megalopolis shares-of-market by car make bear practically no resemblance to national shares.

It was to help meet this unique competitive situation that the Los Angeles office of N. W. Ayer & Son assigned a special creative team for the Plymouth Dealer Association in this region. Our team includes myself as creative director, commercial producer Edward C. Mann and television art director Al J. Kissler. Account supervisor for the association is Robert N. Wold, vice president and Ayer Los Angeles manager. Account executives are Dan L. White and Terry Saidel.

Our now famous theme line made its first "appearance," so to speak, as an audio tag line in a series of TV commercials produced in the fall of 1964.

Buyers Like Deals • Research confirmed that customers, when asked their primary reason for going to a particular dealer to buy whatever make of car they selected, always placed "the deal I could get" at the top.

Since our assignment in the expenditure of dealer association advertising funds was (and is) to generate retail urgency and showroom traffic, the direction our creative efforts should take was clear enough: establish the Plymouth dealers as the car dealers who had the best deal to offer.

However, while we were still in the peak new-car-interest/holiday-car-buying season promotionally, we didn't want to hit too strongly at the "deal!" aspect of purchases. Still we wanted to firmly establish ownership of the line in the market as quickly as possible; thus the TV audio tag.

Dealin' Man Gets Around • We rapidly expanded our "Dealin' Man" attack with a flight of musical radio commercials in December 1964. The pay-off copy line, by now orchestrated and arranged with special new music, was, of course, "Your Plymouth Dealer is a Dealin' Man."

After the Christmas and New Year holidays, when the car business gets considerably tougher, we moved our big guns for "Dealin' Man" into position. Our creative solution was simple and direct: If the deal is most important, there can be no stronger way in which to communicate this than in the actual words of satisfied car customers who believed they had, indeed, gotten a good deal from their Plymouth dealer.

Developing the testimonials for air use began with a tape recorded sound interview, then a succinct edited version, often no longer than 14 or 15 seconds, was lifted from the 20-minute interview. Wherever possible, we kept the dialogue natural sounding, leaving in phrasing such as repeated words and pauses. We felt it was vital that our commercials sound believable, as the real people were.

For those testimonials selected for TV, we sent a still color photographer on location with each subject. Because we weren't dealing with actors, and we wanted them to be as natural and un-stilted as possible, we shot photographs of them with their car in some activity which related to their job, or their hobbies, or their recreational interests. Only one person was depicted in a showroom.

A High Hooper • In May, to help us determine how effectively we had communicated our statement, and conveyed its selling message, we asked Hooper to conduct a consumer research on awareness and association.

The results were even better than we had hoped. Correct word-for-word recall of the theme was very high. So was correct identification of the car make and dealer name advertising. And our awareness score after a six-month exposure was second only to an advertising theme by a competitive dealer association which had been extensively promoted for two full model years.

Hooper also asked his sample to respond with their interpretation of the meaning of our copy platform. Positive responses ranked in the 70th percentile.

We rounded into the summer of our model year with a humorous radio campaign for the Plymouth Barracuda (pronounced "Back-a-ruda"). These spots opened and closed with a rock group singing, "Your Plymouth Dealer is a Dealin' Man.... Yeah! Yeah!"

Up, Up, Up • For the traditional summer clean-up period our client continued with a radio schedule, and a series of humorous spy spoof spots which tagged off with a ghostly whistler whistling, "Your Plymouth Dealer is a Dealin' Man!"

The results? Sales are up. Share of market is up. Percentage of increase is up. All in a tough car market where these things aren't easy to accomplish... unless you're a "Dealin' Man."

What happens to "Dealin' Man" in 1966? Well, we've got a brand new theme about how your Plymouth dealer can put together the car and the deal to make "Something Wonderful Happen." It's set to some sizzling music for both TV and radio and I certainly hope that waitress will soon be singing it, too.

But to make certain she, or no one else, forgets our basic selling posture for the Plymouth dealer, each TV spot ends with a familiar visual, accompanied by a trombone chorus of the theme, and each radio spot ends with the announcer saying, loud and clear: "Your Plymouth Dealer is a Dealin' Man!"

A midwesterner whose family includes three generations of newspapermen in Missouri and Kansas, Jerry Tolle got a degree in (English) from the University of Washington before entering advertising as a copy writer for Seattle agencies. Moving to Los Angeles, he worked for Campbell-Ewald and Hixson & Jorgensen, chiefly in broadcast, before taking his present post as creative director of N. W. Ayer & Son, Los Angeles. He has been active in TV and has sold a number of scripts.
Will ABC have biggest bankroll?

If merger with ITT goes through, network will have behind it resources of complex that grosses $2 billion a year—more than either CBS or NBC

ABC and the giant International Telephone & Telegraph Corp. were conducting merger negotiations last week that could create a major new force in broadcasting and realign the historic balance of power among the networks.

If successful, the negotiations could:
- Make ABC, now the third-ranking TV network operator in volume of sales, part of a $2 billion a year complex—the biggest in broadcasting—with all the additional financial support inherent in sources that might never otherwise be available.
- Be the result of ITT's efforts to reinvigorate bid for ABC. Sources seemed to be the only ones in the network who knew that ITT would acquire ABC on a one-for-one-stock transfer, but a broker said he put the question directly to ABC management and was told that "we would never sell for less than $67." ABC has 4,623,548 common shares outstanding and ITT, a total of 19,360,000.

Washington Reaction: A potential hurdle would be Washington clearance. Justice Department sources said they first learned of the merger discussions

Leonard Goldenson, president of ABC Inc., says in the "continuing negotiations" a "prerequisite of any proposed merger... will be continuous autonomous management and operation."

that position.
- Challenge CBS to intensify its own efforts to expand on a major scale, or be left as the "smallest" of the three.
- Through the new financial resources available from ITT, enable ABC to make a vastly reinvigorated bid to capture network leadership from NBC and CBS.

ABC and ITT officials acknowledged last Wednesday that negotiations were in progress but said no agreement had been reached. Although they would give no details, the consensus of observers—in both broadcasting and Wall Street—was that no agreement would be reached immediately and that several weeks might be needed to work out all details even under the most favorable circumstances.

The possibility of a breakdown in the negotiations was not overlooked. It was known that the discussions had been conducted intermittently over a period of about a year, during which time—presumably when the talks had seemed at a dead end—ITT also held tentative merger discussions with CBS, without success.

Despite the uncertainty, however, both Wall Street and broadcasting sources seemed to regard the current talks as having at least an even chance of going through.

Goldenson's View: This feeling was bolstered when Leonard H. Goldenson, president of ABC, said in a message to affiliates as well as ABC employees that negotiations with ITT were "continuing" and that "a prerequisite of any proposed merger as far as I am concerned will be the continued autonomous management and operation of the ABC Inc. and its divisions and subsidiaries."

Mr. Goldenson's message was interpreted as an indication of the seriousness of the discussions and perhaps also as reassurance that Harold S. Geneen, president and chairman of ITT, who is known as a take-charge operator, would not grasp the ABC operating reins away from present management.

Mr. Geneen was in Brussels last week but reportedly was notified—in line with instructions he had left—when talks were resumed during the week.

Several barriers remained to be surmounted before a merger could become effective.

One was terms. ABC stock, which had sagged earlier in the 1965-66 television season, was back up to about $62 early last week, while ITT's was at about $67. One report in Wall Street through news reports. The talks "raise some interesting questions," they said without identifying the questions.

At the FCC one high official said he saw no reason why an ABC-ITT merger would run into any government obstacles. He said he thought it would put ABC-ITT in about the same position as that of NBC-RCA and would improve ABC's ability to compete. He said it was his educated guess that neither the Justice Department nor the FCC would
The many corporate faces of ABC

If, 21 years ago, one idea had been followed to conclusion, ITT today might be considering a merger with UBS—United Broadcasting System—instead of ABC.

In December of 1941, when NBC under government order prepared to split its two radio networks, the Red and the Blue, it had reserved the name, UBS, for the Blue. However, the switch was never made, and when Edward J. Noble's wholly owned American Broadcasting System Inc. purchased the network from the Radio Corp. of America in 1943 for $8 million, it was still the Blue. It would eventually become ABC.

On Oct. 12, 1943, the FCC approved the transfer of the Blue's three owned stations, W3Z New York, KGO San Francisco and WENR Chicago to Mr. Noble, and from RCA he acquired the 1,000 shares of Blue stock. In a spinoff he sold WMAA New York, which he had bought for $850,000 in 1941, to Nathan Straus for $1,225,000.

Mr. Noble was a wealthy financier (a principal stockholder in Life Savers) who had been undersecretary of commerce. He died in 1958 at the age of 76.

The top management of the ABS-owned Blue Network Co. was Mr. Noble, as board chairman, Mark Woods, president, and Edgar Kobak, executive vice president—the last two in the positions they had held under RCA ownership.

At that time the Blue had about 170 affiliates.

In December 1943, Time Inc. and Chester J. LaRoche, agency executive, each purchased 12 1/2% of ABS Inc. for $500,000 each. By September 1944 an executive shakeup was underway. Mr. LaRoche, chairman of the Blue's executive committee, became vice chairman of the board and operating head of the network. In November Mr. Kobak resigned from the Blue to become president of Mutual. In 1944 the Blue also acquired its fourth owned station, KECA Los Angeles, which was purchased from Earl C. Anthony for a total of $800,000.

Blue Goes • In December 1944 the Blue network officially became the American Broadcasting Co., a name that Mr. Noble bought for $10,000 from the owners of WOR Washington.

In September 1945, Mr. LaRoche dropped his executive activities with ABC and Mr. Woods resumed active direction of the network.

By mid-1946 ABC was ready for some king-sized expansion. It had applied for TV stations in New York, Chicago, Los Angeles and San Francisco. In July it purchased King-Trendle Broadcasting Corp.'s WXYZ Detroit (along with CP's for FM and TV stations there) and wood Grand Rapids, Mich., for $3,650,000. In a spinoff (approved in 1948), it sold wood to Harry M. Bitter for $850,000.

In November 1946 Robert Kintner, ABC vice president for news, special events and publicity, was named executive vice president.

Mr. Kintner, now president of NBC, knew Mr. Noble while the latter was in government service and Mr. Kintner a Washington newspaperman. In April 1948, before any of its owned television stations went on the air, ABC signed its first TV affiliate, WQIL-TV Philadelphia. The network's first program on April 19 was on the Corner starring Henry Morgan and sponsored by Admiral Radio Corp. In June it issued its first TV rate card for 10 stations—eight of them not yet on the air. The only two on the air were WFLV-TV and WMAI-TV Washington.

In the Market • To finance its TV operations ABC made a public stock issue in May, 1948, of 500,000 shares which were bought up at $9 a share. Warner Bros. talked about buying ABC that year and 20th Century-Fox reportedly bid more than $20 million for it. But Mr. Noble turned them down.

As 1950 opened, Mr. Woods was elected vice chairman of the network and Mr. Kintner became president. In 1951 Mr. Kintner signed a seven-year contract at $75,000 annually.

On May 23, 1951, ABC and United Paramount Theaters entered a $25-million merger agreement. Leonard Goldenson, UPT president since 1950, would become president of the combined network. The huge network now owned five TV stations, all in big cities, and 121/2 stations in smaller markets. It was the biggest of the TV networks, with 11 million listeners and 5,000 affiliates.

The merged company would become ABC, owned by UBS Holding Co., and the new network would own WABC New York, WFLV-TV Philadelphia, WMBD Chicago and WABC-TV Los Angeles. Mr. Goldenson would be vice president and executive director of ABC. In two years ABC would have five stations, all in big cities.

Mr. Noble, still chairman of the network, was still chairman of the Blue Network Co. and was still a board member of UBS. Mr. Woods was vice chairman of ABC and the Blue. Mr. Kintner was president of both networks.

Big business itself does not violate antitrust laws.

The fact that both FCC and Justice Department sources said they first learned of the talks through news accounts suggested that the discussions had not yet reached a critical point.

In transactions of this magnitude the principals often make it a point to advise the commission and the Justice Department and keep them informed. Not infrequently the government agencies are kept in close touch with negotiations as they move into the final stages.

Spur to CBS • A merger would pose a challenge, if not a problem, to CBS. It would provide incentive for CBS to intensify its efforts to expand—through merger with a large corporation or by still further diversification through the absorption of other interests.

Authoritative sources report that CBS in the past has held merger talks with Time Inc. But officials said last week there was little chance for such a deal. The feeling was that merger of the nation's biggest publishing corporation with a major TV-radio corporation would create severe, possibly insurmountable, policy problems in Wash-
of the new corporation, American Broadcasting - Paramount Theaters Inc. Mr. Kintner would be president of the AB-PT radio-TV division and Mr. Noble, still 57% owner of ABC and chairman of its board, would be chairman of the AB-PT board's finance committee. Mr. Woods left the company two months later.

With the merger came duopoly problems. UPT planned to sell WBBN-TV Chicago to CBS for $6 million. ABC's WBBN-TV would take over the WBBB calls and the CBS outlet would become WBBM-TV. UPT also owned 50% of WSMD-AM-FM New Orleans. This was subsequently sold.

The merger provided ABC stockholders with $14.70 in new stock for each share of ABC. With 1,689,017 shares outstanding this amounted to more than $24,828,000. Mr. Noble's share was worth $13,342,000.

A Delay • From announcement of the merger to final FCC approval of the license transfer of ABC's five AM, four FM and five TV stations took 21 months. The FCC approved the merger by a 5 to 2 vote in February 1953.

During 1953, the owned-stations' call letters were changed to WABC-AM-FM-TV New York, WLS and WBBN-AM-FM-TV Chicago, KGNO-AM-FM-TV San Francisco, WXYZ-AM-FM-TV Detroit and KABC-AM-FM-TV Los Angeles.

AB-PT's 1955 financial report showed an $11 million increase in ABC income from 1954, hitting $81,117,000.

In 1956, Leonard Goldenson took over the presidency of the network when Mr. Kintner resigned.

In 1965, AB-PT became American Broadcasting Co.'s.

CBS has been diversifying gradually over the past several years, most spectacularly through its acquisition of the New York Yankees baseball team, but as of last week officials said no new acquisition talks were being held.

An ABC-ITT union would leave CBS as the only national network operator — radio or TV — whose principal income was from broadcasting. NBC is a division of RCA, and the Mutual Broadcasting System is owned by the 3M Co.

RCA's sales, including those of NBC, totaled about $1.8 billion last year. CBS's were about $638 million. A merged ABC-ITT company could expect close to $2 billion in sales, based on 1964 volume of $1.5 billion for ITT and an assumption of $421 million for ABC.

Growth Under Geneen • Under Mr. Geneen, frankly expansion minded, ITT has diversified widely, adding among others such companies as the Avis Rent-a-Car System, the Aetna Finance Co., and the Hamilton Management Corp. of Denver, an investment adviser and distributor of Hamilton Funds Inc. and owner of the Alexander Hamilton Life Insurance Co. In 1964 alone, according to a recent brochure, ITT acquired 27 companies and reached agreement in principle for acquisition of two other U.S. companies.

Mr. Geneen, who took over the leadership of ITT in 1959, has been quoted as saying that his company needs to become better known in the U.S.: "The sophisticated investors know us. But not the public. You can stop 15 people in the street and not one will know what ITT is. That bothers me. We have to get identification through products or companies."

ITT's objective in an ABC merger thus seemed clear. But ABC's remained a matter of speculation.

One recurring report was that ABC wanted to block Norton Simon, millionaire financier who has repeatedly indicated he wants a voice in, if not control of, ABC affairs.

Mr. Simon's earlier bid for representation on the ABC board of directors was decisively denied through a stockholder-approved change in voting methods. But as recently as 10 days ago he was reported by Wall Street sources to have negotiated — though unsuccessfully — for institutional stock interests in ABC that could have pushed his effective ownership up to 15% (CLOSED CIRCUIT, Nov. 29).

Simon Owns Big Block • Through Hunt Foods & Industries and McCall Corp., Mr. Simon controls about 9% of ABC stock, said to be the largest single block. Like Mr. Geneen, he has a reputation as an aggressive acquirer of working control.

Some months ago General Electric and ABC reportedly held at least tentative merger talks, but nothing materialized.

ITT is best known as an international — it claims to be the world's largest — manufacturer and supplier of electronic and telecommunications equipment and as an international common carrier. It describes itself as the 31st largest industrial corporation in the United States and the 41st largest in the world. It is also said to be the world's 10th largest industrial employer, with 180,000 employees in 51 countries.

Founded in 1920, it now manufactures in 14 European countries and also in Latin America, operates telephone and telegraph systems in eight countries and territories, operates what is said to be the largest U.S. overseas telephone network and has a marine radio sales and service network with depots or agencies in 181 seaports around the world.

Increased Domestic Share • One of Mr. Geneen's objectives has been to increase the North American share of ITT's volume and earnings while expanding both domestically and abroad. In 1964 its total foreign sales and revenues were $912.8 million, while U.S. sales and revenues were $629.3 million.

The total, domestic and foreign, was up 8% from 1963, while net income was up 13.7% to a record of $63.2 million. Earnings also reached an all-time high of $3.11 per common share, compared to $2.73 in 1963.

The 55-year-old Mr. Geneen, who was born in England, began his business career as an accountant and analyst at Mayflower Associates, became controller of Bell & Howell Co., Chicago, in 1946 and moved to the Jones & Laughlin Steel Corp. in Pittsburgh four years later as vice president and controller. Before becoming president and chief executive officer of ITT in 1959, he also served as executive vice president of Raytheon Manufacturing Co., Waltham, Mass.

ABC has been headed by Mr. Goldenson since 1953, when it was merged with United Paramount Theaters into American Broadcasting-Paramount Theaters (see page 28). The name was changed to American Broadcasting Companies Inc. last July.

ABC has sold off many of its theaters since 1953 but remains — and is
strengthening its position as—one of the country's largest theater operators, with approximately 400. It owns minority interests in a substantial number of foreign television stations, in addition to its full ownership of five TV, six AM and six FM stations in leading U.S. markets.

Stations Abroad • Besides the ABC television and radio networks, ABC is associated with foreign TV stations, known as the Worldvision group, through ABC International. ABC Films syndicates TV programming in the U.S. and approximately 65 other countries.


Last year it joined Madison Square Garden Corp. in forming MSG-ABC Productions, which has since acquired 80% of the Holiday on Ice revue.

Record revenues and operating earnings were reported by ABC last year. Revenues, about three-fourths of them from broadcasting, reached $420.9 million as against $386.7 million in 1963; operating earnings increased 49% to more than $11 million, and earnings per share totaled $2.40 as compared to $1.62 in 1963.


Both the ABC and ITT stocks climbed after confirmation of the merger talks, which was issued after the New York Stock Exchange said Wednesday afternoon that trading in both stocks had been halted pending announcements by the companies.

ABC stock, which had been closed at 50% on Nov. 22 and reached 59% on Nov. 30, closed the following day—when the merger-talk was confirmed—at 62 and added 2½ points Thursday. ITT closed Wednesday at 66½, up three-eighths, after trading at 66½ when the talks were confirmed.

### BROADCAST ADVERTISING

#### Spot TV up 3.7% in third quarter

**TVB says advertisers in July-September period spent more than $248 million; top 100 list shows**

Firestone, International Minerals for first time

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Spending (Millions)</th>
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<tbody>
<tr>
<td>1</td>
<td>Continental Baking</td>
<td>$2,931</td>
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<td>2</td>
<td>General Foods, Inc.</td>
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<td>Procter &amp; Gamble</td>
<td>$1,674</td>
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Stepped-up Budgets • Among the top 100 advertisers with major increases in the 1965 third quarter were American Can, up from $1,025,700 to $1,793,300; Bristol-Myers, from $5,727,100 to $7,134,700; Canada Dry Corp. and its bottlers, $329,100 to $1,489,100; Continental Baking, $1,231,200 to $2,417,400; DeLuxe Reading Corp, $627,300 to $1,189,300; Ford Motor Co., $206,500 to $777,500.

Also General Foods, from $7,814,400 to $8,868,700; Gillette, $1,225,700 to $2,687,800; Johnson & Johnson, $814,500 to $1,962,700; Miles Labs, $2,114,200 to $3,083,000; Philip Morris, $173,950 to $2,274,400; Procter & Gamble, $17,974,400 to $21,295,800; Quaker Oats, $845,300 to $2,157,000 and Ralston Purina, $1,913,700 to $2,827,200.

Following are the top 100 advertisers in the quarter and are estimates of third quarter investments by time of day and by length of commercial.

Figures were compiled for TVB by N.C. Rorabaugh Co.

#### Top 100 Spot TV Advertisers

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<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Spending (Millions)</th>
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<tr>
<td>1</td>
<td>Continental Baking</td>
<td>$2,931</td>
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BROADCASTING, December 6, 1965
WELCOME TO THE CAPITAL OF EASTERN AMERICA: DAYTON, OHIO

The Dayton area is the No. 1 color TV market in the eastern half of America. And No. 3 in the entire nation! 15.5% of the TV sets in Metro-Dayton are color sets. That puts us right up there with Los Angeles (16.4%) and Sacramento-Sacramento (16.1%).

and in Dayton you get more prime time color on WHIO-TV than any other Dayton area station!

(Doesn't this color your thinking just a bit?)

Record support for Ad Council cited

The Advertising Council, Washington, last week hailed radio, TV and other media for their record support of the council's public service campaigns during 1965.

Reporting on radio, the council said its daily public service announcements had climbed to 20 major campaigns along with support for 72 other national series. Together the ABC, CBS, Mutual and NBC radio networks contributed almost a billion radio home impressions, 10% over the total in 1964. This total, the council estimated, was more than doubled for local station circulation. It was noted that stations, networks and sponsors had contributed time and talent to such council activities as voter registration, Peace Corps placement tests and new projects; and in doing so, local broadcasters had "produced much imaginative local material."

The three TV networks and their advertisers pushed up council campaign circulation by 12% over last year. Through network program time alone, in 20 campaigns, the total TV home impressions reached 19 1/2 billion. The council also reported that local stations had "donated broad additional coverage." In seven campaigns total network circulation had reached over one billion home impressions, the council noted. The traffic safety and United Fund campaigns each had received over two billion impressions.

These record levels of support were attributed to long-range planning by volunteer industry committees cooperating with the council. At the head of the council's TV committee was Samuel Thurm of Lever Brothers. Directing the council's special Hollywood committee was Walter Bunker of Young & Rubicam.

TV code answers FTC tobacco charge

The National Association of Broadcasters' Television Code Authority last week responded to a letter from the Federal Trade Commission which called the code "completely silent in regard to the elimination of advertising which tends to negate... the cautionary statement on cigarette packages." The code office answered that it does not feel that the codes have been silent.

"The code," it continued, "has maintained a continual review of cigarette advertising in the broadcast media."

The FTC letter requested that the NAB and the Cigarette Advertising Code reply as to "what actions will be taken by the codes to assure that cigarette advertising will conform to the standards of the Federal Trade Commission Act and will not defeat or frustrate the provisions and objectives of the Cigarette Labeling and Advertising Act."

Howard Bell, NAB code director, said that "any implied or direct health benefit contained in cigarette advertising would not be considered acceptable under the cited provisions of the codes."

And he pointed out that the codes have "rulled against references to scientific or medical reports or articles in cigarette advertising as being violative of the intent of the codes. He added that the broadcast codes "will continue to maintain careful scrutiny of all advertising in this category to the best of our ability in order to assure that the policy of the codes is not thwarted."

Mr. Bell also told the FTC that its letter would be discussed by the code's review board Dec. 16-17 in New York.

Spokesmen for the Cigarette Advertising Code in New York denied receiving any such letter from the FTC and denied that they had replied to any letter sent them. However in the letter to the NAB, the FTC states that the letter was also sent to "the members of the cigarette industry."

Mr. Bell said the radio and television codes permit no cigarette advertising that implies health benefits or shows cigarettes to be important to the development or well-being of youth.

Grocery group plans to sponsor TV show

Expansion of a major food distributor into local television program sponsorship on a national basis was disclosed Thursday (Dec. 2) in Chicago at the annual presidents' meeting of the Independent Grocers' Alliance of America. The vehicle is a new video-tape series, Cook's Tour, about a well known chef and his visits to world famous restaurants.

IGA during the next five years expects to double its gross sales volume to $5 billion at the retail level. IGA officials said the group will continue to be a heavy radio user as well as TV advertiser at the local level.

IGA plans to offer the new half-hour program first to its wholesalers throughout the country. In those cases where these companies do not undertake placing of the show, IGA then will offer it to the more than 5,000 independently owned local IGA stores. A total of 192 stations in as many markets is contemplated for the series.

IGA said Allied Artists Corp. will handle distribution and sale of the series within the IGA family of companies. Later, after the program is well established, major national advertisers have indicated interest in participations, it was explained.

Cook's Tour features chef Eddie
"A little like Vesuvius erupting"

The newly formed RKO General Productions announces its first hit: Fashion: Italian Style

Concurrent with the establishment of RKO General Productions as a major new producer and distributor of television films and videotape programming, the company’s first color production opened in Boston. Dorothy Diaz, fashion editor of the Boston Herald said, “It was a little like Vesuvius erupting... color runs riot”; “... A breathtaking spectacular” — Boston Traveler; “a TV gem... deserves a gold medal” — Boston Globe. What's more, according to first A.R.B.*, FASHION: ITALIAN STYLE pulled a full color 31% share and a 15 rating against CBS' Lost in Space, and NBC's Virginian! FASHION: ITALIAN STYLE was a sponsor hit, too, completely sold out, first time around.

What a way to introduce a new company. Watch for RKO General Productions' future great hits to be announced soon. For more details wire or call Al Sussman, Vice President:

RKO GENERAL PRODUCTIONS
1290 Avenue of the Americas, New York, N.Y. 10019
212-564-8000

* A.R.B. Telephone Coincidental: Boston 7:30-8:00 PM Nov. 24, 1965

The audience measurement data used herein are estimates only and are based upon the report indicated. In view of errors and deficiencies which may be involved in the sources' methods and procedures, neither RKO General nor any of its representatives make any warranty of the estimates.
New TV commercials mushrooming in '65

The TV commercial business is undergoing a "production explosion" in 1965 with at least a doubling in the number of new commercials as compared with three or four years ago.

This status report on commercial production was offered in an interview last week by Richmond Ritenour, president of Modern Teleservice Inc., New York, a company that specializes in print procurement, distribution and servicing of TV commercials for almost 100 advertising agencies. Mr. Ritenour estimated that in 1965 Modern Teleservice alone will have handled more than 12,000 different commercials, as compared with 8,000 in 1961. He indicated that other servicing organizations have had similar growth.

He credited the color boom as a key factor in accelerating the number of commercials this year, pointing out that advertisers have had to invest in new production to fill the demand for tint. In addition, Mr. Ritenour cited these other considerations: The emphasis on appeal to various age-ethnic-income groups has stepped up production on different types of commercials; the relatively high talent residual costs often have resulted in a decision for new production rather than for rerun of older ones; the growth of regional advertisers in TV over the past few years.

Modern Teleservice was formed in 1949 during the early days of television to handle such functions as selecting a laboratory to strike off prints of a commercial; checking prints for quality and content; distributing prints to stations as directed by agencies.

John Lipsky, executive vice president and general manager, has been associated with the company from its start with five or six people to the present when the staff consists of 74 located in offices in New York, Los Angeles and Chicago. It maintains storage facilities in Fort Lee, N. J., and has a backlog of more than 50,000 commercials on hand in its three main centers and in Fort Lee.

N.Y. agencies high in spot radio dollars

An analysis completed by McGavren-Guild, station representative, indicates that 42% of the dollars spent by the top 100 spot radio advertisers are placed by New York advertising agencies.

Based on figures of the top 100 spot radio advertiser list prepared by the Radio Advertising Bureau for the first quarter of 1965, the McGavren-Guild study also shows that Detroit agencies account for 20% and Chicago agencies 14.6% of the total expenditures.

Another highlight of the analysis, conducted under the direction of Josh Mayberry, the representative firm's research director, is that the top 10 agencies spent 51% of the total; the second 10, 21%, and the third 10, 12%. The top 30 agencies accordingly placed 84% of the national spot radio budget of the top 100 advertisers, McGavren-Guild noted.

Genesee goes to Esty

William Esty Co., New York, has picked up the $3 million Genesee Brewing account which leaves Marshchalk Co., same city, as a result of a "disagreement over creative direction."

Genesee, based in Rochester, N. Y., puts 65% of its ad budget into broadcast; $1.2 million in spot TV and $750,000 in spot radio. Marshchalk says the brewing company's sales doubled while it held the account and will reach an estimated 1.4 million barrels this fiscal year.

Two hot weeks at NBC Radio

Stephen B. Labunski, executive vice president of NBC Radio, reported last week that Nov. 8-19 was the network's busiest two-week sales period since 1960, with sales and renewals totaling $3,954,000.

During that time, 16 advertisers went shopping for radio buys in News on the Hour, Monitor, Emphasis, David Brinkley Reports, Chester Huntley Reports, The Joe Garagiola Sports Show and World of Sports.

On the new-business agenda, orders were placed by Standard Brands (through J. Walter Thompson Co.), Chrysler Corp. (Young & Rubicam Inc.), Chrysler's Dodge Division (BBDO) and its Plymout Division (N. W. Ayer & Son Inc.), Schick Safety Razor Co. (Compton Advertising Inc.), Wynn Oil (Erwin Wasey Inc.), National Brewing Co. (W. B. Doner and Co.), General Electric Co. (Clyne Maxon Inc.) Mobil Oil Co. (Ted Bates & Co.), Oldsmobile
Buying habits inconsistent

TVAR study shows they vary year-to-year, market-to-market

In Boston 36.1% of coffee-drinking families buy Maxwell House Instant but in San Francisco only 13.6% purchase that brand. This is one of many instances of variable brand preference indicated by Television Advertising Representative's annual brand comparison report, being released by the rep firm today (Dec. 6).

Covering 425 brands in 12 product categories, the TVAR study, conducted by the Pulse Inc. under the direction of Bob Hoffman, the rep organization's marketing and research vice president, shows continuing flux in product usage and brand preference. These fluctuations are apparent from market to market and from year to year.

The research was undertaken in seven markets where TVAR-represented stations are located: Boston; Baltimore; Washington; Charlotte, N. C.; Jacksonville, Fla.; Pittsburgh, and San Francisco. Field work was conducted in March and May with a sample of 4,500 families, an average of 650 families per market surveyed.

The research method (in-home interviews with the member of the family primarily responsible for purchase of the product in question) was designed to determine, first, whether the product was used by the family and second, if used, what brand had been purchased most recently.

Product categories covered were beer and ale, cigarettes, coffee, cold cereal, cold remedies, dog food, gasoline, hair spray, headache remedies, margarine, men's hair dressing and carbonated soft drinks.

TVAR listed the following as significant among its findings:

- Big gains for Esso gasoline believed to relate to the strength of its "Tiger in the Tank" campaign.
- Increasing purchases of hair sprays and movements in brand preference in this category. TVAR reported Aqua Net pushed its share-of-market up in six of the seven markets covered.
- Variable gains in low-calorie soft drinks from market to market. Purchases in this category were up in all seven markets over 1964, the biggest gain coming in San Francisco where sales were up to 29% of families from 23.4% last year. In Washington, the leading low-calorie soft-drink town among the seven, 32.6% of families made buys in this category.
- Increasing dog ownership and a consequently brighter outlook for dog food sales.
- Headache remedies Bufferin and Excedrin made sales gains in all seven markets, moving closer to Bayer aspirin, which is the leader in all seven.
- Only a few brands took first place in their product categories in all seven markets. In addition to Bayer aspirin they were Kellogg's corn flakes, Maxwell House Instant, Vicks Vaporub and cough drops (in their respective lines) and Pall Mall (among female smokers of nonfilter cigarettes).
- Margarine buying was off last year's marks in four markets — Baltimore, Charlotte, Pittsburgh and Jacksonville — while apparently stable at last year's levels in the other three markets.

Several comparatively new brand names showed strength in the TVAR study, among them Quaker Oats' Cap'n Crunch and Score, a men's hair preparation.

Robert M. McGredy, TVAR president, said the new study, like those of past years, demonstrates the need for market-by-market attention to variable sales situations in developing advertising plans.

Copies of the TVAR report are available on request to the rep firm at 90 Park Avenue, New York 10016.

RAB to set sights on FM

Board of directors vote new service; David reports on push for new business

The Radio Advertising Bureau board of directors last week approved a proposal to add an FM service to its present AM service.

The action was taken at the board's semi-annual meeting, held in Scottsdale, Ariz., and was proposed by RAB President Miles David as a means of helping to accelerate the growth of FM.

Mr. David revealed that he already has suggested a cooperative arrangement to the National Association of FM Broadcasters, which would make RAB FM service available to NAFMB members.

The service will include documentation of successful sales use of FM by advertisers and samples of commercial copy. Mr. David said RAB planned to provide sales tools to FM stations of current RAB members as well as FM-only stations.

The RAB board also endorsed a campaign to place transistor radios in every home. The board urged the FCC and other interested government agencies to mount such a campaign and also called on broadcasters to use their own facilities to sell this "vital idea."

Mr. David said RAB has been pressing for "a transistor in every home" since the power blackout in the Northeast on Nov. 9, when "radio proved itself, as it has done in so many crisis situations through the years."

Mr. David gave a report on RAB's national and regional sales activities to attract added advertising to radio. He noted that RAB salesmen are paid on a base-plus-incentive basis, with the incentive calculated on the level of calls made and results achieved.

"We look forward," he said, "to the day when individual salesmen working for RAB to sell radio might ultimately make as much as $40,000 a year through the effectiveness of their sales efforts."

He said RAB salesmen will concen-
The campaign to cut back commercials

IT'S NOW IN FULL SWING AT FCC--AND THE NAB CODES ARE GUIDES

In January 1964 the FCC’s efforts to adopt a commercial time-standards rule shattered on the shield of congressional disapproval. Ever since, the commission, under the patient prodding of Chairman E. William Henry, has been picking up the pieces and attempting to patch together a policy that would serve as a substitute device for limiting the time that broadcasters could devote to commercials. The policy taking shape lacks the symmetry and clear definition of the lost rule, which would have been cast in the language of the National Association of Broadcasters’ code on TV and radio commercial practices. But it is taking shape.

It is being fashioned from a case-by-case study of renewal applications of stations found to be the most heavily commercial in their license-renewal group, with the commission querying those broadcasters found to have broadcast more commercials than they had promised, or to have proposed to carry commercials in an amount considered “excessive.”

Purpose of Policy = The aim of this approach, Chairman Henry has said, is to build a body of rulings that would add up to a policy, so that broadcasters and commission alike will know how much commercialization is tolerable—and how much is not.

Elements of the old proposed rule are present in the current policy too. The commission isn’t attempting to make all broadcasters conform to the NAB radio and TV codes. But many code members caught up in an FCC staff investigation and queried on their commercial practices promise to obey the code forevermore. Some non-code members do too.

This pleases Chairman Henry. For, while he says he has given up the effort to have the NAB code adopted as a rule, he frankly acknowledges that he is trying to get broadcasters to adopt commercial practices “as close to the code as possible. I’m not convinced they can’t live with it,” he said last week.

But an exchange of letters made public last week between Chairman Henry and Howard Bell, director of the NAB Code Authority, indicates the code has its flaws, too, as far as the commission is concerned.

Chairman Henry noted that the TV code permits subscribers to designate any three continuous “evening” hours as prime time, when maximum audiences, presumably, are available and when the TV code’s stricter standards apply: that is, 10 minutes and 20 seconds of commercial material an hour (as compared with 16 minutes and 20 seconds in nonprime time).

Late Prime = But Mr. Henry observed that the code permits stations to designate hours as late as 10 p.m. to 1 a.m. as prime time while charging maximum rates to advertisers earlier in the evening. The chairman’s letter, it’s known, is based on the actual practices of two television code members that are under common ownership.

The stations, both independents, are thus permitted under the code to devote considerably more time to commercial matter in the first two-and-a-half hours of the period normally considered prime time (7:30 to 11 p.m.) than the network affiliates in their markets.

This fact causes considerable anguish to commissioners who count on the code to curtail the broadcast of commercial material—particularly since the stations involved charge “maximum rates” during the earlier hours, a sign that those are the hours they consider their peak viewing time.

Mr. Bell, in his answer to the chairman’s letter, said the purpose of the provision is to provide flexibility for code members, particularly nonnetwork-affiliated stations. He said the peak viewing hours of many independent stations may overlap or be adjacent to the peak viewing hours of network affiliated stations.

According to Mr. Bell, “a very small number of code members designate hours between 9 p.m. and 1 a.m. as prime time.” (Some code officials say “six or seven” subscribers have prime-time periods that vary considerably from what is con-

Business briefly...


Bankers Life and Casualty Co., through Marshall, John & Associates, both Chicago, has signed for the 12th consecutive year to sponsor Paul Harvey News on ABC Radio.

Libby, McNeil & Libby, Chicago, through J. Walter Thompson Co., that city, and Block Drug Co., Jersey City,
considered the norm.

But Mr. Bell also said that the Television Code Review Board is scheduled to consider "a more precise definition of 'evening hours' within which prime time may be designated. The board will meet in New York Dec. 16 and 17.

The question of the NAB's definition of prime time, though potentially troublesome, is no more than a minor hindrance to the commission in its developing policy to police commercialization on a case-by-case basis.

Routine As explained by Chairman Henry, the work has become fairly routinized. The staff sifts through license-renewal applications, putting aside those appearing to carry the most commercials. Eventually, an analysis is made of those in the top 10% so far as commercial content is concerned.

The staff checks to determine whether the stations kept the promises on commercial policy that they had made three years earlier, whether their policies for the future are too vague to be meaningful and whether their policies would permit "excessive" commercialization. Asked to define "excessive," Chairman Henry said, "too much."

If a question develops about a station on any of these points, the commission asks it for an explanation. Actually, only a small percentage of stations are involved at this point. The chairman estimates 10 to 15 are queried out of the 300-400 stations whose licenses expire every two months.

But when stations do hear from the commission, they often attempt to wrap themselves in the NAB code. Three commonly owned western radio stations, none members of the code, had stated in their renewal application a rather vague policy on commercials. When queried by the commission, they said, "specifically... it's our policy not to exceed the maximum limits of the NAB code" which permits an average of 14 minutes of commercial matter an hour on a weekly basis, no more than 18 minutes in any one hour.

The renewal applications of the three were granted. But some other stations that promised to obey the code are still awaiting word on their fate. This is true of a Texas station, a code member, that exceeded NAB commercial limits by a wide margin. It amended its renewal application to state it would carry out "a basic policy of compliance with the NAB code." That amendment was filed in response to a commission letter asking about a policy statement that appeared to sanction up to six minutes of commercials per quarter hour. The commission had asked how that much commercial time—40% of the designated period—served the public interest.

Penalties Not Set One vital element in the developing commission policy is missing—the extent of sanctions to be imposed on stations that fail, through their responses, to satisfy the commission as to their fitness to be renewed for a full term. Five stations are currently in the dock—one of them facing a possible hearing on its renewal application, the remainder short-term renewals (Broadcasting, Nov. 22). The commission is scheduled to act on these cases Dec. 15.

The commission had said it would undertake a case-by-case approach when the House Commerce Committee, by approving a bill to bar the commission from adopting commercial time standards by rule, convinced it to scrap the rulemaking proposal (Broadcasting, Jan. 20, 1964). (The committee's action was later overwhelmingly endorsed by the full House.)

But the effort to move in this fashion has not been easy. In the summer of 1964, Chairman Henry lost control of the issue to Commissioner Lee Loewinger, who attacked the policy as "nippicking."

Twice the commission, by 4 to 3 votes, rebuffed the chairman in his effort to push a tough regulatory line. Eventually, a score of stations whose renewal applications had been on the deferred list because of commercialization questions got their renewals.

But the staff continued to bring up for commission consideration the most flagrant cases of overcommercialization in each new batch of renewals. And last May, the chairman's patience was rewarded when Commissioner Frederick W. Ford, who had backed Commissioner Loewinger, left the commission and was replaced by Commissioner James J. Wadsworth. Commissioner Wadsworth, with Wadsworth, at least is taking a tougher position on the question than any other commissioner.

Chairman Henry said last week he would still prefer a rule. "That would be clear. We'd all know where we stood on the question," he said. But a case-by-case approach, he feels, is showing results.

"We're making progress," he said.

N. I., through Gray Advertising and Daniel & Charles, both New York, have signed to participate in NBC-TV prime-time programs. Libby is in Run for Your Life, Tuesday Movies, Daniel Boone, Saturday Movies, Mona McCluskey, I Dream of Jeannie and Get Smart! Block Drug is in Hullabaloo, Run for Your Life, The Virginian, I Spy, Daniel Boone, Laredo, Mona McCluskey, The Dean Martin Show, and The Sammy Davis Show.

Piel Brothers, New York, through Papiert, Koenig, Lois, also New York, is introducing its new Piel draft beer in cans with saturation radio and TV campaign in New York. Radio spots will be on seven stations; TV spots (most of them in prime time) will be on five stations. Campaign began last week and will continue indefinitely.

California Oil Co. (for Chevron gasoline), Perth Amboy, N. J., through BBDO, New York, is sponsoring a half-hour color program of highlights from the Bridgehampton Double 500 sports car race, held Sept. 12, on 21 TV stations, mostly along the Eastern Seaboard. Triangle Program Sales distributes the program.

Grove Laboratories, through Gardner
Advertising, both St. Louis, has purchased 31-week participations in NBC Radio's Emphasis and Monitor programs, beginning Jan. 17, 1966, while the Retail Clerks International Association, New York, will participate for 22 weeks in Monitor, starting Jan. 1.

Chrysler Corp., through Young & Rubicam, both Detroit, has renewed its second year of sponsorship of NBC-TV's Seventh Annual Bob Hope Desert Classic, scheduled for Feb. 5, 1966 (4-5 p.m. EST). The final golf round will be in color on the following day (3:30-5 p.m. EST).

Commercials in production...

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

Frank Brandt & Associates, 201 Occidental Boulevard, Los Angeles 90026.


Anheuser Busch Inc., St. Louis (Budweiser beer); one 80, one 60 for TV, live and animated on film, color. Arnold Gillespie, production manager. Agency: D'Arcy Advertising, St. Louis. Bob Johnson, agency producer.


Theo Hamm Brewing Co., St. Paul (Hamm's beer); six 60's for TV, live and animated on film. Mike Lan, production manager. Agency: Campbell-Mitchum, Minneapolis.


Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.


Sunbeam Motors of Canada, Toronto (Sunbeam cars); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: George Spracklin Associates Ltd., Toronto. George Spracklin, account executive.


Dayco Corp., Cincinnati (auto batteries); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Northrich-Stolley Inc., Cincinnati.

VI Productions, 8451 Melrose Avenue, Los Angeles.


Radio use is growing by small town retailers

Growing use of radio by home furnishing retail stores, especially in medium size to rural market areas is cited in a survey reported by Home Furnishings Daily, the trade's daily newspaper. While radio is still a "distant fourth" behind newspapers, magazines and direct mail generally, the story said, the air medium "is making some inroads in specific areas."

The study said "radio's effectiveness depends primarily on the nature and...
Have you felt our January Pulse?

FROM 6:00 A.M. to 6:00 P.M., WDAY Radio has 105% more adult listeners than the next station—almost twice the total audience! That's 45.4% of all radios in use!

Yes sir!—and from 6:00 A.M. to 12 noon, our share is 50%! (All figures from Pulse, January, 1965.)

Tain't as if this will be any surprise to any of our regular advertisers — it's been going on like this for generations!

But what about you boys and girls who haven't really discovered Fargo and the fabulous Red River Valley yet? You think us Hayseeds ain't got no money? The truth is that we have more dough to spend than many "larger" markets. Ask PGW for the facts. Please!

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
size of the population in a particular area" and noted radio's use in newspaper-saturated market like New York is relegated chiefly to promotion of one or two-day special events.

"Conversely," the story continues, "advertising research reports have indicated that in a cross-sampling of 12 markets composed of medium-sized cities to rural population groups, radio outranked newspaper in 11 of the markets, according to Advertising Research Bureau figures."

Arnold Bakers names NC&K

Norman, Craig & Kummel, New York, has been appointed by Arnold Bakers Inc., Greenwich, Conn., to succeed West, Weir & Bartel, New York, as its agency, effective Jan. 1. The account is estimated to bill $1.5 million annually, with about $900,000 in spot TV. With the recent appointment of NC&K to handle a new line of Arnold products, it is expected that the company's advertising budget will be increased substantially next year. WB&K has serviced the account for the past five years.

Rep. appointments ...

* WJKS-TV Jacksonville, Fla. (scheduled to go on the air in January 1966):


IRTS to hear head of Britain's ITA

Lord Hill of Luton, chairman of Britain's Independent Television Authority, will speak at a special International Radio and Television Society newsmaker luncheon on Dec. 22 and is expected to clarify ITA's recent decision limiting the amount of U. S.-produced programs in prime time on British commercial stations.

ITA ruled last summer that in the 8-8:55 p.m. period preceding the 9 p.m. news broadcast on commercial outlets in Britain, no more than two of the five spots per periods may be devoted to U.S.-made programs and no more than three of the five should be filled with crime shows or westerns (BROADCASTING, Aug. 30). The directive took effect in September.

Thomas McDermott, president of the IRTS, noted that the ITA decision has been regarded as anti-American by U. S. program officials. He added that Lord Hill has indicated that this is "a misrepresentation" and "he eagerly accepted the invitation to speak to IRTS in order to present his views to the American broadcasting industry and its program suppliers."

The case against spoken words on TV spots

Spoken words in television commercials ought to be used in moderation and written words, superimposed on commercials, ought to be used with restraint—if used at all.

That's the advice of Schwerin Research Corp. published in the company's November newsletter, SRC Bulletin, in two articles that say TV's primary strength is in "images that talk," not in the written or spoken word.

Schwerin found a correlation between word-count and commercial effectiveness in 350 one-minute spots tested. The least effective group had audio tracks of 170 words or more and optimum effectiveness was attained by those with spoken messages of 101 to 110 words.

It was found that, overall, commercials without copy superimposed over visuals are more effective than those with "supered" copy.

Guidelines suggested by the Schwerin research: When supers are used it's best to accompany them with audio delivery. Supers should not be positioned so that they detract from essential elements of the commercial. Too many supered words can make the commercial resemble a print ad rather than the "demonstration" it ought to be.

Organ company picks agency

Magnus Organ Corp., Linden, N. J., has appointed Pladdell, Winston, Penette, New York, to replace Marketplan, Inc., Newark, N. J., as its advertising agency, effective immediately.

The account is expected to bill $300,000 or more in 1966, depending on new product development. An agency spokesman said spot TV (particularly on children's programs) would probably be used next year, and that spot radio advertising is also being considered.

Also in advertising ...

DDB study • Doyle Dane Bernbach, New York, has issued the first installment of its number 31 quarterly study series, "Marketing through Tomorrow's 100 Top Department Stores." The second part is to be issued in February 1966.

Shift in D. C. • Ketchum, MacLeod & Grove is moving its Washington offices from 1000 Connecticut Avenue to the Chanin building, 815 Connecticut Avenue. Phone will remain (202) 296-5520.
They don't make a smaller 30-KW VHF-TV transmitter

They don't even make it this small...or as economical.

Only General Electric does...in three, accessible, self-contained modular cubicles...air-cooled. 5 KW more with less over-all floor space than competitive transmitters. Easy to install, more economical to operate and maintain. Designed to FCC and EIA specifications for color and monochrome operation...with remote control capability via external landline and/or microwave terminal equipment. The uncompromising quality of the Model TT-530 VHF transmitter assures optimum performance and makes it possible to attain maximum E.R.P. at 5 to 1 power ratio. General Electric also has VHF transmitter cubicle combinations for 1, 5, 10 and 60-KW with visual to aural power ratios from 5 to 1 to 10 to 1. For further information, contact your G-E Broadcast Equipment Representative or: General Electric Company, Visual Communications Products, #7-315, Electronics Park, Syracuse, N.Y. 13201.

GE-25
ARMS rating report
due in early '66

Field work is concluded but more analytical work remains to be done

Initial report on the findings of the All-Radio Methodology Study is scheduled for release early in 1966.

A status report issued last week by ARMS's technical subcommittee, which directs the project, said that all field work and the bulk of computer runs have been completed, but additional analytic cross-tabulations are still in progress. The exact date of the completion of the full report cannot be determined, it was said.

Following analysis by Audits & Surveys Inc., which conducted the field work, and by the ARMS technical subcommittee, there will be a review by the Advertising Research Foundation.

ARMS is sponsored jointly by the Radio Advertising Bureau and the National Association of Broadcasters and is expected to cost in excess of $250,000. Its purpose is to investigate methods of measuring total radio audience and to improve audience measuring techniques.

The study includes the testing of eight measuring techniques, consisting of five forms of diary measurement and three forms of recall measurement. The field work also included numerous pilot studies and an investigation of the ability of individuals to identify call letters of radio stations.

The results of the study will be evaluated by determining how closely those obtained from each method agree with one another and with special benchmark measures for the in-home and automobile audience.

The benchmark measure being used for the in-home audience is a telephone coincidental survey, which samples individuals rather than homes and uses a two-stage interviewing technique. A first call is made to secure name, age and sex information about each family with no reference to radio; a second call is made at least 10 days later to one individual in the household to secure coincidental listening information.

The benchmark measures being used for the auto audience consist of special meters in a sample of cars to obtain car radio use, and interviews at street and highway intersections, using a random sampling, for station tuning information.

The status report also stressed that the study will not show which of the existing commercial measuring services is best. ARMS noted that it is not possible to duplicate exactly any existing service because of the many refinements in operating detail which each service has evolved through experience.

Broad policy for the ARMS project is determined by a steering committee under the chairmanship of George B. Storer Jr., vice chairman of the board of Storer Broadcasting. A technical subcommittee directs the research.

The ARMS project will be reviewed by a five-man subcommittee of ARP's Committee on Improvement of Methods of Audience Measurement (CIMAM). It consists of Robert J. Coen, vice president, research, McCann-Erickson (who is chairman); Dr. Theodore Dunn, vice president and associate research director, Kenyon & Eckhardt; Dr. David B. Learner, vice president and director of research, BBDO; Dr. Seymour Marshak, marketing research manager, Ford Division, Ford Motor Co., and J. W. Paisley, head of advertising and consumer research, Humble Oil Co.

Richard W. Lehman, ARP president, commented that the foundation's technical committee believes the study "holds real promise of greatly enhancing the industry's knowledge of how to better measure radio in a way which should be equally beneficial to advertisers, advertising agencies and radio alike."

Bell answers FCC on CATV authorization

The common-carrier service that American Telephone & Telegraph companies provide community antenna television systems does not carry with it any authorization to engage in CATV activities. That authorization still must come from local authorities.

Richard W. Miller, vice president of AT&T, made this point in a letter responding to an FCC query as to whether Bell System Associated Companies were providing CATV's with service under agreements entered into without the knowledge or consent of local franchising authorities (Broadcasting, Oct. 4).

The commission was concerned about the possibility of a regulatory gap existing between state or local authorities and the federal government. Trade press reports indicated that Bell companies might be bypassing local authorities in providing service to CATV's on the basis of tariffs filed with the state.

Mr. Miller, however, wrote the commission that the authorizations given Bell companies to build facilities for

At the ARMS technical subcommittee meeting were (l to r) Richard J. Montesano, Audits & Surveys; Alan H. Steinberg, ABC Radio; Harper Carraine, CBS Radio; Dr. Morris Gottlieb, Audits & Surveys; Hugh M. Beville, NBC; Miles David, RAB; W. Ward Dorrell, ARMS; Melvin Goldberg, Blair; Howard Mandel, NAB. Meeting was held in New York.
common carrier communications services "does not . . . authorize [Bell] customers to engage in the operation of a CATV system."

He said that "the tariffs of the Associated Companies provide that a CATV operator must secure for himself any authorization required by law." The same is true, he added, of prospective CATV operators seeking pole attachments from a telephone company to build his own distribution system.

Defends Intrastate Tariffs • Mr. Miller also defended the Bell companies' practice of filing tariffs with individual states rather than filing an interstate tariff with the commission. The FCC noted that Bell companies have filed tariffs with 22 states, and said that common-carrier service used for distributing broadcast signals has been held to constitute interstate communication.

Mr. Miller, however, said the service to CATV operators is purely local. He said the broadcast material provided to the CATV's customers is introduced locally, through the CATV operator's own equipment and, at his control, into the Bell-supplied channels. He said this is "entirely dissimilar" to cases where common carriers transmit signals to or between broadcast stations which then rebroadcast those signals into the ether.

He also noted that "substantial practical considerations" were involved. He pointed out that the commission has said it intends to leave the regulation of CATV rates to state and local authorities. Accordingly, he continued, state commissions "can best coordinate the tariffs of common carriers with the rates and services offered by CATV operators."

In response to another question, Mr. Miller said that Bell companies are complying with FCC rules prohibiting common carriers from providing CATV's with microwave service unless they refrain from duplicating the programming of local television stations and carrying the programs on their cables.

New York City gives three CATV grants

Sterling Information, Teleprompter, CATV Enterprises succeed despite phone company

New York City opened its arms to community antenna television last week, turning a cold shoulder to the local telephone company which fought the move and embracing three companies with two-year operating contracts and renewal options.

Franchise winners were Sterling Information Services, Teleprompter Corp. and CATV Enterprises (CLOSED CIRCUIT, Nov. 22). The community antenna operators have already started on system development and promotional plans. Sterling, which has wire under the city streets for its closed-circuit TV operation, expects to start CATV service by April 1, 1966.

Resolutions passed by the city's Board of Estimate Thursday evening (Dec. 2) provide for quasi-utility control of the systems, with return on the operators' investments limited to 7% after taxes.

They'll be paying 5% of their gross to the city—and more than that, should their return exceed the 7% limit. Installation charges were set at $19.95 and monthly fees for the wire service at $5.

No Leapfrogging • They will be limited to carrying only the signals available over the air in New York and all forms of pay television are prohibited in an uncertain language.

The three companies are required to secure liability insurance in the minimum amount of $2 million to protect themselves, and possibly New York City, against copyright infringement suits arising out of the CATV's carrying of television programing.

They are committed to file operating plans with the city within 60 days and another 60 days must begin plant construction.

All are given two-year renewal options subject to the city's review of their performance during the first operating period. The primary grant expires Dec. 31, 1967.

Bullish Picture • Obviously delighted with the outcome of the board of estimate meeting, the successful applicants, who had been among seven original

Cleveland-area CATV set to start

That Shaker Heights, Ohio, community antenna television system to which ABC refers in its reply to the FCC's notice of inquiry on CATV (see page 50), is scheduled to begin operating in another week. Using Bell Telephone of Ohio lines, the Telrama Inc. system will have about 45 miles of trunk line in operation to serve about 7,500 families in the initial areas of Shaker Heights and Warrensville Heights, both suburbs of Cleveland.

Telrama Inc., which has six CATV franchises, including a majority interest in the company holding a permit for Akron, Ohio, is 51% owned by Cleveland businessmen and 49% by Scripps-Howard Broadcasting Co. Creighton Miller, a Cleveland attorney, is president. It hopes to establish CATV systems in more than 50 communities in that area.

At the present time Telrama holds franchises for Beachwood and Strongsville, as well as Shaker Heights and Warrensville Heights in the Cleveland area. The Akron company, Akron Telrama Inc. (headed by Robert Blakemore) also holds a franchise for Ravenna, Ohio.

In the initial Shaker Heights and Warrensville Heights segment charges will be $15 for installation ($10 for those signing before the system begins operating) and $4.95 a month for service. The company proposes to furnish TV signals from Cleveland, Akron, Youngstown, all Ohio; Detroit, Erie, Pa., and Windsor and London, both Ontario.
petitioners for CATV grants, were bullish about New York's potential as a community antenna market.

Unlike conventional CATV systems, which have brought in outside signals, the New York operators will be selling themselves on their ability to deliver clear television pictures in a market that is known for its marked variation in quality of reception from area to area, and even from one block to the next.

Some observers considered the defeat of the telephone company in the New York proceeding as having far-reaching significance in other cities around the country although the New York situation differs from most others. The duct space to be used by the CATV's is owned by a New York Telephone Co. subsidiary—Empire City Subway Co.

Empire operates under a 19th-century authorization from the city which requires it to lease its space to any duly franchised concern.

**Phone Company Protests**

The New York Telephone Co. has protested the granting of franchises which would allow CATV companies to install their own cable in phone-company duct space, arguing that only its own personnel are qualified for this work. It contends that letting others into its conduits could result in disruption of its own communications services.

On these grounds it has proposed itself as the logical installer of community antenna systems and suggested that operators lease lines that would be owned by the phone company. AT&T's Bell Systems throughout the country have favored similar operating procedures.

A last-minute brief filed by the phone company with the board of estimate on Thursday pointed to hazards which might result from the CATV grants.

The phone company brief, after charging that the antenna companies "do not have the manpower, the equipment, the experience or the incentive to do a satisfactory job," went on to allege that Sterling Information Services has "installed metering control circuits, which are appropriate to pay TV but not to Teleguide (the Sterling closed circuit service) or CATV." It said Sterling's recent installations have a 25-channel capacity.

In answering this charge, Sterling President Charles Dolan said the phone company was merely guessing as to the future use of the lines, that there was absolutely no metering equipment installed, and he denied any pay-TV plans were indicated by the company's installations.

The Pie of Manhattan was carved into two pieces for Sterling and Teleprompter along the line of each approximately equivalent subscriber potential. Sterling was awarded all of the borough south of 86th Street on the East Side and 79th Street on the West Side. Teleprompter got the north end of the borough with the exception of a small piece that extends north of the Harlem River. This bit went to CATV Enterprises along with the Riverdale section of the Bronx.

The city estimates that the division gives Sterling an area of 338,000 residences and Teleprompter 421,500 residences, but explains that the imbalance is corrected since Sterling has a preferred area of operation in terms of density of subscription potential.

Sterling expects to invest between $2 million and $3 million in the first year of its CATV effort. Its present plant investment for its Teleguide service, much of which will be compatible with its CATV operation, is valued at $1 million.

Sterling's Teleguide is essentially a hotel information service, but it is connected to 10 apartment buildings, which have a potential of between 2,500 and 3,000 subscribers to the new community antenna service. The company estimates that 800,000 people live in the area granted it by the city.

It has 25 miles of coaxial cable already installed and this wire passes roughly 125,000 possible subscribers.

Major stockholders in Sterling are Time-Life Broadcast (which, at 20%, has the largest single piece of the company), William Lear of Lear Jet Corp., station owner J. Elroy McCaw, former Secretary of the Treasury Robert Anderson and Sterling Movies U. S. A.

**Ready to Promote**

Teleprompter Corp. was reportedly ready to begin promotion of its service immediately with newspaper advertising announcing the future availability of its service.

Company President and Board Chairman Irving Kahn would not disclose how much Teleprompter intends to invest in the New York operation initially or when it might begin service except to say as soon as possible. The publicly owned company, traded on the American Stock Exchange, gained a point last Thursday, before the franchise news was deflated. and after it had been anticipated—as close as possible. The company lists 90,000 subscribers to its CATV systems across the country, 30,000 of these paying monthly fees for master antenna service in the New York area.

Teleprompter's Mr. Kahn has been

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**Court hears CATV-common carrier arguments**

A move to force the FCC to declare that community antenna television systems are common carriers was argued in court last week. Pushing for the common-carrier declaration is the Television Accessories Manufacturers Institute (TAMI); JFD Electronics Inc., an antenna manufacturer, and wphl-tv Philadelphia. The object of their attack is the 12-channel CATV system being built by Rollins Broadcasting Co. in Wilmington, Del.

The trio had petitioned the FCC to treat the Rollins CATV system as a common carrier. The commission turned this down on the ground that it had already ruled that CATV's do not fall under the common-carrier portion of the Communications Act. This decision was appealed.

Arguing for the appellants in the U. S. Court of Appeals in Washington was Joseph A. Fanelli, who contended that CATV's meet all the criteria for common carriers (they hold out service to the public without discrimination).

This position originally was taken by the FCC staff, Mr. Fanelli said, but was overruled by the commission itself.

"If the CATV had contracts with the TV stations to carry their programs, this would, even under the FCC's present definition, make them common carriers," he declared.

And, he added, the commission has said that it doesn't intend to regulate rates or service; it would leave that to the states. This implies that the FCC considers CATV's common carriers under state law, but not under federal law, he said, which should not be permitted.

Daniel P. Ohlbaum, deputy general counsel of the FCC, emphasized that CATV's do not, as regular common carriers do, carry the "goods" of others. Common carriers, he said, not only hold themselves out to serve the public, but actually carry material given to them by customers. CATV's, however, he said, do the choosing themselves of what TV stations and what programs will be fed to subscribers. This takes them out of the common carrier classification, and puts them into the broadcasting category as the logical installer.

Stanley S. Neustadt, representing Rollins Broadcasting, noted that Rollins will make the decision as to what programs will be sent to subscribers.

The argument was heard by Circuit Judges John A. Danaher, Wilber K. Miller and Harold Leventhal.
The WWJ Stations have earned the approval of their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 39 years. And home ownership by The Detroit News.

Because of this approval, the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit Minute is to spend it on the WWJ Stations. Whether you sell hardware or soft drinks.

WWJ and WWJ-TV
THE NEWS STATIONS
one of the most optimistic forecasters of CATV's future, suggesting that 80% of television homes might be connected to systems if the service is allowed to grow in major cities.

He viewed the New York franchise victory as having precedential importance in the country, especially in so far as it was a defeat for the phone company. With these grants, he said, other large cities would move ahead with franchise grants, regardless of phone company interest in lease-back arrangements and "delaying tactics."

No Precedent • Eric Nelson, associate general counsel of the New York Telephone Co., who presented the phone company's argument to the board of estimate, denied there was anything precedent-setting about the New York grants. He argued that New York City has an unusual franchise case on the basis of the Empire Subway situation.

CATV Enterprises, principally owned by television producer Theodore Granik, expects to begin installing its Riverdale system within 90 days and will have its promotional plans and marketing effort outlined in a month.

Ira Kamen, executive vice president of CATV Enterprises, said the high population density of apartment dwellers in the area assigned to his company would enable it to make original installations at a cost of only $80 per subscriber. In its most attractive area, he said, it will pass 1,000 potential customers per quarter-mile of ground cable.

The applications of other petitioners for New York franchises were referred by the board of estimate back to the city's franchise bureau. These were

RKO General Inc. (denied on the grounds of its ownership of a New York TV station, WOR-TV), Teleglobe Cosmotronics Corp., Cosmos Industries and Skiatron Electronics & Television Corp. Reasons given for denial of further applications were either lack of adequate financing or lack of qualified personnel.

However, the office of Deputy Mayor-City Administrator John Connorton, which had been asked by lame-duck Mayor Robert Wagner to expedite the franchise matter with new recommendations, suggested that other boroughs of the city be zoned for CATV operation and that other franchise applications be considered in the future. These would have to come into operation on the same terms as the initial antenna operators.

A hard line or hands off?

Argument over CATV regulation continues with AMST and NCTA as chief sparring partners

Proponents and opponents of proposals for strict new government regulation of the burgeoning community antenna television industry returned to the fray last week, swapping allegations, facts and opinions in the fourth round of comments in a proceeding that began last April.

The length of the grind appears to be taking its toll. Only 11 comments were filed (there was a blizzard of filings in previous rounds), and some of those merely restated arguments made before.

Last week's comments were filed with the Federal Communications Commission in reply to those filed in September in an inquiry seeking advice on future regulatory policy (Broadcasting, Oct. 4). Previous rounds dealt with the commission's proposal to extend non-microwave-served CATV's the same nonduplication and carriage requirements that were adopted in April for microwave-served systems.

Currently at issue, in addition to those requirements, are such questions as whether the commission should set limits to the distance a CATV can import a signal, prohibit program origination and pay-television operations by CATV's and establish technical standards for cable operations.

AMST vs. NCTA • As in the past, the Association of Maximum Service Telecasters took the lead in advocating a hard-line approach to CATV regulation, while the National Community Television Association argued for a hands-off approach.

AMST, which represents some 160 stations, most of them in large markets, restated its position that the commission should ban the importation of distant signals by CATV's if it wants to prevent the "destruction" of the table of allocations and the impairment of free local television service.

AMST would permit CATV's to carry the signals of only those stations putting a grade B or better signal over the community. This goes further than some others, like ABC and Westinghouse Broadcasting Co., which would bar distant signals only from large, multi-station markets. Steinman Stations, in a separate filing, generally followed AMST's position.

The association, in warning against the conversion of CATV to pay-television operation, disputed the frequently voiced argument of CATV spokesmen that CATV systems are technically incompatible with pay-TV operations.

The association provided an engineering report by A.D. Ring & Associates which said that all three existing pay-television systems are compatible with CATV, and that the costs for conversion would not be "excessive." All that is needed, said AMST, is an encoder at one end of the system and a decoder at the other.

(NCTA officials, however, said last week this argument misses the point. They said CATV operators who have considered pay television are not interested in any "existing" system, but rather in a two-way system, which would permit subscribers to order programs from the system's headquarters directly through their receivers. And present CATV's, they say, cannot be adapted to that kind of system without considerable expense.)

AMST and CATV forces continued their debate over the financial health of the television industry. CATV spokesmen have asserted that the proposals for strict regulation of CATV are made by television broadcasters who are seeking to protect "lush" profits.

What's 'Lush'? • AMST said profits aren't "lush," since 17% of the commercial television stations lost money in 1964. It also said that 30% of stations lost money or reported profits of $30,000 or less and that 40% either lost money or reported pretax profits of $100,000 or less. AMST described the financial picture of stations in one-station market of two-station markets are particularly bleak.

NCTA, however, read the FCC-supplied figures another way. It said that broadcasters had a 1964 net income before federal taxes of $145.6 million, on gross revenues of $1.8 billion. It said more than 100 stations showed profits of more than $1 million.

The question of CATV's impact on television stations is one of many issues NCTA says are unresolved and should be aired in an evidentiary hearing. NCTA said the commission should institute such a hearing "test under oath" the various conflicting statements of broadcasters and CATV operators.

Triangle Publications Inc. also urged an evidentiary hearing. Triangle, with
The revolutionary Plumbicon television camera tube was designed after years of development work supported by original research on "spectroscopically pure" lead compounds at Philips Research Laboratories division of North American Philips Company in Briarcliff, New York.

Color cameras utilizing these amazing tubes are now in production and are manufactured at the Studio Equipment operation in Mount Vernon, New York. Many of these cameras now have more on-air time than any other modern color camera in network operational use. The results of this breakthrough have been quoted as the most spectacular improvement in home color television reception—a significant stimulus to viewer, set maker and advertiser alike.

Out of this research and development depth, constant improvements are being made. Color fidelity has now been greatly improved over the amazing results thousands have already witnessed.

With the magic of these new cameras, you too can Color it Faithful!

Norelco Plumbicon Cameras are manufactured in Mt. Vernon, N.Y.

Represented nationally by Visual Electronics Corporation, 356 West 40th Street, New York, N. Y. 10018
New England

$62,500

Fulltime facility with room for growth under aggressive owner-operator. County retail sales near fifty million. Low cash and very liberal payout.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO ATLANTA BEVERLY HILLS
Jack V. Harvey M. W. Ryan Hub Jackson John G. Williams
Joseph M. Strick Eugene Carr Mary Building
313-9270 1331 S. Michigan Ave. 1655 Peachtree R.D.

WIRL-TV Peoria, Ill., however, said the commission shouldn't wait before acting to stop the proliferation of unregulated CATV's. They urged the adoption of interim rules to prevent what they said would be the impairment of local service. ABC and WBC have urged the commission to assume jurisdiction over all CATV's.

WIRL-TV asserted that local franchising authorities are not heeding the commission's suggestion to delay grants to CATV applicants until it decides its future. The commission made the suggestion in the order initiating the current inquiry.

NCTA sought to taunt those broadcasters who have warned of the dangers CATV poses to present commission policies by asserting that "when Moses descended from Mt. Sinai, he did not hold in his hands the Table of Allocations."

But, in any event, NCTA said, there is no proof that CATV's have had a detrimental effect on local television. It explained that the National Association of Broadcasters and AMST are simply trying to obtain "complete information against competition... contrary to the expressly applicable antitrust laws."

Work Against Themselves • NCTA warned broadcasters who advocate light controls on CATV that they may be laying the basis for commission action against themselves. "The very same arguments can be relied upon by the commission, with equal justification, to assume jurisdiction directly over the broadcast networks and to restrict the practices of the latter and even of individual TV stations with respect to programing "and other aspects of operation," NCTA said.

Smith & Pepper, Washington communications law firm with a large CATV practice, restated the CATV industry's long-held position that if the commission is to adopt rules it should not apply them across the board but on a case-by-case basis.

The firm said protection should not be given to stations already "reaping fat harvests because of their favored position," adding that the standards developed in the current proceeding should be designed to encourage development of independent UHF and VHF stations. If this is not done, it said, the "predominant position" of network-affiliated stations will remain.

Community Television Inc., which has CATV interests in the mountain states, said CATV represents an important source of potential for investment in UHF television. But that source will "vanish" if "stern repressive measures are adopted against CATV," Community warned.

It's unlikely, Community said, that a CATV operator will risk funds in UHF if the commission takes actions that strike, "at the roots" of that venture capital.

TV libraries started at two universities

Two of the three academic branches of the National Library of Television have opened as collective repositories, it was announced last week by the project's organizer, the Academy of Television Arts and Sciences Foundation (Broadcasting, May 17).

Both the American University in Washington and New York University have signed agreements with Robert F. Lewine, Academy president, to establish TV-show collections documenting TV's history on their campuses. Within a few weeks The University of California at Los Angeles is expected to become the third branch of the library.

Each library will build identical files containing TV film, kinescopes, video tapes, literature, designs, and equipment as supplied by the TV networks, major studios, organizations and individuals.

Changing hands

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 76).

KQV Turlock, Calif.: Sold by KQVR Inc. (Donald J. Sherman, rep) to Paul and Ruth Henning for $180,000, with seller agreeing not to compete for five years. Mr. Henning has been involved in the creation and production of television series, including Beverly Hillbillies, Petticoat Junction and Green Acres. KQVR began operation in October 1949, operates fulltime on 1390 kc with 5 kw.

KLAY Sacramento, Calif.: Sold by Robert W. and Eleanor Dunn, John R. Dunn and Janet Dunn Jenkins to Jack L. Powell and Alyce M. Powell
for $150,000. The FCC action includes waiver of three-year holding rule. The Dummies bought KJAY in July 1964. The station went on the air in May 1963, and operates daytime on 1430 kc with 500 w.

TV-radio penetration praised by Humphrey

Vice President Hubert H. Humphrey last week predicted that the day would come when “we can leapfrog barriers of isolation and illiteracy through television, to a degree Unimagined today.”

Speaking at the U.S. Information Agency’s annual honor awards ceremony in Washington, the Vice President cited “the great possibilities of closed-circuit and other television.” He also noted the use already being made of radio receivers.

“Given its present rate of development, the possibility for man’s communication with man promises to be almost unlimited in the years ahead,” he said, adding: “Then, your USIA responsibilities will be even greater than they are today.”

TV asks to intervene in AT&T rate inquiry

The three major television networks, ABC, CBS and NBC, last week filed petitions with the FCC for authority to intervene in the commission’s investigation of the rates charged by AT&T and the associated Bell System companies for interstate and foreign communications service (Broadcasting, Nov. 1).

The networks were expected to intervene in the rate inquiry because of the possibility it could bring higher line charges for the relaying of video and audio signals (Closed Circuit, Nov. 22).

The three networks said that because of the extensive use they make of the interstate services provided by AT&T they are in a position to be of assistance to the commission in this proceeding. ABC said it was charged more than $12 million by AT&T for services in 1964. NBC said it pays AT&T more than $15 million a year.

Others who requested to intervene were Sports Network Inc., NBC Television Affiliates and RCA Communications Inc. SNI said it should be allowed to intervene because of its position as an independent network with problems unrelated to those of the major networks and users of AT&T services. As an example Sports Network said it is forced to purchase eight-hour-per-day blocks when it uses only a fraction of that time for its programming.

Broadcasters are concerned about the inquiry because it could mean an increase in some rate categories. An AT&T cost study, on which the commission staff based its recommendation for an inquiry, indicated a wide disparity in rate of profits among seven categories of service. Telephone, for instance, brought a profit return of 10%, while a miscellaneous category which includes broadcasting services produced a return of less than 1%.

The commission indicated that if AT&T is underpricing some services by charging higher rates for services in which it has a monopoly, a realignment of charges might be in order.

Late applications to draw FCC fines

The FCC has served notice that it intends to levy fines on license-renewal applicants who miss their filing deadlines (Closed Circuit, Nov. 22). The policy goes into effect with applicants due to file by March 1, 1966.

The commission, in a statement last week, said the step is being taken to facilitate the processing of the 300-400 renewal applications which are filed every two months.

“The late filing of renewal applications has added needless burdens on the prompt and orderly processing of these applications,” the commission said.

Applications are due in the commission offices 90 days before licenses expire. The commission urged broadcasters to file on time to allow the full 90-day interval for processing of the application.

Media reports...

Anonymous gift — Wacu, the student-operated campus radio station at Colgate University, Hamilton, N. Y., has received an anonymous donation of equipment valued at over $6,000. The gift includes a tube tester, receiver, power supply, frequency meter and oscilloscope.

Study grant — The Connecticut Broadcasters Association in September 1966 will begin a $1,000 scholarship grant for students interested in broadcasting or allied fields at the University of Connecticut. Upon entering undergraduate studies, the recipient will receive $250 yearly.
‘Unblemished’ record cited in Lerma case

An FCC hearing examiner has recommended clearing Angel Lerma Malar, a Spanish-language television producer, of charges that he attempted to deceive the commission in connection with the production and circulation of documents reflecting adversely on KMEX-TV (ch. 34) Los Angeles.

Examiner Walther Guenther made the recommendation in an initial decision looking to the granting of a construction permit for a new television station on channel 40 in Fontana, Calif., near San Bernardino, to International Panorama TV Inc., of which Mr. Lerma is a 75% owner.

Mr. Guenther based his decision on the absence of hard proof against Mr. Lerma as well as on Mr. Lerma’s “unblemished” record. Mr. Lerma is president and a major stockholder of Panorama Latino Inc., producer of Panorama Latino, which is seen on KCO(TV) Los Angeles.

International’s application for channel 40 was designated for hearing after KMEX-TV petitioned the commission to deny it. The commission’s Broadcast Bureau, in its proposed findings, recommended a denial of the application. (BROADCASTING, Aug. 30)

Letters • At issue are letters disparaging KMEX-TV which were signed with fictitious names and sent to the commission and the station’s advertisers, as well as an “altered” summary report regarding UHF-set conversions in the Los Angeles area. The original report was prepared by the Associated Research Co., and indicated a low rate of set conversions.

Alexander G. Golomb, an employe of Panorama Latino, has admitted writing and mailing the letters, producing the “altered” summary report and then circulating it among Los Angeles advertising agencies. But the question was the extent of Mr. Lerma’s involvement in those activities.

Examiner Guenther said that the evidence that Mr. Lerma bore any responsibility was "wholly circumstantial" and that it was outweighed by Mr. Lerma’s sworn statements that Mr. Golomb acted on his own, without the knowledge or consent of his employer. Mr. Golomb gave the same testimony.

In accordance with the weight he did to Mr. Lerma’s statements, the examiner noted the “unchallenged character attestations of record as to his unblemished reputation for truth and veracity.” These factors, together with Mr. Lerma’s “demeanor” and other evidence on the record, "when viewed in their totality and intricate relationship,” the examiner said, “absolve Mr. Lerma of the responsibility for the actions of Mr. Golomb.”

No Motive • The examiner pointed to what he considered an apparent lack of motive for Mr. Lerma to have initiated a “clandestine” attack against the KMEX-TV UHF-conversion report, for instance, would have hurt Mr. Lerma’s proposed UHF station as much as KMEX-TV, the examiner noted. However, he also said that the record as to motive renders International’s case neither more nor less credible. He said it played no part in his ultimate conclusion.

The examiner also suggested that the language difficulties of Mr. Lerma, who arrived in the U.S. from Argentina in 1946, and of other foreign-born witnesses in the hearing may have been responsible in part for some of the allegations of misrepresentations.

“‘To hold a person unfit to be a broadcast licensee,’” the examiner said, “the decision must rest upon affirmative conclusions of such person’s deliberate intention to mislead the commission or of such person’s carelessness (in the nature of willfulness and wantonness) in misleading the commission . . .”

He said that no such conclusion could be drawn in this instance.

NAB reports sharp rise in code stations

Between Aug. 15 and Oct. 15, 52 stations were added to the National Association of Broadcasters radio code roster and 24 stations were withdrawn. In the same period three stations joined the TV code and none withdrew.

Radio additions: KAFF Flagstaff, Ariz.; KBBA Benton, KOME-AM-FM Osceola, KPCA Marked Tree, KQV Morrilton, and KWIN Wynne, all Arkansas; KUDE Oceanside, KUDU-AM-FM Ventura and KQG Stockton, all California; WMT Murphysboro and WMCW Harwood, both Illinois; WBT-FM South Bend, Ind.; WFK Indianapolis; WLOD Pompano Beach and WWOQ(FM) Boca Raton, both Florida; KANS Larned, KFLA-AM-FM Scott City and KUKP-AM-FM Garden City, all Kansas; KLUV Haynesville, La.; WLMD Laurel, Md.; WOEX Bay City, Mich.; KLMS Lincoln, KLOL Lincoln, KOL-AM-FM Omaha and KNLV Or, all Nebraska; KQEO Albuquerque, KBBR Ruidoso and KGK Gallup, all New Mexico; WMCM-AM-FM Wildwood, N.J.; WELV Ellenville, WING Sag Harbor and WOSC-AM-FM Fulton, all New York; Keye Oakes, N.D.; WBOY Bryan, Ohio; KVIN Vinita, Okla.; KQRL Bend, Ore.; WRAK-AM-FM Williamsport, Pa.; WBBU(FM) Providence, R.I.; WNGC and WTXM(FM), both North Charleston, S.C.; WKRK Columbia, Tenn.; KECX Odessa, Tex.; KISN Vancouver, Wash., and WBEV Beaver Dam, Wis.


Controversial items on FCC agenda

The FCC was back to full strength for the first time in two months last week, with the return to Washington of Commissioner Rosel H. Hyde. He had been serving as vice chairman of the U. S. delegation to the International Telecommunication Conference in Montreux, Switzerland (see page 71).

His return means the commission will be able to turn to a number of controversial items that have been deferred because of his absence. One scheduled for action Dec. 15 is on what sanctions should be imposed on five broadcast stations caught up in the commission’s campaign against overcommercialization. Others are a proposed revision of the program-reporting form for television, and proposed reorganization of the commission’s Broadcast Bureau.

Another one involves the proposed transfer of control of WLBT(TV) Jackson, Miss., to Lamar Life Insurance Co., the former parent of the station’s license corporation. The station is now operating under a one-year license renewal, imposed as a sanction after the commission concluded WLBT had discriminated against Negroes in its programming.
Desilu upheld in tax case

Some of the financial intricacies of the CBS-Desilu Productions Inc. arrangement on the Lucy-Desi programs of five and more years ago were disclosed in a ruling by a U. S. Tax Court judge last week that Desilu was right in count as capital gains the $750,000 it received from CBS when the network bought the 13 shows in 1962.

Judge Howard A. Dawson, Jr. ruled that the history of Desilu showed that it was principally in the business of renting film shows to TV and that the sale of the 13 "jumbos" was not a regular business practice of Desilu Productions.

The case was appealed to the Tax Court when the Internal Revenue Service disallowed Desilu’s income tax listing of the $750,000 as capital gains. It claimed that Desilu owed $122,630.31 more in income tax for the fiscal year ended April 28, 1962.

In a corollary ruling, Judge Dawson held that Desilu properly depreciated the 13 films in the year of their sale because the amount realized exceeded the adjusted basis of the shows at the beginning of the year.

The decision related that in 1957 CBS granted to Desilu the right to use the I Love Lucy format, which it had acquired in 1956 when the network sold back its 24% interest in Desilu for the $1 million it had paid. In return Desilu agreed to pay CBS 35% of the profits realized from these films, and granted CBS the exclusive right to distribute the films after Desilu itself had rented them on a first-run basis. For its distribution service, CBS was to receive fees ranging from 5% of the gross income to 35%.

Thirteen Lucy-Desi shows were shown on CBS during the fiscal years 1958, 1959 and 1960, sponsored by Ford Motor Co. and Westinghouse Electric Co. Desilu received a total of $5,175,390 in these three years for the 13 shows, and accrued $65,000 of rental income from their exhibition in six Australian cities.

It cost Desilu $4,657,386.48 to produce and telecast the 13 shows, giving it a total net income of $1,224,933.02.

The Tax Court decision recounts the sometimes acrimonious meetings between Desi Arnaz and Spencer Harrison, then CBS vice president in charge of business affairs. Mr. Arnaz, after the last network run in June 1960, proposed several "packages" for syndication, some in conjunction with the 20 Desilu Playhouse programs. Mr. Harrison did not seem interested, it appears, and at one point offered to buy out Desilu’s interest in the shows for $1 million. Mr. Arnaz maintained they were worth $2½ million. A meeting with CBS Chairman William S. Paley failed to lead to a solution.

In 1961, Mr. Harrison informed Mr. Arnaz that CBS would be willing to sell its 35% interest for $750,000. The Desilu board declined, however, to accept this offer. In late 1961, Don Sharpe, personal TV agency for Lucille Ball, president of Desilu Productions, and for Mr. Arnaz, began discussions with Benton & Bowles to have General Foods sponsor the syndication of the 13 shows. This resulted in an offer to sponsor the program in the summer of 1962 at a licensing fee of $47,500 per show, which Mr. Arnaz thought was too low. He relayed this information to Mr. Harrison, however, and Mr. Harrison thought it was a good offer. An argument again ensued, resulting in Mr. Harrison again offering to buy the 13 shows, but this time for $750,000. Although still not satisfied with the offer, Mr. Arnaz relayed the offer to the Desilu board which recommended acceptance.

At the final agreement, CBS agreed at Mr. Arnaz’s insistence to pay Desilu an additional $500,000, payable only out of 50% of CBS’s profits in excess of $1 million from future distribution of the shows.

CATV registers stock with SEC

CATV of Rockford Inc., Rockford, Ill., has filed a statement with the Securities & Exchange Commission seeking registration of 18,500 class A common shares to be offered to the public at $18 a share. Initially the stock will be offered to residents of Illinois in maximum amounts of 400 shares each. The stock offering is not underwritten.

The company was organized last year to operate a community antenna television system in the Rockford-Loves Park, Ill. areas. The firm would own and operate its own headend and microwave relay facilities and has requested cable circuits from the Illinois Bell Telephone Co.

CATV of Rockford (Harley E. Swanson, president) is one of several applicants for a franchise in the Rockford-Loves Park area, Others are Rockford Community Television Inc. (owned by WREX-TV Rockford [Gannett newspapers] and Central Illinois Electric & Gas.

Proceeds from the sale of stock will be used to construct and maintain the system during its first three years of operation.

The company also has outstanding 1,600 class B common shares. A total of 14,400 class B shares have been subscribed by the promoters of the company at $12 a share.

Reeves earnings up 25% in nine months

Reeves Broadcasting Corp. has reported increasing operating profits and revenue in the first nine months of 1965. Reeves owns two TV stations (WHSV-TV Charleston, S. C., and WHNT-TV Huntington, W. Va.), a studio division, a land development division, community antenna TV systems, and during the year bought WHTF-AM-FM Baltimore for $1 million and WKEE-AM-FM Huntington, W. Va. for $475,000.

The firm has invested almost $1 million in new color equipment for its TV tape recording department and is conducting negotiations whereby it will build and own 70% of a CATV system in the Uniontown, Pa. area, according to J. Drayton Hasle, president.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.50</td>
<td>$0.40</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>$4,250,000</td>
<td>$3,809,500</td>
</tr>
<tr>
<td>Pretax income</td>
<td>$239,000</td>
<td>$404,000</td>
</tr>
<tr>
<td>Net operating profit (Excluding nonrecurring credits)</td>
<td>286,900</td>
<td>286,900</td>
</tr>
<tr>
<td>Cash earnings (net profit from operations after taxes plus depreciation)</td>
<td>726,700</td>
<td>586,200</td>
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</table>

Warner Bros. recovers from '64's loss

Warner Bros. Pictures Inc., New York, at the close of its fiscal year ended Aug. 31, reported a recovery from 1964's net loss, with earnings of 95 cents a share.

Warner's film rental income was $56,-326,000 from theatrical exhibition, $20,-474,000 from TV exhibition, and $20,-295,000 from record, music and other sources, along with dividends from foreign subsidiaries not consolidated of $772,000, as compared to 1964's figures: $36,373,000, $21,105,000, $15,-783,000 and $706,000 respectively.

Year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.95</td>
<td>$0.85</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>$4,663,000</td>
<td>($3,861,000)</td>
</tr>
<tr>
<td>Federal and state income</td>
<td>$3,906,000</td>
<td>$4,700,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>4,877,592</td>
<td>4,850,952</td>
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</table>

20th Century-Fox up 58% in nine months

20th Century-Fox with an eight-fold boost in revenues from TV series rentals, issued a nine-month financial statement last week showing earnings up 58% over the first three quarters of 1964.

Third-quarter earnings for the company were $1.05 a share compared to 61 cents a share in 1964's third period.

The current prime-time network television season began with seven-and-one-half of programming per week produced by 20th Century. Two new shows, The Batman and Blue Light, will increase the company's network total to nine hours in January.

Nine months ended Sept. 25:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$5.12</td>
<td>$1.98</td>
</tr>
<tr>
<td>Gross income</td>
<td>$110,361,000</td>
<td>$71,214,000</td>
</tr>
<tr>
<td>Feature film and short subject rentals (TV included)</td>
<td>89,990,000</td>
<td>65,597,000</td>
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<tr>
<td>Film series rental to TV</td>
<td>21,572,000</td>
<td>2,532,000</td>
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<tr>
<td>Other income</td>
<td>5,280,000</td>
<td>3,125,000</td>
</tr>
<tr>
<td>Pretax earnings</td>
<td>19,867,000</td>
<td>7,008,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>8,773,000</td>
<td>3,559,000</td>
</tr>
</tbody>
</table>

Four Star has loss in 1st quarter

Gross income dropped for the first quarter of the current fiscal year at Four Star Television, Hollywood. The income loss is largely due to a shift in sales of projected shares to first-run syndication for individual stations (the syndication sales are not included in income until a show has been produced) and is due to the cancellation of Amos Burke—Secret Agent after 17 episodes which caused a higher amortization of costs in the reporting period.

As a result of the emphasis on syndication sales, approximately $700,000 in sales during the current fiscal year was not included in income for the first quarter, according to Thomas J. McDermott, president, and George A. Elber, executive vice president.

Thirteen weeks ended Sept. 25:

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.17</td>
<td>$0.11</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,561,006</td>
<td>1,560,656</td>
</tr>
</tbody>
</table>

Paramount per share earnings down $1.94

Per share earnings for Paramount Pictures Corp. for the third quarter of 1965 dropped $1.94 from the comparable period last year. The company's net income was down $3 million from 1964.

Paramount is currently pressing an antitrust suit against Herbert J. Siegel, president, Baldwin-Montrose Chemical Corp., and an associate, Broadway producer Ernest H. Martin (see page 60).

Three months ended Oct. 2:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.17</td>
<td>$0.22</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,561,006</td>
<td>1,560,656</td>
</tr>
</tbody>
</table>

Decca becomes MCA division

Decca Records will become a division of MCA Inc. on Jan. 1 following the action of MCA's board of directors which adopted a plan of merger Nov. 26. MCA owns 95% of Decca Records and has offered to buy the remaining 5% for $48.30 a share. Decca Records owns 93% of Universal Pictures Inc. Decca's 1964 total revenue, including sales of its Universal Pictures subsidiary, was $107 million. MCA's 1964 revenue, including Decca's gross, was $196 million.

BROADCASTING, December 6, 1965

You ain't seen nothin' yet

If 1965 is proving to be a record year for color TV set sales, just wait until 1966 when nearly four million color sets will be sold by the industry, Leonard C. Truesdell, president of Zenith Sales Corp., told the company's distributor meeting in Chicago last week. Zenith's color sales in November ran at a rate double last year, he reported, and 60% of all sales were for the big 25-inch tube size sets.

Predicting that color set demand will continue to outstrip production next year, Mr. Truesdell said the sales of black-and-white sets also will continue very high. He predicted that the industry will again sell eight million monochrome sets, equal to this year's record pace.

Record year predicted for Screen Gems

Record sales and earnings for Screen Gems' fiscal year which ends in late September 1966 were predicted by Jerome S. Hyams, executive vice president and general manager of SG, at the company's annual meeting of stockholders in New York last week.

He cited two areas of concentration that will contribute to Screen Gems' success during the year: an increased emphasis on West Coast production, which already has resulted in a 50% rise in the number of prime-time network shows, and an expansion in the diversified activities of SG, including broadcast station commercials, and audience and consumer research divisions.

56 (FINANCIAL REPORTS)
Those who can, do. Those who can, teach. A contradiction? Not in the case of Lehman Engel. For Mr. Engel, be he conducting an overture or conducting a class, is the guiding force behind a whole new musical generation. At the BMI Musical Theater Workshop, Mr. Engel unselfishly devotes his time to developing new talent for Broadway. Here beginners can learn from the experience of this extraordinary conductor-composer-arranger. BMI is proud of Lehman Engel for sharing his insight to help shape the music of tomorrow. It is with deep pleasure that we license his compositions for public performance.

Among Mr. Engel's works are the operas "The Soldier" and "Malady of Love"; Symphonies No. 1 and No. 2; music for the original productions of many plays including "Middle of the Night", "A Streetcar Named Desire", "The Time of Your Life", "The Wisteria Trees". He has conducted more than one hundred Broadway musical productions.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE.
Laser takes TV pictures in total darkness

ITS APPLICATION FOR COMMERCIAL TV UNEVALUATED

A laser television system that can pick up pictures in total darkness was announced last week by Perkin-Elmer, manufacturer of scientific instruments, Norwalk, Conn.

"Subjects even in complete darkness appear on the TV screen as if in daylight brightness," the announcement said. "Picture quality is exceptionally sharp and clear."

The announcement stressed that the system is still in the laboratory stage. "While the device may have specialized use in commercial TV studios," it continued, "this application remains to be evaluated by industry experts."

One possible broadcast use foreseen by the company was in spot news reporting. Other potential applications were seen in aircraft all-weather landing systems, covert surveillance by law-enforcement agencies, spacecraft landings and scientific study of nocturnal habits of animals.

Broadcast engineers queried about the announcement took a cautious view of its prospects in commercial TV, suggesting that if it has applications in broadcasting they are more likely to be long-range rather than near-term.

Color TV • Some also noted that in view of the current rush to color TV, its limitations in broadcasting may be much greater than they would have been some years ago, although they did not discount the possibility of "ultimately" developing a three-laser system to handle color.

Perkin-Elmer authorities said later that they had already done some experimental work, with "reasonably good" color reproduction, using two rather than three lasers—one combining blue and green and one using the red light laser employed in the current laboratory model. Color experimentation, they said, has been limited to film thus far.

One broadcast engineering expert described it as being "in effect, a return to the old flying spot scanner." He said it "has possibilities of tremendous picture resolution," and suggested that it holds long-range potential as a kinescope recording device.

The system, unlike conventional TV cameras, has no image orthicon tube. It uses a laser light transmitter and a reflected-energy receiver. The red light beam of a Perkin-Elmer helium-neon gas laser scans the subject through a pair of rotating, diamond-faceted mirrors, and light energy is reflected from the subject back to the receiver, which is contained in the same unit as the laser transmitter.

The fast line sweep of the transmitter laser beam is synchronized with the electron beam of a standard TV receiver, and the reflected energy controls the intensity of the electron beam, forming the image in the picture tube. The laser beam itself is virtually invisible.

ABC-TV buys 10 VTR's

ABC-TV has awarded a $900,000 contract to Ampex Corp., Redwood City, Calif., for 10 high-band color Videotape recorders.

The current order for VR-2000's brings the number of such recorders in use by network to 17. The new units will be used in studio work and in mobile vans in both New York and Hollywood.

Ampex, Precision settle suits

Ampex Corp., Redwood City, Calif., electronic company which pioneered development of television tape recorders, has reached a final agreement with Precision Instruments Inc. of Palo Alto, Calif., settling part of nearly $7 million in suits and counter-suits now in court or pending appeal.

The Nov. 29 agreement will pay Precision $150,000 cash and give it royalty rights to certain contested patents. Approved by U. S. District Court Judge Lloyd H. Burke, the settlement annuls a $600,000 award to Precision in a September antitrust judgment decided against Ampex (BROADCASTING, Oct. 18, Sept. 27). At that time two complainants, MVR Corp. (then named Mach-Tronics) and Precision Instruments, were awarded treble damages of $600,000 each on grounds that Ampex had conspired to control the world market for TV tape recorders. The decision is being appealed by Ampex.

In a counter-suit decided two weeks ago, Ampex was awarded $20,000 from MVR on charges that MVR had pirated secrets and infringed Ampex's patent rights. Ampex originally had filed suit for $3 million damages. MVR was formed four years ago by Ampex project engineer Kurt Machein, who was soon joined by seven Ampex engineers and executives.

Ampex has announced it will continue its suit against MVR for the remaining $2,980,000 in a trial scheduled for March 7, 1966. MVR attorneys have stated that MVR will have nothing to do with the agreement reached between Ampex and Precision.

Air industry support for antenna-farm rule

The FCC antenna-farm proposal, which has been widely criticized by broadcasters, received support last week from the Aircraft Owners and Pilots Association in reply comments filed with the FCC.

The FCC proposal, which would require the grouping of tall broadcast...
towers in designated farm areas, is designed to accommodate tall towers and at the same time protect air safety (BROADCASTING, May 31).

The association said that comments of broadcasters give the impression that they believe a prerogative long held by the FCC is being needlessly given to the Federal Aviation Agency. However, the FAA was given authority to determine aeronautical hazards by Congress. The association said it is unaware of any case where the FCC disregarded a determination of hazard made by the FAA.

Broadcasters claim that the Federal Aviation Agency could, under the proposal, block a proposed antenna farm site by simply writing a letter to the FCC stating that the proposed site would constitute a hazard to air navigation. They claim that this procedure would give the FAA a veto power over site selection.

The association pointed to the past record of cooperation between broadcast and aviation interests. Aeronautical interests have, in general, regularly pointed out areas for tower locations that would have a minimum effect on aviation, the association said.

The association concluded that the antenna-farm proposal would be a joint undertaking by aviation and broadcast interests to achieve mutually desirable objectives.

The FCC last week, was requested to extend the deadline for reply comments on the proposal to Dec. 14. The request came from WCCO-TV KTCI-TV and KTCI-TV, all Minneapolis-St. Paul.

EIA supports tests on channel-sharing

The land mobile communications section of the Electronics Industries Association told the FCC last week that it would welcome field tests to determine the feasibility of TV channels being shared with land mobile radio users. The FCC initiated an inquiry concerning this question in March 1964.

The commission should implement a planned testing program in order to evaluate the results of laboratory findings, the association said. The association filing was in part an answer to earlier filings of the Association of Maximum Service Telecasters which has stated that the sharing of TV channels with land mobile services is not even theoretically possible (BROADCASTING, Aug. 9).

EIA said the apparent discord revolves around the question: "What is the ability of a TV receiver to discriminate against unwanted signals?" However, to answer this question definitions and methods of measurement must be agreed upon and the commission should take the lead in establishing measurement criteria, the association said.

In August Douglas Aircraft Co. filed an application with the FCC seeking a construction permit for an experimental low-power one-way paging system to operate on frequencies allocated to channel 6 in Los Angeles for television use. Douglas has asked that the question of frequency sharing be deferred until completion of its tests.

Also pending before the FCC is a petition from the National Association of Manufacturers proposing the shared use of TV channels 14 and 15 with the land mobile services on a geographical basis.

MPATI plea turned down

The FCC last week refused a request for reconsideration of its June 30 decision to deny the petition of the Midwest Program for Airborne Television Instruction Inc., for regular airborne operation on six UHF channels. The vote was 6 to 1 with Commissioner Kenneth A. Cox dissenting.

The commission, in its June 30 order, said it would permit MPATI to continue its experimental airborne operation on channels 72 and 76 for five years. It also said it would entertain applications for regular operation on six channels in the 2,500-2,690 mc band used for instructional television fixed service.

Unlighted radio tower brings $500 fine

In the first assessment of its kind the FCC last week issued a notice of apparent liability of $500 to KADY St. Louis for failure to maintain proper lighting for its broadcast tower.

The commission said it regards the failure to maintain required illumination as a serious matter and would have imposed a much greater forfeiture were it not for the licensee's financial condition. The illumination of towers is required where they constitute or there is reasonable possibility they may constitute a menace to air navigation, the commission said.

KADY, which has been off the air since February, has 30 days to contest or pay the forfeiture.
New season can start any time at ABC-TV

Network to break away from traditional pattern of starting all new shows in fall

A new concept of introducing new programs throughout the year, and thus perhaps eliminating the traditional one-fell-swoop introduction of an entire new season’s schedule every fall, was reported last week by ABC-TV.

“Television has victimized itself by bringing about the unified premiere schedule among all three networks,” President Thomas W. Moore asserted. “We are going to change that.”

He said ABC-TV is going to launch “a new ABC-TV season” in January 1966, and other officials said it would be backed by advertising and promotion equal to that given any fall premiere season. They spoke in New York last Monday (Nov. 29) at the first of three regional meetings of ABC-TV affiliates.

In response to questions, ABC-TV authorities said the network’s plan to change the three-network introduction patterns of the past did not necessarily mean that ABC-TV would not again introduce new programs at the same time as the CBS-TV and NBC-TV fall premieres.

Rather, they said, ABC-TV is thinking of “a constantly changing season.” After the new “new season” starts in January, for example, other new programs would be introduced from time to time in a continuing process.

No Predictions • Authorities acknowledged that the concept raises questions that cannot yet be answered, however, and said the extent to which “a constantly changing season” can be evolved is therefore difficult to predict.

That ABC-TV has not abandoned the idea of programming another new season next fall was made clear by Edgar J. Scherick, ABC vice president in charge of TV network programing, who said ABC-TV is spending some $7 million in program development for the 1966-67 season.

Approximately 30 new series are in development or in pilot production for ABC-TV in 1966-67 (BROADCASTING, Nov. 29).

Mr. Moore noted that four new shows would be introduced by ABC-TV in January: the twice-weekly Batman, Code: Blue Light starring Robert Goulet, The Double Life of Henry Phyle with Red Buttons and The Baron with Steve Forrest (BROADCASTING, Nov. 15).

“This is a most exciting quartet of programs and we are sure they will bring new vitality and interest to television and to ABC-TV,” Mr. Moore said. He said program shuffling had already strengthened ABC-TV’s Monday and Friday night audiences.

ABC-TV has been lagging in the ratings this year but showed gains in the latest national Nielsen report (BROADCASTING, Nov. 29).

Promotion Planned • Don Foley, ABC vice president in charge of advertising, said the new season in January would be given an advertising and promotional push "to equal any premiere season," including a co-op advertising program that would be both lively and compelling.

James E. Duffy, ABC vice president in charge of TV network sales, said the current quarter, virtually sold out, is the best sales period in ABC-TV history and that the first quarter of 1966 is close to 90% sold out, well ahead of ABC-TV’s position at this time a year ago.

Mr. Duffy said advertiser interest in the “new ABC-TV season” schedule is high, with the programs at or close to sold-out levels. ABC-TV’s sports and news programs also are virtually sold out, he reported.

Edward Bleier, vice president in charge of daytime sales until his promotion late last month to ABC vice president in charge of public relations and planning for the broadcast division, reported strong gains in daytime audience and predicted these would be enhanced by the Dec. 20 introduction of Supermarket Sweep and The Dating Game.

“Both ABC-TV’s Monday through Friday and weekend daytime schedules are virtually sold out,” he said, “and with a basic economy that is extremely strong we look for healthy daytime business to continue on both the national and local levels.”

Gains in news and sports programing were reported by Elmer W. Lower, president of ABC News, and Roone Arledge, vice president and executive producer of sports programs.

Some 80 ABC-TV affiliates attended the New York meeting, which was followed by one in San Francisco on Wednesday (Dec. 1) and in Chicago on Friday (Dec. 3).

GAC management group acquires company control

A management group at General Artists Corp., in association with an investor group, has acquired control of the company, it was announced last Thursday (Dec. 2) by Lawrence R. Barnett, GAC president-chairman.

The group purchased the entire GAC holdings of Baldwin-Montrose Chemical Co., consisting of 400,000 shares of common stock, amounting to approximately 70% of shares outstanding. The sales price was approximately $2 million.

The management group at GAC in-
Opposition to program rule

CBS, NBC say proposal requiring programs for independent TV's unneeded

An FCC proposal aimed at strengthening independent television stations by requiring networks to make "a good-faith effort" to provide them with programming was roundly denounced by NBC and CBS last week.

The networks, in comments prepared for filing Friday (Dec. 3) in the rulemaking proceeding, said the proposed rule is unnecessary, would involve the commission in business negotiations better left to the stations and networks, and would constitute an unlawful extension of the agency's authority.

They also denounced a proposal, suggested in a notice of inquiry accompanying the rulemaking, to compel the networks to affiliate with, or offer programs "on a reasonably extensive basis to," stations in small markets within the service area of large-market affiliates.

The proposed rule, issued for comments last June (Broadcasting, June 7), would require networks to make an affirmative effort to place on independent stations the programs their affiliates in the same market refuse to clear.

Good Faith • Networks would have to alert independent stations to any uncleared programs in a market and then offer the programs "in good faith" and on "reasonable terms."

The proposal is also designed to aid stations in markets overshadowed by large-market network stations. Networks would be required to make a good-faith effort to comply with an advertiser's request to place a program on an independent station as well as the affiliates.

The rulemaking and notice of inquiry, which reflect the commission's long-standing concern with the need for providing independent stations, particularly UHF's, with network programming, was triggered by a petition filed by WUHF-TV (ch. 18) Milwaukee (Broadcasting, Feb. 24, 1964).

WUHF, in turn, acted largely because of an inability to reach satisfactory arrangements with NBC on obtaining programming that the network's Milwaukee affiliate, WTMJ-TV, refused to clear.

NBC and CBS, however, said the rule is unnecessary since they follow practices essentially similar to the commission's proposals. NBC said its disagreement with WUHF "was due entirely to the station's insistence on an unrealistic network rate."

All Markets • NBC said that in every case where an affiliate failed to clear for a current series, the network offered it to other stations in the market. NBC also said it regularly attempts to place programs in every market ordered by a sponsor, even if there is no NBC affiliate in the market.

CBS said that in the current season it offered 36 different program series to one or more of 33 different nonaffiliated stations in markets of affiliates that refused to clear for the programs.

But if the FCC attempts to impose such practices as a legal requirement on networks, NBC said, it would be "thrusting itself into the process of negotiation of private agreements best left to the parties themselves."

NBC said the commission would become involved "in all phases of program clearance, including being required to promulgate rules covering all the many details of the affiliation process; to interpret those rules; and to waive those rules in individual cases."

CBS said the commission, under the rule, would be regulating networks directly—as program suppliers—and thus exercising an authority the network said the commission has consistently stated it does not have.

Burdensome • CBS also said that, by "compelling" networks to make programs available, the rule would be more burdensome than common carrier type regulation. Furthermore, the network said, the commission, in passing on the
reasonableness" of network offers to an independent station, would become deeply involved in rate regulation.

The network said the proposal to require networks to seek to place programs on small- as well as large-market stations if requested by an advertiser would "delegate to the advertiser complete control of determination as to program duplication."

CBS also said the commission lacks authority to issue regulations providing for "compulsory" affiliations. It added that the commission should permit the part that economics play in network-station contractual relations to continue to function.

AP distributing radio LP

Associated Press has advised radio station members that it will be producing a special 12-inch LP recording for station sale that would review the year's top news events. AP said initial response was "very good" and that the records will be ready for shipment Dec. 20. AP proposes to sell the recording to stations at $1.50 each, suggesting that stations resell the record for $2. AP said it would be "broadcast equivalent" to "The World in 1965," which is prepared by AP in book form and resold by member newspapers to interested readers.

Judge says his ban vulnerable

Admits injunction barring release of news could be reversed

A judge in Tucson, Ariz., who last month slapped a temporary injunction on local law enforcement agencies forbidding them to discuss a murder case with newsmen, said last week he felt the injunction could be successfully appealed.

Judge Richard N. Roylston of the Arizona Superior Court said Thursday (Dec. 2) that news media should investigate the possibility of obtaining a writ of prohibition in the state appellate court.

The judge's Nov. 22 injunction came at the request of the defense attorney for Charles Howard Schmid Jr., 23, who is charged with the murder of three Tucson girls. Judge Roylston said if the "quantity and quality" of news reports to that time continued, it could prejudice the defendant's case.

At the same time he turned down the defense attorney's request to prohibit news media from broadcasting or printing reports of the case. However, the judge put the media on notice, saying he would be open to a defense request at a later date to put curbs on news coverage.

Judge Roylston said he based his decision primarily on what he thinks higher courts will be "compelled" to do; that is set down guidelines for how much pretrial information newsmen should get.

In the temporary injunction request (a permanent injunction must be decided by a trial jury in Arizona and a date for such a trial has not been set), the defense attorney, William Tinney, had cited a September decision by the Arizona Court of Appeals which reversed a criminal conviction and cited pretrial publicity among its reasons. At that time the appellate court said it would "support any courageous bench who will step in and bar" pretrial publicity that may be prejudicial to pending cases.

Which Way? • Although admitting he was on the horns of a dilemma, Judge Roylston said if he granted an injunction silencing both the media and law authorities "I'd be infringing on the rights of the press. If I don't, I'll be infringing on the rights of this defendant to an impartial trial jury. If news coverage is continued as it has been, the defendant's right to a free trial will be impaired. . . . I predict

Radio and TV barred from California courts

A California group composed primarily of judges and lawyers has slammed the door on TV and radio, and photographers, in the courtrooms of that state—and even in the corridors of courthouses during recesses.

The action was taken Nov. 26 by the California Judicial Council by a vote of 17 to 1 and in effect adopts the provisions of Canon 35 of the American Bar Association with some embellishments of its own. The council, established under a provision of the state constitution, consists of 12 members of the judiciary, four members of the state bar and two members of the legislature.

The single dissenting vote was cast by Assemblyman George A. Willson (D-Huntington Park) who is chairman of a legislative committee considering the problems of court access to news media. The legislative committee is scheduled to begin hearings this week.

Judge Gordon L. Files of the state district court of appeals (Los Angeles) was chairman of the council's committee on court management which recommended the action. He noted that photographs and broadcasting will be permitted from courtrooms after court adjourns for the day, and during ceremonial occasions. He warned, however, that judges must keep "photographers and broadcasters from rushing down the aisles and elbowing their way to get at witnesses and defendants."

The ban, which becomes binding on all state courts Jan. 1, bars photography, recording for broadcasts and broadcasting within a courtroom while the court is in session or during any mid-morning or mid-afternoon recess. Photography and broadcasting at other times come under court limitations.

The council was prepared to issue the prohibitions six months ago, but withheld action when news media asked for a hearing.

The council's action brought immediate reaction from news media—and from a woman traffic judge.

In Los Angeles CBS's KNXT(TV) called the council's action a blow against "the people's right to know." It urged the legislative committee to make its own review and findings. It also recommended that a state constitutional revision commission consider limiting the powers of the judicial council.

Also in Los Angeles, Noel Cannon, traffic judge, declared she not only opposes the ban on television and newspaper photographers but believes they should be welcome at all trials, especially traffic court cases. Judge Cannon said that plans for a new traffic center, which she helped develop, provide for recessed TV positions separated from the courtroom proper by one-way glass to permit live coverage of courtroom proceedings.
that the high courts would interpret comment thus far in this case as a violation of rights.

A front-page editorial in the Tucson Daily Citizen charged the defense's complaint was based "solely on the quantity of news which has been printed and aired. . . [the defense attorney] did not even attempt to support, much less prove his assertion that because of the news coverage his client's rights would be 'irreparably damaged.' . . . The judge's orders represent a deliberate attempt to shut off primary sources of news. . ."

George Rosenberg, managing editor of the Daily Citizen wrote to the National Association of Broadcasters, Radio Television News Directors Association and other organizations, seeking their comments "for publication."

Bob Gamble, WFBN-AM-FM-TV Indianapolis, RTNDA president, said that association "deplores" the injunction. Restraining public officials from "disclosing any information regarding a pending murder trial has the effect of isolating public agencies from public scrutiny and contributing to irresponsible rumor in this case," Mr. Gamble said.

"A community is entitled to information regarding its welfare. The news media are constitutionally guaranteed the right of free press. Justice is not fostered in a vacuum. RTNDA is committed to the belief that the rights of free press and free trial can and must jointly prevail."

NAB Answering • A spokesman for NAB said that organization would probably answer Mr. Rosenberg's request this week.

Gary Greenberg, news director of KVOA-TV Tucson, said that since the injunction was handed down there has been an "attitude of commiseration" among newsmen and that, if anything, the injunction has produced a feeling of unity among the media. He noted that media in Tucson have had "exceptionally good" relations with law enforcement agencies for some time.

He added that there was no feeling of politics entering into the judgment since judges are elected without party designation, although they run under party affiliation in the primary.

Newsmen have not suffered a complete blackout, however. Mr. Greenberg said the pretrial hearing has been covered in the courtroom. But Canon 35 of the American Bar Association is enforced in Arizona, so there have been no courtroom pictures or tapes.

Chicago Edict • Meanwhile a similar ban, restricting comment by attorneys on pending cases, has developed in Chicago affecting news coverage. The U. S. district court there has issued a new rule limiting out-of-court comments by lawyers on the grounds such comment or explanation tends to cause rather than cure the confusion or suspicion in the public mind. The new rule came after the U. S. attorney in Chicago had criticized the light sentence given by the court in the case of a savings and loan officer found guilty of misappropriating $85,000. The court disclaimed any connection of the rule to the comment however.

Council complains about WXUR

WXUR Media, Pa., whose sale last March to a group headed by Dr. Carl McIntire was the center of considerable controversy, is continuing to spark protests.

The Media bureau council has written the FCC reliability local residents' complaints about the station and asking the commission's position on telephone-interview programs, one of which was the cause of most of the protests about WXUR. The commission has not yet replied.

Residents complained that Tom Livezey, who conducts the program Freedom of Speech, between 3 and 4 p.m. daily, used it to attack Negroes and then refused to "process to completion," as the borough council put it, calls in opposition to the station's position.

The borough council, in a letter signed by its solicitor, Howard F. Reed Jr., said that "within the context of free speech," it believes that any radio program inviting the public to participate by telephone should accord "equal treatment" to all callers.

The council also said it didn't know whether the complaints about the program fell within the commission's jurisdiction. If they do and the program concerned "meet your test," the letter added, the council recognizes it should not ask for commission intervention.

The station is controlled by the Faith Theological Seminary, which is headed by Dr. McIntire. Civil rights groups, labor unions and church organizations which had been attacked by Dr. McIntire on his radio program had urged the commission to deny the application for transfer of control. The Media Chamber of Commerce had also opposed the sale.

John H. Norris, president and manager of the station, is the son of the Rev. John M. Norris, owner of WCOB Red Lion, Pa., who is seeking to have a federal court declare the FCC's fairness

New computer for Traffic-Avails-Scheduling

Traffic, availability, and scheduling problems—which account for a tremendous expense in time and dollars for most TV stations—may be a thing of the past. Sarkes Tarzian, Inc., Bloomington, Indiana, has developed a special purpose digital computer, TASCOM, which uses high speed data processing techniques to organize and control the enormously complex information relating to traffic-availability-and scheduling.

Operating with exceptional speed and accuracy, TASCOM determines long and short term avail in one . . . verifies time sales . . . schedules all elements of the broadcast day . . . provides library data on location of tapes, slides or films . . . prints the program log . . . etc.

For the average station, TASCOM would probably return its investment in 18-24 months. Major market outlets may do it in 12 or less.
doctrine unconstitutional (BROADCASTING, Nov. 1, Sept. 27). John H. Norris is a minority owner of the Red Lion station.

John H. Norris has bowed to the public outcry in Media to the extent of transferring Mr. Livezey, at least temporarily, to WCMG. He also said Freedom of Speech program would be conducted by a moderator rather than a commentator, as Mr. Livezey was

But in making the switch, Mr. Norris criticized the borough council's action in writing the commission as "apparent star chamber tactics." He denied allegations of local residents that the station is "bigoted."

He also criticized those in the area who were quoted in local newspapers as threatening to pressure the station's advertisers into removing their commercials. He said such tactics are identical to the ones used by the Ku Klux Klan in Bogalusa, La., to drive the WBOX owner, to sell the station after he began urging the residents to support racial integration.

Radio series sales...


The Womanly Art of Self Defense

(ACA Recording Studios): KONG Amarillo, Tex.


Tennessee Ernie Ford (Radiozark Enterprises Inc.): WRSC Franklin, N. C.; KJNO Juneau, Alaska; WCPR Tampa Springs, Fl.; WSGL Douglasville, Ga., and WPIS Fountain Inn, S. C.

Red Foley (Radiozark Enterprises Inc.): WFSF Franklin, N. C. and KPTL Carson City, Nev.

Strangest of All (Radiozark Enterprises Inc.): WRMS Beardsley, Ill.

Thirty Hours of Christmas (Triangle): KNIA Knoxville, Iowa; WVOX New Rochelle, N. Y., and WWSB Wooster, Ohio.


The Shadow (Charles Michelson): WJBR Detroit; KWSL Grand Junction, Colo.; WJPG Green Bay, Wis., and KMVO Little Rock, Ark.

The Green Hornet (Charles Michelson): KSNB Aspen, Colo.; WJBR Detroit; WJPG Green Bay, Wis., and WFGM Fitchburg, Mass.

The Clock and The Sealed Book (Charles Michelson): WJPG Green Bay, Wis.

Tips on Tots (Woroner Productions Inc.): WFCF Fredericksburg, Va.; WMMU Greenville, S. C.; KEPR Pasco, Wash., and WHMO Bayshore, N. Y.

Points on Pets (Woroner Productions Inc.): WBOC Bayshore, N. Y.

Close-Up (Woroner Productions Inc.): KSIO Durant and KVLH Pauls Valley, both Oklahoma; KKYR Sherman, Tex.; WLUX Baton Rouge; WBCI Bayshore, N. Y.; KBAT San Antonio, Tex., and WKNM Flint, Mich.


The World of Money (Signal Productions): KTBX Casper, Wyo.

L.A. AFTRA board approves dues hike

The local board of directors of the American Federation of TV and Radio Artists has approved a proposal for a temporary dues hike to raise more than $50,000 annually to defray costs of the strike against KPOL, presently in its eighth month.

The dues increase, which will affect the local's 6,500 members, now goes to the membership for approval or rejection, according to Tyler McVey, local AFTRA president.

A graduated scale provides a maximum increase of $25 per six-month dues period for members earning in excess of $50,000 annually, to a minimum of $2 per pay period for those earning under $2,000.

Cost of the strike has been reported in excess of $205,000 thus far.

At the same time, the board voted to discontinue the special assessment previously levied upon themselves by staff announcers, if the general membership dues increase is approved. The increase would be effective with the current pay period.

DPA looks at another group of new TV shows

Executives representing about 60 TV stations met at WFIL-TV Philadelphia last week to look over the second series of programs and ideas for programs submitted to the Development Program Associates.

The group, composed of station operators in the top markets, is attempting to stimulate the production of nonnetwork programs. Last week it saw presentations of new material from some 15 producers and syndicators. None of it has been offered before and much of it was in the idea stage, according to Tom Jones, WFIL-TV, president of DPA. About 65% of the offerings, he said, were in color.

At the group's first screening in Los Angeles last March (BROADCASTING, March 15), 21 programs were shown. Mr. Jones noted that as a result of that showing, Stingray was ordered by 20
Christmas Seals protect all homes. Help protect your home against tuberculosis and other respiratory diseases. Answer your Christmas Seal letter today!
**TV puts damper on explosive situation**

In the wake of the Nov. 22 bombings of homes of four Negro civil rights leaders in Charlotte, N. C., some fast thinking and some fast action by a local television station helped to quiet what might have been an explosive situation.

The news department of WSOC-TV Charlotte did its best to keep on top of the situation by reporting the incidents and reactions to them to its networks ABC-TV and NBC-TV. But, stressed Carroll McGaughey, WSOC-TV news director, "we actively sought means of illustrating and reporting, in a fashion as dramatic as the bombing itself, the community's real reaction" to this first major breach in the racial peace in the city since it began to desegregate in 1957.

To do this, Mr. McGaughey said, "on our own initiative, we called the mayor and said that we felt something dramatically would have to be done to prove the sincerity of such a statement. It was our department which suggested the cooperative physical rebuilding display the following morning at the damaged homes, and the multiple visits to the victims by community leaders."

The station, with the mayor's approval, organized the "barn-raising" by calling home builders and getting them to send their equipment and men to work on rebuilding the bombed homes. "The results of this overt show of community sympathy," Mr. McGaughey reported, "were at least partially the 'tool' which headed off a scheduled Negro neighborhood demonstration" in Charlotte that afternoon.

DPA members and subsequently put into syndication. He said members are committed to give their opinions on the material at the Philadelphia showing by Dec. 10. DPA members do not buy collectively. Purchases are made by individual stations.

**Program notes...**

New daytimer • Eye Game, a new weekday game show in color with Bill Cullen as host, will begin on NBC-TV on Jan. 3, 1966 (10:10-2:50 a.m. EST).

Replacement • The vacancy on CBS-TV's What's My Line panel created by the death of columnist Dorothy Kilgallen (BROADCASTING, Nov. 15) will be filled by "new faces" for the rest of this season, according to producer Mark Goodson, of Goodson-Todman Productions.

Mythical baseball • Triangle Program Sales is syndicating Dream World Series, a two-hour and 15-minute radio program "recreating" the last game of a mythical world series between the all-time stars of the National and American baseball leagues. To recreate the game, records of the players involved were projected by computers at the Computer Center of Franklin Institute, Philadelphia. Les Keiter and Al Meltzer provide the commentary. The program was developed at Triangle's WJEN Philadelphia.

Format change • NBC News' annual year-end world news appraisal, Projection '66, will be expanded to two hours and given a new format this year. The live colorcast on Dec. 26 (2-4 p.m., EST), ninth in the series, will show 11 NBC News correspondents from the Far East, Europe, Africa, South America and Washington, appearing before members of the Foreign Policy Association (a national nonpartisan, nonprofit organization). Each will evaluate 1965 events in his area, present his 1966 forecast and answer audience questions.

Step lively! • A new weekly dance program, Step This Way, will begin on more than 20 stations in major markets throughout the country in January 1966 as part of a co-production agreement between Colgate-Palmolive Co., New York, and Triangle Stations. Colgate will sponsor the series in these markets. In other cities, the taped, half-hour program will be syndicated by Triangle Program Sales.

Sammy's director • Clark Jones will direct the new Sammy Davis Jr. Show, musical-variety weekly series that begins Jan. 7 (8:30-9:30 p.m. EST) on NBC-TV.

Show swapping • The Young Set (11 a.m.-12 p.m. daily) will be dropped by ABC-TV Dec. 20 and replaced by half-hour game shows, Supermarket Sweep (11-11:30 a.m.) and The Dating Game (11:30 a.m.-12 p.m.).

Journey' pilot • Greenway Productions has started production of the pilot film for Journey into Fear, suspense-adventure series being produced in association with 20th Century-Fox Tele-

vision for NBC-TV. Jeff Hunter stars in the series created by Eric Ambler. Joan Harrison is the producer.

Christmas music • SESAC Recordings, New York, has introduced its "1965 Holiday Package" consisting of six LP's of holiday music. Stations will be able to purchase all six LP's, and get a bonus recording, or can purchase just three of the records.

Scholarship fund • The Society of Motion Picture and Television Engineers has inaugurated a scholarship fund for undergraduate studies in the TV and photographic sciences. The fund's first pledge of $25,000 was presented by Saul Jeffer, president, Movielab Inc., New York. Scholarships will first be administered at the Rochester (N. Y.) Institute of Technology.

Muse debut • National Educational Television will present a survey series, U.S.A., beginning Dec. 12. The series will consist of two half-hour programs each week with one topic from the literary arts and one from the visual and musical arts.

Tennis anyone? • Fremantle International has acquired TV-radio rights to the 1965 Davis Cup competition outside of Australia from the Lawn Tennis Association of Australia.

Architectural pilot • The Southern (Texas) Regional Education Board in conjunction with the University of Texas is producing a pilot educational television program to demonstrate ETV's ability to enhance architectural study. The first installment is a 40-minute color film photographed on the campus of the University of Virginia. The film will be primarily used by the SREB in seeking additional funds to underwrite an entire series.

First Amendment • Taft Broadcasting Co., Cincinnati, has begun the free distribution of its simulcast series, Rights/Responsibilities, after a preview showing to network officials and newsmen in New York. The four five-minute programs, deemed the First Amendment to the Constitution, are available to TV-radio stations, either in color, black-and-white or audio tape versions. The programs can be run in a package as a 20-minute program or presented separately. Taft and its station, WRCB-TV Birmingham, Ala., first previewed Rights/Responsibilities on Oct. 7 in Washington and in Birmingham (BROADCASTING, Oct. 11). Depending on initial reception, Taft said, future programs in the series will be developed.

New spots • A new twist has been added to the U. S. Air Force's current series of television recruitment spots. The 45 five-minute programs are en-
Networks cover space flights

Comprehensive television and radio coverage of the U. S.'s most ambitious manned space flight experiments was scheduled to begin last Saturday (Dec. 4) and continue over a two-week period. The planned orbit in Gemini-Titan 7 on Saturday was to be followed on about Dec. 13 by the launching of the Gemini-Titan 6. Rendezvous maneuvers of the two capsules are set for Dec. 13 or 14. Live TV coverage of the two recovery operations (for Gemini 6 on Dec. 14 or 15 and for GT-7 on Dec. 18) is planned by the three networks.

The entire undertaking is a multi-network TV and radio pool with TV coverage of the launches in color.

Live TV pickups of the two recovery operations have been arranged through the cooperation of the National Aeronautics & Space Administration and the Department of Defense. The multi-network pool will use special equipment aboard the carrier USS Wasp by ITT in connection with the Communications Satellite Corp.

Scenes aboard the Wasp will be picked up by live cameras and transmitted to the Early Bird communications satellite via a ground station installed on the carrier by ITT. Live coverage of the recoveries will be backed up by Videx, a system developed by ITT, to transmit still photos within minutes after an event occurs.

'Nightingale' tops 400 mark

Nightingale-Conant Corp.'s Earl Nightingale Program hit a new distribution high last week as additional...
sales of the syndicated radio series pushed the total markets to the 400 mark in the U. S., Canada and Australia. Last week's sales were to KDOT Scottsdale, Ariz.; WJCM Sebring, Fla.; WTOP Savannah, Ga.; KXWN Lawrence, Kan.; KFO Ottawa, Kan.; KOBE Las Cruces, N. M.; WBLA Elizabethtown, N. C.; WHCC Waynesville, N. C., and WEEI Fairfax, Va.

**Thomas firm, BBC plan travel series**

Odyssey Productions, New York, and the British Broadcasting Corp. are financing a series of half-hour travel programs in color under the title The World of Lowell Thomas. Mr. Thomas, head of Odyssey, will be host and narrator. Production budget for the 39-episode package was estimated at about $2.7 million.

The series is scheduled to begin next fall on the BBC and also will be shown in this country at that time. It has not yet been determined whether network placement will be attempted here or whether the program will be syndicated. The BBC will share worldwide distribution income from the series.

**WRUL plans for ‘university of air’**

Radio New York Worldwide (wrul) is working on plans for a "university of air" beamed to the Caribbean area, Ralf Brent, WRL president, reported last week at the sixth annual Caribbean conference in Florida.

Mr. Brent said such a university in that area could carry courses in such subjects as economics, physics and sociology. WRL's plan, he said, would be a package combination of shortwave radio, local rebroadcasts and possibly shipment of tapes.

To support such an educational effort, he explained, a new type of station may be needed—one supported by public funds, but also one that uses the good advertising practices of attractive programs, offers believable and understandable propositions, and requires audience participation.

In the Caribbean area, he indicated, "droves of transistor radios are carried by the people, and within 10 years the same may also be true of TV sets." With so widespread a reach, he said, the broadcaster need only choose his programming—entertainment, news or educational.

With an educational broadcaster, he said, worry begins with dull courses, whether on TV or radio, and "when the first ratings come out on his station he gets all shook up." By imitating commercial stations, Mr. Brent argued, he attempts to reach all of the community, and, as a result, programs feature films, discussion formats, etc. This, in turn, takes him out of the scope of education.

Educational broadcasters, he stated, have "bypassed the most urgent need to use these media to educate, in favor of becoming a persuasive political and social force in the community." The solution, he suggested, is a new station, "a truly public facility supported by public funds—taxes to be blunt—open as a public auditorium."

Mr. Brent pointed to lower-income countries which effectively use radio and TV more often to face pressing educational problems. The broadcast media, he said, can be "universal teaching machines," and it is "incomprehensible that they have not been better used" for creating the "educated society."

The entire WRL project, he suggested, could not be tested in the United States until it has been proven elsewhere. He said the Caribbean was the likely place since it "has no indigeneous center of learning."

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**Warm welcome brings business**

Salutes to new firms result in good will and more ads for WSJS

Sometimes more than good programming and traditional sales efforts can drum up new business for a radio station.

Good old-fashioned hospitality is one approach that WSJS Winston-Salem, N. C., has found effective. WSJS stages its own version of "welcome wagon" when new businesses move into the area—a day of festivities with all the fixings of a gala grand opening combined with the casual air of an informal open house. In the last six months WSJS has supported 12 such salutes to business, and officials say the effort has provided several new accounts.

One case in point was a recent opening of a showroom by the local Bob Neill Pontiac agency. After the WSJS salute Bob Neill pumped up his advertising on the station by 35% and now has a regular schedule which takes 75% of his radio budget.

WSJS's version of the "welcome wagon" for Neill Pontiac included 500 mailed invitations and speeches by the mayor, a member of the better business bureau, the president of the chamber of commerce and leaders of local civic organizations.

All speeches were arranged by WSJS and introduced by a station announcer as MC. Speeches and personal interviews were taped for broadcast on the station. All of them were finally presented to Mr. Neill as a souvenir.

Drumbeats...

One for one • To further stimulate consumer interest in color television as well as to help boost the circulation of all-channel sets in the Chicago area, Polk Brothers, a major chain there, last week began a new "color TV exchange" promotion. Purchasers of monochrome sets now can get full money back until next May 15 with the purchase of a color set. Sol Polk, president of the company, said Wednesday his stores are expected to sell 20,000 black-and-white sets in December alone under the exchange plan.

Program promotions • WKBV(TV) Burlington, N. J.—Philadelphia, has been using both the Philadelphia radio stations (WABC, WIP, WCAU, WDAS, WPEN, WIP [FM], and WQAL [FM]) and newspapers in promoting its programs this season. Besides the scheduled regulars, WKBV will feature several sports spe-
the intensive drive service reached coming members, the total membership engineering dent, announced Long TV the their anticipated the more than of KSN’s early season promotion of through ball games to officials including Broadcasting, Los Angeles. The need for an intensive drive was called crucial by the KCET management, to meet the Ford Foundation matching grant of 75 cents to the dollar, which ends at the end of 1965. The foundation will meet KCET’s fund drive in 1966 with a matching grant of 50 cents to the dollar, up to $500,000.

Western pitch • Chuck Biore Creative Services has produced a 10-minute sales promotion presentation for ABC Radio West to aid the network in selling advertising agencies on the effectiveness of western radio advertising. Jack H. Mann, ABC Radio western division vice president, coordinated the production with Vince Rowe, ABC West promotion manager, and Bill Hillinick, account executive.

Milestone Award • Brigadier General David Sarnoff, chairman of RCA, by unanimous vote of executive board of Screen Producers Guild, has been voted next year’s recipient of SPG’s Milestone Award for his “historic contribution to the world of communications.” The award will be presented March 6, 1966, at the Guild’s annual awards dinner at the Beverly Hilton hotel, Beverly Hills, Calif.

Cheese cupcake • In contrast to the usual ground-breaking crews, the young miss above is doing the honors for a new building at wkaj Saratoga Springs, N. Y. The call letters are for the small ground breaker Kimberly Alexandra Jones. Two-year-old Miss Jones is the daughter of Kent E. Jones (l), vice president of Community Radio of Saratoga, licensee of the station. John Farnam, president of Saratoga Springs chamber of commerce, assisted at the ground-breaking.

Color success • The NBC-TV affiliated Kansas State Network (KARD-TV Wichita and its three satellites: KCKT [TV] Great Bend and KGLD[TV] Garden City, both Kansas, and KCDE[TV] McCook, Neb.) reported that color-TV set distributors have recorded increases in sales ranging from 151% to 350% over the previous year partially as a result of KSN’s early season promotion of the NBC-TV color shows. Signs announcing the slogan “X marks the spot for KSN color” were placed in the stores of the more than 800 dealers who participated in the promotion by keeping their stores open late every evening of the first week of the season with color-TV sets tuned to the KSN stations.

Long longevity • Fetzer Broadcasting Co. now has more than 50 members in its 10-year club. John E. Fetzer, president, announced last week. With three members of the wkzd-AM-TV Kalamazoo engineering corps, Jacob Rickli, Preston Forythe and Maurice Winter, becoming members, the total membership reached 51. A total of 883 years of service is represented by the group, 16 members have been with the company over 20 years.

Matching Ford grant • A $6-million, three-year fund-raising campaign has been started by noncommercial KCET (TV) Los Angeles. The need for an intensive drive was called crucial by the KCET management, to meet the Ford Foundation matching grant of 75 cents above receiving the Gold Medal award from New York Deputy Mayor Edward F. Cavanaugh. The award, considered one of New York’s highest, was presented to Dr. Stanton in recognition of his contributions to the communications industry and the arts during his 30 years with CBS.
Britain leans to German color

TV advisory group recommends PAL system;
Argentina impressed with U.S. color exhibit

In the international struggle over the color system to be used when a country begins providing color television service, Great Britain last week cast a large vote in favor of the German PAL (phase alternating line) system. Its television advisory committee to the postmaster general recommended to the House of Commons that the German system be adopted.

The National Television System Committee standards of the U.S. still are in the running, according to a spokesman for the U.S. Department of Commerce, but chances for holding Great Britain for NTSC standards seemed slim last week.

British spokesmen cautioned that color TV by any system is still a long way off for the country, and related that the final decision on the system to adopt would be made at the Consultative International Committee on Radio Communications (CCIR) at its meeting in Oslo, Norway, next June, when all three systems will be compared.

The postmaster general said that the government would adopt a 625-line screen, now in use by BBC-2, and eventually replace the BBC's 405-line system as well as that of the independent commercial broadcasters with 625-line systems.

At the same time the U.S. system was ahead, for the moment at least, of French system, SECAM (sequential with memory), before the Centro Argentino de Television in Buenos Aires.

The Buenos Aires event was an exhibition for the SECAM system, complete with monitors, transmitters and cameras, which U.S. representatives asked to attend, alongside with their own equipment and monitors.

The U.S. delivered, France didn't. Department of Commerce spokesmen said that although the rush for color equipment in this country is "frantic," industry representatives were able to piece together a color film chain and 14 color receivers for a "tremendously successful presentation of our product."

He stressed that the push was not made to sell U.S. products, only to sell the system, telling its distinctive fine points and showing the type of color reproduction possible with its use. "The subjective impact of the demonstration left them agog," he said.

U.S. industry and the Electronics Industries Association presented a total of 14 papers on the NTSC system, as contrasted with only four papers on SECAM.

Color in Argentina, as in Great Britain, is several years away, the spokesman reported, but "it is important to show the ranking members of the government and the decision-makers in engineering the quality of our system so that they are aware that other systems exist before they make their choice."

The demonstration used closed-circuit over VHF channel 3 to show the color, since the government would not allow either transmission to be broadcast.

In addition to Argentines at the symposium, representatives of 14 U.S. companies, U.S. Department of Commerce, U.S. embassy and Argentine affiliates of U.S. industry attended—along with several representatives of France.

North American radio-TV union

similar plan to that now operating in other areas urged at White House meet.

Proposals to establish a North American Broadcasting Union and a Voice of Peace agency under the auspices of the United Nations were made last week. The recommendations were among suggestions promulgated at the White House Conference on International Cooperation held in Washington.

The suggestion that a North American union of broadcasters be established—similar to those now in existence in Europe, Latin-America, Asia and Africa—was made by a committee on cultural and intellectual exchange. Heading this committee were three co-chairmen: Norman Cousins, Saturday Review; Luther H. Evans, Columbia University, and John F. White, National Educational Television. Mr. White, who was chairman and sole member of the radio and television subcommittee, has made this proposal previously to broadcast groups.

The only active broadcaster who worked with this committee was William B. Quarton, WMT-AM-FM-TV Cedar Rapids, Iowa, listed as a consultant.

The establishment of a Voice of Peace entity was the single recommendation made by a committee on communications. This committee headed by Harold Geneen, ITT president, included

Stanton calls for less talk, more action

Dr. Frank Stanton, president of CBS Inc., would rather battle to break down barriers to the free exchange of information, the arts and education than appoint committees, hold conventions, and spend money (and manpower) in organizing. This is what he told a panel on cultural and intellectual cooperation at the White House Conference on International Cooperation meeting in Washington last week (see page 10).

Noting that the committee's 64 recommendations in this field, 20 call for increasing or instituting government support for cultural and intellectual activities, and that half again call for more "congresses, conferences and meetings," Dr. Stanton said he doubted that the arts can be force-fed.

But, Dr. Stanton added, there is something governments can do. "They can promulgate and implement broad principles of freedom for all international flow of cultural activities and materials.

The committee's recommendations along these lines, he continued, can be considered a cultural bill of rights. He urged the group to work for revision of the "restrictive anachronisms" in the copyright law, the repeal of export taxes and import tariffs on cultural and intellectual material, the removal of quota restrictions on cultural materials and of all censorship barriers and adoption of preferential rates for educational materials.
General David Sarnoff, RCA; Frederick R. Kappel, AT&T; Mr. Quatrom, and Palmer Hoyt, Denver Post. FCC Commissioner Lee Loevinger was one of the five government consultants to this group.

The Washington conference was attended by more than 2,000 people who discussed the reports of the 30 committees. The committees were named by a National Citizens Commission on International Cooperation appointed by President Johnson early this year.

Union Purpose - The group, which recommended the organization of a North American broadcast unit among other suggestions, said: "Such a union would facilitate negotiations for an exchange of television and radio broadcast materials, whether as films or tape, or as live transmissions via satellite."

Although U. S. broadcasters do not belong to any international union, the National Association of Broadcasters does have a committee on international broadcasting. Chairman is John S. Hayes, Post-Newsweek Stations.

Representing U. S. broadcasters at meetings of the Inter-American Association of Broadcasters, the Latin-American union, has been Herbert E. Evans, Peoples Broadcasting Co.

The cultural and intellectual group also recommended that the U. S. take the initiative in establishing an international film festival to be held biennially in Washington (alternating with one in Moscow); government support through financial assistance or public endorsement by high government officials of U. S. participation in major art, crafts, film, television and music festivals and exhibitions throughout the world; a conference of chief editors of foreign and American newspapers and magazines.

Instant Broadcasting - With the advent of communications satellites, a worldwide network "that can make instantaneous video as well as audio communications" possible is a definite eventuality, the committee on communications reported.

It also called for an international system of broadcasting, especially for television.

The basic recommendation by the communications unit was that the United States propose the establishment of a United Nations agency "to act as a world source of knowledge and reference for the collection, communication and dissemination of all types of information useful for peaceful purposes through the world."

Recommending that the agency be called the Voice of Peace, the committee suggested that it be based on the presently existing international communications facilities and enterprises.

New nations show muscle in ITU

They're becoming important force in the organization that oversees the allocations of world frequencies

The United States went to Montreux, Switzerland, for the plenipotentiary conference of the International Telecommunication Union with three main objectives. It succeeded partially in two, failed in one.

This is the opinion of FCC Commissioner Rosel H. Hyde, who was vice chairman of the U. S. delegation.

Mr. Hyde, a veteran of dozens of international conferences during his almost 20 years as a commissioner, related his experiences last week.

"We had three main recommendations," he said, "all designed to improve the efficiency of the ITU. One was to increase the power of the secretary general. The second was to place the International Frequency Registration Bureau under the supervision of a single director, instead of the 11-nation committee it now operates under. And the third was to revise the ITU 'convention' to make it more of a charter with general provisions."

"We weren't able to win over the conference to our proposals for the secretary general," he explained, "but we did succeed in reducing the IFRB to five nations, and the conference did name a committee to look into a revision of the treaty."

Early Questions - The conference started off with two problems, Mr. Hyde explained. One was the resolution introduced by some of the African and Asian nations to expel the Union of South Africa from the meeting. The U. S. opposed this move on the ground that political questions should be taken up at the United Nations, not in a convention of a technical body. But the majority of the conference voted to expel South Africa.

A second problem, Mr. Hyde said, was the proposed move by Soviet bloc nations to question the credentials of Nationalist China. This was headed off in the credentials committee, Mr. Hyde said.

The U. S. viewpoint also prevailed, the FCC commissioner said, when the membership of the administrative council was increased from 25 to 29. The administrative council meets every year and is in actuality the body that runs ITU. The plenipotentiary conference meets only every seven years.

The one reaction Mr. Hyde came back with, he said, is that a small group of the major nations can no longer decide on what to do and then ramrod its proposals down the throats of all other nations.

There are now 129 countries that are members of ITU, Mr. Hyde explained, and 32 of them are newly emerging nations, jealous of their sovereignty, quick to bridle at implications of neo-colonialism, and acutely touchy on questions of racial discrimination.

"All nations, particularly the major nations, must be prepared to prove the wisdom and justice of their proposals," Mr. Hyde said. "And," he added, "they also must be flexible in their recommendations, taking into account the needs and rights of all other nations, particularly the smaller, developing countries."

The New Lineup - New secretary general of ITU is Dr. Manohar B. Sarwate of India, who was deputy secretary general under Gerald C. Gross, former FCC engineer. Mr. Gross had a five-year term as secretary-general. New deputy secretary-general is Mohamed E. Mill of Tunisia.

The IFRB governing board is now composed of the Soviet Union, Japan, Morocco, France and Argentina. This means that John H. Gaye, Nebraska consulting engineer, who has been the

FCC's Hyde
American member of IFRB since 1953 and twice its chairman, leaves that post in two years which is when the reduction becomes effective.

Chairman of the U. S. delegation was Julius C. Holmes, State Department. Besides Mr. Hyde, the other vice chairman was C. W. Loeber, acting director, telecommunications division, State Department.

Abroad in brief...

**Sold** NBC International has reported that all its offerings, including new 1965-66 programing, have been sold to stations in Peru. Sales were made to channels 4 and 9 in Lima and interior stations. Programs included in the sale were *Dr. Kildare, Bonanza, Profiles in Courage, I Spy, Convoy, Californians, Astro Boy, Atom Ant and Get Smart.*

**Canadian set sales** Radio and television set sales continue to increase in Canada. The Dominion Bureau of Statistics, Ottawa, reports that 445,419 Canadian-made radio sets were sold in the first six months of this year, compared with 363,299 in the same period last year. Largest gain was in automobile receivers, up from 221,716 in 1964, to 288,976 this year. Canadian-made television set sales totaled 219,759 units in the period, as against 199,571 in the first half of last year.

**FATES & FORTUNES**

**BROADCAST ADVERTISING**

King Harris, executive VP of Campbell-Ewald Co., San Francisco, and head of agency's West Coast division, moves to Detroit headquarters to become director of divisional offices and member of operating committee, Jan. 1. Ray S. Delman, senior TV-radio producer at Detroit, appointed broadcast manager of C-E's West Coast division, Los Angeles, succeeds Willard Hanes upon Mr. Hanes' retirement Jan. 1.


Porter W. Jared, supervisor for Western Air Lines account elected VP of BBDO, Los Angeles. Mary Afflick, formerly associate creative director at Wade Advertising, Chicago, joins BBDO, as group creative director. Jerry Rogers joins BBDO, Chicago, as TV-radio producer.

**Tom Tilson**, VP and sales director, WNEW-TV, New York, appointed sales manager, Metro TV Sales, New York. Martin Connelly, recently with WTTG (TV) Washington, succeeds Mr. Tilson as general sales manager. Leonard Giarraputo, account executive, WNEW-TV, appointed national sales manager. Budd Meehan, account executive for Metro TV Sales, and Bernard Zeidman, in sales service department, WNEW-TV, named account executives for WNEW-TV.

**Warren Boorman**, assistant daytime sales manager for ABC-TV since Sept. 30, 1963, appointed director of daytime sales. Mr. Boorman assumes post formerly held by Edward Bleier, recently promoted to VP in charge of public relations and planning for broadcast division. Prior to joining ABC-TV, Mr. Boorman was with Metro media Inc., New York, as VP, sales development of Foster & Kleiser division.

Robert G. Huthwaite, formerly media buyer with Young & Rubicam, Detroit, joins agency's Chicago office as account executive.


Alexander S. Dudek, producer-director at KYW-TV Philadelphia, named assistant advertising-sales promotion manager.

James Svehla, with sales staff of WMAQ-TV Chicago, promoted to account executive with NBC-TV Spot Sales, Chicago.

Rankin S. Lashmet, head of his own PR agency, joins WFLD-TV Chicago as account executive.


Victor Main, with WSB-TV Chicago, promoted to supervisor of traffic and communications.

Alan H. Andrews Jr., radio-TV director at Cramer, Trowbridge & Case, Providence, R. I., elected VP.

John LaPic, creative supervisor, elected VP and associate creative director of Young & Rubicam, New York.

Robert Margulies, VP at Ted Bates & Co., New York, elected senior VP. Philip L. Smith, account supervisor at Bates, elected VP.

Alfred L. Meyers, for 15 years with
film production firms in New York, joins Post-Keyes-Gardner, Chicago, as television producer.

Gary Floyd, production manager for wtol-tv Toledo, Ohio, named account executive.

James S. Harrison, program director of kwiz-am-fm Santa Ana, Calif., appointed account executive.

Charles Foll, account supervisor at McCann - Erickson, San Francisco, appointed VP.

Jerome A. Friedland, associate director of marketing and research, D. P. Brother & Co., Detroit, promoted to director of research and marketing, succeeding Robert Riordan who resigned to join Falstaff Brewing Co., St. Louis, as director of marketing information.

Ann Adam, media buyer at Eisaman, Johns & Laws, Los Angeles, joins Reach-McClinton & Co., that city, as media executive.

Dan C. Clements, with advertising department at Northrop Nortronics, Palos Verdes, Calif., joins Bowes Co., Los Angeles, as advertising copywriter.

Irwin Nemet, previously head of his own design firm, appointed assistant art director at Kane, Light, Gladney Inc., New York.

Mr. Foll

Henry Seiden, VP and creative director for Marschall Co., New York, joins Grey Advertising there as VP and associate creative director.

Robert Young, formerly account executive at Burston-Marrsteller Associates, Chicago, joins Walde & Briggs there as PR director.

Mr. Seiden

Waldemar H. Alexander, with Fuller & Smith & Ross, Chicago, joins Lilienfeld & Co. there as merchandising director.

M. Kathleen Ring named art director at Stemmler, Bartram, Fisher & Payne, St. Louis.

Philip M. Michel, in management training program at wmal-am-fm-tv Washington, named account executive for wmal-fm.

Bryce Benedict, local sales manager of kake-tv Wichita, Kan., named general TV sales manager of kake-tv and

KUPK(tv) Garden City, Kan. Bob Walterscheid, sales representative of kake-tv, replaces Mr. Benedict as local sales manager.

Mr. Stevens
Mr. Rohrer

Graham Rohrer, VP and senior account director at Needham, Harper & Steers, New York, named director of account executive department. Stacy Stevens, VP and senior account director, NH & S, that city, appointed director of business affairs.

MEDIA

E. William George, VP and general manager of kger Long Beach, Calif., named general manager krtv cable TV Inc., Neosho, Mo., and assistant general manager of Community Service Radio Group, Neosho, which operates krtv Neosho and kswm aurora, Mo., kosg pawhuska and ktlt Tahlequah, both Oklahoma, and kclr Falls, Tex.


Harold E. Green, with Foster & Kleiser division of Metromedia, New York, named assistant comptroller of Metromedia and manager, electronic data processing division. Russell Hallenberg, EDP manager of CBS-TV in Los Angeles, named assistant manager, Metromedia’s EDP division, New York.

Mario P. Catuogno, with Marsh & McLennan, New York insurance firm, appointed administrator, insurance and retirement plans, Metromedia, New York. Tom Mclemore, in insurance and retirement plans, now responsible for expanding corporate accounting functions for Metromedia, New York.

Carol McDonald named traffic manager at wkmi-am-fm Kalamazoo, Mich.

Merrill H. Clough, VP of Cowles Communications, New York, elected administrator, insurance and retirement plans, Metromedia, New York. Tom Mclemore, in insurance and retirement plans, now responsible for expanding corporate accounting functions for Metromedia, New York.

NAFB elects Stephens

George Stephens, kcmp-am-tv Kansas City, elected president of National Association of Farm Broadcasters succeeding Orion Samuelsen, wgn-am-tv Chicago. Other new officers: VP, Bob Nance, wmt Cedar Rapids, Iowa; secretary-treasurer, Ray Wilkinson, wral-tv Raleigh, N.C., and historian, Frank Raymond, wvra Danville, Va. Elected regional VP’s: Northeast, George Haefner, wham Rochester, N.Y.; Southeast, Jay Kent, WSB Atlanta: East North Central, Ben Werk, whop Canton, Ohio; West North Central, Orrie Kerwood, ksoo Sioux Falls, S.D.; West South Central, Ed Wilkes, kryo Lubbock, Tex.; Mid-South, Jack Crowner, wave Louisville; Pacific Southwest, Jim Todd, KFI Los Angeles; Pacific Northwest, Greg Click, komo Seattle, and Canada, George Atkins, CBC Toronto. New chairman of associate members is Stan Torgerson, wmc Memphis. NAFB’s top merit award for 1965 was presented to George Biggar, for dozen years owner-manager of wblk DeKalb, Ill., who began farm broadcasting on wls Chicago in 1924.

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BROADCASTING, December 6, 1965
Bruce Robertson retiring; Gelman to head Hollywood bureau

Bruce Robertson, senior editor of Broadcasting in Hollywood, will retire Dec. 31 after 31 years with the magazine. He will be succeeded by Morris J. Gelman, now associate editor of Television Magazine in New York.

Mr. Robertson, a native of Chicago and graduate of Northwestern University, joined Broadcasting as a correspondent in Chicago in 1934, after the magazine had absorbed Broadcast Advertising, a publication he had edited. He became Broadcasting's Chicago bureau chief in 1936 and head of the magazine's New York editorial operations the next year.

In New York Mr. Robertson covered the business headquarters of radio in its years of big-show glamour and of television from its early developments through its post-World-War-II boom. He was promoted to senior editor in the publication's Washington headquarters in 1954 and during that assignment won a Jesse H. Neal award, presented annually by the American Business Press for distinguished business journalism.

Mr. Robertson has been Broadcasting's chief editorial executive in the West since January 1957. He is currently vice president of the Hollywood Advertising Club; secretary of the Radio, Television, Recording and Advertising Charities of Hollywood; publicity chairman for the Los Angeles chapter of the Broadcast Pioneers and a member of the Catholic Press Council and the National Academy of Television Arts and Sciences.

Mr. Robertson was honored last Friday night (Dec. 3) at a dinner dance of the Southern California Broadcasters Association at the Beverly Hills hotel.

After his retirement Mr. Robertson will begin work on a long-planned project, an encyclopedia of broadcasting, with occasional breaks for travel. He has scheduled a European tour next spring.

Back Again Mr. Gelman, who replaces Mr. Robertson as Broadcasting's senior editor in Hollywood, will be returning to familiar scenes. Although he was born and spent his childhood in New York, he went to school at Santa Monica, Calif., City College and graduated from the University of California at Los Angeles.

After college and military service Mr. Gelman returned to New York and worked as a reporter for the New York Post, the Brooklyn Eagle and The Theatre Magazine. He joined the New York editorial staff of Broadcasting in December 1960 and was transferred to Television Magazine in November 1961. Mr. Gelman has written many major articles for Television, including a comprehensive report on Hollywood film production in the magazine's September 1963 issue.

Mr. Gelman is married and has two sons, ages 1 and 5.

Bill Clarke, station manager at KGNC-TV Amarillo, Tex., joins CATV division of Mesa Petroleum Co., Amarillo.

J. E. Wolfe, Cleveland, Miss., elected president of Mississippi CATV Association. Others elected: Frank Evans, Grenada, VP; Lucille Fennell, Clarksdale, secretary-treasurer.

Joe Benes, general manager, KGUD-AM-FM Santa Barbara, Calif., joins KMUZ(FM), there, as VP and general manager.

PROGRAMING

Buddy Young, publicity director at 20th Century-Fox, New York, appointed West Coast advertising-publicity coordinator for United Artists, Hollywood.

Jay J. Sheridan, independent producer, joins Fred A. Niles Communications Centers Inc., Chicago, as producer-director.

Pat Patterson appointed program director and Bob DeCarlo appointed assistant program director at WICE Providence, R. I.

James Phillips, TV executive with Warner Brothers, Burbank, Calif., named to newly created post of director of artist relations at CBS-TV, Hollywood.

Lawrence M. Clamage, director of television department at Wayne State University, Detroit, appointed program manager of WBOC(TV) Duluth, Minn.

George Stone, NBC staff announcer in Chicago, joins WEFM(FM), there, as program director.

Robert Scott, assistant program director at WHN New York, named program manager of WFTY Mineola, N.Y.

Harry E. Kisker, sports director with WCHN-AM-FM Norwich, N.Y., named program director.

Charles E. Crawford, farm director of WGBP Evansville, Ind., named program director.

R. Michael Nolan, with WLAB Grand Rapids, Mich., named sports director of WZAM-FM, there.

Elmer Bieser, independent distributor of film features, named southwest sales representative for Poole Productions, Greenville, S. C.

Richard A. Rosse, assistant bureau chief at MBS, New York, named bureau chief, succeeding Jack Allen, now at WOR New York.

Roger Sharp, CBS executive news editor, New York, joins WNAS-TV Boston, as newsman.

Paul Morsch, news director of WKBW and WKBW(TV), both La Cross, Wis., elected president of Wisconsin Associated Press Radio-TV Association. Arthur Olszyk, news editor with WTMJ-AM-TV Milwaukee, elected VP.

Mr. Clamage

EQUIPMENT & ENGINEERING

James F. Shanley, sales engineer for CATV E & E Systems Division of Jerrold Electronics, West Lafayette, Ind., named manager of central region of CATV Systems Division.

Albert C. Knapp, manager-engineering of General Electric Broadcasting Co. (WGY, WGBK(FM) and WGB(TV), all Schenectady, N.Y.) will retire Dec. 31 after 35 years in

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broadcasting and 40 years with GE. In early days of broadcasting he was transmitter engineer for historic broadcasts to first Byrd Antarctic expedition.


Six VPs also elected: John F. Bishop, president, Dana Laboratories, Santa Ana, Calif.; Kenneth W. Erickson, VP and general manager, Kaman Nuclear, Colorado Springs; Frank A. Thomas, president, Exact Electronics, Hillsboro, Ore.; Quentin G. Turner, manager of administration, Motorola, Phoenix; Andrew J. Unevic, executive VP, Kinetics Corp., San Diego, and Robert M. Ward, president, Uitek Corp., Palo Alto, Calif.

Jerome M. Kelly, manager of advertising and public relations at electron tube division of Litton Industries, San Carlos, Calif., named manager of advertising and promotion for Memorex Corp., Santa Clara, Calif.

George Woody, staff engineer of educational television department, Office of Superintendent of Public Instruction, Springfield, Ill., appointed chief engineer of WSIOT-TV Duluth, Minn.

Charles Gustafson, with WLOT La Porte, Ind., appointed chief engineer of WKM-AM-FM Kalamazoo, Mich.

FANFARE

Robert B. Wolcott Jr., head of his own PR firm in Los Angeles, named president of Public Relations Society of America.


Allen, Kratokvil retiring

Edward W. Allen Jr., chief engineer at FCC, and Frank M. Kratokvil, chief of FCC Field Engineering Bureau, with combined service record of 61 years at FCC, will retire Dec. 30.

Mr. Allen joined FCC in 1935 as assistant technical engineer. He became electrical engineer, radio engineer and in 1946, chief of technical information division (now technical research division). He was appointed chief engineer on June 27, 1951.

Mr. Kratokvil began his federal career in 1928 as radio inspector for Department of Commerce. He joined Federal Radio Commission in 1932 and in 1946 became chief of FCC Monitoring Branch. Four years later he became assistant chief of Field Engineering and Monitoring Division and on Aug. 1, 1964, was appointed to present position.

ALLIED FIELDS

Richard D. Lane, Midwest manager of American Research Bureau, Chicago, appointed assistant sales manager at Media Statistics Inc., that city. Robert L. Owens, manager, midwestern station services, succeeds Mr. Lane. Alain Tessier, account executive in ARB's Chicago office, promoted to midwestern sales manager. Rudolph H. Nissley Jr., acting manager of Arbitron office, New York, promoted to manager.

James W. Bentley, station manager of KAAR (TV) San Diego, named director of overseas field operations with RTV International, New York, management consulting firm for mass communications.

Tully Plesser, VP for market planning and research at Erwin Wasey, New York, named president of Cambridge Marketing Group, there, newly formed marketing and research projects company.

Donald L. Sandberg, with National Educational Television, New York, appointed director of field services for National Center for School and College Television at Indiana University, Bloomington.

Woody Klein, investigative correspondent with WCBS-TV New York, appointed news secretary by New York Mayor-Elect John V. Lindsay. Before going to WCBS-TV Mr. Klein for nine years was reporter for New York World Telegram & Sun.

INTERNATIONAL


J. Cronin named manager of creative services, including radio-television production departments, of J. Walter Thompson Co. Ltd., Montreal.

D. W. Richardson, assistant general manager of Oak-Hart Manufacturing Ltd., Aurora, Ont., Canadian subsidiary of Oak ElectroNetics Corp., Crystal Lake, Ill., named VP and general manager.

DEATHS

William Mck. Spierer, 52, VP and general manager of Copra Inc., public relations subsidiary of Tatham-Laird & Kudner, New York, died Nov. 28 of heart attack in Akron, Ohio, while on business trip. Mr. Spierer is survived by his wife, Leonora, and two daughters.
Douglas Y. Smith, 60, corporate vice president of RCA Electronic Components and Devices, died Nov. 29 after collapsing in RCA Building, New York. His responsibilities were in both domestic and international areas for electronic components and devices. Mr. Smith joined RCA in 1930, and since 1963 was vice president of RCA Electronic Components and Devices. In July of this year he was appointed to corporate staff. Surviving are his wife, Beatrice, one daughter and grandson.

Martin A. Olson, 52, who retired last summer as promotion and merchandising manager for wosm-tv Duluth, Minn.-Superior, Wis., died in his home Nov. 23. He is survived by his wife, Helen.

Lillian (Pat) Roper, 63, program director of wjef Evansville, Ind., died Nov. 18 of lung cancer at Deaconess hospital, that city. Mrs. Roper began her radio career in 1929 as studio organist for wosm. At time of death she was also assistant secretary and treasurer of radio station wosm Inc., company owning station.

Art Lochner, 37, sports director at wxxv-tv Richmond, Va., died in automobile accident in Fredericksburg, Va., Nov. 27.

William Edward Ellis, 39, president of Goodwin-Ellis Advertising Ltd., Vancouver, B.C., died Nov. 23 of heart attack while flying between Calgary and Toronto. Prior to buying majority interest in firm in 1958, he had been with McConnell Eastman & Co. Ltd., Vancouver.

Jones Hawley, 49, VP at Eisman, Johns & Laws Advertising, Los Angeles, died Nov. 22 after prolonged illness. Mr. Hawley had previously been account executive with BBDO and with Hal Slobbins Inc.

Donn Wood (Donald Tuckwood), 36, VP and production manager of kgsb-tv Honololu, died Nov. 21 of an apparent heart attack. Mr. Wood was formerly with ktvx Phoenix.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov. 24 through Dec. 1 and based on filings, authorizations and other actions of the FCC during that period.

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


New TV stations

ACTION BY FCC

Kansas City, Mo.—Pershing Television Corp. Granted CP for new TV on UHF channel 54 (710-716 mc); ERP 56.1 kw vis., 13.5 kw aur. Ant. height above average terrain 568 ft., 568 ft. P.O. address 530 Fifth Avenue, New York. Estimated construction cost $268,990; first year operating cost $268,000; revenue $268,000. Geographic coordinates 39° 09' 12" north lat., 85° 34' 57" west long. Studio and trans. locations both Kansas City, Type trans. RCA TPV-2A, type ant. RCA TP1-30J. Legal counsel Welch & Morgan, consulting engineers Ray mond E. Ruhler & Associates, both Washington. Principal: Richard E. Bailey (100%). Mr. Bailey has 95% interest in Sports Network Inc. Action Nov. 17.

NOTICE

# NOTICE Is HERBY GIVEN that, in order to be entitled to comparative consideration, any application for construction permit for new television broadcast station to operate on channel 21, Birmingham, Ala., must be substantially complete and tendered for filing no later than close of business Jan. 4, 1966. Adopted by commission on Nov. 24. Commissioners Hyde and Bartley absent.

APPLICATIONS

Owensboro, Ky.—Davies All Channel Cable-Vision Inc. UHF channel 31 (572-577 mc); ERP 78.1 kw vis., 158 kw aur. Ant. height above average terrain 181 ft., above ground 548 ft. P.O. address: 414 Masonic Building, Owensboro 42301. Estimated construction cost $450,000; first year operating cost $160,000; revenue $300,000. Studio and trans. locations both Owensboro. Geographic coordinates 37° 49' 46" north lat., 87° 26' 26" west long. Legal counsel Wilmer and Bergson, consulting engineers John H. Mullaney, type trans. RCA TPV-20A, type ant. RCA TP1-30J. Legal counsel Welch & Morgan, consulting engineers Ray mond E. Ruhler & Associates, both Washington. Principal: Richard E. Bailey (100%). Mr. Bailey has 95% interest in Sports Network Inc. Action Nov. 17.

APPLICANTS

**EDWIN TORNBERG & COMPANY, INC.**

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1557 Jewell Ave., Pacific Grove, Calif. • FR 5-1164 Washington—111 14th St., N.W., Washington, D.C. • DI 7-8531

Building, Owensboro 42301. Estimated construction cost $450,000; first year operating cost $160,000; revenue $300,000. Studio and trans. locations both Owensboro. Geographic coordinates 37° 49' 46" north lat., 87° 26' 26" west long. Legal counsel Wilmer and Bergson, consulting engineers John H. Mullaney, type trans. RCA TPV-20A, type ant. RCA TP1-30J. Legal counsel Welch & Morgan, consulting engineers Ray mond E. Ruhler & Associates, both Washington. Principal: Richard E. Bailey (100%). Mr. Bailey has 95% interest in Sports Network Inc. Action Nov. 17.

APPLICANTS

Toledo, Ohio—Rust Craft Broadcasting Co. UHF channel 34 (884-889 mc); ERP 706 kw vis., 70.6 kw aur. Ant. height above average terrain 1000 ft., above ground 1052 ft. P.O. address c/o Fred Weber, 320 Market St., Steubenville, Ohio 43963. Estimated construction cost $761,000; first year operating cost $300,000; revenue incorporated into Rust Craft General income. Studio and trans. locations both Oregon, Ohio. Geographic coordinates 41° 27' 50" north lat., 81° 23' 50" west long. Type trans. GE TT-60A, type ant. GE TY-22E. Legal counsel Reed Miller, consulting engineer Willis C. Beecher, both Washington. Principals: Rust Craft Broadcasting is owned by Rust Craft Greeting Cards, Dedham, Mass., and is licensee of WTNV (AM-FM-TV) Davenport, Iowa; WBOY (AM-FM-TV) Clarksburg, W. Va.; WQIP-TV Chattanooga, Tenn.; and holds interest in WRITH (TV). New Orleans; addition Rust Craft Greeting Cards holds interest in WUUG (AM-FM) Pittsburgh; WSOI Tampa, Fla., and WRDW-TV Augusta, Ga. Ann. Nos. 39-40.

Knoxville, Tenn.—Olympic Broadcasting Co. UHF channel 14 (470-476 mc); ERP 324 kw vis., 6.7 kw aur. Ant. height above average terrain 564 ft., above ground 706 ft. P.O. address c/o Frank Barnes, Valley Fidelity Bank Building, Knoxville 37902. Estimated construction cost $300,000; revenue not listed. Studio and trans. locations both Knoxville. Geographic coordinates 36° 09' 20" north lat. 83° 56' 20" west long. Type ant.
RCA TUF-46K; type trans. RCA TUT-30A.
Legal counsel McKenna and McQuade, con-
sulting engineers Rear and Kennedy, both
Washington. Principals: Walters & Prater
Inc. Co.

*Inchon, Va.—Central Virginia Educa-
tional Television Corp. UHF channel 41 (623-
627.5 Mc); call WTRU. D. P. O. address Box 30,
Inchon, Va. Ant. height above ground 50 ft.
above ground 50 ft. P. O. address c/o WTRU.
Scottsdale, Az. Estimated construction cost $14,500;
year operating cost $4,300. Principal: Dr. Karl
Glesener.

*New AM stations

**BROADCASTING**
**NEW**

**FCC**
**Vernon, Ala.—Lamar County Broadcasting Co. Granted CP for new AM on 1230 kHz.
channel 320, 3 kw. Ant. height above average terrain 400 ft. Operating and cost funds available $4,000. Principal: C. W. White.

**MINNESOTA**
**MINNEAPOLIS**
**Kacin Broadcasting Co. Granted CP for new AM on 1540 kHz.
channel 340, 1 kw. Ant. height above average terrain 200 ft. P. O. address c/o Kacin Broadcasting Co. Minneapolis, Minn. Estimated construction cost $13,000; first year operating cost $3,500. Principal: Ernest M. Kacin.

**NEW SHAKOPEE**
**Kocle Broadcasting Co. Granted CP for new AM on 1320 kHz.
channel 250, 3 kw. Ant. height above average terrain 300 ft. P. O. address c/o Kocle Broadcasting Co. Shakopee, Minn. Estimated construction cost $12,000; first year operating cost $3,000. Principal: G. E. Kocle.

**NEW**

**FCC**
**APPLICATIONS**

**Lemmon, S.D.—Lemmon Broadcasting Co. Seeks mod. of CP to increase daily power to 250 kw. and to increase day power to 1 kw. Ant. height above average terrain 1500 ft. Estimated construction cost $25,000. Principal: C. E. Hess.

**SOUTH DAKOTA**
**HUNTINGTON**
**KITCHENAIR Radio Station Granted CP for new AM radio station on 1590 kHz.

**NEW**

**APPLICATIONS**

**WFCN Fayetteville, N.C.—Cape Fear Broadcasting Co. Seeks CP to increase daily power to 5 kw. Ant. height above average terrain 200 ft. P. O. address c/o WFCN. Estimated construction cost $25,000. Principal: E. J. Kicher.

**NEW**

**JONESBORO**
**KTRT Radio Station Granted CP for new AM radio station on 1490 kHz.
channel 310, 1 kw. Ant. height above average terrain 750 ft. P. O. address c/o KTRT. Jonesboro, Ark. Estimated construction cost $29,000; first year operating cost $4,500. Principal: E. J. Kicher.

**NEW**

**APPLICATIONS**

**Jonesboro, Ark.—Radio Jonesboro Inc. Granted CP for new AM on 1079 kHz.
channel 300, 2 kw. Ant. height above average terrain 250 ft. P. O. address c/o Radio Jonesboro Inc. Jonesboro, Ark. Estimated construction cost $12,000; first year operating cost $3,000. Principal: L. E. Jones.

**NEW**

**APPLICATIONS**

**BROADCASTING**
**NEW**

**JACKSON**
**KJOS Radio Station Granted CP for new AM radio station on 1520 kHz.
channel 310, 5 kw. Ant. height above average terrain 500 ft. P. O. address c/o KJOS. Jackson, Mich. Estimated construction cost $25,000; first year operating cost $4,000. Principal: E. J. Kicher.

**NEW**

**APPLICATIONS**

**BROADCASTING**
**NEW**

**BROADCASTING**
**NEW**
(10%) and others. Door County Broadcasting owns WDGR Sturgeon Bay. Action Nov. 24.

APPLICATIONS
Baton Rouge—Sound Dimensions Inc. seeks amendment for new FM station on 98.3 m. Address c/o / J. H. Lewis, Box 426, 3004, E. elk Avenue, Elizabeth 7643. Consideration construction cost $11,000; first year operating cost $5,000. Principals: J. C. Poire (19.3%), B. H. Placek (19.3%), Vincent T. Halle (11.7%), James R. Boudreaux (9.6%), John A. Dumm (8.6%), O'Brien, John R. Wasie, Robert R. Judent, Carol D. Young, James F. Porter, Harry F. Burich (each 5%). Catherine M. Poire (5.8%). Consideration $5,000. Action Nov. 24.

Beech Grove, Ind.—K9BZD, 106.5 m. Address c/o / J. H. Lewis, Box 426, 3004, E. elk Avenue, Elizabeth 7643. Consideration construction cost $11,000; first year operating cost $5,000. Principals: J. C. Poire (19.3%), B. H. Placek (19.3%), Vincent T. Halle (11.7%), James R. Boudreaux (9.6%), John A. Dumm (8.6%), O'Brien, John R. Wasie, Robert R. Judent, Carol D. Young, James F. Porter, Harry F. Burich (each 5%). Catherine M. Poire (5.8%). Consideration $5,000. Action Nov. 24.

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JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 20054-4400

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

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GEORGE C. DAVIS
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RADIO & TELEVISION
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Sterling 5-0711
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COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Loretz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-3111
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Member AFOOE

A. D. Ring & Associates
42 Years’ Experience in Radio Engineering
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WASHINGTON 6, D. C.
Member AFOOE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.

LOHNE & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFOOE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
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A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS
Mérisse 1-8360
Member AFOOE

GUY C. HUTCHESON
P.O. Box 808
Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI
1405 C St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFOOE

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Communications-Electronics
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Federal 3-1116
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CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St.
Hickory 7-2403
Riverside, Ill. (A Chicago suburb)
Member AFOOE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
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San Francisco 28, California
Diamond 2-5208
Member AFOOE

JOHN B. HEFFELFINGER
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Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN & ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 393-0116
Washington 5, D. C.
Member AFOOE

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

VIR H. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 893-5562
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Member AFOOE

RAYMOND E. ROHRER
& Associates
Consulting Radio Engineers
436 Wyman Bldg.
Washington 6, D. C.
Phone: 347-9061
Member AFOOE

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Consulting fm-fm tv Engineers
Applications—Field Engineering
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342-6281
Charleston, West Virginia

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CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
Neptune 4-4242 Neptune 4-9558

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Consulting Engineers
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Los Angeles 28, California
HO 6-3227

JAMES F. LAWRENCE, JR.
FM and TV Engineering Consultant
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Precision Frequency Measurements.
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Phone 213-682-2792

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St., Lewistown, Pa.
Phone Kansas City, 37177

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
Phone Towbridge 6-2810

T. W. KIRKSEY
17 Years TV Engineering
TV CATV and Microwave
Phone 612-933-7131
Box 8006
Minneapolis, Minnesota
**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING, Dec. 2

<table>
<thead>
<tr>
<th>AM</th>
<th>CP's</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Lic.</td>
<td>4,018</td>
<td>1,391</td>
<td>154*</td>
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<tr>
<td>CP's for new stations</td>
<td>22</td>
<td>200</td>
<td>154*</td>
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<tr>
<td>CP's not on air (new stations)</td>
<td>78</td>
<td>26</td>
<td>154*</td>
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<tr>
<td>Total authorized stations</td>
<td>71</td>
<td>191</td>
<td>94</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>238</td>
<td>202</td>
<td>89</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>66</td>
<td>43</td>
<td>56</td>
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<tr>
<td>Total applications for new stations</td>
<td>364</td>
<td>245</td>
<td>145</td>
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<td>Applications for major changes (not in hearing)</td>
<td>210</td>
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<td>Applications for major changes (in hearing)</td>
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<td>29</td>
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<tr>
<td>Licenses deleted</td>
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<td>1</td>
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**AUTHORIZED TELEVISION STATIONS**

Compiled by BROADCASTING, Dec. 2

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<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>513*</td>
<td>699*</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>62</td>
<td>128</td>
</tr>
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</table>

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, Oct. 31, 1965

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
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<td>CP's on air (new stations)</td>
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<td>29</td>
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<tr>
<td>CP's not on air (new stations)</td>
<td>78</td>
<td>71</td>
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<tr>
<td>Total authorized stations</td>
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<td>1,479</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>238</td>
<td>202</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
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<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

*Includes two licensed VHF stations and one licensed UHF station off the air.

By Revising Board

**ACTION ON MOTIONS**

By Commission

- **Commission on Nov. 16 granted request by WMEN Inc. to extend time from Nov. 21 to Dec. 3 to file condition of approval that time from Dec. 7 to Dec. 17 for replies in matter of rulemaking on proposal to amend FM table of assignments by adding channel 281 to Tallahassee, Fla.**

By Acting Chief Hearing Examiner

**Routine roundup**

- **Designated Examiner David I. Kraus- haar to preside at hearings in proceeding on applications of Radio Marshall Inc. for new FM in Marshall, Tex.**

By Hearing Examiner

- **By Hearing Examiner Basil P. Cooper**
  - **Heard on AM applications of Abbott Radio Co., Inc. (San Juan), and Mid-October Broadcasting Corp., San Juan, P. R., granted request by Broadcast Bureau and scheduled oral argument for Dec. 10 on (1) Mid-October's request to operate on channel 28 in San Francisco. Action Nov. 16.**

- **By Hearing Examiner James H. Donahue**
  - **Upon oral request by Broadcast Bureau and with consent of all other participants, extended time from Dec. 1 to Dec. 15 for filing proposed findings in proceeding on applications of Tri-State Television Transmitters Inc. in Cumberland, Action Nov. 24.**

- **By Hearing Examiner Hubert D. Guenther**
  - **In proceeding on AM applications of Abbott Radio Co., Inc. (San Juan), and Mid-October Broadcasting Corp., San Juan, P. R., granted request by Broadcast Bureau and scheduled oral argument for Dec. 10 on (1) Mid-October's request to operate on channel 28 in San Francisco. Action Nov. 16.**

- **By Hearing Examiner Jay A. Kyle**
  - **In proceeding on applications of WMGX Inc. for renewal of license of station WMGS, Bowling Green, Ohio, and Ohio Radio Co., Inc. for new AM in Columbus, granted request by WMGS Inc. to reschedule Dec. 15 hearing conference for Dec. 20. Action Nov. 26.**

- **By Hearing Examiner Forest L. McClearan**
  - **Scheduled hearing conference in lieu of hearing for Nov. 20 and further hearing for Dec. 6 in Costa Mesa-Newport Beach. Call proceeding in Dec. 1964 et al. Action Nov. 23.**

By Hearing Examiner

**Boxscore**

- **For the Record**

- **Dec. 5, 1965**

- **BROADCASTING, December 6, 1965**
ETV fund grants

■ Following grants for educational television stations were announced by the Department of Health, Education, and Welfare.

North Platte, Neb.—Neb. Educational Television Commission; $124,530 to extend on channel 13. Total project cost $332,530.


■ Following applications for funds have been filed for the filing of projects for educational television stations:

Lexington, Tenn.—Tennessee State Board of Education; for establishment of educational broadcasting station (channel 12). Total project cost $456,576.

Woodville, Mass.—Wodeco West Coast Educational Television Inc.; for new station on channel 3. Total project cost $33,300.

Newark, N. J.—Educational Broadcasting Corporation; for new station on channel 73. Total project cost $114,266.

Boston—WGBH Educational Foundation; to expand operation of facilities of channel 13. Total project cost $332,530.

Washington—The Federal Communications Commission; for certain jointly-held station facilities. Total project cost $35,705.

■ Following applications for grants for educational broadcasting stations have been granted:

Viriginia Inc. and Radio Nevada—Granted petitions for new educational broadcasting station in Mineral, Va., to increase ERP to 1 kw, and to change facilities to channel 7. Total project cost $13,000.

■ Following applications for grants for educational broadcasting stations have been granted:

KQYZ Grand Rapids, Minn.—Granted CP to increase daytime power to 1 kw from 5 kw, and to increase ERP to 1 kw, and to install new transmitting and receiving equipment. Total project cost $439,637.

■ Following applications for grants for educational broadcasting stations have been granted:

KUZ-TV Houston—Granted mod. of CP to change ERP from 1 kw to 1 kw, and to increase ERP to 1 kw, and to install new transmitting and receiving equipment. Total project cost $227,300.

■ Following applications for grants for educational broadcasting stations have been granted:

KVLR-TV Oklahoma City—Granted extension of the construction date for station on channel 3. Total project cost $154,300.

*WEDU(TV) Tampa, Fla.—Granted CP to change ERP to 10 kw, and to increase ERP to 1 kw, and to install new transmitting and receiving equipment. Total project cost $187,300.

Actions of Nov. 23

WSNE, Swanee Broadcasting Co., Cumming, Ga., and WLBA, Hall County Broadcasting Co., Atlanta, have announced that they will be granted CPs for following new VHF TV translator stations: KS2B-AM, Atlanta, to rebroadcast programs of WSB-TV (channel 2); WHRO-TV, Petersburg, Va., to rebroadcast programs of WTVR-TV (channel 3), Norfolk, Va.; and KVOD, Denver, Colo., to rebroadcast programs of *KVOE (channel 7), San Antonio, Tex.

■ Following grants for new TV translator stations were announced by the Department of Health, Education, and Welfare:

Montgomery County Superintendent of Schools, 30135, Santa Fe Drive, Silver Spring, Md.—Granted CPs for new TV translator stations: KS2B-AM, Atlanta, to rebroadcast programs of WSB-TV (channel 2); WHRO-TV, Petersburg, Va., to rebroadcast programs of WTVR-TV (channel 3), Norfolk, Va.; and KVOD, Denver, Colo., to rebroadcast programs of *KVOE (channel 7), San Antonio, Tex.

■ Following grants for new TV translator stations were announced by the Department of Health, Education, and Welfare:

San Juan County, Utah—Granted CPs for new VHF TV translator stations: KBCK-L, Blanding; and ANB, Blanding, to rebroadcast programs of KXDF-T (channel 7), Salt Lake City and WENL-FM, plain and Lake City, to rebroadcast programs of KHQ-TV (channel 8), Spokane, Wash.

■ Following grants for new TV translator stations were extended as follows:

WAVU, New York, N. Y.—Granted CPs for new TV translator stations: KQZY Grand Rapids, Minn.—Granted CP to increase daytime power to 1 kw from 5 kw, and to increase ERP to 1 kw, and to install new transmitting and receiving equipment. Total project cost $439,637.

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KQZY Grand Rapids, Minn.—Granted CP to increase daytime power to 1 kw from 5 kw, and to increase ERP to 1 kw, and to install new transmitting and receiving equipment. Total project cost $439,637.

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KQZY Grand Rapids, Minn.—Granted CP to increase daytime power to 1 kw from 5 kw, and to increase ERP to 1 kw, and to install new transmitting and receiving equipment. Total project cost $439,637.
**Help Wanted—Management**

Manager-sales manager, midwest non metropolitan Solitair market. Opportunity unlimited with expanding group. Successful employment and credit record essential. Box L-89, BROADCASTING.

Man to program and sell AM & FM in one of the top 4 markets in U. S. Send full details to Box M-12, BROADCASTING.

Major market chain operation—best facility in excellent radio market. Opportunity for right man with 5 year management experience. Should earn $90,000-$100,000 salary and bonus arrangement. Also stock option. Send complete resume and recent photograph to Box M-36, BROADCASTING.


Are you the right experienced working manager to produce outstanding results including responsibility all sales for a large Oregon coast daytimer? Reliable; mature; confidential nature; proven record required. Send qualifications; salary requirements; proposals to KRAF, Reedport, Oregon. No telephone calls.

Aggressive manager needed for one of the larger New York State markets. Sales and administrative experience with popular music station. Excellent opportunity for growth in a broadcasting group. Send resume and letter to Box B-1979, 125 W. 41st, N. Y. 36.

**Sales**

Aggressive, skilled and experienced radio time sales man, top notch customer list and prospect list. Location in a few quality music station (in top 5) market. You must have had testing experience. Send resume and letter. Syndication experience helpful. Send resume and letter to Box L-185, BROADCASTING.

Needed immediately a well qualified sales manager. Excellent base, plus strong incentive. Midwest network, full timer. Box L-285, BROADCASTING.

Aggressive, experienced salesman for New York suburban area station. You must have proven track record. Salary commission, company benefits. Completely equipped. Write Box L-299, BROADCASTING.

Unlimited opportunity for aggressive experienced sales manager in two-station midwest market of 150,000. Call 815-727-5765 and send resume. Box L-307, BROADCASTING.

Salesman with management potential. Well established full time rich northeast market. Owner of high repute. Work with pros and packages. Build billing rapidly and advance to any or station mgmt. Top draw. Write fully, inc. billing history to President, Box M-4, BROADCASTING.

Leading good music AM-FM station in major southwest market seeks top-notch sales management experience. Right man can earn up to $50,000. Box M-28, BROADCASTING.

Recent college graduate. Good voice—limited air work. No sales experience, but enthusiastic interest in sales necessary. Excellent future with fast growing 16 kw station in metropolitan market. Box M-31, BROADCASTING.

Tremendous opportunity for sales manager salesman to manage the largest fast growing station in the nation. Washington D.C.'s fastest growing station. WAVY all news radio. Man selected will be General Manager's right hand man. Must really enjoy sales and sales organizations. Call or write John Burzyn, WAVY, 1901 Ft. Meyers Dr., Arlington, Va. (703) 2-115.

Wanted immediately, account executive experienced in small market sales, for permanent position managing AM-FM station operation on the South Florida gold coast. Guaranteed salary, plus other things. Send resume and qualifications; salary requirements, must have some active billing. Must have proven record, and be family man, with ability to advance immediately. Write P.O. Drawer WSB88, Boca Raton, Florida or phone an. 305-780-400, 3. R. Allen, General Manager.

If you are interested in a fine midwest sales opportunity, contact us at Box L-295, BROADCASTING.

**Help Wanted—Announcers**

### Loading stations in Western Michigan

Seeking experienced announcer—dj—strong on music & news. Good pay, fringe benefits. Opportunity for growth. Send tapes, photo & resume to Box L-169, BROADCASTING.

Wanted: Announcer-salesman to help overburdened station manager in small market station. Send tape, resume and salary desired to Box L-285, BROADCASTING.

There will soon be opening for an afternoon drivetime personality in medium size midwest market. We are top rated in this market. Excellent opportunity for an experienced performer. Bright, clever, humorous, fast moving type with ability to team up with another personality. Send complete resume and tape to Box M-23, BROADCASTING.

DJ with first phone wanted for central New York evening show. Good working conditions. Write Box M-48, BROADCASTING.

Top 4 for fast moving, promotion minded station in New England. Resume, tape and photo. Box M-305, BROADCASTING.

Personality decay for mid-western market of 35,000. Some experience necessary. No floats. Good working conditions. Starting salary: $90. Send tape and resume to Box L-285, BROADCASTING. Tapes will be returned.

**Help Wanted—Announcers**

### Opening job lost

Your opportunity to work with a fine professional station. No佣金 high rate-$20.00 minimum. Excellent ability and interest in morning show. Send resume and qualifications to Box M-43, BROADCASTING.

Highly respected, well established, long standing, capable, mobile, able & willing. Must be a proven performer in the Northwest market. Write Box M-301, BROADCASTING.

**Radiodrome**

Announcers—(Cont'd)

Can you please listeners without low comedy, sound effects, voice effects and trite statements? Are you reasonably well informed? Do you agree the average listener’s youth age is above twelve? Do you have a pleasant, sincere “sound?” If the answer is “yes” and you want to associate yourself with one of the finest good music stations in the nation (in Arizona) send tape of music introductions, informal talk and lib commercials to Box M-9, BROADCASTING.

Midwest single market middle road music, news, and sports station needs announcer. Personal interview required. Box M-17, BROADCASTING.

Entertainer with first phone wanted for one of New England’s moving stations. Swing- ing-dropping-doi—strong morning personality. Tape open. Send tape, picture and resume to Box M-22, BROADCASTING.

Wanted—Negro dj’s. Immediate opening for 2 dependable Negro dj’s with some professional. Jan. 1 station changing to 100% Negro. Metro market 180,000. Negro market 6,000 plus in the Carolinas. Send tape, picture, and resume to Box M-24, BROADCASTING.

Top 40 personality. Mid-America. Numerous benefits. Immediate. Box M-34, BROADCASTING.

Immediate opening for experienced staff announcer. Family man with minimum 10 years experience. Salary commensurate with ability. Send resume and tape. Box M-35, BROADCASTING.

Mid-road entertainer 5-9 p.m. Great Lakes area—phone possible. Box M-42, BROADCASTING.

Pop music station needs versatile announcer. Pennsylvania—good working conditions—salary open. Send tape. Box M-43, BROADCASTING.

Like top 40? Midwest 24-hour station needs new personality—groom. .. Now! Box M-48, BROADCASTING.

Wanted: Top flight dj. Must be professional and have cutting edge—some market experience. Middle-of-the-road approach: good opportunity for right man in rapidly growing midwest market. Box M-37, BROADCASTING.

Wanted: Announcer who can write and produce spots. Position with highly successful Midwest FM stereo awaits the person who can qualify. You must be able to do more than talk on the radio. We need an announcer/producer who would enjoy working in a metropolitan FM stereo station that beats some of the city’s AM stations in ratings. We have the best equipment. We’re part of a successful group of radio & TV properties. We are professionals. If you are, apply. Box M-49, BROADCASTING.

Opening soon. Experienced announcer for downtown morning show in major station. No screeners, CBS affiliate, located in Southern California. Send resume, picture and audition tape to: MIDWEST FM 500, P.O. Box O, Eureka, California. No phone calls.

Personality morning man. Top station in one of U.S. top markets. Great opportunity for morning show. Must be good, top pay and best benefits. Top and good music format. Write for details and send tape immediately to station manager.

**Classified Advertisements**

(Calendar in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum. **HELP WANTED** 30¢ per word—$2.00 minimum. **DISPLAY ADS** $2.00 per line per 10 lines, up to 6 lines, and EMPLOYMENT AGENTS advertising require display space. (26 X rate—$22.50, 52 X rate—$20.00 Display only). 5" or over BILLED R.O.B. rate.

- All other classifications, 35¢ per word—$4.00 minimum.

- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

- Applications, resumes or packages submitted, $1.00 charge for handling (forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.
TELEVISION—Help Wanted

Announcers

MAJOR MARKET
TV Station expecting a staff shortage because of labor dispute is seeking temporary ANNOUNCERS, RADIO PERSONALITIES, NEWSMEN. Send tapes and resumes immediately to Box L-355, Broadcasting.

Help Wanted—Technical

Television/Field Broadcast Engineers
1st phone, transmitter operation, installation and maintenance experience required. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey. An Equal Opportunity Employer

News

NEWSMAN
Large Eastern market station needs TV Newswriter, ... Must have Broadcast Experience. Box M-20, Broadcasting

Production—Programming, Others

TV Station looking for personable Meteorologist to handle TV Weather Show, ... Must have TV experience. Box M-21, Broadcasting

TELEVISION

Situations Wanted

Management

CATV Executive
Seeking position with expanding multi-system company. Complete charge or Director of Operations/Development level. Qualifications: GPA: 3 years with major CATV experience, system evaluation, articulation, franchising, construction. Financing, centralized control, EDP, subscriber promotion. Age 35; will travel. Box M-47, Broadcasting.

EMPLOYMENT SERVICE

cbi PLACEMENTS
Stations and Applicants use our service with confidence
1615 California St., (303) 222-3730
Denver, Colorado 80202

FOR SALE

Midwestern AM
Exclusive growth market fulltimer, 1 kw—250 night. Showing good profit; $85,000.00—terms. Full details to financially qualified buyer. No Brokers. Box M-92, Broadcasting

FOR SALE

SAN JUAN RADIO STATION
3,000 watt facility in booming San Juan, one of the best radio markets under the V. 1. 5.5 million in service area. $18,000,000 with 25% down. First time offered. Principals only. Financial statement available. Box 27, RFD 5, Rio Piedras, Puerto Rico, 135-630 (business hours), 768-0851 (evenings).

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—25¢ per word—$2.00 minimum [PAYMENTS IN ADVANCE]

☐ Help Wanted—30¢ per word—$2.00 minimum

☐ Display ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.

☐ 1” 2” 3”

☐ All other classifications 35¢ per word—$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV

HELP WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production—programming

SITUATIONS WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production—programming

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington, D. C. 20036

NAME

COMPANY

ADDRESS

Remittance enclosed $12-6-65

FOR SALE

 Stations
COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Dec. 1. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

- **Indicates a franchise has been granted.**
- **Waived**

**Antioch, Calif.—Delta Tele-Vue, Dubin, Calif., has been granted a franchise. Under the terms of the franchise, the firm would charge $1.50 installation fee. The community also holds a franchise for the city.**

**Lake City, Fla.—Community Television, Lake City, Fla., has been granted a franchise. Principals are Bob Dobeleit and Alex Stevens.**

**Loves Park, Ill.—Belance Cable TV Inc. has applied for a franchise. The company would pay the city 2% of the gross receipts for the first year, increasing the percentage in 5 years to 4%. The installation fee would be $95 with a $6.50 monthly rate. Loves Park CATV Inc. (Harley Swanson, president) and Broadfoot Community Television Inc. (Vernon A. Nolte, president) also hold a franchise for the city.**

**Charleston, Ind.—Indiana Cablevision Inc., a subsidiary of U.S. Cablevision Inc. of Bowling Green, Ky., has been granted a franchise. The installation fee will be $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**DeKalb, Ill.—Community Tele- vision Inc. of Indianapolis (Murray J. Felger, president) has been granted a franchise. The company has six other franchises in Phoenix, Mooresville, Mishawaka, Elkhart, Edinburgh and Fort Wayne. The city will receive 9% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Eau Claire, Wis.—Eau Claire Tele- vision Inc. (Edgar J. Durr, president) has been granted a franchise. The company has six other franchises in Milwaukee, Menomonie, Oconto, Wausau and Green Bay. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Menomonee Falls, Wis.—Menomonee Falls Community Television Inc. (Vernon A. Nolte, president) has been granted a franchise. The company has six other franchises in Milwaukee, Madison, Oshkosh, Appleton and Green Bay. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Milwaukee, Wis.—Milwaukee Television Inc. (Vernon A. Nolte, president) has been granted a franchise. The company has six other franchises in Milwaukee, Madison, Oshkosh, Appleton and Green Bay. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**New Berlin, Wis.—New Berlin Community Television Inc. (Vernon A. Nolte, president) has been granted a franchise. The company has six other franchises in Milwaukee, Madison, Oshkosh, Appleton and Green Bay. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Phila., Pa.—Villages TV Inc. (H. K. Howard, president) has been granted a franchise. The company has six other franchises in Philadelphi a, Lancaster, York, Harrisburg and Reading. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Pittsburgh, Ill.—Pittsburgh Cablevision Inc. (H. K. Howard, president) has been granted a franchise. The company has six other franchises in Philadelphi a, Lancaster, York, Harrisburg and Reading. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Richmond, Ind.—Richmond CATV Inc. (Herbert W. Meinert, president) has been granted a franchise. The company has six other franchises in Franklin, Madison, Clark, Shelby, Jennings and Floyd. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Rockford, Ill.—Rockford Community Television Inc. (Keith H. Reinhart, president) has been granted for franchise.**

**Schaumburg, Ill.—Schaumburg CATV Inc. (Herbert W. Meinert, president) has been granted a franchise. The company has six other franchises in Franklin, Madison, Clark, Shelby, Jennings and Floyd. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Sycamore, Ill.—Sycamore CATV Inc. (H. K. Howard, president) has been granted a franchise. The company has six other franchises in Philadelphi a, Lancaster, York, Harrisburg and Reading. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**Winchester, Ind.—Winchester CATV Inc. (Herbert W. Meinert, president) has been granted a franchise. The company has six other franchises in Franklin, Madison, Clark, Shelby, Jennings and Floyd. The city will receive 2% of the gross income. The franchise fee is $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.**

**BROADCASTING, December 6, 1965
Providing the news for AP members

in charge of both the membership and the news departments of AP in the broadcasting field in the U.S. The membership department, he noted, consists of 16 field men whose responsibility it is to add station clients and service existing ones.

"Already our broadcast membership tops that of our newspapers by more than 1,000," he remarked. "We have 2,750 TV-radio members in the U.S. and the number is growing constantly."


Stations are seeking delivery of news to them even more rapidly than the present fast pace, and AP hopes to meet this demand through improvements in sending equipment. Approximately 75,000 words a day are moved on the broadcast wire and AP aims to increase this output, Mr. Eunson stated.

"We're in the midst of a 'news explosion,'" he observed. "The more news we are able to provide, the more news stations want, and more speedily.

"In meetings with state broadcaster groups and news associations, I've come away with the impression that our coverage of national and international events is well received. One area in which there is an opportunity to expand our service is in regional coverage. Stations have expressed strong interest in this type of news."

Broadcast News • Though print-oriented for most of his career, Mr. Eunson believes that broadcast news has come of age. He is impressed by the type and amount of news being originated by radio and television stations in the U.S. and cited this example:

"In 1965, our broadcast clients in Wisconsin will have contributed about 4,000 stories to our news reports. This is about one-half the amount contributed by our newspaper members, and it is an impressive figure."

Mr. Eunson said he is excited about the rapid advances in world communications. He reported that the largest newspaper in Tokyo, Asahi, has been experimenting with electronic transmission of its news pages to remote spots.

"So far, it has had receivers only in office buildings and factories, since the cost is too high for transmission into homes," he continued. "I predict, however, that within the next decade the cost will be brought down to a level permitting newspapers everywhere to deliver their product into private homes through recording devices."

Though restricted by executive and administrative duties, Mr. Eunson hopes to keep his writing powder dry. He recently wrote the text of an illustrated book and a 10-minute film that AP is issuing on the Vietnam conflict.

"And next year I hope to come out with my fourth book, a novel with a Korean background," he added.

Mr. Eunson is the author of "Mig Alley," an account of the air war in Korea, and two novels: "The Pearl King," the story of Mikiimoto who discovered how to make cultured pearls, and "Trial at Odawana," a fictionalized account of a U.S. serviceman tried for murder in Japan.

Mr. Eunson is an enthusiastic photographer, an activity he developed during the years he sent along illustrations with his AP dispatches.

WEEK'S PROFILE


BROADCASTING, December 6, 1965

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EDITORIALS

Seasoning in the season

UNTIL recently this had been, by and large, a pretty ordinary television entertainment season. We're not very original in making that remark. Some of our best friends in the television business have made it.

But a number of the specials that have come in during the past few weeks have livened things up no end. No season can be said to have failed if it produces a Julie Andrews, a Cyril Ritchard and a Frank Sinatra doing the things they do best—all within a few days.

Taking the panic out of ratings

THE lead story in this publication's issue of last Sept. 13 reported:

"The 1965-66 race for television network supremacy gets under way this week with a new element among the most intent spectators in the grandstand—Wall Street .... Analysis at leading Wall Street houses acknowledge that they will be watching the Arbitrons and Trendexes, and later the Nielsens, more intently than ever before."

For the sake of the television business we wish our story had turned out to be wrong, but it didn't. In no other season have the networks gone to greater lengths to trumpet their ratings victories or explain their ratings declines. When one calls all the newspapers with word that it is leading in the latest Nielsen, another calls the same papers to claim victory in the latest Arbitrons. Let still another survey give an edge to one, and the others counter before the next edition goes to press with a barrage of publicity about deficiencies in that survey's methodology. It is the noisiest season yet for rival ratings claims.

And it is all because, as one network executive admitted privately last week, the networks believe that the prices of their stock can fluctuate day to day in response to the latest rating information.

If it becomes accepted as a fact that stock prices rise and fall with Nielsen averages, the pressure on the networks to program exclusively for maximum audience will become irresistible. No network president will risk depressing his gross-audience figures by scheduling shows of little or uncertain drawing power. The serious documentary or the untested entertainment form will turn into unbearable liabilities.

Circumstances didn't have to turn out this way. Wall Street would never have become so ratings conscious if the networks themselves in recent seasons had not reacted so violently to every squiggle on the ratings charts. Perhaps it is not too late to reverse the trend that now seems so alarming.

The networks started it and have given it momentum. It is up to them to stop it.

Ratings are essential tools. Networks and their advertisers must know the size and nature of the audiences they are attracting. The problem is. It seems to us, that too much external fuss is made in response to each new ratings report. When new figures come out every two weeks, as in the case of the national Nielsens, or oftener with national Arbitrons and Trendexes, and at every delivery of a new report the winners cry victory and the others alibi, the inevitable effect is to give each report a significance none of them deserves. Networks ought to wait a decent interval until audience trends become meaningful, until averages mean something.

Other media long ago learned to sell on long-term averages instead of one-shot returns. Back in the days of cir-culation wars among newspapers, each day's newstand sales were acclaimed by the paper with the biggest figures. Each day the pressure increased to sell more copies of the next edition. Headlines got bigger and more irresponsible. Circulation was put in the hands of thugs who hijacked rival trucks. Newspapers learned the hard way that it made more sense to average their circulation over periods of six months and sell that as a measurement of audience.

There would seem to be an example here for television. But only the networks themselves have the power—and ought to have the incentive—to put the release of audience figures on a schedule of more realistic frequency.

As long as they go on reacting publicly to each new rating report, they will persuade their investors, their advertisers and the general public that Nielsens have more meaning than any other index to success. We suggest they would do better to refer Wall Street to their P & L statements and advertisers to their record of audience attraction over longer periods than two weeks.

Rebuff in Montreux

LIKE it or not, the United States suffered a crushing defeat at the International Telecommunications Conference in Montreux, Switzerland, last month. Not a single American national is on the new executive roster of the governing body of the organization that controls international allocations. And not a single U. S. proposal for reorganization of the 100-year old International Telecommunications Union was adopted.

This blow to U. S. prestige was not accidental. As we reported last week (CLOSED CIRCUIT, Nov. 29) the Afro-Asian bloc joined with the Soviets and French in sweeping American nationals from the governing councils and in defeating major U. S. proposals. No recognition was given to U. S. leadership in world-wide telecommunications or to U. S. assistance to emerging nations.

Critical allocations for space-satellite communications are dependent upon ITU action. Russia and Canada only last week disclosed a joint venture into communications satellites, obviously to expedite direct-to-home TV transmissions to all of Europe of mutually beneficial propaganda.

Work needs to be done swiftly to insure our leadership status in global telecommunications and to thwart the proliferation of anti-American political propaganda.

Drawn for BROADCASTING by Sid Hix

"I'm your new paperboy... They made the old one a TV critic!"