The Redcoats are coming with programs for U.S. TV. p23
RAB study says radio is main news medium in daytime. p54
NAB revamps its organizational setup. p26
To get knowledge of field, NBC buys a CATV. p38

COMPLETE INDEX PAGE 7
YOUR FIRST STEP into the profitable world of CATV

This fact-filled document tells you what CATV is all about, how it works, and why we can help you. Send for "The Jerrold CATV Story". There's no obligation of any kind.

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Gentlemen: Please send me a copy of "The Jerrold CATV Story". I understand that there will be no obligation of any kind on my part.

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ST. LOUIS TELEVISION IS A BRAND NEW BALL GAME

St. Louisans obviously know good reporting when they see and hear it.

HOWARD STREETER

SPENCER ALLEN

KTVI'S Monday-Friday News ratings

up 28%*

Share of Audience...up 63%*

Total Homes...up 24%*

*Source: ARB, Nov. 1964-1965

THE EXCITING NEW KTVI2

ST. LOUIS abc HR
ZERO-IN ON THE PRIME TIME TARGET

In the Dallas-Ft. Worth market, KRLD-TV dominates the prime time viewing habits with 8 of the top 10 programs; 14 of the top 20 and 20 of the top 30, according to the November, 1965 ARB market report.

In the total average week prime time segment* Channel 4 delivers 28.6% more homes per average quarter hour than the 2nd station; 30.2% more than the 3rd station and 183.2% more than the 4th station.

Let KRLD-TV put you on target with choice 20, 30 and 40 second avails. Contact your ATS representative.

*Nov. 1965 ARB Station Audience Summary
Dallas-Ft. Worth Television Audience Estimates
6:30 PM to 10:00 PM, Mon. through Sun.

KRLDTV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
Next battle

Pay television is shaping up as next major controversy at FCC. Special meeting is scheduled for Feb. 24 on joint petition of Zenith Radio Corp. and Teco Inc. for rulemaking to authorize pay-TV broadcasting on permanent basis (Broadcasting, March 15, 1965). Commission staff reportedly is impressed by arguments in favor of rulemaking, so betting is that it will recommend grant of petition, at least in major part. Some commissioners, however, feel commission should move slowly. They say Zenith's pay-TV test in Hartford, though underway more than three years, provides too small a base for jump-off point to nationwide test. They would like broader-scale test as next step.

While FCC considers pay TV on air, ventures in wired pay TV look to their future. Home Theaters Inc., which holds Telemeter (Paramount Pictures) franchise for pay systems in Dallas-Forth Worth, Houston and Kansas City, last week quietly renewed contract with Southwestern Bell Telephone Co. to wind up those cities. Contract execution awaits California Supreme Court ruling on legality of anti-pay-TV vote in November 1964 elections in that state which forced Subscription TV Inc. to suspend operations in Los Angeles and San Francisco. Home Theaters Inc., headed by John W. Allyn, is principally owned by MidWest Video Inc., Little Rock, Ark., group community antenna television owner and microwave relay operator.

Instant flicks

Add one more to list of broadcasting interests caught up in passion to make their own movies for television. Westinghouse Broadcasting Co. has entered field. Word is that this major group operator is making plans for joint ventures for movies, with production costs pegged at about quarter-million each.

Center of power

Contrary to earlier expectations that new chairman of House Commerce Committee would leave communications matters to Communications Subcommittee and its chairman, it's now learned that Harley Staggers has passed word that he and parent committee will handle ticklish question of CATV regulation when it comes up. Representative Staggers (D-W. Va.), who took over Commerce chairman-

ship vacated by Oren Harris earlier this month, passed word last week that he'd be motorman on CATV matters—and not Walter Rogers (D-Tex.), veteran chairman of Communications Subcommittee.

Seat to be vacated on Commerce Committee when former Chairman Harris (D-Ark.) resigns to become federal judge Feb. 3 is said to be tiercketed for Representative Joe D. Waggoner Jr., Democrat from Plain Dealing, La. Mr. Waggoner, now in third congressional term, describes himself in Congressional Directory biography as descendent of "Anglo-Saxon stock which settled in North Louisiana prior to the Civil War." He's Mason, Shriner, Methodist, Elk, American Legionnaire and wholesale petroleum dealer.

Views from the top

Now that chairmanship of National Association of Broadcasters has been changed to parttime job (see page 26), there's chance that John F. Dille Jr. will stay on for second term. Mr. Dille, who's head of Communicana group of Indiana, had said he couldn't serve beyond current term, which expires in June, if chairman had to go on living fulltime in Washington. With change, some board members began urging him last week to stay on. So far he's reserving judgment.

Under new NAB command structure, Vincent T. Wasilewski, paid president, got boost in status and salary. Effective April 1, his pay goes to $60,000 a year, $10,000 more than he's been making in his first year on job.

What the staff wants

FCC staff is understood to be recommending that commission assume jurisdiction over all community antenna television (nonmicrowave-served as well as those using microwaves) and apply same rules to all. Recommendations are in 93-page proposed report and order staff has prepared for consideration by commission at special CATV meeting Feb. 10. Details are lacking, but, besides jurisdiction question, it's believed staff recommends that different kinds of procedures might be required in different situations. And in markets like Philadelphia, where CATV's might be considered threat to UHF development, staff was said to favor limiting systems to five channels for period of up to five years. Objection would be to give UHF's chance to take root. Distances CATV's may relay television signals would also be restricted.

Original rulemaking did not provide for limitations on channels of service or on distance signals could be carried. But commission could put limits on both through interim policies or rules while proceeding with further rulemaking. In one concession to CATV point of view staff reportedly feels local stations should not be afforded nonduplication protection in cases where that would deny viewers color programs.

The ulcer season

D-days for decisions on which pilots win and which lose for 1966-67 television season are coming up first two weeks in February. Before smoke clears from network screening rooms in New York about 20 hours of prime-time programming will have been penciled in with new shows. That's less than par for prime-time course year-to-year. In 1965-66 season, for example, 25 hours of new shows were programmed. ABC-TV figures to replace about eight hours of programming, with CBS-TV and NBC-TV following with maybe six hours of replacement shows each.

Mustn't touch

What, if anything, should be done about commercial-time standards in radio and television codes was of concern to some members of NAB boards at their meeting last week in Florida, but issue didn't come to vote or even active debate. Questions were raised about desirability of dropping time standards altogether and substituting strong language inveighing against overcommercialization. But NAB leadership regarded subject as too hot to handle and privately expressed concern about reaction in Congress if project was implemented.

Since Congress queued FCC's proposal to adopt NAB time standards two years ago, FCC has been citing individual stations for exceeding code limits on case-by-case basis. So far, however, FCC hasn't acted in enough cases to stir NAB up.

They helped us win the RTNDA award for editorializing.

WMCA won the Radio Television News Directors Award because of our campaign for reapportionment of the N.Y. State Legislature.

But we had help. From the hip entertainers above and others like them.

These are the swingers with whom our Good Guys built the vast audience that's been involved in our campaign. New Yorkers who dig our music also dig what's going on around them.

So we thank The Beatles, The Supremes and the rest.

The Supreme Court of the United States had something to do with our success, too. The High Court decided the New York State case in WMCA's favor. As a result, legislatures across the country are being reapportioned.

See what happens when you turn people on.

WMCA turns people on.
U. S. television, plagued by lack of suitable program products, has turned to mother country for five hour prime-time shows. Great Britain is thought to be asking far less per program than U.S. producers. See...

BRITISH ARE COMING ... 23

Chairman's role in NAB will become more of parttime nature with greater power delegated to executive committee. Decision of joint boards is interpreted as vote of confidence for President Wasilewski. See...

NEW ROLE FOR CHAIRMAN ... 26

Westinghouse pays $10,750,000 for KFWB Los Angeles to gain full complement of radio stations. Sale provides Crowell-Collier with sufficient revenue to make expected move toward TV. See...

BUY NEARS RECORD ... 40

Stanton says television must show both good and bad aspects of Vietnam war if public is to gain understanding of issues and exercise responsibility for policy. Lauds reporters for thorough coverage. See...

HONEST NEWS ... 56

FCC's Cox blasts television program policies as copying efforts rather than introductions of new concepts. Dislikes networks' ratings race and deplores abundance of feature films as program vehicles. See...

NEW SUPER CRITIC ... 55

RAB study shows that radio, not TV, is overwhelming choice as news source for all hours of day except during evening. Even then radio outranks newspapers. Magazines show poor fourth in all time periods. See...

MAIN MEDIUM FOR NEWS? ... 54

NBC has made move into CATV to get working knowledge of field with purchase of system in Kingston, N. Y. It is on record as favoring regulation by FCC and requiring permission to carry programs. See...

NBC TAKES REINS ... 38

Canadian Association of Broadcasters and CBC take pot shots at Fowler Report. Charge that czar system would be unworkable and urge that regulation be turned over to agency of three fulltime members. See...

REPORT GETS LUMPS ... 63

CATV finances were discussed from soup to nuts in NCTA's financial seminar. Operators were told that some form of regulation is on its way, but were given no clues as to what it would be. See...

CATV AND MONEY MEN ... 33

House subcommittee plans to scrutinize broadcasting with FCC and TV networks bearing main roles. Dingell's small business group wants to know how well small business is faring and what can be done to help. See...

RADIO-TV GROWING PAINS ... 42

DEPARTMENTS

AT DEADLINE .................. 9  LEAD STORY ................... 23
BROADCAST ADVERTISING .... 48  THE MEDIA ..................... 26
BUSINESS BRIEFLY ............. 52  MONDAY MEMO ................. 20
CHANGING HANDS ............... 36  OPEN MIKE .................. 18
CLOSED CIRCUIT ................ 5  PROGRAMING ................. 54
DATEBOOK ..................... 14  WEEK'S HEADLINERS ....... 10
EDITORIAL PAGE ............... 86  WEEK'S PROFILE ............ 85
EQUIPMENT & ENGINEERING ... 65
FANFARE ..................... 68
FATES & FORTUNES ............. 68
FILM SALES ................... 60
FINANCIAL REPORTS ........... 66
FOR THE RECORD .............. 73
INTERNATIONAL .............. 63

BROADCASTING, January 31, 1966
What is an influencible?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale Influence the influencibles.

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STORZ

WOGY Minneapolis-St. Paul
KXON St. Louis
WHB Kansas City
KOMA Oklahoma City
WOAM Miami

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NAB takes new stand on CATV, and it's tough

TV BOARD DRAWS LINE AT 100 MICROVOLTS

National Association of Broadcasters adopted Friday (Jan. 28) hardest-line position it has yet taken on regulation to curb community antenna television. It proposed that CATV's be prohibited from reaching for TV signals beyond range of dominant station in their own areas. Territory to which any CATV would be confined would be described by 100-microvolt contour of TV station with biggest coverage in its area.

Action Friday was tougher version of one taken day before (see page 28) when NAB television board voted to contain CATV's within 50-microvolt contours. Fifty-microvolt range is said to extend about nine miles beyond microvolt range for VHF's on channels 2 through 6. Thus effect of TV board's overnight revision was to cut nine miles from radius in which CATV's could reach.

According to NAB plan, CATV's could reach outside their contours only to import network service unavailable from station in their area.

Action of TV board was reported to radio board. In absence of dissent by latter, TV board's resolution became official NAB policy. It will be basis for new proposal association will submit to FCC, which is due to consider CATV regulation Feb. 10.

At Thursday's TV board meeting seven members voted for 50-microvolt contour, four dissented on grounds it was too liberal, three abstained. On Friday vote favoring 100-microvolt restriction was unanimous, except for abstentions by Peter Kenney of NBC-TV and Mike Shapiro of WFAA-TV Dallas, TV board chairman. William Lodge, CBS-TV, who abstained on Thursday had left for another meeting in San Francisco before board met Friday. Final resolution was same as first (see text page 28), except for 100-microvolt standard.

Vote to tighten contour came after overnight persuasion by those who felt 50-microvolt standard was not strong enough. Donald McGannon, president of Westinghouse Broadcasting, said that if original "soft" line had stood, it would have had "divisive effect" on NAB membership.

Mr. McGannon said 50-microvolt contour would permit Philadelphia CATV's to import New York independents, for example. (His company owns KYW-TV Philadelphia.) Mr. McGannon isn't on NAB board, but was present at scene of meetings. Charles H. Tower of Corinthian stations was spokesman of Association of Maximum Service Telecasters at NAB sessions. He argued for contour confined to station's Grade B coverage, smaller area than 100-microvolt range. Final action was compromise between 50-microvolt and Grade-B standards.

Four board members who voted against 50 microvolts Thursday and for 100 on Friday were Mr. Tower, Joseph Baudino of Westinghouse, Glenn Marshall of WJXT(TV) Jacksonville, Fla., and Mortimer Weinbach, ABC-TV.

Other Matters * At joint board meeting Friday, here were other actions:

- Approved 1966-67 budget of $2,393,548 income and $2,253,780 expenses producing surplus of $139,768.
- Confirmed $1,838,000 for new seven-story headquarters building on NAB's two lots. Building will have 46,000 square feet of usable space above ground and two floors for parking beneath street level.
- Clair McCollough, Steinman Stations, building committee chairman, said that project is aimed for fall start with completion in about one year. During construction, NAB will rent about 20,000 square feet for temporary offices. Also approved $135,000 research department budget, $45,000 of this for new projects, $50,000 for All Radio Methodology Study and $40,000 previously appropriated for carry-over projects, chief of which is continuing study of broadcasting and public.
- Of new projects, $30,000 will go for special studies to be developed from continuing studies; $10,000 in NAB grants for research in broadcasting and $5,000 for research guidelines for small stations.
- Supported report of American Values Committee that NAB name permanent committee and establish clearing house within association to compile and distribute on-air material. Editorial and documentary matter will be sent out without "editorial judgment." Request by committee chairman Charles H. Crutchfield, Jefferson Standard Stations, for special staff was dropped after President Vincent T. Wasilewski said such matters could be handled by present staff members. He named James Hulburt, assistant to president, and John Couric, vice president for public rela-

more AT DEADLINE page 10
Richard A. O'Leary appointed general manager of ABC's WXYZ-TV Chicago and John E. Campbell named to similar post at ABC's WXYZ-TV Detroit, both effective Feb. 11. Mr. O'Leary takes over from D. Thomas Miller, who has resigned as VP and general manager of WXYZ-TV to head new TV production firm (see page 59). Mr. Campbell replaces John F. Pival, who resigned as president of WXYZ Inc. and general manager of WXYZ-TV to form Pival Productions, Detroit, which will specialize in development of TV travel programs for national syndication. No successor named for Mr. Pival as president of WXYZ Inc. Charles Fritz continues as VP and general manager of WXYZ radio. Mr. O'Leary, 39, has been with ABC 10 years at KABC-TV Los Angeles, where he has been general sales manager since 1960. Mr. Campbell, 45, was with KABC-TV nine years, becoming sales manager, and has been general sales manager of WBKB-TV since March 1964. Hubbell Robinson, TV producer and former CBS-TV programming executive, joins ABC-TV network as executive in charge of production for ABC '66 (see page 62).

Michael E. Kennan, manager of media operations, Fuller & Smith & Ross, New York, elected VP and media director. Mitchell DeGroot Jr., associate creative director, also elected VP. Mr. DeGroot had been VP-sales at Paul H. Raymer Co., New York, before joining F&S&R in 1964. Other VP's elected at agency: Philip B. Hoppin and Nicholas G. Noble, account executives.

For other personnel changes of the week see FATES & FORTUNES

question of balanced programming. "There are persons with lots of money to spend," he said, "who place programs on certain small stations to further their views. Most cases of this deal with with rightwingers, but it's a bad situation whether from extremists on right or left."

Informed committee sources said fairness hearings were about four months away.

Question of television using questionable movies was raised by Senator Pastore. After mentioning several "adult-oriented" films by name ("Never on Sunday," "Peyton Place," "Marriage Italian Style") he asked: "How can we dare put these into homes" in front of impressionable children?

**BMI-broadcaster meeting finds both sides firm**

Neither side apparently gave or gained ground Friday (Jan. 28) in meeting on Broadcast Music Inc.'s call for higher payments for use of its music on radio stations.

Meeting, between BMI officials and All-Industry Radio Station Music License Committee, reportedly found committee resisting BMI's bid, as it did when first meeting was held last month (BROADCASTING, Dec. 20, 1965).

Another session has been set for March 9.

BMI contends it has never had radio rate increase and that one is currently long overdue because stations are using its music more than ever. All-industry group challenges justification for increase.

Robert T. Mason of WMRN Marion, Ohio, committee chairman, headed station group at Friday's meeting, held in New York. BMI group was led by President Robert B. Sour and Chairman Sydney M. Kaye.

'**Shadow**' headed for TV

Long-time radio series, *The Shadow*, is headed for television. CBS-TV has acquired TV rights to thriller program for possible use during 1967-68 season. CBS-TV obtained rights to *The Shadow* from Conde Nast Publications Inc., New York, after negotiations with Charles Michelson, C-N representative and distributor of syndicated radio dramas.

**NH&S moves Chicago offices**

Needham, Harper & Steers, Chicago, over weekend moved from Prudential Building to top four floors of new Equitable Building at 401 N. Michigan. Phone: 527-3400.

**D.C. may have two candelabra towers**

Popularity of candelabra-type towers capable of carrying three or four television stations is pretty well established. There are, after all, five already in existence in that many cities, and half dozen at least in projected versions. But leave it to Washington to go for candelabra towers in duplicate—one for VHF stations and one for UHF stations.

Proposal to place all of capital city's V's on 1,281-foot-above-ground tower in Silver Spring, Md., area was approved Friday (Jan. 28) by Federal Aviation Agency. Next step is zoning approval and then submission of application to FCC. Three of Washington's four V's have agreed to move to tower. Stations: WMAL-TV, WTOP-TV and WRC-TV. Only V in Washington which has not signed to join candelabra group is WTTG-TV.

Meanwhile, WDCA-TV, on channel 20, is due to occupy its own candelabra in March. This 809-foot, platform-topped tower is in Bethesda, Md., area. It is capable of carrying four U's. At present Washington has two UHF stations operating (noncommercial, educational WETA-TV and commercial WOOK-TV). Fourth U in city is being contested in four-applicant FCC hearing. At moment none of opening U's are committed to joining WDCA-TV on its tower, but negotiations are underway.

First candelabra tower was built in 1955 in Dallas-Fort Worth. It is 1,521-feet above ground and carries three stations. Other candelabras: Baltimore, built in 1957, originally 729 feet, now 999 feet, carrying three stations; Sacramento, built in 1961, 1,548 feet, carrying three stations, and Houston, built in 1963, 1,473 feet, and carrying two stations.

Although not candelabra, Empire State Building tower in New York carries that city's nine TV stations (seven V, two U), plus six FM stations.

**'Batman' still flying**

ABC-TV's *Batman* showed well in Thursday night 7:30-8 p.m. competition with overnight Arbitron rating of 27.4 against CBS-TV's *Munsters* at 14.3 and NBC-TV's *Daniel Boone* at 14.1.

Other new Thursday night shows for ABC fared less well. *Double Life* of Paul Winfield Phye (8:30-9) scored 15.0 while CBS-TV's *My Three Sons* won time period with 22.6 and NBC's *Laredo* had 19.6.

In 10-11 block movie won first place for CBS with 19.2, NBC's *Dean Martin* had 19.0 and ABC's entry, *The Baron*, scored 12.1.
Do you know?
AMECO makes
207 basic
CATV products

That's not all. In addition to basic amplifiers, connectors, splitters, power supplies, line extenders and transformers, Ameco manufactures over 1197 variations — to fill all your special needs.

Why? Because we believe that our customers know what they need, and our aim is to supply those needs and requirements. Total sales for 1965 confirm our aim. Thanks to our ability to foresee and produce the needs of CATV industry, sales increased dramatically from $520,200 in 1961, to $9,945,700 in 1965!

Every Ameco product is thoroughly researched, field-tested, (quality-controlled each step of the way) and performance-proven before it reaches your system. So, go with the best — go AMECO!

AMECO ... CATV quality performance and ingenuity
Walter Schwimmer

"THE SPORTS"

A message of vital every UHF

Let's face it: You have to live with tough prime time network competition. You are engaged in a constant battle to win and hold a bigger share of the mass television audience. You need "the numbers". And you know success depends largely on the calibre of your counter-programming.

The most effective counter-programming strategy? A top-notch sports show! Proved time and again to be the best answer against prime-time situation comedies, mystery shows, Westerns, and variety shows. A good sports show is a potent counter punch against any and all competition. It comes up with a substantial audience that can be translated into spot sales.

Fine, you say, but that kind of a show is too costly for a UHF? No longer! Not when you can have...

"THE SPORTS PACKAGE"

Developed as a basic program foundation specifically for UHF's and independent "V's" by Walter Schwimmer, Inc. The organization that originated and produced Championship Bowling, All-Star Golf, The World Series of Golf, Championship Bridge, Let's Go To The Races, and other highly successful sports series.

Two years were spent in building it. Thousands of films, gathered from all over the world, were screened. Only the very finest were selected. Each had to measure up to the highest standard of production quality and viewer interest. This material plus selected shows originated by Walter Schwimmer, Inc. has been packaged into a series of...

623 hour and half-hour programs many in color—many first run

Covering seven popular sports categories: bowling, golf, college football, bridge, auto racing, pocket billiards, and hunting and fishing.

Every show in the series features an exciting sports event. Expertly edited to project action, drama, suspense. A sure-fire thriller for the avid fan.
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"THE SPORTS PACKAGE" is the key to the proper, realistic, and powerful COUNTER-PROGRAMMING needed to establish a meaningful and loyal viewing audience.

TV sports fans are a knowledgeable, highly selective group. No ordinary show will lure them to your station in great numbers. It has to be something with a big name title and star cast of championship contestants which viewers and advertisers will identify as "big league". And it should have a reputation for excellence and results so that it will be sponsored by sales-minded advertisers who recognize the prestige value of being associated with the very best in television.

"THE SPORTS PACKAGE" provides these indispensable counter-programming elements. Add it to your program arsenal. It will certainly prove to be the best program investment you ever made.

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

# Indicates first or revised listing.


Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards ($500 national award and $100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10036.

**FEBRUARY**

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on FCC’s proposed rulemaking to allow remote control operation of VHF stations.

Feb. 1—Deadline for entries in the George Polk Memorial Awards competition for outstanding achievement in journalism sponsored by Long Island University. Entries should be sent to Professor Jacob H. Fewe, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Board of Broadcast Governors public hearing, 428 Sparks Street, Ottawa.

Feb. 1—Entry deadline for fourth annual station award and fourth annual international award of National Academy of Television Arts and Sciences. Entries should be sent to 54 West 61st St., New York 10023.

Feb. 1—Deadline for entries for U. S. Conference of Mayors-Broadcast Pioneers awards to radio and television station making greatest contribution to the good of the local community. Contact: Broadcast Pioneers, 500 Fifth Avenue, New York 10017.

Feb. 1—Deadline for entries for the Gabriel Awards competition sponsored by the Catholic Broadcasters Association. Entries should be submitted to Gabriel Awards Board, Catholic Broadcasters Association, 1220 South Santer Street, Los Angeles 50015.

Feb. 1—March 22 (Tuesday, 4-6 p.m.)—Institute for Advanced Marketing Studies, sponsored by New York chapter of American Marketing Association. Classes on media research; instructor: Jerome D. Greene, consultant, New York.

Feb. 2—International Radio and Television Society’s newsmakers luncheon. Highlights of the committee on nation-wide TV audience measurement report to be presented by Julius Barnett, VP in charge of broadcast operations and engineering, ABC; Hugh M. Seville Jr., VP, planning, NBC; Jay Eliasberg, research director, CBS-TV; Waldorf-Astoria, New York.


Feb. 2-4—Institute of Electrical and Electronics Engineers annual winter convention on aerospace and electronic systems, formerly convention on military electronics. International hotel, Los Angeles.

Feb. 2—Meeting of the Minnesota AP Radio and Television Association, Minnesota Press Club, Minneapolis.

Feb. 3—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss color television. Panel chairman is Shelly Platt of Benton & Bowles.

Feb. 4—Western States Advertising Agencies Association “Man of the Year” award luncheon. Ambassador hotel, Los Angeles.

Feb. 4-5—Annual Radio-TV News Seminar sponsored by the Northwest Broadcast News Association and the School of Journalism of the University of Minnesota. Speakers include John F. Dille, board chairman of the National Association of Broadcasters, and Robert Gamble, president of the Radio-Television News Directors Association. University of Minnesota, Minneapolis.


Feb. 7—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 76 through 83 inclusive for new class of 19-kw community TV stations with 200-foot antenna limitation. Former deadline was Jan. 5.


Feb. 7—Deadline for comments on criteria FCC should use in determining market rank in connection with policy aimed at limiting spread of multiple TV owners in top 50 markets. FCC asked for comments in connection with application of WGN Inc. to purchase KCTO(TV) Denver.


Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters, Jack Tar hotel, Lansing.


Feb. 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss video tape. Panel chairmain is Charles Adams of Videotape Center, Johnny Victor theater (Rockefeller Center), New York.

Feb. 10—American Marketing Association/New York chapter, marketing distribution committee meeting. Dr. David Valinsky, professor of statistics at City College of New York, and research consultant, will discuss “Decision Models in Retail Management.” Americana hotel, New York.

Feb. 14-17—Broadcasting workshop sponsored by Kho Tam Binh, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be “Radio and Television’s Challenge of Tomorrow.” Student Union building, University of Cincinnati.


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Reading at the top

EDITOR: I enjoy reading Broadcasting regularly and hope to continue for many years.—Arthur C. Fatt, chairman, Grey Advertising Inc., New York.

The CATV muddle

EDITOR: I want to compliment you on the very good judgment and real sound sense in your editorial (Broadcasting, Jan. 17). I certainly consider this a very worthwhile contribution to the community antenna television muddle.—J. Lee Johnson III, vice president, WBBF-AM-FM-TV Forth Worth.

The father of Smokey Bear

EDITOR: I read with interest the account of Smokey Bear in the “Monday Memo” from Edward Wilson (Broadcasting, Jan. 24). Smokey’s introduction to the American public happened so long ago that I daresay few persons are still around to verify the story but I believe my father, Harry Irion, was the first one to conceive the image of this little bear as a fighter for protection of the national forests.

My father, who died last March, was at that time (1943) an attorney in the Forest Service. The story as he told it to me, and I have every reason to believe it to be true, was as follows:

In the aftermath of a terrible forest fire, one of the rangers rescued a cub bear who was brought to the Washington Zoo and was treated for severe burns. He was something of a pet for the Washington foresters and was nicknamed Smokey. Dad seems to have had an especial fondness for the bear and he suggested that Smokey might be put to practical use in an advertising campaign on behalf of fire prevention. From that point on the PR boys took over but my father never lost his affection for Smokey. If any old-timers at the Forest Service are still around, I think they would confirm this story and say that Harry Irion first invented Smokey the Bear.—H. Gifford Irion, hearing examiner, FCC, Washington.

Resource material

EDITOR: The 1966 Broadcasting Yearbook arrived and has proved already to be an outstanding addition to resource material about stations throughout the country.—Robert P. Slingland, director of television education, Tacoma Public Schools, Tacoma, Wash.

(The 1966 YEARBOOK is available at $5 a copy from the Broadcasting Circulation Department, 1135 DeSales St., N.W., Washington 20036.)
If it's not in here, it's not about radio and TV

Broadcasting Yearbook—the one-book library—is hot off the presses and ready for your use. Over 600 indexed pages of information are at your fingertips on TV, radio, CATV, equipment, codes, programs, ad agencies, reps, and a chronological look at the highlights in the industry during 1965. Supply is limited—order yours today.

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Risk is a necessary element of profit

Last year brought McCann-Erickson a wonderful bonus thanks to A Charlie Brown Christmas and the National Geographic series. The bonus was a reaffirmation of the rich rewards to be reaped from taking a little risk.

On Sept. 10, 1965, a calculated risk paid off handsomely. On Dec. 9, a jackpot. And on Dec. 22, our first risk paid extra benefits a second time. More rewards are to come in February, April, May and June, I am confident.

What were the risks that delivered the rewards? They came from the exploration and development of independently produced program ideas.

The first was the National Geographic series of four, one-time, nonfiction specials. Geographic took the initial risk. They went ahead on their own and made specials at a time when the rule of the day was that nonnetwork produced specials would not find a place in good network time.

We took a little risk in vigorously recommending the series to Encyclopaedia Britannica as its entry into prime-time television when we could not guarantee any network clearance.

But we felt that the four specials unified by the Geographic imprimatur, with the collateral promotion benefits and subject matter that was, in our opinion, both informative and entertaining, offered rewards worth the risk. Encyclopaedia Britannica agreed, enthusiastically, when we both realized that the safe way to buy nonfiction specials is simply to select from the networks' Chinese menus of availabilities.

So we started to work to clear time on any one of the networks. The conditions we promised to Britannica were tough. We were to deliver four hours between 7:30 and 9 p.m. in pre-emptive periods only, not "news department periods."

We crashed into seemingly insurmountable policy obstacles. Suffice it to be known that the four programs appear on CBS in choice, 7:30-8:30 p.m. pre-emptive slots. Ratings for the Sept. 10 and Dec. 22 programs run over 50% higher than the average of nonfiction specials.

Hang on Snoopy • The second risk centered in a boy named Charlie Brown.

In May of 1964, a delightful film arrived on Madison and Michigan Avenues called "A Man Named Charlie Schulz." Produced by young, talented Lee Mendelson, it looked at and into the life and person of Charles (Sparky) Schulz, the creator of "Peanuts."

The treatment, in our opinion, was a bit too fragile for acceptance by the networks in prime time. But it showed all of the shining elements of what could be done in a different form.

We went fast to Messrs. Mendelson and Schulz personally. What evolved was a joint enthusiasm to do a first story with a Christmas theme, fully animated and perhaps in a half-hour.

That was about all we took to Coca-Cola. We had a thin story line. But the total concept, although it had little substance at that point, shone with great promise.

Coca-Cola matched our risk (in presenting such a flimsy plan) and more. Never, to our knowledge, had a half-hour entertainment special appeared in prime-time. And never had the "Peanuts" characters been animated in longer than one-minute commercial form.

The result, A Charlie Brown Christmas, was presented by Coke on CBS at 7:30-8 p.m., Thursday, Dec. 9. On Dec. 10, all heaven broke loose! The public acclaimed and the critics praised the show, even beyond our hopes.

National Nielsen ratings listed it as number two for the two weeks ending Dec. 19. And best of all, the company and Coca-Cola bottler enthusiasm was most gratifying.

Radio-TV Special • The third risk started as a busman's holiday.

Last August, we were fighting the summer doldrums by batting around ideas. The net was that we felt the public might like to see about what they have been doing more of in the last 40 years than anything but sleeping, and possibly working (except in the 1930's and the war years). Namely, listening to radio and watching television. The host should be Arthur Godfrey, the man who has pioneered the span of broadcasting.

With little more than this basic idea, we went to the Savings and Loan Foundation. They caught the exciting promise and agreed to sponsor the program next May 1, 10-11 p.m. (pre-emptive period) on CBS with Mr. Godfrey as host. We anticipate there will be fine rewards for everyone.

All of the shows mentioned are independent productions, i.e., nonnetwork owned. We believe that in our "risk-reward" concept we have produced some extra advantages for our advertisers. Among the benefits are dollar savings, better time periods, perhaps fuller clearances and programs with a tailored pertinence to specific client objectives. Hopefully, we have presented the public with offerings they might not otherwise have seen.

We believe big rewards are worth a professionally calculated risk. We also clearly realize no one can hit 1,000 in this business. But where there is no risk, there is no profit.

An important part of our reward has been in giving young independent producers (who want to retain the advantages of being independent) a chance to show, under the best of circumstances, what they can do.

The rewards-with-risk concept, of course, depends on an agency-advertiser relationship of great confidence and shared responsibility for both success and disappointment.

But I believe strongly the approach benefits all concerned and, most importantly, the great consuming public.
Every day somebody new discovers Sales Management's Survey of Buying Power. But the men who count—the sales/marketing executives who make the decisions on your market and your medium, have been using it for years (our little friend above hasn't even begun to discover all the Survey holds). Tell the full story of your medium and your market to the men who count—when it counts. Reach the marketing decision maker in Sales Management's Survey of Buying Power. Positions adjacent to county-city statistical data close February 21; metro area and other sections close March 20.

Erdos & Morgan, Inc. study of Sales Management's Primary Subscribers, 1965: 81.2% report that selecting specific advertising media and 66.5% report that selecting test markets is within their sphere of influence.

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*Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans.
The British (programs) are coming

Turnabout in export-import balance: For first time British series sales to U.S. exceed U.S. sales to Britain—perhaps by twice as much

The British are infiltrating U.S. television network schedules on a scale that is stirring curiosity, interest and in some cases resentment among U.S. program suppliers and may lead them to do more of their own production abroad.

Authorities appeared agreed last week that British program sources this year will, for the first time, take more money out of the United States than this country’s program suppliers will take out of the United Kingdom.

Some estimates placed the probable British dollar advantage as high as 250% above total U.S. program revenues from Britain, or British sales in the U.S. of $15 million compared to British purchases from the U.S. of $6 million.

Most sources, however, thought the British were selling about $8 million in programs to the U.S. while they were buying about $6 million in programs from this country.

The British breakthrough on the three TV networks this year has already reached unprecedented proportions, with five one-hour programs scheduled for prime-time presentation this winter, spring or fall.

The English imports are The Baron, already on ABC-TV; Secret Agent, currently on CBS-TV; Avengers, and Court Martial, set to begin on ABC-TV this spring (see page 24) and The Saint, scheduled to start on NBC-TV next fall. Four of the programs were produced by Associated Television, and the fifth, Avengers, by ABC Television Ltd., London.

How Much? • The curiosity factor surrounding the English-made series centers on the prices paid by the networks for this product. One U.S. programer quipped: “I’m very sure that Britannia has waived the rules.”

He was alluding to widespread reports, echoed by his American colleagues, that the British series were sold at prices well below those commanded by comparable prime-time U.S.-produced shows.

An official of Independent Television Corp., the U.S. subsidiary of Associated Television, which sold four of the five series, denounced the low-price allegations as “unfounded and unfair.”

But no one would quote the precise prices paid by TV networks.

The British surge is stimulating interest among some U.S. production companies with an eye on the potential of producing abroad, including Britain. They plan to scrutinize the acceptance of the British imports carefully and some intend to co-produce series in various parts of the world on the theory that the time might be appropriate for an escape from what they call Hollywood sameness.

The British success story this year is touching off resentment among the overseas distribution arms of some major U.S. production firms. They contend that such British devices as the 14%
THE BRITISH (PROGRAMS) ARE COMING continued

slots while the networks regroup their programing?

* Why will these programs score well when other British imports, for the most part, have failed when exposed on U. S. networks over the past decade?

Most U. S. program officials expressed doubt that the British imports would survive. Their judgment seemed based largely on intuition but several mentioned that the programs had a same-ness in that they were British adventure-thrillers.

The curiosity over the prices paid by the U. S. networks developed into the guessing-game of the week. After discus- sions with network program officials, U. S. producers and ITC, it was clear that the British film shows are more economical to produce and are sold at lower prices in the U. S. than comparable American programs. But the tanta- lizing question—"how much lower?"—remained unanswered.

What's the Cost? * There was agreement that most prime-time U. S. pro-

graming, even though it's first-run in the U. S. and prices paid are astro- nomically higher than prices extracted in England for U. S. network programs sold there on the same basis.

In an interview with Broadcasting, Mr. Mandell said he would not divulge the prices paid by U. S. networks for the four programs produced by ATV, but insisted that the low prices quoted to him were "sheer nonsense."

He did say that the prices were a little lower than an American producer would be paid, and stressed that money is not a prime consideration to a network in selecting a TV series.

"They buy a program when they need it," Mr. Mandell declared. "And our programs seem to fit their needs right now. I'm not surprised that some of our competitors are downgrading our efforts. We have been fighting the 'battle of the British product.' Until recently the first question we were asked by a network or a station was: 'Is it British? They didn't screen our programs and then decide if they were good or bad.'"

Acceptance * "Now the doors are opening. Why? I think the timing is right. You have had the Beatles, James Bond, British motion pictures, records and what I like to call the 'British invasion of Broadway.' All of a sudden, British entertainment of all kinds is acceptable in America. After all, the Brit- ish have talented people—writers, directors, producers. It took British movies 25 years to become accepted here. I think it's taken British TV a decade."

At one point, Mr. Mandell referred to The Saint, which is scheduled to be- gin on NBC-TV next fall in color, and said unequivocally: "We are getting prime-time prices for this show."

The relatively high British representation on U. S. TV is intertwined with the sale of U. S. programs abroad. Inter- national distributors here were not concerned with the rash of English TV film series sold here, but were resentful about what they considered to be inequalities.

The gist of their stand was this: Only 14% of British TV programing can be foreign programs (meaning largely those made in the U. S.). This amounts to about one hour a week on the three available channels. This paucity of available time leads to a fierce competitive situation. By standard practice, the top price for a quality one-hour U. S. program for the entire British Isles is $7,000, and sometimes consider- ably less.

"Let's grant that there are about 15 million sets in Britain, compared to 53 million here," one distributor explained.

"That's about 350% fewer sets than we have here. Even granted that the cost of living is double here and I don't concede that, you'd think Britain could

New ABC programs will be British imports

Like several of its nighttime offer- ings now on the air, ABC-TV's so-called second season is a two-parter.

The network announced last week that to maintain a fresh look for its season-within-a-season it is schedul- ing two more one-hour shows, The Avengers and Court-Martial, both British imports (CLOSED CIRCUIT, Jan. 24.) They go into prime time this spring in place of Ben Casey and The Jimmy Dean Show reruns. ABC said Avengers will start March 28 in the 10-11 p.m. spot now occupied by Casey. The show is produced by ABC Television Ltd., a British program contractor not re- lated to the ABC network. Avengers has been telecast in England for the past four seasons and is described as a comedy-adventure series about a secret agent.

Court-Martial, an ITC-MCA pro- duction in England, will begin April 8 in the Jimmy Dean 10-11 period. It's a World War II story about two officer-lawyers in the judge advocate general's department.

ABC sources indicated that Ben Casey will not return to the nighttime network schedule next season and that Jimmy Dean's chances of being put back in the lineup were not much better.

networks. They discounted as exag- gerated some reports from Britain that exports to the U. S. would reach $15 million in 1966.

Though program executives here evinced interest, curiosity and some re- sentment over the British network spree, they felt that the impact of the develop- ment could not easily be measured. They raised these questions:

* Will the British programs measure up in ratings over a period of time?

* Are these just back-stop programs to fill a need during midwinter replacement time?

* Are these shows merely distress merchandise sold cheaply to fill time

grams are sold to the networks for an average $120,000 an hour (though production costs may be higher). There were estimates that a one-hour British program could be produced for 30% to 50% less or in the range of $60,000 to $84,000.

But what do the U. S. networks pay? U. S. program officials estimated any- where from a low of $30,000 to a high of $60,000. Their reasoning considered that these prices in actuality are high to a British supplier who has recouped his investment via sale in Britain, Aus- tralia, Canada and in many other parts of the world. They added that networks can and do point out that this is rerun
pay $14,000-$15,000 per episode.

"Isn't it strange that such countries as Italy, Germany and Australia pay a lot more proportionately than Britain when set circulation and economic factors in the different countries are considered? There's a monopoly situation in Britain. I don't mind British films competing here on the open market but I think our product should have the same opportunity."

May Change Pattern • The British program influx is likely to have some effect on widening the production base from Hollywood. This was the view of several major producers and was supported by Michael H. Dann, vice president of CBS-TV, and Mort Werner, program vice president of NBC-TV.

Mr. Dann stated that co-productions with European companies are "definitely in the wind," and said it is merely a matter of time before this is done on a widespread basis. He added:

"CBS-TV has just put up development money for variety shows being produced in Bavaria and for dramatic shows being produced by English production companies. These shows may go into next season's schedules, may be used for replacement programming this season or held for later presentation."

Mr. Dann expressed the opinion that the British have "finally mastered the technique of producing first-rate TV fare," and indicated that this was advantageous to the U.S. industry.

"We, of course, have a high percentage of failures here," he explained. "British product offers the twin advantage of being available for immediate airing and also being available at a reasonable price." Mr. Dann did not reveal the prices garnered by British productions on U.S. networks but he estimated that these import presentations cost 30% less to produce than similar Hollywood programs.

Mr. Werner was equally optimistic regarding production from abroad. He felt that the emphasis on color could point to a more widespread use of locations throughout the world.

"For example, our Spy series is being out. "The Saint" is being produced in England. We know the Japanese are good in producing science-fiction programs and we are discussing one project with a Japanese company that would entail production in Japan and the U.S. We are looking into the possibility of a Wide World entertainment program with stars from different countries of the world. This could be feasible in view of the growing popularity of foreign motion-picture stars."

Bolstered by the success of the British, several American producers have planned ventures in foreign countries with partners there. Among these are Seven Arts Television, which is blueprinting a one-hour science fiction series in association with Bavarian film studios; Paramount Pictures, which has completed the pilot of One-Eyed Jacks are Wild in association with Associated Rediffusion, London; ABC Films, which is discussing projects with producers in various European countries and Japan, and Screen Entertainment, which is developing several science-fiction and action-adventure series in Japan.

Program notes ...

Meet Marcel • RKO General last week taped a special program featuring famed mime Marcel Marceau in a one-man show. Called Meet Marcel Marceau, the program will be shown as an hour or an hour-and-one-half TV special at an unspecified date. The production was handled by RKO General's KHJ-TV Los Angeles and taped at the former Allied Artists studios in Hollywood.

New syndicator • John Vrba and Associates, Los Angeles, are now offering The Dick Sinclair Show, a musical variety program, in syndication. Formerly known as Hollywood Polka Parade, the show is seen in 50 markets, 21 of them carrying it in color. Program is produced at KTLA(TV) Los Angeles by Daleridge Productions.

IBM divorce probe • International Business Machines Corp. will sponsor The Divorce Dilemma, a special on Feb. 15 in its 15-program series that is scheduled in CBS News' CBS Reports program (CBS-TV, Tuesday, 10-11 p.m. EST). The program is described as an in-depth probe of the causes and effects of divorce in the U.S. Ogilvy & Mather, New York, is IBM's agency.

Original cast • CBS-TV will present Arthur Miller's celebrated play, Death of a Salesman, on Sunday, April 3 (9-11 p.m.) with Lee Cobb and Mildred Dunnock taking their original Broadway roles in the television presentation. Cost of the production is estimated at $400,000 and it will pre-empt the network's normal 9-11 p.m. block of programming.

It's 25 for Triangle • Triangle Program Sales has placed into syndication a color series of 52 half-hour programs, High and Wild, consisting of sports and nature episodes. The series was produced by sportsman Don Hobart and includes segments on steelhead fishing, dog racing, river rafting and hunts for moose, polar bears, desert birds and rattlers. It is the 23rd TV property offered by TPS.

Perry in color • Color will glimmer for one Perry Mason episode next month on CBS-TV. "The Case of the Twice-Told Twist" is being filmed in color at various locations in Los Angeles, showing several city landmarks, for telecast Feb. 27. It'll be the first colorcast in the series' nine-year history. The episode is a modern-day parallel to Charles Dicken's "Oliver Twist."
A new role for NAB chairman

His position will revert to a part-time job, enlarged executive committee will have power to act for board between semiannual meetings

In what was interpreted by most directors as a dual-purpose resolution, the National Association of Broadcasters Board of Directors last week voted to eliminate an on-scene, full-time chairman and to give the heretofore innocuous executive committee broader powers and responsibilities.

Both moves followed a recommendation by current board chairman John F. Dille Jr., WSB (TV) Elkhart-South Bend, Ind. He told the board that as broadcasting grows "the demands upon this association become greater. We need more action, more dynamism, broader and balanced leadership." The time has come, he said, for NAB to become "more of an entity of action and less of reaction."

The board's decision at its opening session Tuesday (Jan. 25), was seen as a vote of confidence in NAB President Vincent T. Wasilewski and the staff, and as an answer to those who have been critical of the board as being too unwieldy and/or being dominated by the larger radio group. There are 29 members on the radio board and 15 on the TV board.

It was generally felt among board members that Mr. Wasilewski's first year performance warranted tangible recognition. It was expected his base salary of $50,000 would be increased probably by $10,000 at the June board meeting.

Under the new concept, the executive committee will become a seven-man organization with the power to make board decisions and set NAB policy between the semiannual board meetings. The present five-man executive committee has been geared more to handling household chores, acting as chairmen of committees and making recommendations to the full board. The changes take effect June 30.

The seven-man committee will be made up of the joint board chairman, president, chairman and vice chairman of the radio and TV boards, and the immediate past chairman of the joint board. Currently the executive committee's members are the joint board chairman and chairman and vice chairman of the radio and TV boards. The NAB president has sat in on the executive committee meetings but has not been a formal member.

Recommendations - Among the points made by Mr. Dille in his 12-page report:

- The joint board should continue to have "broad latitude" in selecting a chairman, who does not necessarily have to be a member of either the radio or TV boards. A nominating committee will be made up from retiring board members.

- The chairman should spend a minimum of at least one-quarter of his time at the Washington headquarters. Whether this would be one day a month and two weeks the following month would be left to the chairman in consultation with the president.

- There is no need to pay the chairman a salary. (Currently up to $50,000 a year is budgeted for salary and living expenses.) An adequate expense allowance, however, should be available and NAB should be prepared to make up any reasonable difference if the chairman should lose money because of the post. "This appears to be unlikely, but possible."

- The executive committee should meet often, eight or nine times a year. NAB is too complex to be run effectively "on two board meetings a year with minimum liaison between meetings."

- Candidates for radio and TV chairmen and vice chairmen should be determined before the meetings at which they are elected. Some procedure should be established "to avoid last minute chaotic election procedures which have prevailed too often in the past. Perhaps each board should have a nominating committee."

- The chairmen and vice chairmen "should recognize that they are committing some minimum of time dedicated to NAB affairs. I think they should be freed so far as possible from other NAB committee work to better

NAB chooses its man of the year

Sol Taishoff, editor and publisher of Broadcasting and of Television Magazine, was selected last week to receive the National Association of Broadcasters 1966 distinguished service award.

The award will be presented at the first general assembly of the association's annual convention in Chicago March 28.

The award, conferred annually since 1953, is given for "significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continu-
Have you looked at Charlotte lately?

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BROADCASTING, January 31, 1966
Federal restrictions that would rigidly limit community antenna systems in their pickups of distant stations were proposed last week by the National Association of Broad- posing and 3 abstaining.

Under the proposal, CATV's would be penned within the signal contours of the dominant stations in their areas. They could reach outside those contours only to im- port a national network service that was unavailable at closer hand. The thrust of the proposal is to force CATV's to carry local stations and to prevent them from importing coast-to-coast contacts made by men eliminating "leafpicking," the by- passing of nearer stations in favor of those at greater range.

The television board acted on a recommendation of the NAB's Fu- ture of Broadcasting in America Committee. The NAB's joint tele- vision and radio board was to con- sider action on the recommendation Friday (see AT DEADLINE). The television board adopted its position by a narrow vote: 7 favoring, 4 opposing and 3 abstaining.

**The Proposal**  Here is the text of the television board's endorsement of the FBA Committee's plan:

"The FBA committee recommends that there be established new con- tours of predicted television station coverage to be called 'CATV con- tours.' These contours will conform to the 50-microvolt computed con- ture of the station with the largest coverage in the area in which the CATV system is located. CATV sys- tems located in that area shall not be permitted to pick up stations be- yond that contour either by micro- wave or by direct off-the-air pickup. "As an exception, if the area with- in the CATV contour is not served by stations with primary affiliations with all national networks, a CATV system may import the signal of the affiliate of the missing network or networks provided that it imports the affiliate which is closest to the CATV city."

"With respect to carriage, the CATV system shall be required, within the limits of its capacity, to carry stations in the following order of priority: (a) all stations whose principal city is a city where the CATV system is located, (b) all stations placing an A-grade signal in the CATV city, (c) all stations placing a B-grade signal in the CATV city."

It should be noted that the CATV system is permitted but not required to carry stations whose signal is within the CATV contour but is not a B-grade or better.

"Except as noted above CATV systems may not carry the signal of any commercial broadcast station outside the CATV contour."

**NAB TV board votes harder line on CATV**

Speaking with unqualified praise of Mr. Wasilewski, Mr. Dille said: "In our president we have achieved our needed excellence in administration and leadership." He cautioned the board it must "complement, supplement and provide the guidelines to benefit from this ad- ministrative excellence" or it allows for "two major exposures to hazard." The president and staff "will be faced not only with the heavy duties of admin- istering association affairs but also with the problems of conceiving, plan- ning and directing of action projects."

Mr. Dille also urged members of the executive committee to be in "frequent contact with significant individuals and groups in Washington and elsewhere as needed. Individually, in pairs or as a whole committee," there should be con- tacts with the FCC, Congress and others. No matter how good staff con- tact is in these directions, he added, "face-to-face contacts with men who are themselves licensees or direct representatives of licensees are a vitally important complement to the work of the staff." The report by Mr. Dille came mid- way in his term as chairman which ex- pires June 30. He is the second broad- casteer to serve in the post of resident chairman since Mr. Wasilewski as- sumed the presidency on Jan. 26, 1965. Mr. Dille's predecessor was Willard Schroeder, WOOD-AM-FM-TV Grand Ra- pids, Mich.

**Limited Field**  Mr. Dille recalled the board's feeling when it created the working chairman concept in 1965; i.e. in addition to top administrative leader- ship, a much stronger identification of the broadcasting field itself was needed at NAB in Washington. Although he feels this need is still present there are "pragmatic considerations" the board has to take into consideration in modi- fying the concept of the chairman's role. But, he cautioned, it should not "turn its back on the fundamentals" of the reasoning used by the selection com- mittee in seeking a chairman.

He defined the pragmatic conditions as a very limited number of broadcast- ers who would be considered well-quali- fied candidates "willing and able to give most of their time to the work for one or two years. Other factors also tend to limit the field: Disruption of family life, severing of numerous home-com- munity ties which most men have and a multitude of personal matters which in the aggregate are complicat- ing."

Although there has been some specu- lation that with elimination of the full- time on-scene chairman Mr. Wasilewski might seek to name an executive vice president, this was felt by most board members to be unnecessary under the new plan.

And in his report to the board, Mr. Wasilewski did not touch on the sub- ject.

What he did tell the board, in no uncertain terms, was that he sees his job as helping make policy as well as im- plement it. He said he would resign rather than back a policy he could not support in good conscience. Otherwise, he added: "I'll fight for it."

**Will Be Forthright**  The NAB presi- dent said if the time comes he will have no qualms about speaking on matters "which are embarrassing or difficult" if he feels it necessary. However, "I do not consider it necessary to criticize this industry in order to please some elements of the press or the govern- ment nor to achieve greater personal popularity."

He said the first year has been "hec- tic, harried and demanding." At the start of his second year, he added: "I don't see any yawning crevices in the ground, but I do see a few hairline cracks."

Foremost among these, he said, is community antenna television. The joint board discussed a proposal—adopted two days later by the television board— for new restrictions on CATV pickups of distant stations (see above). The joint board was to consider the pro- posal again Friday (see AT DEADLINE).

Mr. Wasilewski, a 16-year veteran with NAB, and a long-time staff mem- ber at the old Washington headquarters, also recommended that the association erect a new building. (The board was to take up this subject on Friday.)

He said a new building would be "a right move at the right time and it will not only improve working conditions but also provide visual evidence that the NAB is solid, unified and plans to be around for a while." He reminded the board members that the present build- ing has produced "nervous veterans of

28 (THE MEDIA)
roof leaks, breakdowns of the heating plant on zero days and breakdowns of the air conditioning plant on 100 degree days, fires, flood, boiler explosions and unsettling statements that rather large cracks have appeared here and there and that this building was never intended to house as many people and as many file cabinets as we have in it."

At the Tuesday meeting, the joint board also named Everett Revercomb to his 11th term as secretary-treasurer and made a major change in the fall conference set-up.

The board approved regional meetings in Boston, Washington, Atlanta, Chicago, Dallas, Denver, Los Angeles and Kansas City, Mo., in 1967.

For 1968 and successive years, the eight conferences will be held in cities selected from a list of 14 cities. This was decided after Mr. Revercomb told the board that the "best-attended meetings are those scheduled in well-located, large metropolitan cities with good hotel facilities." The 14 cities are: Boston, New York, Pittsburgh, Cincinnati, Washington, Atlanta, Chicago, St. Louis, Kansas City, New Orleans, Dallas, Denver, San Francisco and Los Angeles.

Radio-code dues increased 50%

Extra money will be used to provide more monitoring, copy-clearance services

For the first time in several years the radio code operation of the National Association of Broadcasters can look forward to showing a profit instead of a steady loss. This outlook was set when the radio board at its meeting Wednesday (Jan. 26) approved a 50% across-the-board dues increase for code stations and networks that should raise code revenues by about $60,000. The board also approved a $30,000 increase in the public-relations budget, bringing it up to $200,000.

Under the revised dues structure, which goes into effect April 1 with the start of the new fiscal year, the radio code anticipates $173,166 income and expenses of $157,312 for a surplus of $15,854. In the current fiscal year the code is getting $110,632 from networks and stations and is using up $17,167 in existing surplus. But this wipes out the radio code's surplus.

Howard Bell, code director, said the extra funds would be used to provide increased monitoring and copy clearance.

The new dues structure sets a station's monthly rate at 75% of its highest one-minute rate with a $27 monthly ($324 yearly) maximum. Stations now pay 50% of the highest minute rate with a $216 yearly maximum. The new structure also raises the yearly rate of each radio network 50% from $2,500 to $3,750.

The only discord in what otherwise was a placid session was a "taxation without representation" charge by ABC Radio President Robert Pauley on the increased network assessment. Mr. Pauley said he opposed the charge in principle rather than the amount. He was joined in a negative vote by Robert Hurleigh, president of Mutual.

Future Seats * The networks have been members of the radio code for only one year and have not been represented on the code board. Under a resolution passed by the radio board last June, the code board will be enlarged from nine to 11 members following the NAB convention, with the networks alternating in the two new seats.

The first networks on the board will be ABC and Mutual. Mrs. Grace Johnson of ABC will have a one-year term and Joseph F. Keating of Mutual will have a two-year term. NBC will start a two-year term in 1967, CBS starts its two-year term in 1968 and ABC will get its first two-year term in 1969.

Three new members were added to the code board and two members eligible for reappointment were ratified by the board. Named to their first two-year terms were: J. Allen Jensen, KOI Idaho Falls; Andrew M. Ockerhausen, WMAL, Washington, and John Alexander, WMFL Tampa, Fla. They replace

L to r: L to r: Carl E. Lee, WKZO-TV Kalamazoo-Grand Rapids, Mich., and television board member; Mike Shapiro, WFBA-TV Dallas and member of the executive committee, and Daniel W. Kops, WAVZ New Haven, Conn.
Fairbanks, WIBC Indianapolis, and Robert Mason, WPTF Raleigh, N. C., all of whom are completing their second two-year term and are ineligible for reappointment.

Reappointed were: Michael J. Cuneen, WDIA Walton, N. Y., and Clint Formby, KPAN Hefiord, Texas.

Richard M. Brown, KPOJ Portland, Ore., was named chairman of the radio code board replacing Mr. Fondren.

The additional $30,000 for the PR budget follows a unanimous recommendation of the public-relations committee, which met Tuesday (Jan. 25). It provides $15,000 extra for personnel (probably one male staff member and a secretary) and $15,000 for special on-air projects.

Prior to the $30,000 allocation, the 1966-67 PR budget was $170,000. The $30,000 allocation was a reduction from the $89,000 requested, after it was learned that the All Radio Methodology Study would require an additional $50,000 from NAB.

The board was told that a preliminary report on ARMS, a joint NAB-Radio Advertising Bureau project, would be released the last week in February.

In other actions the radio board:

- Recommended that TV members be added to the public-relations committee.
- Approved a radio-code amendment eliminating the provision that stations carry a weekly average of no more than 14 minutes of commercials per hour. The revised code time standards now provide for a maximum of 18 commercial minutes in any hour, or 10 minutes maximum in any 30-minute period.
- Asked the Encyclopedia of Recorded Sound committee to continue efforts to find a foundation to take over the project. The committee said it would not require additional funds and would use $5,000 from previously allocated funds to conclude its work.
- Discussed community antenna television and how it affects radio stations, particularly where a CATV system may import distant radio signals as well as TV signals. Rex Howell, KREX Grand Junction, Colo., suggested the radio board go on record as being ready to approve a strong stand on CATV, if the TV board adopted one at its Thursday meeting. This was opposed by Frank Gaither, Cox Broadcasting Corp., Atlanta, and no action was taken.
- Voted to establish a small-markets radio committee that would seek to serve stations in grade C markets (below 100,000 population) and be receptive to the problems peculiar to those stations.
- Heard the jingles for the May Radio Month campaign, which this year has the slogan: "Radio...America's sound habit." They also heard excerpts from the coming Stars Speak for Radio disk.
- Approved another spring series of program clinics with the opener set for Portland, Ore., May 9-10. Other clinics will be: Houston, May 12-13; St. Louis, May 23-24; Minneapolis, May 26-27; Tarrrtown, N. Y., June 6-7, and Fort Lauderdale, Fla., June 9-10.

Lee Fondren, KLZ Denver; Richard Glenn Marshall Jr. (I), WJXT Jacksonville, Fla., and member of the television board, and Loyd C. Sigmon, KMPC Hollywood, and member of the radio board.

NAB TV code amended

Votes to ban hypnotism and derogatory ads, dues upped, prime time narrowed

A bigger budget for television code operations and a 15% increase in code members' dues were approved last week by the National Association of Broadcasters' television board.

Four amendments of the code were also adopted.

One prohibits the practice of hypnotism on the air.

Another strengthens an existing rule against derogatory advertising. In its new form the provision prohibits the specific identification of a competitive product or service if derogation is either clear or implied.

A third narrowed the period in which, for code-observance purposes, stations may designate their blocks of prime time. The new amendment states that prime time may be any three consecutive hours (or more) between 6 p.m. and midnight. Formerly stations could designate prime-time blocks at any time of the day. Code limitations on commercials are stricter in prime time than in other periods.

The fourth amendment adopted by the TV board gives stations new flexibility in scheduling commercials during station breaks. Formerly no more...
Why WVUE-TV, New Orleans bought Volumes 9 and 10 of Seven Arts’ “Films of the 50’s and 60’s”

Says Douglas Elleson:
Vice President & General Manager WVUE-TV, New Orleans, Louisiana

“A searching program survey after transfer of ownership of WVUE to Screen Gems Broadcasting in mid-1965 revealed the immediate need for fresh new feature film product to supplant the limited and existing feature film inventory on hand.

Quantity, without loss of quality

plus a high percentage of color was the criteria established by WVUE’s new management for new feature film packages to be considered.

Volumes 9 and 10 of Seven Arts’ ‘Films of the 50’s and 60’s’ met these requirements perfectly. 256 Top Features were the answer to WVUE plans to run first-run product 7-nights per week. And, the fact that 55% of the titles are in color further dovetailed with WVUE’s new colorcasting schedule which includes a prime time movie on Wednesday night from 8:00-10:00 PM.

The ‘New VUE’ in feature film programming highlighted by Seven Arts’ ‘Films of the 50’s and 60’s’ complements nicely the ‘New VUE’ of the entire station now undergoing a complete refurbishing, plus a stepped-up plan to acquire essential new technical equipment.”
than two commercials plus a 10-second sponsored ID were permitted in each nonprime-time break. The new rule permits three commercials of no specified length, though it makes no change in the maximum length of the break, which is two minutes and 10 seconds.

Not Ready • A fifth amendment that would have tightened limitations on promotional announcements in nonprime time was referred back to the code board. In primetime the code now counts all promotional material—billboards, public service announcements, promotional announcements (except for the show in which contained) and credits for production personnel—as commercial material to be charged against total commercial content. The proposed amendment would have applied the same count to all time periods. It was sent back to the code board for “clarification.”

Under the revised dues schedule adopted last week by the TV board and effective April 1, the TV stations’ yearly dues will be 115% of their highest hourly rate with a minimum of $350 and maximum of $1,400. Currently stations pay their highest hourly rate with a $300 minimum and $1,200 maximum.

The three TV networks, which now pay $13,000 a year each, had their dues increased to $15,000 a year.

In the present budget of $370,611, the stations and networks are paying $332,100 with $38,511 coming out of existing code surplus. For 1966-67, under the increased dues, the code budget of $396,232 will be covered with $38,834 from the stations and networks and $7,892 from surplus funds.

McCollough Again • The TV board also approved the reappointment of Clair McCollough, Steinman Stations, Lancaster, Pa.; Robert Schmidt, KAYS-TV Hays, Kan., and Bill Michaels, Storer stations, Miami, to the code board. Mr. McCollough was also renamed chairman of the code board.

Reeve Owen, WTVC-TV Chattanooga, was named to the code board, replacing Roger Clipp, Triangle stations, Philadelphia, who was ineligible for reappointment.

The board was also told that CBS-TV had designated William Tankersley as its code board representative, replacing Joseph Ream who retired as the network’s vice president in charge of program practices (Broadcasting, Jan. 10).

That KWK case: on and on and on

The KWK St. Louis case took several turns last week in developments involving the FCC, its Broadcast Bureau and several applicants for permanent authority on the frequency to be vacated by KWK. The developments in brief:

- The Broadcast Bureau asked the commission to direct Radio Thirteen-Eighty Inc., the interim grantee which will operate on the KWK frequency, to set forth the costs of the proposed interim operation and explain how such costs are to be prorated among the parties to the operation.

- Three parties asked the U.S. Court of Appeals for the District of Columbia to reverse the FCC decision granting interim authority.

- Two parties asked the FCC for approval of an agreement to withdraw one of the applications for permanent authority.

The Broadcast Bureau request was made because of allegations in a filing from Victory Broadcasting Co., a losing applicant for interim authority, that the proposed interim transmitter site is covered, at least in part, by 28 feet of waste paper, left over from a junk yard, and that removal of the waste paper will cost between $175,000 and $350,000. The bureau said that such costs were not contemplated by the commission when it granted interim authority to Radio Thirteen-Eighty on the basis of a total capital expenditure of $120,000.

The first appeal from the FCC decision granting interim authority was filed by Beloit Broadcasters Inc. which has alleged interference from KWK to its station (WBEZ South Beloit, Ill.). WBEZ also operates on 1380 kc.

The second appeal was filed jointly by Thirteen-Eighty Radio Corp. and KWK Broadcasting Corp. They argued that KWK Broadcasting’s application for permanent authority will be prejudiced by the grant to Radio Thirteen-Eighty.

The joint request seeking approval of an agreement to withdraw one of the applications was filed by Radio Thirteen-Eighty Inc. and Pike-Mo Broadcasting Co. Under the agreement Pike-Mo would withdraw from the proceeding in return for reimbursement of $4,500 from Radio Thirteen-Eighty.

In another development the FCC last week granted a motion for extension of the time within which applicants may become parties to the interim grantee from Jan. 26 to Feb. 25. The commission also extended the deadline after which KWK must be off the air. The deadline, which has been extended several times previously, was extended from Jan. 31 to Feb. 28.

The license of KWK was revoked by the FCC in 1963 for willful misconduct in connection with two treasure-hunt contests broadcast in 1960 (Broadcasting, June 3, 1963).

In granting interim authority to Radio Thirteen-Eighty Inc. last December the FCC reversed a finding of its review board which had recommended that no interim grant be made (Broadcasting, Jan. 3).

Ch. 55 Milwaukee next in Field plans

Field Communications Corp. plans to file with the FCC soon for its second major market UHF station and will ask for channel 55 at Milwaukee. Field earlier this month started channel 32 WFLD(TV) Chicago with one megawatt of power produced by the combination of a new RCA antenna and twin Marconi transmitters (Broadcasting, Jan. 10).

Sterling C. (Red) Quinlan, Field Communications president and WFLD general manager, will announce today (Jan. 31) that Lawrence Turet, executive vice president and general manager of channel 18 WUHF(TV) Milwaukee, will become a senior executive on the Field staff and will assist in preparing the channel 55 application. Mr. Turet would become general manager of channel 55 when it takes the air. Mr. Quinlan said the Milwaukee venture would be geared primarily as a local Milwaukee operation and would have “the strongest possible Milwaukee orientation in every phase of the operation.” It is expected that the station would be solid state and well automated like WFLD and would be operated as a full megawatt outlet too.

Mr. Turet continues as chairman of the FCC’s advisory committee for the full development of all-channel broadcasting. He has resigned from WUHF whose sale to WAY-TV Stations, owned by Oklahoma Publishing Co., is awaiting FCC approval.

No FCC panel at NAB

The traditional FCC panel at the closing session of the National Association of Broadcasters convention will be replaced this year (Closed Circuit, Jan. 10). In its place, said the NAB convention committee, will be a Wednesday afternoon (March 30) legal panel featuring outstanding legal authorities in communications. It will be moderated by Douglas A. Anello, NAB general counsel.

The committee heard Everett Revercomb, secretary-treasurer, predict registration at the March 27-30 convention would equal or surpass the record 4,175 at the 1965 convention in Washington.
CATV takes its case to the money men

In New York seminar with security analysts cable association puts best feet forward

Community antenna television was picked apart piece by piece last week in almost every aspect of its regulation, finance and technology and then put back together again and generally given a prognosis of future success.

In an all-day financial session in New York, sponsored by the National Community Television Association, attending security analysts, CATV operators, broadcasters and others with a stake in the industry's future heard:

- FCC Chairman E. William Henry said his mind hasn't been made up on just what form CATV regulation should take. Whatever form it does take, he said, it should apply equally to wire and microwave systems.
- Frederick Ford, NCTA president, warned that FCC proscription of some of the services now provided by CATV may force the industry toward a nationwide cable network and program organization.
- Bradford Underhill of Arthur D. Little, Cambridge, Mass., explain a technical study of satellite communication which concluded that satellite-to-home broadcasting is not feasible in the foreseeable future and represents no immediate threat to community antenna television. He said findings of the Little organization were in conflict with reported satellite broadcasting feasibility studies of the Hughes Aircraft Co.
- Gordon N. Thayer, vice president, AT&T, described considerable interest on the part of CATV operators in tariff arrangements offered by the phone company for lease-back of wire systems installed and owned by it. He said Bell System companies now provide channel facilities for 12 systems and that construction is under way or ready to begin on an additional 74.
- Benjamin Conroy Jr., chairman of NCTA, berate tariff (lease-back) arrangements with the phone company as "financially inferior modes of operation," and chide system operators for entering into such contracts.

The lone voice of outspoken opposition to CATV in its present form was that of Willard Walbridge, vice president and general manager of KTOK-TV Houston, and a member of the National Association of Broadcasters' Future of Broadcasting Committee.

Mr. Walbridge, explaining the NAB's position, which would allow CATV to exist as a supplemental service, said: "Without regulation the issue is free versus fee...

Mr. Walbridge said: "The free broadcasting system is fleshing out its allocated spectrum to full use and will bring several signals into most areas of the nation. The competition will be keen and the variety of program choice will be greatly enhanced for the public. And the only price the public has to pay is to buy a set and plug it in."

But an unchecked CATV imperils the free system, he continued. NAB's position does not seek to wreck CATV, but "give this good and desirable CATV industry ample opportunity as a supplemental service to advance and prosper," he said, emphasizing "as a supplemental service." If it becomes an issue of free versus fee, he warned, "if we must fight it out according to jungle law, then we have just begun to fight."

Regulation • FCC Chairman Henry said he agreed that: "Congress should and will legislate in this matter of CATV and other matters connected with it." As to protection of emerging UHF operations Mr. Henry said: "I don't want to be the albatross around UHF's neck. CATV may or may not affect UHF development but I don't want the FCC to be the agency that gives it the coup de grace." The commission chairman added that CATV's fast development raises the possibility of a "wrenching change" in our system if it engenders the growth of pay television, another area in which he said he couldn't make a prediction.

He concluded that the commission wouldn't be able to take final action on Feb. 10, which had been set as the commission's day of decision on CATV, but that it might "come up with some tentative instructions to the staff, perhaps to begin drawing up rules."

Mr. Ford told the seminar that the commission would undoubtedly be challenged in the courts at every step it may take to regulate CATV without specific congressional authority.

Mr. Ford, former commissioner and once chairman of the FCC, said the
agency not only lacks statutory authority at this time to control wire CATV systems but that it has failed to prepare itself, through adequate study of the industry, to assume jurisdiction.

Future • Bruce Merrill, president of Ameco, speaking on the future of the industry, said the attitude of the FCC to date is not the one it will take "when more adequately informed and staffed." When further government control of CATV comes, he said, it will foster growth rather than slow it down. He said the public's demand for CATV service is attested to by the current rate of CATV subscriptions growth, which he put at 50,000 homes per month.

Irving Kahn, president and board chairman of Teleprompter Corp., another system operator, repeated his prediction that 85% of television homes might be receiving TV by cable within the next decade. Before, he said, some had considered him crazy for this projection. Now they just label him an optimist.

John D. Matthews of the Washington law firm of Dow, Lohnes & Albertson, explained general practices of local government in making CATV grants and offered advice as to how to make applications for system authorizations.

Robert D. L'Heureux, general counsel of NCTA, said the threat of antenna system regulation by state public utility commissions would probably be averted in spite of the recently adopted resolution by the National Association of Railroad and Utilities Commissioners to draft model controls for PUC regulation of CATV in the various states.

He predicted that PUC-type legislation would be defeated in the future because legislators will see that utility commissions do not have the knowledge or experience to regulate the industry. He suggested that sentiment for PUC control had been furthered by erroneous reports that CATV systems generate amazingly high profits.

One example, he said, was the report of Eugene Loughlin, chairman of the PUC in Connecticut (the only state in which control of CATV has been turned over to the PUC) that one system operator had tallied a 400% return on investment. Mr. L'Heureux said it hadn't been explained whether this return applied to one year or 40 years.

CATV's generally, he indicated, would be happy with a 15% to 20% annual return on investment before taxes.

Finance • David Graham of the New York brokerage house of Hornblower & Weeks-Hemphill, Noyes, underwriter of Ameco's public offering, said the unusual stability of earnings of community antenna television had led to the common practice by various sources of capital of offering CATV entrepreneurs five-year loans at 6%. He said three New York banks in the recent past have given CATV management loans totaling more than $50 million.

Bill Daniels, president of Daniels & Associates, estimated that current investment in CATV operations in this country is between $400 million and $450 million. He cited the case of a new system that cost $1.2 million to construct, minus real estate, asserting three television stations could be built for that amount. He added that this should be ample evidence that CATV entrepreneurs aren't getting away without substantial investment of their own.

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**FCC takes Cook's tour of Harrisburg CATV**

The FCC is moving toward the start of deliberations on the complex community antenna television issue, fortified with whatever knowledge it picked up in a one-day visit to a modern cable company.

Four commissioners and 14 members of the staff, including some preparing recommendations on the CATV matter, spent Tuesday (Jan. 25) in Harrisburg, Pa., visiting Jerrold Corp.'s Perfect TV CATV system.

It was the first collective trip of its kind for the commission, whose members through the years have visited with and talked to broadcasters. And Jerrold officials could hardly contain their delight.

In terms of affording the commissioners a look at the CATV issue from the CATV operators' point of view, said one Jerrold official: "I think we moved mountains." But he quickly added: "I don't know whether we changed any minds."

**Henry Impresses •** What pleased Jerrold officials the most was what they regarded as FCC Chairman E. William Henry's sincerity in declaring that he and the other commissioners were open minded on the CATV issue. He stressed in talks with Jerrold officials and in a news conference at the close of the day, that their visit was no "sham" and that they had come to learn before taking action.

"It gave us a warm feeling of reassurance" said one of the commission's hosts.

The commission is scheduled to begin deliberations Feb. 10 on basic policy matters affecting the entire CATV industry. At issue is the question of whether the commission should assert jurisdiction over non-microwave-served CATV's, as it has over systems using microwaves.

It is assumed the commission will assert that jurisdiction barring a congressional veto. And then the kind of regulations that will be adopted to fit CATV into the television structure will have to be decided.

The visit to the Harrisburg system was arranged at the request of Chairman Henry, who had never seen a CATV system in operation. Other commissioners who made the trip were Kenneth A. Cox, Rosel H. Hyde and Robert T. Bartley.

**Reasons for Harrisburg •** The Harrisburg system was selected because it is near Washington, it has a large modern plant that doesn't rely on microwave, and because Harrisburg, served by four area stations, presents many of the problems the commission will face in attempting to reach policy decisions.

The Washington visitors, some of whom had seen systems in operation before, were impressed by the 12-channel system which, though not yet completed, already serves 3,000 homes. More than 15,000 families have signed for service.

Commission officials praised the modern equipment and the clarity of the pictures transmitted. But if anyone saw or heard anything that influenced his thinking on CATV, he wasn't talking.

Chairman Henry was particularly guarded in his comments during the day and on his return to Washington. He said he found the trip very interesting. But he said it was too early even to say whether the trip affected his views.

If no commission minds were swayed, it wasn't for lack of trying on the part of Jerrold officials, who shepherded their guests through a 10-hour day that began at 8 a.m. Robert H. Beisswenger, president of Jerrold, and three other Jerrold officials were on the chartered bus that transported the delegation to Harrisburg, a 2-hour-and-45-minute trip.
The rule of thumb now common for system valuation, said Mr. Daniels, starts with the basic formula of seven or seven-and-one-half times cash flow and is then qualified by such factors as current subscription, remaining subscription potential, competition, good will, status of franchise with local authorities, condition of plant and quality of personnel.

Clifford M. Kirtland of Cox Broadcasting Corp. reviewed factors to be taken into consideration when undertaking a CATV investment, and Joseph Coughlin, Price-Waterhouse & Co., examined accounting practices in the industry.

Mr. Coughlin suggested the CATV industry has put undue emphasis on the importance of cash flow relative to net earnings and warned that use of the term "cash flow per share" could be misleading to investors who should not be led to believe this is more important than earnings per share.

Copyright = NCTA General Counsel L'Heureux said that whichever stand the New York district court takes in the two CATV-copyright cases before it, the issue would surely be carried by program owners or the CATV industry all the way to the Supreme Court. Before this happens, he said, Congress will have enacted a new copyright law that will deal with the problem.

Robert Beisswenger, newly elected president of Jerrold Corp., reviewed the history of the community antenna industry for the seminar and estimated the more than 1,600 systems now offering service have an average of about 1,250 homes each.

**Johnson station joins CATV ranks**

Texas Broadcasting Co., owned by President Johnson's wife and daughters (although in trust during Mr. Johnson's Presidency) last week bought a 50% interest in an Austin community antenna television system.

TBC paid $485,000 plus the assumption of approximately $1.5 million in indebtedness for a 50% interest in Capital Cable Co. Capital Cable, owned by group CATV owner Midwest Video Inc., Little Rock, Ark., serves 10,500 subscribers in Austin.

The transaction came after almost a month of rumors regarding the move. TBC, which owns KTXC-TV Austin, has held an option to buy 50% of Capital Cable since 1957 when the broadcasting group withdrew its application for a franchise in favor of Capital Cable.

In making the announcement, Morris Roberts, president of Capital Cable, and Paul Bolton, vice president and associate general manager of TBC, said that the "operations [of the CATV system] to date resulted in substantial losses, and the loss for the fiscal year ended Aug. 31, 1965 approximated $370,000. . . ."

After the consummation of the sale, Mr. Roberts was elected president of Capital Cable, G. R. Morrell, vice president, and Donald S. Thomas, secretary-treasurer. Mr. Roberts is publisher of the *Victoria (Tex.) Advocate* and is a stockholder and a director of Midwest Video; Mr. Morrell is execu-
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RCA Building  333 N. Michigan Ave.  1655 Peachtree Rd.  9465 Wilshire Blvd.
333-9270  346-6460  873-5628  874-8151

with parades, variety shows, and special TV set sales and promotions. It brings in three stations from Kansas City, three from Tulsa, two from Topeka and one each from Joplin, Mo., and Pittsburg, Kan. The system also has a weather channel with background FM music.

The Parsons CATV, owned 80% by Narragansett Capital Co. and 20% by Bill Daniels, Denver CATV broker and system operator, charges $14.95 for installation and $4.95 monthly for service. Preopening subscribers had free installations. The system uses a new parabolic antenna at its headend. The entire system was built at a cost of $200,000, it is estimated.

WDIO(TV) brings 3d network to Duluth

WDIO(TV) Duluth, Minn., took the air as an ABC-TV affiliate last week giving the Duluth market its third commercial outlet. WDIO is operating on channel 10.

WOSM-TV there, which has carried ABC-TV too, continues with NBC-TV. KDMA-TV is CBS-TV’s outlet.

President and general manager is Frank P. Befera. Other officers are William Quarton, vice president; Gerald Heaney, secretary; A. Reinhold Melander, treasurer; Burns Nugent assistant vice president, and William Watter, assistant secretary.

Principal owners of wdio include WMT-TV Inc. (WMT-TV Cedar Rapids), Mr. Quarton and John Poole, part owner of KBSG Los Angeles. Mr. Quarton also is part owner of WMT-TV Inc.

Wdio’s equipment is mostly solid state and includes two RCA video-tape recorders with electronic editing and a complete video special effects system.

Changing hands

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

• KFQB Los Angeles: Sold by Crowell-Collier to Westinghouse Broadcasting Co. for $10.75 million (see page 40).

• WEEK-TV Peoria and satellite Wếp-TV La Salle, both Illinois: Sold by West Central Broadcasting Co. to Kansas City Southern Industries Inc. for about $3 million (see page 40).

• KTAC-AM-FM Tacoma, Wash.: Sold by Jerry P. Gechan, Richard R. Hodge and other stockholders to M. Lamont Bean, Dan L. Starr and Ronald A. Murphy for $191,381. Mr. Bean is a partner in a Seattle investment firm;
Mr. Starr has printing interests there. Mr. Murphy, a Seattle lawyer, has broadcasting holdings including KELO Centralia and KURN Wenatchee, both Washington, and KFPO Anchorage. KTAC went on the air in 1942 and operates fulltime on 850 kc with 1 kw. KTAC-FM was added in 1948 and operates on 103.9 mc with 830 w.

- KJOE Shreveport, La.: Sold by Armand Broadcasting Inc. to Ron Rogers, R. Miller Hicks, J. Sam Winters, Walter Caven and Neal Spelce for $105,000. There is interlocking ownership between Armand Broadcasting and Gulf States Theater chain. Mr. Rogers is general manager of KJOK Austin, Tex.; Mr. Hicks is president of Austin business development and consultant firm of R. Miller Hicks & Co.; Mr. Winters is an attorney; Mr. Caven is general counsel for the Texas Association of Railroads, and Mr. Spelce is noon editor of KTRC-AM-TV Austin. KJOE went on the air in 1954, operates daytime only on 1480 kc with 1 kw.

- WBRL Berlin, N.H.: Sold by James Morello to Chester C. Steadman for $58,000. Mr. Steadman is owner of WCNL Newport, N.H. WBRL went on the air in 1962, operates fulltime on 1400 kc with 250 w. Broker was Blackburn & Co.

**APPROVED** - The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 73).

- KNOB (FM) Long Beach, Calif.: Sold by Ray Torian and associates to John and Jeanette Banoczi for $262,850 which includes $112,850 in consultant fees. Mr. and Mrs. Banoczi are presently owners of KGOX (FM) Garden Grove, Calif., which is to be sold to Mrs. Helen Hall of Fullerton, Calif., for approximately $30,000. KNOB went on the air in 1949; operates at 97.9 mc with 79 kw.

- WFME (FM) Newark, N.J.: Sold by Communications Industries Corp. (Lazer Emanuel, 30.95%) to Family Stations Inc. for $535,000. Family Stations, a nonprofit, religiously oriented corporation, is licensee of KEAR (FM) San Francisco, KERC (FM) San Diego and KEBR (FM) Sacramento, all California. WFME is on 94.7 mc with 13.5 kw.

**Community Television**

- Watertown, N.Y.: C&H Television Service sold to General Electric Cablevision for reported consideration in excess of $1 million. City council is scheduled to approve ownership transfer today (Jan. 31). C&H Television is principally owned by Charles H. Curtis, who founded the company in 1951. The system serves 5,900 customers with five TV signals (from Syracuse, Watertown and Kingston, Ont.), charges $4 per month and $15 installation fee. C&H Television has been paying the city $4,000 annually on its franchise contract; GE has offered $8,000 per year. GE has told the city council that it plans to spend $250,000 to rebuild the present plant into a 12-channel system and to actuate a new microwave-relay installation.

**Henry promises again to keep Hill informed**

FCC Chairman E. William Henry has given key members of Congress new assurances that the commission will keep them informed of developments in the effort to decide basic policy on community antenna television regulation. He also stressed that the commission will not be in a position to take final action on the complex problems involved at the meeting scheduled for Feb. 10 on the CATV issue.

CATV adherents, in their lobbying campaign against what they say is the commission's plan to impose tight regulations on cable systems, have repeatedly told members of Congress that the commission will act on that day.

Chairman Henry told the Senate and House Commerce committees two weeks ago that action was not imminent (Broadcasting, Jan. 24). Last week, he did it again, in letters to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; and Representatives Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, and Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee.

"In light of the complex and extensive record before us," he wrote, "I believe that no dispositive action will be taken at our Feb. 10th meeting, and that subsequent meetings will be required for our final decisions."

He also said he would "be pleased to keep you advised of further developments in these areas and certainly of any actions taken by us."

The chairman has made clear, however, that the commission's intention to keep Congress informed doesn't mean it should delay action.

"As far as I'm concerned," he told one visitor last week, "we are going to go ahead and reach a decision. We can't postpone." He said Congress will be informed of developments and can take any action "they see fit."

**EXCLUSIVE BROADCAST PROPERTIES!**

**TEXAS** — Daytimer in semi-tropical area that would be ideal for owner-operator, 1965 gross should close out at around $50,000 and reflecting good cash flow. Total price of $90,000 on terms to be negotiated.

Contact—DeWitt "Judge" Landis in our Dallas office.

**MIDWEST**—Fulltime, non-directional, radio station operating from combination studio-transmitter site. Annual cash flow of approximately $17,000. Priced at $75,000 on terms.

Contact—Richard A. Shaheen in our Chicago office.
NBC takes reins of N.Y. CATV firm

WANTS TO LEARN THE FIELD; WON'T ASK PERMISSION TO CARRY PROGRAMS

NBC took the plunge into community antenna television last week, acquiring a going CATV firm based in Kingston, N. Y.

It did so, officials said, to learn about CATV first hand. They said they had no plans for other CATV acquisitions but would be guided by what they learned in the Kingston area.

In the transaction NBC acquired Kingston Cablevision Inc., which serves more than 7,000 subscribers in Kingston and nearby Hurley, N. Y., and is completing installation of a system that is already partly in operation in Woodstock, N. Y. The CATV potential for the three communities was estimated at 12,000 subscribers.

The Kingston and Hurley systems were to carry the full schedules of all six New York City commercial TV stations plus programs of WTEN-TV Albany and WRGB-TV Albany-Schenectady. The Woodstock system carries the six New York City commercial stations, plus WNBT-TV Newark, N.J.-New York, a noncommercial station, and WCIT-TV Hartford, Conn. The Kingston area is about 90 miles north of New York City.

NBC officials said the systems would continue serving present subscribers and carrying present services and would also explore the feasibility of carrying additional stations in nearby communities.

They noted that the Kingston area has no local TV station, so that the CATV operation would not be involved in the current industry dispute over CATV’s effect on local broadcasters.

Agreement with FCC - NBC is on record with the FCC as favoring regulation of CATV through legislation to require system operators to get permission from broadcasters before carrying their programs.

Network authorities said they did not plan to seek permission of the stations carried on the Kingston Cablevision systems, however, because such action is not now standard practice and because, in NBC’s opinion, it is a matter for congressional action.

Kingston Cablevision charges subscribers a $19.50 installation fee and $4.95 a month for program service.

Walter D. Scott, NBC president and chief executive officer, said Kingston Cablevision would be operated as an NBC subsidiary under the general management supervision of Raymond W. Welpott, president of the NBC-owned stations division. Mr. Welpott will be board chairman.

Other board members: Hugh M. Beville Jr., NBC vice president, planning; Rocco M. Lagniastra, NBC vice president, financial planning and budgets, and Raymond V. Schneider, NBC director of CATV development, who will also be president of the subsidiary. George Gaillard will be vice president and continue as manager of Kingston Cablevision.

Wants Direct Experience - “CATV is a growing industry development closely related to the broadcasting field which NBC has pioneered,” Mr. Scott said. “As a leader in broadcasting, NBC wants to learn more about the potentials and implications of CATV and how it can best serve the public. We believe that the most effective way of developing this working knowledge is through direct operating experience in CATV.

“The modern systems of Kingston Cablevision are well suited to this purpose. They provide a genuine and important public service by bringing a wide choice of television programming to localities that have no local stations and otherwise could not adequately receive the signals of stations from nearby cities.”

NBC authorities declined to reveal the price involved.

Kingston Cablevision was owned by 18 stockholders, but a majority of the stock was held by four: Walter L. Hott of Stamford, Conn., and G. Everett Gaillard, a physician of New Rochelle, N. Y., who were said to be the most active owners; and O. M. Masters of Binghamton, N. Y., and M. Mac Schwebel, an attorney who practices in New York City and lives in White Plains, N. Y., and is said to be an important stockholder in the Seven Arts TV and motion picture production and distribution organization.

Other Officers - New officers of Kingston Cablevision, in addition to Messrs. Welpott, Schneider and George Gaillard, are Robert E. Small, business affairs director for the NBC-owned stations division, who will be treasurer of the CATV subsidiary, and Corydon B. Dunham, NBC assistant general attorney, who will be secretary.

NBC is the first TV network to announce acquisition of a domestic CATV system, although all three have indicated active interest. CBS owns part interest in a system in operation in Vancouver, B. C., and also has acquired a conditional option to purchase a minority interest in one planned for the San Francisco area. CBS is also involved in a pending lawsuit seeking to establish that CATV operators must obtain permission from copyright owners to transmit copyrighted material on CATV.

New headquarters for Golden West

A hole in the ground was started in North Hollywood Jan. 19 which eventually will cost Golden West Broadcasters an estimated $4.5 million (Broadcasting, Jan. 17). The group broadcaster’s new three-level headquarters building is scheduled for completion in April 1967. The structure already is billed as “the nation’s most advanced color-television production facility.” Also to be housed in the TV complex is KTLA (TV), Golden West’s owned and operated station in Los Angeles.

Chairman Gene Autry presided, with more than 125 people representing the entertainment industry, politics and news media attending.

The company’s director of public affairs, Johnny Grant, was M.C. for the ceremonies. Los Angeles Mayor Sam Yorty also was on hand.
TODAY’S ACCLAIMED MOTION PICTURES

24 Films including THIS SPORTING LIFE—Two Academy Award nominations; LORD OF THE FLIES—"Superb!" Life Magazine; THE ORGANIZER—"One of the best movies of this and many a year!" N.Y. Herald Tribune; THE DAY THE EARTH CAUGHT FIRE—"A laudable ...and taut thriller" N.Y. Times; BLACK LIKE ME—John Howard Griffin’s award winning story brought to the screen; THE LUCK OF GINGER COFFEY—"An exceptionally good movie!" New Yorker; HEAVENS ABOVE—"A brilliant comedy." N.Y. News.

Also starring JAMES WHITMORE, GEORGE CHAKIRIS, DIANE CILENTO, DIRK BOGARDE, RAYMOND MASSEY, ROBERT MORLEY, ROBERT SHAW, STANLEY BAKER, RACHEL ROBERTS, RICHARD HARRIS.

ALREADY SOLD to: WOR-TV—New York; KHJ-TV—Los Angeles; WGN-TV—Chicago; KPIX-TV—San Francisco; KDKA-TV—Pittsburgh; CKLW-TV—Detroit; KSHO-TV—Las Vegas; KTRV-TV—Phoenix; WTTV—Indianapolis; WKEF-TV—Dayton; WGR-TV—Buffalo; KPRC-TV—Houston; WKZO-TV—Kalamazoo

WALTER READE-STERLING, INC. 241 E. 34th St., N.Y. 10016
Westinghouse buy nears record

Purchase of KFWB from Crowell-Collier for

$10,750,000, the Number 2 radio price, gives

group full complement of radio and VHF stations

Westinghouse Broadcasting Co. acquired KFWB Los Angeles from Crowell-Collier last week for a net price of $10,750,000—the second biggest price ever paid for a radio station (Closed Circuit, Jan. 24).

The transaction, subject to the customary FCC approval, will help pave the way for Crowell-Collier's entry into TV radio ownership.

The company is known to be negotiating for at least one major-market VHF station.

Before adjustments for cash and accounts receivable, which are not being transferred, the KFWB sale price was believed to be about $11 million. The highest radio station sale price on record is the $10,950,000 paid by Storer Broadcasting for W MGM (now WNBC) New York in 1962, a cash deal not involving receivables.

Westinghouse has long been interested in acquiring KFWB, which gives it its full complement of seven radio stations. In TV, Westinghouse already owns its full VHF complement of five outlets.

Sale of KFWB, an independent on 980 kc with 5 kw, was announced Thursday (Jan. 27) by Raymond C. Hagel, chairman of Crowell Collier & MacMillan Inc.; Joseph C. Drilling, president of Crowell-Collier Broadcasting, and Donald H. McGannon, president and chairman of Westinghouse Broadcasting.

Messes. Drilling and McGannon reportedly negotiated the transaction. No broker was involved.

Moving into TV Mr. Drilling said KFWB had been "a source of pride" to Crowell-Collier and that its sale was in line with the company's interest in "moving its broadcast operations primarily into the field of television." Crowell-Collier also owns KD WB St. Paul and recently sold KE WB Oakland-San Francisco for $2,459,000 to Metromedia Inc.

Mr. McGannon hailed "the fine management and staff of KFWB" for the outstanding record the station has achieved, and said the program format would not be changed. "We think that the staff of KFWB will find the new management one which presents opportunity and the career fulfillment which we all seek," he asserted.

An application for FCC approval of the transaction, he said, will be filed in the near future.

Westinghouse owns WBB-AM-TV Boston, WINS New York, KFW-AM-TV Philadelphia, WJZ-AM-TV Baltimore, KDKA-AM-TV Pittsburgh, W JNO Fort Wayne, Ind., WIND Chicago and KPIX(TV) San Francisco. Like KFWB, the radio stations are not network-affiliated.

Illinois Sale Second major sale of the week was that of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois. They were sold to Kansas City Southern Industries Inc. for about $3 million.

The stations were bought from the West Central Broadcasting Co., owned by the estate of the late Senator Robert S. Kerr (D-Okl.) and oilman Dean McGee.

Kansas City Southern Industries is headed by W. N. Doremus III and is

Court rules congressional meddling out

Broadcasters and other applicants before the FCC, as well as applicants before other government agencies, now have what some administrative legal experts feel is an ironclad safeguard against interference in their cases by Congress or members of Congress. This is a U. S. appeals court decision that has riveted, it's believed, the independence of federal regulatory agencies when they act in their judicial capacities.

The case, decided Jan. 7 by a three-judge panel of the U. S. Fifth Circuit Court of Appeals, New Orleans, vacated a Federal Trade Commission decision and remanded the case for further hearing.

Involved was the 1951-52 acquisition by Pillsbury Co. (flour) of Ballard & Ballard Co., and of the Duff's Baking Mix Division of American Home Products Corp. On Dec. 16, 1960, the Federal Trade Commission ordered Pillsbury to divest itself of these two companies because its acquisition served to substantially lessen competition in the baking flour field.

What caused the court to overturn the FTC's ruling was the interrogation received by former FTC Chairman Edmond F. Howrey from the late Senator Estes Kefauver (D-Tenn.) and other members of the Senate Antimonopoly Committee before the FTC had made a final ruling in the case. The questioning and debate between Mr. Howrey and members of the committee were so intense and at times bitter that Mr. Howrey announced he was disqualifying himself from sitting in the case.

The court said that "common justice to a litigant requires that we invalidate the order entered by a quasi-judicial tribunal [the FTC] that was importuned by members of the United States Senate, however innocent they intended their conduct to be, to arrive at the ultimate conclusion which they did reach."

Although the Constitution separates the judicial from the legislative branch, the court said, "the emergence of administrative tribunals as the 'fourth branch' of our federal government has revived the problem. . . ."

Agreeing that administrative agencies have a legislative function about which Congress may inquire, the court continued: "However, when such an investigation [by a congressional body] focuses directly and substantially upon the mental decisional processes of a commission in a case which is pending before it Congress is no longer intervening in the agency's legislative function, but rather in its judicial function. . . ."

The decision was rendered by Chief Judge Elbert Parr Tuttle and Circuit Judges Warren L. Jones and Robert P. Anderson.

40 (THE MEDIA) BROADCASTING, January 31, 1966
engaged in the railroad business. KCSI
last month bought KCRG-TV and KWOS
Jefferson City and KMOV-TV Sedalia,
both Missouri, from William H. Weldon
and wife (Broadcasting, Dec. 20,
1965).

The purchase is still awaiting FCC
approval. Other Kerr-McGee stations include
45% interest in KVOO-TV Tulsa and
20% interest in KOCO-TV Enid, both
Oklahoma.

WEEK-TV, operating on channel 25
with 562 kw and an NBC-TV affiliation,
went on the air in 1953. WEEQ-
TV, a satellite of WEEK-TV, operates on
channel 35 with 15.1 kw and began
operating in 1957.

Siegel to remain

as head of WNYC

New York's Mayor John Lindsay
last week put an end—at least for the
time being—to reports that the city's
broadcast property
WNYC-AM-FM-TV, might be
sold. He denied there had been
any intention to
do so. He also
reappointed the
stations' director,
Seymour N. Siegel.

Mr. Siegel, who
had earlier given
the city notice of
his resignation by filing retirement
papers, has served as director of the
Municipal Broadcasting System since
1947. The system's budget is currently
$1.4 million. Mr. Siegel's annual sal-
ary as director is $20,000.

Mr. Siegel said the mayor had ex-
pressed complete confidence and faith
in the stations' activities and had indi-
cated his desire for increased use of
the facilities for coverage of city
affairs.

Power increase? • In their discussion
last week Mayor Lindsay supported Mr.
Siegel's bid for a power increase for
WNYC and directed him to pursue the
FCC application, which seeks to raise
the power from 1 kw to 50 kw.

The filing for higher power had been
at least partially responsible for re-
ports that the city was considering sale
of one or all of the properties to com-
mercial broadcasting interests.

The future of WNYC-AM-FM-TV had
been placed in further doubt when the
mayor appointed Richard D. Heffner,
former broadcaster and now a commu-
nications consultant, to survey and eval-
uate the city's communications situa-
tion (Broadcasting, Jan. 3).

BROADCASTING, January 31, 1966

More economy
at U.S. agencies

LBJ's budget would

give FCC, among others,
less than funds sought

The FCC and other federal agencies
connected with broadcasting will be
operating at a virtual austerity level in
fiscal 1967 even if Congress grants the
entire amount the President has re-
quested in his $112.8 billion adminis-
trative budget submitted to Congress
last week.

For the FCC, the President asked
$17,520,000. This is $527,000 more
than the $16,992,500 Congress appro-
priated for it in the fiscal year ending
June 30.

But the request is some $750,000 less
than the commission asked for in the
proposal it submitted to the Budget
Bureau last fall and it allows no man-
power expansion.

Most of the increase will be con-
sumed in pay raises already approved
or pending. Awaiting final congr-es-

sional action is a supplemental pay bill
that would add $346,000 to the com-
mision's 1966 appropriation.

The budget provides for 1,563 per-
manent positions at the FCC in fiscal
1967, the same as the current fiscal
year. But the actual average number of
permanent employees would drop, from
1,491 to 1,480. The commission would
achieve this reduction, it was explained,
by delaying the filling of vacancies as
they occur.

The only expansion which is pro-
vided for in the budget is in the Com-
mon Carrier Bureau where expenditures
increase from $2,166,000 to $2,402,000.
This reflects the bureau's increased re-
responsibilities in the regulation of inter-
national and satellite communications.

The Broadcast Bureau would operate on
virtually the same level of expendi-
tures as in the current fiscal year—$4,
155,000 is earmarked for fiscal 1967 as
compared with the $4,119,000 expected
to be spent in the current fiscal year.

The FCC is partially self-sustaining: the
fees it charges for applications pro-
duce some $4 million annually for the
U.S. Treasury.

Deceptive Practices • For the Fed-
eral Trade Commission, the President
asked Congress to appropriate $14,097,-
000, almost half a million dollars over
the 1966 fiscal sum of $13,550,000.

Allocated for investigation and litiga-
tion of deceptive practices is $3,541,-
000, which is $35,000 more for activity
in this field than in the previous fiscal
year. And the agency is allotted $433,000 for trade practices conferences,
industry guides and small business ad-
vice, an increase of $6,000 from the
current year.

The FTC expects to issue 220 com-
plaints in fiscal 1967—71 involving re-
straint of trade, 69 for deceptive prac-
tices and 80 for fur and textile labeling
laws. The agency expects to institute
1,335 investigations and to complete
1,320.

Information Increase • The budget for
the U.S. Information Agency, $185,048,000 is up less than $1
million the amount allocated for 1966.
USIA's biggest project in the foreign
broadcasting field is the $18 million for
a transmitter complex in Greece. This
is 90% of the agency's anticipated ex-
penditures for the coming year in the
acquisition and construction of radio
facilities.

For the broadcasting service as a
whole, which is principally the Voice
of America, the 1967 fiscal estimate is
$31,784,000, up $1.6 million from the
1966 appropriation.

The motion picture and television
service, on the other hand, is down—
$11,607,000 in fiscal 1967 compared to
$11,804,000 in 1966.

Other budget estimates:

• In the Department of Health, Educa-
tion and Welfare's $11,653,521,000
for fiscal 1967, a last installment of
$3,304,000 is asked on the $32 million
appropriated in 1962 for matching
grants to states for educational tele-
vision. In the current fiscal year, HEW
was given $8,826,000 for this purpose.
According to HEW estimates, $3,520,-
000 will be available from the 1966
appropriation, to make a total of $6,-
832,000 in available funds in 1967.

• Civil Defense, Department of De-
fense, is asking for $76,100,000, up
from last year's $64,080,000. The allo-
cation for warning and detection de-
vices is set at $7,448,000, up over $2.5
million from the previous year.

Sitka CATV resumes

The community television system of
Sitka, Alaska, resumed operations Jan.
18, following a fire in that city on Jan.
2. The fire gutted the headquarters
buildings of Sitka Alaska Television
Inc., which housed the system's headend
equipment, and extensively damaged
downtown cable lines. Damage, it is
estimated by R. D. Jensen, president
and general manager, is more than
$100,000. The Sitka CATV is now op-
erating from leased quarters in the
Sitka Telephone Building. Construction
of a new building is expected to com-
merce soon.
A new, far-ranging House probe
Small-business subcommittee sets up investigation
of most basic business practices in broadcasting

The problems of broadcasting as a small business are scheduled to be
opened to the public by the Subcommittee on Regulatory and Enforcement
Agrncies of the House Select Committee
on Small Business, starting Feb. 21.
The subcommittee, headed by John
D. Dingell (D-Mich.), will explore such
things as network-affiliation contracts,
rate cards, corporate structures of the
networks, and the long-drawn-out battle
of community antenna television and the
proliferation of UHF TV.
First on the agenda will be the FCC.
And it's expected that some of the com-
mision's policies will be taken over the
coals by the subcommittee when it in-
quires about such things as excessive
paperwork required of licensees, the
time-loss factor in certain applications,
the investigative procedures of the com-
mision and the stock question of the
subcommittee: "What is the agency
doing to help small business?"
The hearing is designed to alleviate
the problems that small businessmen are
subject to, and to make it a simpler
matter for businessmen to get help from
the government once they get in trouble.
There is also speculation that the net-
works will be grilled on the possibility
of doing away with the advertising rate
discount system, now in effect with all
three. The subcommittee will ask if
NBC and ABC could adopt such rate-
card revisions as are said to be in the
works at CBS (Broadcasting, Jan. 24).
And the subcommittee has other mat-
ters to bring up. Among these are the
rights that an individual broadcaster
has with respect to: (1) scheduling lo-
cally produced programs in prime time;
(2) availability for local advertisers to
purchase spots during prime time; (3)
the choice an affiliate has on accepting
or rejecting a network program, and
(4) a discussion of what hours consti-
tute prime time as opposed to fringe
time periods.
The subcommittee will also call on
the Station Representatives Association
to inquire about spot-sales and network-
sales contracts and the amount of com-
ensation that affiliates receive from the
networks.
It plans to hear also from Adam
Young, president of Adam Young Inc.,
station-representative firm, on the ques-
tion of option time. Mr. Young has
used advertisments in the trade press
to relate his views on the option-time
regulations of the FCC.
The Television Bureau of Advertising
will be asked to testify on the amount of
purchased broadcast time and possibly
to give comments on the amount of
money that finds its way to the affiliates'
cash boxes.
Media Concentration It's understood
that the subcommittee will inquire about
the consolidation of mass-media owner-
ship in certain localities and request that
some representatives testify on whether
their advertising sales discriminate in
any way against particular businesses or
businessmen.
The opening of the hearing is tenta-
tively set for Feb. 21. It will continue
each Tuesday and Thursday, until all
witnesses have given testimony.
A network spokesman said last week
that the subcommittee "is requesting
many things from us that could be
robbed from the FCC, things such as
financial profit-and-loss statements, rate
cards, affiliation contracts, etc., in build-
ing up its reserve of information for the
hearing."
Some speculation was heard at week's
end that the subcommittee's investiga-
tion—if it gets off the ground on sched-
ule—could rob Senator Hart's Antitrust
and Monopoly Subcommittee in-
vestigation of some of its glamor. Mr.
Hart (D-Mich.) is planning an investi-
gation of the television networks' ad-
vertising discounts. Rumors place the
beginning of that hearing from the
middle of March to the last of June.

Census reports on UHF, color
Survey shows 92.4% have TV,
23% can receive UHF
and 7.4% have color sets

Almost 23% of the nation's television
households have sets equipped to re-
ceive UHF programing and 7.4% of
them have color sets.
These percentages emerged last week
from a nationwide survey conducted by
the Census Bureau in August. The sur-
vey showed that 92.4% of U. S. house-
holds, or 53.7 million, had at least one
television set.
The survey was undertaken at the
request of the government-industry
Committee on All Channel Broadcast-
ing and was financed by the Advertising
Research Foundation.
The ARF released its own report
based on the Census Bureau findings in
December (Broadcasting, Dec. 27).
The Census Bureau report, entitled
"Households With Television Sets in
the United States, August 1965," is avail-
able from the U. S. Government Print-
ing Office in Washington at 20 cents a
copy. The report is the first by the Census
Bureau that provides data on UHF and color sets.
The percentage of TV homes was up
only slightly over the previous survey,
conducted in May 1964, that showed
92.8% of all homes having at least one
set. But the report noted that the number
of homes with two or more sets

How to run up an $85 stamp bill

How do you get your name
blazoned across the community anten-
tenna TV firmament? Write to 1,700
communities all over the United
States asking if the local council
would be receptive to an application
for CATV.
That's exactly what James K.
Donohue, a Boston public relations
and advertising man, did beginning
three months ago. Today he has
about 300 replies and he still hasn't
been able to go, through them all
to determine who's interested and who's
not.
But in local newspapers through-
out the nation, reports have been
printed that Mr. Donohue has "ap-
plied" for a CATV franchise. Five
showed up two weeks ago.
Mr. Donohue, who has been in
business since 1951, said he was go-
ing to seek CATV franchises to run
from 5 to 20 years in "selected"
communities. He stressed that he was
a "neophyte" in the CATV business,
but he thinks there's a future in
CATV. He acknowledged that he has
financial backers in this venture, but
he declined to name them "at this
time."
Mr. Donohue is president of the
James K. Donohue Co., 808 Statler
Office Building, Boston.
THEY'RE ON THEIR WAY!

IN COLOR

THE NEW
THREE STOOGES

JOIN METROMEDIA, WESTINGHOUSE, THE TRIANGLE GROUP, HEARST, RKO GENERAL, and a host of others.

Ready now for immediate delivery 156 fun-filled seven-minute cartoons, packed with laughs, thrills, spills, and PROFIT.

FROM

BONUS-
39 NEW LIVE-ACTION WRAP-AROUNDS OF
THE THREE STOOGES THAT WORK IN
CONJUNCTION WITH EACH CARTOON

1019 NORTH COLE AVENUE • HOLLYWOOD, CALIFORNIA
Telephone: HOLLYWOOD 4-0953
Who helped Madison Avenue track down the slippery summer TV market? And made it pay off?

Blair Television. Who else?

(Just one more reason why agencies listen when Blair talks television.)
Once upon a time, many advertisers virtually tuned out the summer television season. Presumably, everyone was too busy surfing and climbing mountains to watch TV.

But Blair Television's Marketing Division had other ideas. Like: Summer is the time for sponsors to keep present customers sold. Capture new ones. And for stations to introduce exciting new programming.

So Blair and WGAN-TV, Portland, Maine, did something about it. A survey of a slice of WGAN-TV's audience indicated more than two million nonresident visitors were spending over 300 million dollars each summer. And better than 70% of these visitors were watching television regularly. And would respond to advertising.

The proof? Last summer, a leading manufacturer advertised two products and introduced a third. Despite heavy competition, each product scored extremely well in brand awareness tests. Many respondents could even rattle off copy points. And, the ultimate test: The products moved on supermarket shelves.

It's just one more example of Blair's service to advertisers and stations. We call it Enlightened Marketing. It means creative choices. Thorough Research. And Blair Television Experience.
They're friends again

Deputy Mayor Robert Price of New York City, who is acquiring a reputation as a controversial figure in local politics, apparently has put an end to his feud with WNBC-TV New York. In the heat of last autumn's mayoralty campaign, which was won eventually by his candidate, John Lindsay, Mr. Price threatened to oppose the renewal of the license for WNBC-TV. At that time he notified the FCC that the station had not carried a full quota of spot announcements he had ordered. Mr. Price now has changed his mind. After meeting with station lawyers, he said he was convinced that WNBC-TV would not intentionally deny a political candidate the full amount of purchased spot announcements.

had increased from 16.8% to 19.5%.

Virtually all sets equipped to receive UHF, about five-sixths of them, were all-channel sets. Another eighth were able to pick up UHF signals by means of converters. The report also shows that about 1% of the TV households, some 500,000, received UHF programs on VHF-only sets by way of community antenna television systems.

The east-north-central and New England states were found to have the heaviest concentration of UHF sets—31.9% and 31.1%, respectively. UHF set penetration was lowest in areas between the Mississippi River and the Pacific states.

The geographic breakdown on color sets was quite different. The heaviest concentrations of color sets, about one household in nine, was found in the Mountain and Pacific Coast states.

CATV pioneers open D.C. consultant firm

The formation of a management and consultant firm to serve in all phases of community antenna television operations has been announced by Martin Malarkey and Archer S. Taylor. The new firm, called Malarkey, Taylor & Associates, will be located in Washington. Messrs. Malarkey and Taylor, both CATV pioneers, have been active in consulting work in Washington for the past year.

Mr. Malarkey, who founded the National Community Television Association and was its president for five years, is president of the firm. Mr. Taylor, an engineering consultant, CATV operator and NCTA board member, is vice president for engineering. Two others associated with the firm are Alexander E. Lipkin and Abe Frumkin, attorneys, of Pottsville, Pa.

Korn rumored leaving Metromedia

Bennett H. Korn, president of Metromedia Inc.'s Metropolitan Broadcasting Television Division, was reported last week to be on the verge of leaving the company.

Although there was no official confirmation, speculation was already circulating about a possible successor. The name most prominently mentioned was that of Albert P. Krivin, vice president and general manager of Metromedia's KTTV(TV) Los Angeles.

John Kluge, president of Metromedia, was reported to be in meetings at KTTV last Thursday. There was some speculation that the TV division's headquarters might be moved from New York to Los Angeles if Mr. Krivin became president.

Mr. Korn's lawyer was said to be conferring with counsel for Mr. Kluge on settlement terms and termination date.

Mr. Korn became vice president in charge of Metromedia's TV operations in May 1958 and was promoted to president of the division in April 1962. He was with the Dumont TV Network when it owned two of the current Metromedia stations, WNEW-TV New York and WTVG(TV) Washington. Other Metromedia TV stations are KMBC-TV Kansas City, Mo.; WTMP(TV) Decatur, Ill., and KTTV.

ETV group allowed to drop ch. 13 bid

The FCC review board has approved an agreement allowing Rochester Area Educational Television Association Inc. to withdraw its application for channel 13 in Rochester, N. Y. The agreement is between RAETA and three other applicants and contains a provision to reimburse RAETA $68,098 for expenses.

Approval of the reimbursement provision, however, was granted subject to the condition that the parties submit a new agreement within 30 days. In it, all of the applicants who are parties to the channel interim operation are to share the reimbursement expenses.

Eight of the eleven applicants for channel 13 have operated an interim service as WORK(TV) since 1962. The interim operators have already announced their willingness to share the reimbursement expenses.

The three applicants who originally agreed to reimburse RAETA are Flower City TV Corp., Genesee Valley TV Co. and Community Broadcasting Inc. They also filed a merger agreement with the commission which has not been acted upon (Broadcasting, Sept. 6, 1965).

The review board dismissed RAETA's application with prejudice. It said that an application can be dismissed without prejudice only when an applicant shows that circumstances beyond its control preclude further prosecution of its application. The board added that the association had not made such a showing.

RAETA has announced its intention to apply for UHF channel 21 in Rochester. It has asked the FCC for approval of an agreement with the New York State Education Department under which it would receive the state's construction permit for channel 21 (Broadcasting, Dec. 20, 1965).

An applicant whose application is dismissed with prejudice cannot apply for another channel in the same area. But the review board said that RAETA can apply for a waiver of the rules to allow it to file for channel 21.

Former New Yorkers take over in Las Vegas

Ownership of KRAM Las Vegas, has been transferred to Ted Oberfelder and Morton Lambert. Mr. Oberfelder will continue to serve as president and Mr. Lambert will be executive vice president. Mr. Lambert most recently was vice president and general manager of KLAS-TV Las Vegas.

Messrs. Oberfelder and Lambert each own 43% of the station, with their wives each owning 7%. FCC approval of the transfer of control for the book value of the stock took place Dec. 23, 1965. The transaction was consummated Jan. 13. Mr. Oberfelder originally owned 20% of the station. Among other principals before the sale: Leon-ard Blair and Ovsay Lipetz, both 25%; Sidney Lambert, 10%; Ralph Olswang, 5%; Jack Gross, Sidney Krause and George J. Hirsch, each 3%.

Both owners are former New York broadcasting executives. Mr. Oberfelder was vice president of ABC and Mr. Lambert was a vice president of RKO General Broadcasting.

THE MEDIA

BROADCASTING, January 31, 1966
you can

use your television camera

1. for both remote and studio telecasts
2. in the widest possible range of light levels
3. with zoom or turret-mounted lenses (remote iris optional)
4. with any one of a wide variety of I.O. pickup tubes

if it's General Electric's new PE-26...

the only truly "universal" monochrome I.O. camera on the market today. It weighs only 70 pounds, requires a mere 170-watts of power, takes up less than 2.5 cubic feet, is self contained except for remote control panel and monitoring (the monitoring and control panel for a two-camera system takes only 2' of rack space) and is completely transistorized (and we mean completely).

There's no other camera like it. And like it you will, after you see it in action. You can, simply by contacting your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315, Electronics Park, Syracuse, N.Y. 13201.

Visual Communications Products

GENERAL ELECTRIC

Electronics Park, Syracuse, New York
RKO wants inquiry into L.A. channel 9

Preliminary skirmishing has broken out in the effort of a group of Los Angeles area men to take from RKO General Inc. its authority to operate a television station on channel 9 in Los Angeles (Broadcasting, Nov. 8, 1965).

RKO has asked the commission to conduct an inquiry to determine whether the original Oct. 25, 1965, application of Fidelity Television Inc. for a new station on the channel was legitimate, or whether it was a "blocking" or "strike" application.

RKO, which operates KHJ-TV on the channel, requested the inquiry after Fidelity amended its application on Dec. 2, 1965, to reflect a more-than-50% change in ownership of the corporation. Additional changes in ownership were reported in an amendment filed Jan. 12.

History of Changes: In the first changes in ownership reported, Ross W. Cortese, 40% owner and the treasurer and a director, disposed of all of his stock and William G. Simon, president, sold 20% of the 40% he had owned.

Eleven new stockholders, two of whom were named directors, were added, all of them owning 10.31% or less. The new stockholders included motion picture producer Mervyn Le-Roy and Kenneth E. BeLieu, who had served as assistant secretary and under-secretary of the Navy from 1961 to 1965. Mr. BeLieu is now executive vice president of Leisure World Foundation, which provides services to Leisure World retirement communities. Mr. Simon is president of Leisure World Foundation.

Both Mr. LeRoiy and Mr. BeLieu were listed as owning 10.31%, but Mr. BeLieu's holdings were later reduced by about half, and the holdings of all other owners were shaved slightly. This was to permit the sale of a total of 10.11% in stock to five new principals, according to an amendment filed Jan. 12. One of the new owners is Anthony I. Owen, president and 50% owner of Todon Enterprises, a television production company. He is reported to have a net worth of $4,726,600.

The new stockholders who are directors are George R. Johnson, an attorney, and Nello C. DiCorpo, dean of community services of Ceritos College, Norwalk, Calif., and Mr. Johnson. They replaced Mr. Cortese and Dr. Louis J. Cell Jr. on the board. Dr. Cell, a physician with considerable business interests, remains a 10.1% owner of Fidelity.

RKO said that radical changes give rise to a suspicion that Fidelity filed its Oct. 25 application merely as a "blocking" device to prevent the granting of KHJ-TV's renewal application until Fidelity could complete its organizational plans.

RKO said the commission should conduct an inquiry into the bona fides of the original application before designating the applications for a comparative hearing. If the application was not bona fide, RKO said, it could be denied comparative status.

Fidelity's Reply: Fidelity stated that RKO has "no facts to support its groundless suspicion" and urged the commission to deny the request for an inquiry.

Fidelity said the changes in ownership resulted from Mr. Cortese's decision to withdraw "because of the expansion of his principal business ventures and the consequent restriction on his ability to contribute his time and effort to the proposed television station." Mr. Cortese is a real estate developer, with interests in business, shopping and medical centers.

Phone-holding company gets CATV franchises

Universal Telephone Inc., Milwaukee, holding company for a group of independent-telephone companies, announced last week that its subsidiary, Universal Cablevision, had acquired franchises for a chain of community antenna television systems in Northern Wisconsin.

Franchises were acquired, Roy H. Ditimore, president of UTI, said for Ashland, Bayfield, Bloomer, Hayward, Melon, Phillips and Washburn. He also reported that UTI has purchased the CATV system in Spooner, Wis. The company already operates a CATV system at Sparta, Wis., and an affiliated company is constructing a system at Ladysmith, Wis.

UTI, Mr. Ditimore said, has applied for franchises in Milwaukee and other lake shore areas.

Why Ajax vanquished Mr. Clean

Exaggerated symbolism proved more successful than reliance on numbers, Katz spot-TV seminar told

Reliance on numbers alone in television today can produce much less than the best advertising results, more than 150 Chicago area agency representatives were advised last week at the third of four spot TV seminars being sponsored across the country by The Katz Agency Inc. Spot TV success stories also were reported.

The final Katz seminar will be held in San Francisco March 3. Earlier meetings were in Boston and New York.

Television advertising consultant Harry Wayne McMahan related how Procter & Gamble's Mr. Clean lost out in the marketplace to Colgate-Palmolive's Ajax by insisting that spot TV buying be done strictly on the basis of cost-per-thousand efficiency. Ajax meanwhile captured the liquid cleaner market through its more creative commercials based on exaggerated symbolism, he said, and with but a fraction of the P&G investment.

After P&G realized it had poured millions down the drain chasing numbers and trying to fight Ajax on numbers and then trying to fight Ajax on a product feature (ammonia), Mr. McMahan said, the soap giant developed a new product, Top Job, and has been successful once again by concentrating more on the commercial content. It proved that the persuasive commercial can be six times more effective, he said.

Look at Ratings: Charles Harriman Smith, president of his own Minneapolis consulting firm and a pioneer in the development of broadcast ratings, cautioned buyers to be more aware of the background details in the rating data such as methods, sample sizes and the degree of respondent compliance.

He warned that the often popular "most rating points" method of buying spot today is "not meaningful and is out of date." Any one of several stations could be chosen best in a market merely by shifting criteria, he explained, suggesting the system be used only as a supplementary guide.

Mr. Smith said agencies have more demographic data to go with their ratings than they are able to process and utilize today but he felt the computer will soon overcome this problem. He warned buyers to be alert to realize how thin a sample base much of the
newest data (such as product use) came
from in many instances before they
were mulitplied to show the total mar-
ket proportions.

Sharp Success * Edward P. Reavey
J r., marketing director of the Hamilton
Beach Division of Scovill Manufacturing
Co., related how spot TV helped
make sales history for the firm's electric
carving knife during the past two years.
Sales in 1965 passed $50 million, he
said, almost double the initial year be-
fore.

William B. MacRae, vice president
of Television Bureau of Advertising,
outlined how spot TV has become the
"workhorse medium" for major adver-
tisers like General Mills.

Scott Donahue, Katz vice president-
television, cited the extensive research
and service facilities offered agencies
by the modern representative as part of
the creative selling process today.

Mobil buys radio-TV

for safety campaign

Mobil Oil Co., operating division
of Socony Mobil Oil Co., New York,
through its agency Doyle Dane Bern-
bach, that city, has started a $4 million
corporate campaign devoted exclusively
to public safety. Half of the budget
has been set aside for radio-TV.

Fred H. Moore, president, saw the
institutional promotion as a "moral re-
sponsibility that goes along with sell-
ing gasoline and oil." The advertising
message hinges mainly on the theme
"We want you to live," with just a
mention of the company's identity. By
mid-March the campaign will swing into
spot and network TV, and later enter
radio.

Mobil Oil plans to tie the safety
advice into some of its present TV
sponsorships: alternate-week time on
three network programs and a weekly
slot on ABC-TV's Wide World of
Sports.

The company's consumer account
with an estimated $8.5 million in bill-
ings, now with Ted Bates & Co.,
comes under DDB's wing effective
April 6 (AT DEADLINE, Jan. 10).

Appreciation of radio
cited in Mutual gains

Mutual scored a 20% increase in
sales in 1965 over 1964 and has started
1966 with another 20% boost in busi-
ness placed over the comparable period
last year. Raymond H. Smith, general
sales manager, in announcing the in-
crease last week, attributed it to "a
generally greater appreciation of net-
work radio as a good marketing buy."

Among the new or expanded ac-
counts on Mutual during the past year
have been Colgate-Palmolive Co.,
(through D'Arcy Advertising); State
Farm Insurance Cos. (Needham, Harp-
er & Steers); Motorola Inc. (Leo Burn-
ett); National Brewing Co. (W. B.
Doner Inc.); E. I. Du Pont de Nemours
& Co. (BBDO); AT&T (N. W. Ayer &
Son); Reynolds Tobacco (William Esty
Co.); Mennen Co. (Warwick &
Legler); Campbell Soup (BBDO) and
American Tobacco Co. (Sullivan, Staff-
fer, Colwell & Bayles).

Baking firm turns
to color-TV spots

Arnold Bakers Inc., Greenwich,
Conn., believes its products represent
"a taste of the good life." So it's spread-
ing the word with a $2 million advertis-
ing drive in 19 major markets that
features color-TV commercials.

The greater part of the Arnold budget
is in spot TV. One color-TV commer-
cial already being telecast features
Gloria Okon for Brick Oven bread.
More color-TV commercials are being
produced for the company's bread and
The bell is tolling for Wade Advertising

The remaining accounts of Wade Advertising, Chicago, began looking for new agencies last week despite efforts of agency principals to keep the business together following Miles Laboratories Inc.’s decision to move all of its billings to Jack Tinker & Partners, New York (BROADCASTING, Jan. 24). Among the accounts looking for new agency homes are Toni Co., Hamilton Beach and Dow Corning.

The Wade Chicago office is expected to close its doors about May 1. The agency’s Los Angeles operation should be able to continue intact although it may choose a new name. Its chief accounts there are Signal Oil Co. and Barbara Ann Baking.

Wade has been a prominent agency name for several decades and first gained wide attention for considerable success in building Alka-Seltzer as a major national proprietary brand through radio and more recently TV. The Miles product moved to Tinker in late 1964. Just a fortnight ago the advertiser announced the remainder of its products at Wade would soon move to Tinker too. Wade billed nearly $30 million just a few years ago, mostly in broadcast.

Official confirmation is expected in about another week or so that A. G. (Jeff) Wade, board chairman of Wade, will join Tinker as executive on the Miles account along with a group of other Wade people who also have been workers on the Miles business there. Mr. Wade is the third generation of the Chicago family that over the years had been closely associated with the Alka-Seltzer founding family at Elkhart, Ind.

Two years ago Mr. Wade’s sister sold her shares in Wade Advertising to agency employees, many of whom already had substantial holdings. Mr. Wade then became the only member of the family to still retain an interest. He presently is offering all stockholder employees the opportunity to sell their shares back to the corporation at a considerable profit. He ultimately will liquidate the corporate shell.

Forrest Owen Jr., Wade president, stressed Thursday (Jan. 27) that the agency is fully solvent and will be able to close out all of its business in an orderly manner, take care of all of its employees properly and still end up with a surplus. He said the agency has received a “tremendous number of calls” from other agencies offering positions to Wade people.

An informal committee headed by Wayne Schott is handling personnel placement and inquiries. Wade presently has about 150 people.

Toni Co. presently places about $3 million of its business through Wade. The major-TV advertiser’s other agencies include North Advertising and Clinton E. Frank Inc., both also Chicago. Hamilton Beach has used Wade for new products. Its other consumer agency is Frank. Dow Corning’s billing at Wade has been for consumer products.

Ballantine beer drops another agency

A restless $6-million beer account is on the move again. P. F.经营 & Sons, New York, and Young & Rubicam, New York, parted company last week over unspecified advertising-policy differences. The company said Thursday (Jan. 27) it had narrowed its search for a new agency to three possibilities after studying presentations of six.

Ballantine was one of six brewery advertisers active in radio-TV that switched agencies in 1965, contributing to the record $198.5 million in broadcast billings estimated as changing hands last year (BROADCASTING, Jan 3).

In 1965 Ballantine moved its beer and ale accounts, at the time estimated at $6 million and $2 million respectively, out of William Esty Co., New York, and appointed Y & R for the beer and Sullivan, Stauffer, Colwell & Byles to handle the ale portion.

Ballantine is a consistent user of radio and television. It’s estimated that about $6.8 million of the approximately $8 million budget is in broadcasting. The Ballantine ale account is said to be billing about $3 million a year, with a substantial portion in radio-TV.

Last year Y&R worked up a Ballantine radio campaign that features a “2,500-year-old brewmaster” and has received widespread attention among audiences and also in radio broadcasting and advertising offices. Many reports of the Y&R-Ballantine split in the consumer press last week gave primary attention to the brewmaster campaign, a fact that radio authorities regarded as a major compliment, since radio represents less than a dominant share of the advertising budget.

Ballantine said it should name its new agency by Feb. 4. Among those most prominently mentioned: Foote, Cone & Belding; SSC&B, which would add beer to the ale account, and McCann-Erickson. The brewer sponsors New York Yankees and Philadelphia Phillies baseball and New York Giants and Philadelphia Eagles football, among other radio and TV advertising.

DDB gets big account from Lever Bros.

Riding a hot streak of recent account acquisitions—an estimated $40 million in new billings since September—Doyle Dane Bernbach, New York, last week picked up a potential $6 million to $8 million more in a Lever Brothers account switch.

The Lever product involved, Golden Glow soft margarine, was at Sullivan, Stauffer, Colwell & Byles, New York. Golden Glow, which is now in test markets, is expected to be marketed nationally some time this year with TV playing a major part in the introductory campaign. Lever indicated the agency change was promoted by Lever’s assignment to SSC&B of an “important new food product not yet marketed.”

In another Lever switch, the Mrs. Butterworth’s syrup account, with estimated billings of $1 million of which $240,000 is in radio-TV, went to BBDO, New York, from the J. Walter Thompson Co., also New York.

Rep. appointments...

- WEXT Hartford, Conn.: Venard, Torbett & McConnell, New York.

BROADCASTING, January 31, 1966
The new concept TV camera that established the industry standard...Mark 10 Visual Zoom Camera. This camera combines the utmost in production flexibility with superior pictures and low operating expense. Here's how:
- built-in 10-to-1 Zoom lens
- small, maneuverable, lightweight; for studio or remote
- 3" I.O. with easy lighting, crisp pictures, improved S/N; high sensitivity; requires less lighting, less air conditioning
- long, stable operation; simple set-up; less maintenance through Solid State circuitry
- manufactured in New York of standard U.S. components with nationwide field service.

Write for complete information in Visual Bulletin 310.
Army's print advertising was 'a bust'

The U. S. Army spent $82,000 on advertising in the last six months. But none of the money found its way into broadcasters' till. Instead, the Army placed ads in about 50 newspapers in the same number of markets. The campaign, designed to encourage enlistments, "was a bust" according to a Defense Department spokesman.

In five markets, the Army used display ads in the classified-advertising sections of newspapers. But the results were the same—virtually zero. The other newspaper ads were two columns wide by 14 inches long.

Several popular magazines were used. And they too produced results that were less than spectacular. "The campaign ran as a trial, and we have no plans for 1966 of renewing the schedule," the Defense Department spokesman said. At the same time—September, October and part of November—the Army circulated two-minute public-service programs among more than 2,500 radio stations. In television, more than 500 stations carried one-minute spots—all at no charge.

The Navy, Marine Corps and Air Force have not used any paid advertising and feel no need for it at their present enlistment rates. All, however, use the public-service time made available to them by broadcasters. And all of the armed forces credit their broadcast exposure with the bulk of their recruiting success.

Agency for the Army campaign was Ketchum, MacLeod & Grove, New York and Washington.

Interpublic reports

TV volume up 7.5%

Advertising expenditures on network and national spot TV rose by 7.5% in 1965 to $2.1 billion, according to the 1965-66 edition of The Decade of Incentive, published last week by the Interpublic Group of Companies Inc.

Total advertising expenditures in the U.S. reached at least $15 billion, a 5.5% increase over 1964, according to the report. It is based on studies prepared by Marplan, a market-research component of the Interpublic group. The latest review is the eighth in a series begun in 1959.

Interpublic reported that national advertising in magazines rose by 9% to $1.2 billion, while national advertising in newspapers remained static at an estimated $800 million.

The report indicated that national advertising outpaced local advertising, gaining at a rate of 6% in 1965 and reversing the 1964 trend. Local media increased at a rate of 5% last year.

Total media rates rose by about 5% in 1965 and are expected to show a similar rise in 1966. Interpublic estimated that in 1966 network TV rates would jump by 5%; spot TV, 6%; network radio, 3% and spot radio 4%.

Children's unit at BBDO

BBDO has established a unit, called Children's Marketing Opportunity, to offer full agency services oriented specifically to children's marketing. The services of CMO, staffed by its own account, creative, marketing, promotion and research personnel, will be offered to BBDO and non-BBDO clients for a fee. The group has operated experimentally for two years. It will be headed by Donald A. Wells, executive vice president in charge of marketing, media and research.

Carson/Roberts sets up new media department

Prosperity is bringing changes to Carson/Roberts Inc., Los Angeles. The West Coast-based advertising agency, which has seen its gross billings increase from $10 million to more than $20 million in the last five years, has consolidated its print and broadcast media operations into a single department. The reorganization was made necessary by the agency's recent acquisition of advertising accounts requiring broad multi-media services. The current ratio of broadcast to print is about 60%-40% of gross billings.

Heading the consolidated department is Eddie Smardan, appointed to the newly created post of media director. Under the previous organization, Mr. Smardan was director of broadcast media and shared media planning and buying responsibilities with Beverly Plotkin, who directed print media. Miss Plotkin is now assistant to the president at C/R.

Media-planning operations will be conducted through a media-review board comprised initially of a media-research director and three media supervisors. The supervisors will have responsibility for specific account assignments and will in turn direct the activities of print and broadcast-media buyers (for appointments to key supervisory posts see page 69).

Business briefly...

The Maytag Co., Newton, Iowa, through Leo Burnett, Chicago, will begin a special 13-week radio-TV campaign on March 2 for its new line of washers and dryers. Maytag, which is using color commercials for the first time, has scheduled 20 one-minute participations in six NBC TV prime-time programs and local dealer co-op radio commercials throughout the country. Radio will be used in major markets in Canada along with a TV spot schedule in Montreal.

Zenith Sales Corp., through Foose, Cone & Belding, both Chicago, is increasing its color participations in prime evening shows on all three TV networks during the first quarter of this year as part of a record $4 million advertising budget for the period. A heavy portion of the budget is slated...
Van Praag adds large facility in Florida

Van Praag Productions Inc., New York, producer of commercials and industrial films, has established facilities at Studio City in North Miami, Fla.

The Van Praag operation at Studio City will offer full production services for commercials and feature films, documentaries, strip and slide films and industrial shows, according to William Van Praag, president. He said that the Studio City complex includes six completely equipped sound stages, covering approximately six acres of ground space, and a processing lab for both color and black-and-white film.

Also in advertising...

Sold out * ABC-TV's weekday early-evening newscast, Peter Jennings with the News, which begins its second year this week, is sold out for 1966, according to James E. Duffy, ABC vice president in charge of TV network sales. Among major advertisers participating in the news program are American Chicle, Andrew Jergens, Armour, Bristol-Myers, Brown & Williamson Tobacco, Colgate-Palmolive and Menley-James. ABC said Peter Jennings is carried on 130 stations.

Record entries * A record total of 2,480 radio and TV entries has been received for the sixth annual International Broadcasting Awards Competition sponsored by the Hollywood Advertising Club. This represents an increase of 585 over last year. The IBA presentation of awards will be held March 15 at the Hollywood Palladium

Agency appointments...

* The Whitehall Laboratories division of American Home Products, New York, has appointed Helitzer, Waring & Wayne, same city, to handle advertising for a new medicated children's product to be put in test markets in two or three months. An agency spokesman said that television will be used almost entirely in the company's future advertising plans.

* McKesson & Robbins Inc., New York, has appointed Kane, Light, Gladney, that city, to handle its advertising (about $1 million annual billing) for products of both McKesson Laboratories and the company's wholesale drug department. The account, formerly handled by Clyne Maxon, New York, allocates about $100,000 in broadcast for the laboratories division. The company's budget for wholesale drugs is for nonconsumer advertising. An expanded use of broadcast was indicated by agency and client.

* Seamless Rubber Co., New Haven, Conn., has appointed Howard Marks Advertising, a subsidiary of Norman, Craig & Kummel, New York. The account bills an estimated $250,000 and was formerly with Hepler & Gibney Inc., New Haven. Howard Marks, producing art and copy for some 13 clients with accounts estimated at somewhere under $1 million (Broadcasting, Dec. 27, 1965), divides its advertising about equally between radio-television and the other media.

EUROPEAN TELEVISION SEMINARS

For U.S. and Canadian Television Executives and families combining a professional insight into the TV and radio industry with a deluxe vacation trip to Europe's most exciting points.

You will personally inspect the complete facilities and meet the top administrative, program and sales executives of the following broad-casting outlets:

**LONDON:** The BBC and the Rediffusion Commercial Network

**COPENHAGEN:** Danish State TV feeds into three countries

**AT SEA:** You will sail into international waters between Denmark and Sweden to a pirate commercial TV station anchored at sea to view their unusual operation and discuss with its executives their unique programming, sales and legal techniques.

**WEST BERLIN:** Use of TV and radio for propaganda broadcasts into the Eastern Zones of Europe.

**EAST BERLIN:** Counterpart transmissions from East into the West.

**MOSCOW:** Meet the Soviet State Radio and Television Committee for frank discussions on methods of broadcasting and view their facilities.

**VIENNA:** Multi-lingual TV techniques into the many different language areas of Central Europe.

**PARIS:** French programming concepts, studio techniques and their new color systems. Overseas production to distant colonies.

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* (subject to government approval)
What's the main medium for news?

RAB study says radio is preferred from dawn to dusk, with TV favorite at night

Radio emerges as the dominant source of news in a study being released today (Jan. 31) by the Radio Advertising Bureau.

The study, by Trendex Inc., gives radio a commanding lead over television, and an even more commanding one over print media, as the public's major daytime source of news.

Radio is shown as by far the major source of news for people upon arising, throughout the morning and throughout the afternoon. Even at night (6 p.m. to bedtime), when TV moves into top position as a news source, radio continues to outrank newspapers. Magazines are shown in fourth place in all day parts.

The Trendex findings contradict, and RAB sources say they refute, those of Elmo Roper & Associates in a series of studies that placed television in top place as the medium from which most people get most of their news.

The Roper studies, commissioned by the Television Information Office, showed newspapers in first place in 1959 and 1961; but behind TV in subsequent research, conducted in 1963 and 1964. Radio was ranked third in all four studies.

RAB sources contend that Roper used a generalized question in asking people where they get most of their news "about what's going on in the world today." They say many advertisers have found that TV's glamour is so great that people, when asked about a particular ad, often say they saw it on TV even though it may never have been on TV.

Hazard Avoided = RAB authorities say the Roper question was subject to the same sort of reaction but that the Trendex study avoided this hazard by focusing attention on news sources during specific times of the day.

Miles David, RAB president, didn't mention the Roper research but said the Trendex findings "correlate with other studies, including R. H. Bruskin data showing that 80% of all adults average far more time during the daytime hours with radio than with TV or any other medium."

In an apparent allusion to the Roper studies he said that although TV is an important news medium, its claims to being number one are based on generalized rather than specific research techniques.

"Most of TV's impact is within a relatively small number of nighttime news shows," he said, "whereas radio's impact in the news field is continuous."

The Trendex research also shows, he said, that radio is the dominant news medium in the hours "when most news sources normally break major stories."

"The study reaffirms radio's dominance as a news medium, both as the first source of news and for continuing news coverage," Mr. David said. He described the major findings as follows: "Radio remains far and away the first medium people turn to in the morning for news. Almost 70% said radio was their morning media source of news. Obviously the medium people first learn the news from is radio, and by a margin of five to one compared with TV."

Always Beats Print = "Radio's lead holds firmly throughout the afternoon. Radio is the leading source for news from noon to 6 p.m. by a substantial margin. During two-thirds of the day radio is the dominant news source. In the remaining third—6 p.m. to midnight— when people do the bulk of their entertainment-TV viewing, they report TV also leads as the news source. However, radio remains an important source of nighttime news, running ahead of evening newspapers."

The findings were based on completed interviews with 928 adults distributed almost equally among three major markets: Boston, Chicago and Los Angeles. The study was made last September.

Respondents were asked how they "get the news" when they first arise in the morning and how they "keep up with the news" from then till noon, from noon to 6 p.m. and from 6 p.m. until they go to bed. Here, RAB said, is how they replied:

<table>
<thead>
<tr>
<th>Source</th>
<th>On arising</th>
<th>To noon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>70.3%</td>
<td>69.1%</td>
</tr>
<tr>
<td>Television</td>
<td>9.2</td>
<td>16.2</td>
</tr>
<tr>
<td>Newspapers</td>
<td>20.5</td>
<td>13.8</td>
</tr>
<tr>
<td>Magazines</td>
<td>0.0</td>
<td>0.9</td>
</tr>
</tbody>
</table>

The schedule ran for three days.
A new super critic for TV

Cox deplores tendency to copy success and network ratings race

FCC Commissioner Kenneth A. Cox last week proved to be as tough a critic of television programing as broadcasting has seen since Newton W. Minow left the commission.

"It seems to be generally agreed," he told the final session of the annual radio-television institute in Athens, Georgia, Thursday, "that the current television season falls somewhere in the range between undistinguished and calamitous."

The commissioner indicated he supported that view.

"He said there was in the current season "more than the usual effort to copy" successful program ideas. And no new concepts are being introduced, he said, "unless you think the KAPWS and ZOKKS superimposed on film of Batman meet that test."

He deplored the growing trend to programs designed for youth. He said that, in view of the increasingly large part of the population that youngsters fill, the trend can be explained in terms of "cultural democracy" and network concern with ratings. But other needs are being ignored, he said.

And the growing number of feature films on network television, he suggested, is as much a matter of sorrow as concern. The network reliance on them, he said, is "a particularly distressing capstone to a long steady trend away from the emphasis on the excitement and fluidity of live television in the 1950s."

He did see one bright spot—the new series that ABC plans to launch in the fall which will feature experimental programing, ABC '66.

Another disturbing element of the television programing picture he saw was the increasing emphasis being placed on ratings in relation to the value of network stocks on Wall Street. He said networks would do well to reverse the trend. And if the commission can help in this, he said, it should.

In this connection, he noted that some advertisements he has seen trumpeting ratings successes do not comply with the guidelines that the Federal Trade Commission has laid down for the use of ratings. This should be watched, he said.

The commission, a firm believer in strict regulation of commercial practices, chided broadcasters for considering abandoning the commercial time standards of the National Association of Broadcasters code. He referred specifically to Broadcasting's editorial campaign against the code, based in part on the fact that commission uses it to regulate commercial time.

"If a broadcaster doesn't follow the industry standards he said he would follow we ask him for an explanation," the commissioner said. This achieves a flexibility the code lacks, he added.

But this use by the commission "is not an adequate reason for scrapping" the code.

The commissioner disclosed that the commission will issue a warning to broadcasters regarding contests and promotions that are "contrary to the public interest."

He said the commission has received a large number of complaints about contests that frighten the public or lead to disturbances, and has issued a warning on them. Actually, the notice, though prepared, has not yet been issued.

The broadcasting picture wasn't all bleak, even from his point of view. Profits are up for radio and television, "which reflects the popularity of broadcasting," he said. Broadcasters, "with some exceptions," performed valuable services during the Watts riot in Los Angeles last summer.

Radio stations with auxiliary power were of great help during the Northeast power blackout, he said, and radio and television did a good job in Hurricane Betsy. And television, although viewing by some measures is down, "remains America's favorite pastime."

ABC-TV plans preview of '66-'67 programs

ABC-TV will unveil its program-development plans for the 1966-67 season on Feb. 1. The network will be host to more than 1,000 advertising and sales executives at a breakfast at the Waldorf-Astoria in New York.

Similar presentations will follow at the Conrad Hilton in Chicago (Feb. 7), the Sheraton-Cadillac in Detroit (Feb. 11) and the Fairmont in San Francisco (Feb. 17). The network calls its showing, which includes a report on its so-called "second season" concept, "The Look of Tomorrow."

FCC obliged to touch religion

Cox views at NRB meeting conflict sharply with '65 Loevinger talk to group

It took a year, but the nation's religious broadcasters last week finally heard a contrasting view on the question of whether the FCC's inquiries on religion violate the Constitution.

Commissioner Kenneth A. Cox, speaking at a luncheon meeting of the National Religious Broadcasters' 23d annual convention in Washington, not only said the commission could ask about religious programing without violating the Constitution. He said the commission should ask such questions.

It is the commission's expressed interest in that area of programing, he believes, that has kept religion on the air to the extent that it has.

Commissioner Lee Loevinger, in an address at the religious broadcasters' convention last year, attracted considerable attention with the contrary argument that the commission was breaching the constitutional wall between church and state by inquiring about religious programing (Broadcasting, Feb. 1, 1965). Communications attorney Marcus Cohn has taken the same position (Broadcasting, Jan. 4, 1965).

FCC's interest, he said, was clearly not the same as its function. The commission should "answer questions that are raised but not inquiring about religion violate the Constitution. There is a tremendous diversity" in the religious programing that broadcasters report, he said. "What religion are we supposed to be establishing?"

The commissioner asserted, as he has in the past, that the commission has authority under the Communications Act and court decisions to look into programing—so long as it doesn't censor programs. How else can the commission determine whether a broadcaster is performing in the public interests, he asked. And religious programing is an area of legitimate commission interest, he said.

The commissioner acknowledged the present commission policy poses problems. But he said he would "prefer to continue the dialogue between the regulatory agency and its regulated but highly vocal licensees" than risk a fundamental change in the system of broad-
Why war news must be honest

Stanton says public can't make intelligent judgments if TV yields to pressures for sanitized coverage

Dr. Frank Stanton, president of CBS Inc., stood up last week to the critics who feel that television coverage of the Vietnam war should report only good news and avoid the horrors and unpleasant scenes.

Both the good and the bad must be reported forthrightly if the American people are to understand the issues and properly exercise their "ultimate responsibility" for national policy, he said in a speech Friday (Jan. 28) at the 39th annual convention of the Soap and Detergent Association held in New York.

This applies, he said, to both the war itself and the issues behind it.

"The forthright reporting of unpleasant facts has inspired adverse reactions from the public and from Washington," Dr. Stanton said. "Unjust and senseless charges of unpatriotic conduct have been made against correspondents for doing their jobs under the most difficult conditions imaginable...."

"There are those, too, including many in the government, who would like only the good news reported. Threats of reprisal, of making a difficult job all but impossible, have not been unknown."

Into the Open — But failures and mistakes are an essential part of the story, Dr. Stanton continued. If they are to be avoided or corrected, it will not be by hiding them but only by bringing them fully out into the open where the people have a chance to examine them and then to make their opinion felt.

Television news, Dr. Stanton said, has been accused of "bringing the horrors of war too vividly into the American home," reporting facts, "too unpleasant for the public to know," and showing "too much of the fighting." At the same time, he said, TV has also been accused of "not showing enough of the fighting and too much of the draftcard burning," of being "propagandists for the war, and propagandists against it."

He continued: "The human face of war is never pleasant to look upon, and its stark reality is far more jolting in the quiet living room on Elm Street than it is on the battleground. But the fact of the matter is that Elm Street is no less involved in this conflict because of its distance from the combat area and because fighting is delegated to a comparatively few of the young."

"Decisions made in Washington and culminating on a steaming, tortured peninsula 10,000 miles away begin in the living room and end there. To ignore this is to deny our birthright and our responsibility as a free people."

The Facts — "We had better know, as close to first-hand as we can get, the realities, the facts, even the atmosphere and climate of the events both giving rise to and springing from [national policy] decisions," he added.

Unlike any other war, Dr. Stanton said, Vietnam is witnessed daily by most Americans, and "very possibly before it is over, it will be brought directly by satellite."

Though TV, he continued, "war has ceased to be a far-off thing of cold casualty statistics, unpronounceable geographical names and unread speeches by unknown statesmen. The misery of the war—the fear, the drudgery, the intensely felt convictions, the troubled dissent, the shrill protests, the deep determination—all these are brought full-scale to the people with whom the final responsibilities for national commitments in a democratic society rests."

In a film that assembled clips from CBS News reports, Dr. Stanton showed examples of the kind of coverage he was both defending and calling for. Among them: a GI dying, another with severe leg wounds, a soldier caught in a bear trap, a helicopter shot down and destroyed, marines burning villagers' huts and, at home, draft-card burnings, protests and debates over U. S. Vietnam policy.

"It seems to me," he asserted, "that there is no more important responsibility of broadcasting today than to report those events fully, accurately and forthrightly, and to analyze their meaning candidly and decisively."

He cited public-opinion surveys, showing that most Americans understand and generally support this country's being in Vietnam, as evidence that the policy of giving the public the facts — "the shocking as well as the placid, the ominous as well as the reassuring, the dissenting as well as the agreeing" — is the only right policy for a free people.

Not National Spokesman — This does not mean, he said, that journalism should be a spokesman of national policy.

Dr. Stanton said that "we scrupulously follow" the general news-reporting principles advocated by the Defense Department to protect military security, and in addition "do everything we can to avoid revealing the identities of in-

casting.

He raised the possibility of such a change in the event the public, feeling deprived by a lack of religious programming, sought relief from Congress. Members of Congress, he said, would be faced with the same church-state issue that has been raised in connection with the commission actions.

Much of the heat has gone out of the argument over religious programming as a result of the commission revising its program-reporting form for radio and television. The radio form is in use and the TV form is awaiting final approval (Broadcasting, Jan. 24). Neither mentions religious programming explicitly.

However, Commissioner Cox noted that the form requires information on a general category of programming, which includes religion. It also asks for "typical" programs which the broadcaster carried to serve the public interest. And these could include religious programming also, he said.

FCC Chairman E. William Henry, who spoke briefly, drew applause from the audience with the remark that, "insofar as the commission handling of this [religious] matter is concerned, I see no problem."

He also said, during question-and-answer period following Commissioner Cox's talk, that he would like to see the question of the commission's authority over programming settled by a court case.

He noted he had often urged broadcasters to bring such a suit—which they could do, he said, without jeopardizing their license. "But they won't take me up on it," he said.

Talk format is center of CBS program meet

Talk shows are great, representatives of the seven CBS-owned radio stations have decided, but they ought to be called something else. That's what came out of the third annual program meeting of the network's owned facilities held last week at Highlands Inn, Carmel, Calif.

"We would like to be able to give it our 'umbrella' title," said Fred Ruegg, vice president, station administration, CBS Radio, "but there is danger in calling all types of information in radio just plain 'talk.'"

In reaffirming their belief "that information radio is the most effective way of reaching the greatest number of radio listeners," the various CBS station
A soldier tries to hear the heartbeat of a wounded comrade in Vietnam. The fallen GI died, virtually on camera, as CBS News filmed a rescue operation under fire. This was one of the incidents cited by CBS President Frank Stanton last week in asserting individual casualties before next-of-kin have been notified.

But like all conscientious journalists, he said: "We are not subscribing to any theory of news by hand-out, telling the American people only what somebody arbitrarily decides that they should know and concealing the rest."

He had high praise for the broadcast reporters and cameramen covering the war: "Operating on their own in a war of no fixed positions, they have had to use ingenuity, persistence and sheer guts to bring the harsh reality of this agonizing war home to us here in the U. S."

"They have to provide for themselves and work in isolation from their colleagues. For their pains—and I use the word literally—they have been attacked more often then they have been praised. . . . The men who risk their lives in the front line to get the sounds and sights of the embattled, and the men who stay up all night to get the material ready for the air, are treated in many cases as if they invented the events and conditions they are reporting."

managers reported on their ways of using the talk format. Highlight of the meeting was a description of the "Ombudsman" method, a Scandinavian-originated communications tool, used by WZEN Boston. It places listeners in direct contact with representatives of public agencies and businesses who can best answer their questions. The program technique was said to have contributed largely to a rise of 81% in national spot billing and 51% increase in local sales on the station last year.

The CBS-owned radio stations also announced the start of a talent hunt for more creative people to implement the increase in the amount of talk, news and information shows they plan to produce. Writers, directors, producers and on-air talent will be sought.

Attending the meeting besides Mr. Ruegg and his assistant, Richard Hess, were the seven station managers and program directors and Paul Kagan, manager of press information, CBS-owned radio stations.

Hartke and RTNDA plan fairness meeting

Members of the Radio-Television News Directors Association will meet Feb. 11 with communication experts on Capitol Hill to air problems caused by the FCC's fairness doctrine, Section 315 of the Communications Act, and accessibility to regular sessions of the House of Representatives and the Senate.

The RTNDA members, under President Bob Gamble, news director of WFMB-AM-FM-TV Indianapolis, will consult with Senator Vance Hartke (D-Ind.), long an opponent of the equal-time provision; Nicholas Zapple, communications counsel for the Senate Commerce Committee, and Bob Lowe, investigator of the fairness doctrine for the Senate Communications Subcommittee.

Groundwork for the meeting was laid when the senator addressed the RTNDA membership at their convention last October. He called then for an advisory committee from the association to meet with him to help him draft "constructive legislation" to relieve the broadcast industry of the restrictions of Section 315 (BROADCASTING, Oct. 25, 1965). Joining with Mr. Gamble will be W. Theodore Pierson, Washington communications attorney; Edward F. Ryan, general manager of news and public affairs for WTOP-AM-FM-TV, Washington: J. W. (Bill) Roberts, Washington manager of Time-Life Broadcast Inc., and Robert H. Fleming, with ABC News, Washington. All are members of RTNDA's legislative advisory committee.

Also expected to join the meeting are Bruce Dennis, news director of WGN Inc., Chicago, and John Briska, associate member of RTNDA and director of its publicity committee, also Chicago.

According to Mr. Gamble, the meeting will provide RTNDA with an opportunity to discuss repeal of Section 315, the association support "for the use of cameras and microphones to cover the congressional proceedings and committee meetings of the House, support for the freedom of information bill (S. 1160), which would allow citizens to gain information from government as long as certain limitations were retained, and opposition to S. 290, which would make it a criminal offense for a judge, attorney, arresting officer or defendant to give out information concerning a crime prior to the time of the trial.

RTNDA representatives also told the senator they want to express their views on the denial of the coverage of courtroom proceedings, although, Mr. Gamble said: "We know that the Senate has no control over this."

Senator Hartke has asked for consultation with individual broadcasters on their problems with the FCC and its regulations both privately and publicly on several occasions prior to this meeting.

Bob Lowe, whom the RTNDA explicitly asked to meet, is still working on complaints and cases of violations of both the commission's fairness doctrine and Section 315, it was learned from usually reliable Hill sources. Once he's finished, they said, hearings will start on the adequacy of the rules and on suggestions for improvements of them.
No need to wait for the newsboy's delivery

AP-TELEMANATION SERVICE INAUGURATED BY SYSTEMS

The 15,247 people in Fort Madison, Iowa, may be far from the centers of world news, but today they have a personal, 24-hour-a-day news printer in their front parlors.

The Mississippi River manufacturing and railroad center in the southeast corner of the state is the first community to have available to it around-the-clock the Associated Press news file. The service is being provided by Iowa Video Inc., the community television system owned by Bill Daniels, Denver CATV broker and group systems operator.

Using the AP-Telemanation service, introduced last summer at the Denver convention of the National Community Television Association (Broadcasting, July 26, 1965), the Fort Madison CATV system is providing TV viewers with a picture of the regular AP teleprinter as it prints the news. The service, an edited version of the regular AP radio file, is presented continuously all day over one channel of the cable system.

The Fort Madison CATV, which was bought by Mr. Daniels last October, also offers eight TV channels (from Cedar Rapids, Davenport, Ottumwa, all Iowa; Moline, Rock Island and Quincy, all Illinois, and Hannibal, Mo.). In addition, it provides a weather channel, including background music.

Two Modes * The AP-Telemanation service may be presented in two ways: direct, showing the printer as it is actual typing out the news, and on a "scan" mode, which shows a full view of the report without the teleprinter itself.

Two other CATV systems are also using the News Channel; one is in Brunswick, Ga., and the other is in Longview, Tex.

KUTV(TV) Salt Lake City is broadcasting the AP-Telemanation service for one hour after the close of its regular programming at 1:30 a.m., and before its normal programming begins at 6 a.m.

Installation of the AP-Telemanation device is underway at 14 other CATV systems, AP officials said in New York last week. The systems: Decatur and Huntsville, Ala.; Monroe and Lafayette, La.; Williamsport, Pa.; Saugus, Calif.; Westerly, R.I.; Mankato, Minn.; Olympia and Bellingham, Wash.; Ware and Greenfield, Mass.; McKenzie, Tenn., and Binghamton, N.Y.

Earlier this month, United Press International announced that it would be offering a similar service to CATV systems and telecasters. The equipment is to be made and sold by Viking Industries Inc., Hoboken, N. J. (Broadcasting, Jan. 17).

Pyne reaches 165 markets

Paced by sales to 40 radio stations during January, the one-hour Joe Pyne Show, has been sold in a total of 165 markets, it was announced last week by Saul Jaife, president of Hartwest Productions, New York, producer-distributor of the interview program.

The series, which features Mr. Pyne in interviews with controversial guests such as James Baldwin, George Lincoln Rockwell and Helen Gurley Brown, was bought during January by outlets including WARY Waterbury, Conn.; WNHQ New Haven, Conn.; KRO McAllen, Tex.; KROO El Paso, Tex.; KOLO Reno; KVET Austin, Tex.; WGAN Portland, Me.; WLAB Danbury, Conn.; KBZQ Phoenix; WITL Lansing, Mich.; WEIM Fitchburg, Mass., and WEB Portsmouth, N. H.

'Batman' adds muscle to ABC-TV ratings

ABC's Batman led the 50-market Trendex ratings report last Wednesday. Its 26.5 rating was the highest scored for any network program in the 7:30-9 periods that night, and fell but four-fifths of a point short of its mark attained on premiere night.

The 7:30-9 block on Wednesdays and Thursdays is the core of ABC-TV's second season. In the previous week ratings slipped for the premieres though Batman led its 7:30-8 period both nights.

In the first week, Batman scored a 27.3 Wednesday and a 29.6 Thursday in the Trendexes. Second-week comparative ratings were 25.5 and 28.8.

Patty Duke at 8-8:30 continued to show a pick-up in ratings points. In the Wednesday Trendex, the ABC show moving up to a 19.2 against an 18.9 for CBS's Lost in Space and a 16.8 for NBC's Virginian. In the previous weeks of the second season, Patty scored 18.3 and 18.2.

ABC's Blue Light at 8:30-9 showed a steady decline from its 23.3 premiere sampling to a 19.3 on Jan. 19 and an 18.1 last Wednesday. It lost the time period last Wednesday, according to Trendex, to CBS's Beverly Hillbillies (20.6) and was against a 17.4 scored by NBC's Virginian.

With Batman strength, the Trendex average for the 7:30-9 block last Wednesday was 21.3 for ABC against 17.3 for CBS and 16.7 for NBC.

In other rating developments:

Another new ABC show, Double Life of Henry Phyle (Thursday, 8:30-9), on Jan. 20 scored below CBS's My Three Sons but above NBC's Laredo.

NBC has claimed the highest nighttime rating of the year for a 90-minute Bob Hope special (Jan. 19, 9-10:30). On the basis of an overnight Arbitron, the program averaged a 35.2 rating.

CBS-TV leads in latest Nielsen

CBS-TV claimed last week that its 21.0 average rating in the 7:30-11 p.m. EST period for the two weeks ended Jan. 9 was the highest for any network in the current season. NBC-TV was but a fraction behind with 19.9, while ABC-TV at 17.1 was two-fifths of a point above the mark it had registered in the previous (seventh) national Nielsen report.

In the top 10 list (including a tie) in the eighth national Nielsen of the season issued Jan. 24; CBS had eight, NBC three and ABC none; in the top 15, CBS had 10, NBC four and ABC one. CBS's "Wizard of Oz" motion picture special was Number one with a 31.1 rating, and NBC's consistent ratings champion, Bonanza, was just behind it with 31.0.

NBC's Sammy Davis Show, an NBC mid-season replacement program, was 11th with 26.3.

Top sponsored network television programs based on Nielsen estimates in first NTI report for January 1966 (two weeks ending Jan. 3) Nielsen average audience (t)

1. Wizard of Oz (S) (CBS) 31.1
2. Bonanza (NBC) 31.0
3. NFL Championship Game (S) (CBS) 29.4
4. Red Skelton Hour (CBS) 28.3
5. Rose Bowl Football Game (S) (NBC) 28.5
6. Lucy Show (CBS) 27.8
7. Andy Griffith Show (CBS) 27.5
8. Ed Sullivan Show* (CBS) 27.5
9. Green Acres (CBS) 27.5
10. Dick Van Dyke Show (CBS) 26.5
11. Sammy Davis Jr. Show** (NBC) 26.3
12. Get Smart** (NBC) 26.0
12. Jackie Gleason Show (CBS) 26.0

* Subject to definitions and reminders contained in the NTI report.
** Telecast only one week of this report interval.

(S) "Special" or pre-empting program

(t) Households reached during the average minute of the program.

58 (PROGRAMMING)
ABC loses two top station men
CHICAGO, DETROIT MANAGERS TO SYNDICATE PROGRAMS

Two new program syndicators will soon go into business as a result of the resignations last week of two top ABC station executives. The paradox: Neither knew the other was quitting or his plans.

John F. Pival, broadcasting and theatrical veteran, confirmed Thursday his intentions to retire as president of WXYY Inc. (WXYY-AM-FM-TV Detroit) and general manager of WXYY-TV effective Feb. 11 the 20th anniversary of his association with the ABC-owned outlets. He will set up an office in Detroit and go into production of outdoor-format color shows.

Tom Miller, vice president and general manager of ABC-owned WBKB-TV Chicago, announced his resignation last week. With the backing of four silent partners he plans soon to open an office in New York and to form a corporation that will distribute and syndicate existing properties as well as produce new programs.

Mr. Pival said he will finance his own venture. He will film color series on an assortment of outdoor themes such as hunting, fishing, natural resources and the growing area of participating leisure-time sports. His locales will include upper Michigan, Canada, Florida and the Caribbean, among others.

Long active in theatrical promotion, packaging and production before entering the broadcasting field, Mr. Pival has been credited with helping to start the careers of several name stars. A serious photographer in his own right, Mr. Pival also worked on entertainment presentations for servicemen during World War II.

Mr. Miller has been in broadcasting 16 years. He first joined WBKB in 1950 but also has worked with CBS-TV there and in New York as well as with Harrington, Righter & Parsons, station representative. He will be president of his new program company. His backers include individuals from publishing and major corporate fields who have potential venture resources totaling about $100 million.

‘Get into mainstream’, religious radio-TV told

Religious broadcasters were given a "sink-or-swim" mandate at their 23rd annual convention in Washington last week.

Dr. Eugene R. Bertermann, president of the National Religious Broadcasters, said they should compete with commercial broadcasters in the presentation of top-grade programming or be prepared to lose their audiences.

Dr. Bertermann is the executive secretary of Lutheran Television Productions (This Is the Life), Missouri

Radio series sales...

The Womanly Art of Self-Defense (ACA Gold Star Recording Co.): WKRO Mobile, Ala.


The Shadow (Charles Michelson): WTKM Hartford, Wis.; WVBR-FM Ithaca, N.Y.; and WJBK Detroit.


The Sealed Book (Charles Michelson): WJPG Green Bay, Wis., and KMMO Little Rock, Ark.

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


Anniversaries in Sound (Triangle): WDEA Ellsworth, Me., and WCUB Manitowoc, Wis.
Synod, St. Louis.

He also urged the religious broadcasters to "get into the mainstream of the growth" in order to reach the expanding population around the world.

Dr. Ralph Neighbour, producer of the Morning Sunshine Hour broadcasts from Elyria, Ohio, praised radio as a medium of spreading the gospel.

This was the largest meeting ever held by the NRB, with 174 members registered for the convention and the largest audience for any one session at 207 (the FCC luncheon, see page 55).

Charles M. Stone, manager of the radio code of the National Association of Broadcasters, drew parallels between the broadcasters who adhere to the codes and the religious broadcasters.

He reported a survey conducted by the NAB on religious programming. The survey showed:

- 74% of broadcasters present live broadcasts of church services,
- 33% present delayed broadcasts of church services,
- 88% present ministers or other representatives of churches in studio broadcasts,
- 94% present special programs of a religious nature, and
- 69% broadcast programs, while not specifically of a religious nature, that do have religious application.

And he urged the religious broadcasters to join with the commercial stations in fighting for the maintenance of broadcasting as "an instrument of free expression in the true tradition of American democracy."

The only new officer for the association is Dr. Roberts, who was named secretary, succeeding Dr. Bartlett Peterson of the Assemblies of God, Springfield, Mo. Dr. Peterson had served as secretary for six consecutive terms.

Re-elected to fill their posts were: Dr. Bertramann, president; Dr. Thomas F. Zimmerman, general superintendent, Assemblies of God, Springfield, first vice president; Rev. Willis Mayfield, manager of radio division, Moody Bible Institute, Chicago, second vice president, and Rev. Stanley N. Whelanack, producer of Showers of Blessings, Church of the Nazarene, Kansas City, Mo., treasurer.

NBC to divert funds to other sports events

NBC-TV will drop its Sunday afternoon Sports in Action series on June 5. The series presents an anthology of sports events.

Carl Lindemann Jr., NBC Sports vice president, said the move did not signify either a sports cutback or lack of interest. He said the money allocated to the series, an estimated $2.5 million in rights to various events, would be used more productively for top sports events for the network.

He said the network might seek broader avenues for certain attractions that have appeared in the series, such as several outstanding track and swimming and diving meets held in this country and figure skating competitions in Europe. He indicated that for the most part, however, rights to various events in the series, broadly lumped together as sports, were overpriced.

N.J. announcer beaten unconscious on the air

An announcer for WTNM Trenton, N.J., was beaten into unconsciousness by assailants while he was conducting a telephone-interview program late last Wednesday night (Jan. 26).

The broadcaster, Robert Goldman, attributed the attack to persons who had previously called in to object violently to some of the political opinions expressed on his weeknight Open Mike program by himself and his guests. In recent weeks he has voiced opposition to the war in Vietnam and has also attacked the John Birch Society and the Ku Klux Klan.

Before passing out, Mr. Goldman cried: "I can't get up. Won't someone please help me? Someone please help."

Trenton police responded to the first of an estimated 2,000 phone calls they received from listeners.

Mr. Goldman was taken to a nearby hospital, treated briefly, and returned to WTNM to make a special half-hour broadcast at 3a.m. (WTNM usually goes off the air at midnight). Mr. Goldman appeared on several special programs the next day (Jan. 27), and was back on the air that evening with his show.

Mr. Goldman, who was alone in the studio at the time, said he did not recognize his attackers.

Station owner Herbert Scott offered a $200 reward for information leading to the conviction of the attackers.

Senator Harrison A. Williams (D-N.J.) later commented in Washington: "There is no excuse for this vicious criminal action." He said that the attack was more than just a fight with a broadcaster with whom a listener disagreed. "It's an attack on the basic fiber of American life," he explained.

Senator Clifford P. Case (R-N.J.) said that the act was "an intolerable thing." He added: "I don't know what he [Goldman] said, and I don't know him, but anybody who would attack someone in this fashion for whatever reason, including the unpopularity of one's views, is intolerable..."

Comic book company sets up TV arm

To cope with increasing traffic along the comic-book-to-TV-program route, National Periodical Publications, New York, has formed a department for development and production of its properties for TV.

Allen Ducovny, former producer-director for NPP's Superman radio series and more recently a vice president in charge of radio and TV at D'Arcy Advertising Co., has been elected vice president of the department. Mr. Ducovny will handle business for the first property exchange, Batman, now an ABC-TV program series, and will act as executive producer for an animated color series, The New Adventures of Superman, for CBS-TV next fall. Another NPP property, The Adventures of Aquaman, is being planned for syndication in color by Superman TV Corp., the NPP distribution subsidiary.

Film sales...


Bold Journey (Banner Films): WJKS-TV Jacksonville, Fla., and KCTO (TV) Denver.

Taranis Features (Banner Films): KPMS (TV) San Francisco; WDIO-TV Duluth, Minn.; WSNM-TV Bay City, Saginaw, Mich.; WGH-P-TV High Point, N.C.

The March of Time (Wolper Productions Inc.): KLAS-TV Las Vegas; KOLO-TV Reno; KZTV-D Denver; KETY (TV) Omaha; WFRV (TV) Green Bay, Wis.; WIRL-TV Peoria, Ill., and WFGA-TV Jacksonville, Fla.

Dodo-The Kid From Outer Space (Embassy): KGBV-TV Sacramento, Calif.

Sons of Hercules (Embassy): WSTV (TV) Orlando, Fla.

Adventure 26 (Embassy): WCAU-TV Philadelphia.

Volume 8 (Seven Arts): WSMR-TV Baltimore; WAB-TV Atlanta; WGH-P-TV Greensboro, N.C.; WKTW (TV) Utica, N.Y.; KOHL-TV Kearney, Neb.; WLEX-TV Lexington, Ky.; KMED (TV) Medford,

BROADCASTING, January 31, 1968
Ore., and KQOS-TV Bellingham, Wash. Now in 69 markets.


Volume 10 (Seven Arts): KATC-TV Lafayette, La., and WEEK-TV Peoria, Ill. Now in 67 markets.

11 theater-TV films arranged by TEC

A program of acquisition and production of feature films for television and theatrical release was announced last week by Harold Goldman, president of Television Enterprises Corp., Los Angeles.

Mr. Goldman reported he has arranged a joint venture with Talent Associates Ltd. to produce five features this year and with F & F Productions, Hollywood, for six motion pictures in 1966.

All will be in color for initial theatrical exposure, followed by TV release 12 to 18 months later.

Mr. Goldman said these are in addition to motion pictures already under production by Cinema Productions International, a subsidiary of Television Enterprises Corp. He added that he recently has acquired 10 science-fiction features, some of which are in the Batman vein.

Georgia senate wants football game on TV

The Georgia state senate has unanimously adopted a resolution calling for statewide televising of the annual Georgia-Tech football game. The resolution was introduced by Senator Brooks Pennington Jr. of Madison. Don Elliot Heald, general manager of WSB-TV Atlanta, in a wire to Senator Pennington, pledged full support for the resolution and expressed interest in televising the game. Mr. Heald noted that commercial stations "would make it possible for a far greater audience to be served and would enrich the individual schools with the rights payments."

The game, traditionally a sellout, has not been televised in the past because of Southeastern Conference rules that prohibit any conference school from participating in a televised football game not in the National Collegiate Athletic Association network contracts. Under current NCAA plans, games not carried on the network schedule may be televised only if they are sold out and then only in the home areas of the teams involved and the city in which the game is being played if that is neutral territory.

ABC Films, MPO to make feature films

ABC Films and MPO Videotronics will produce an action-adventure feature, "Agent 36-34-36" on the island of Jamaica, starting in mid-February. The film is their first venture into the full-length motion picture field.

Hal Golden, ABC Films president, announced the film will be a wide-screen color production and will be budgeted at approximately $400,000. It will be produced by Paul Heller who served as producer of "David and Lisa," and will be directed by Marshall Stone.

The feature will be released initially to theaters and the TV release will be 18 months after the theatrical bookings are completed. The five ABC-owned-and-operated TV stations have first-run rights on the film in their markets.

Mr. Golden observed that it is "feasible that we will be producing eight to ten full-length features a year within a very short time."

Weekly 'Birch Report' to air society's views

The John Birch Society is taping 15-minute radio programs and plans to have a series of them ready for weekly broadcast by Feb. 18.

The series is called The Birch Report and will be distributed nationally. As of last week a lineup of more than 25 stations had been tentatively arranged including outlets in Dallas, Los Angeles and Phoenix. The public relations department of the society, under the direction of former Congressman John H. Rousselot, will supervise the programming and distribution of the radio series.

Format for the programs is a discussion of topics concerning public interests. Their objective, apparently, will be to inform listeners as to what's happening nationally and internationally as the society sees it. Appearing on the shows will be various John Birch officials including Robert W. H. Welch Jr., society president. Their participations are now being taped in different parts of the country. Tapes will be offered to sponsors or stations for a $5-per-program rate.

In the society's January bulletin, where plans for the radio series were first revealed, it is stressed that the "program can definitely and materially help our total educational effort." Businessmen members have been asked to sponsor the programs or purchase the air time so that they can be broadcast. The society indicates that the broadcasting media will be used at least periodically to help its public relations effort.

Writers' royalties drop

The people who write the film series which wind up on television apparently are working less and grumbling more. Their union organization, Writers Guild of America West, last week reported a 31.2% drop in income from television residuals and royalties for 1965.

Cited as probable causes for the decline is the drift away from syndication and the moves toward more first network reruns and programming of feature films in prime time. These trends have conspired, writers contend, to reduce the potential availabilities of first-run and rerun time slots.

WGAW statistics show total income for the writers from TV dropping off some $1 million from $3.3 million in 1964 to $2.3 million in 1965. The collection of royalties actually increased about $350,000 last year, but residuals were down approximately $1.4 million.
Hub Robinson joins 'ABC-'66' series

ABC-TV has added a prominent program executive to the talent build-up for its 'ABC-'66 prime-time program innovation series for the second time in his career. At present he's filming an hour drama, Hawk, for Screen Gems in association with ABC. The pilot is being shot in the streets of New York and has been called a contemporary drama of New York after dark.

Prior to his 1963 departure from CBS, Mr. Robinson had left the network once before in 1959, when he resigned as executive vice president in charge of programing. He returned to the top CBS programing post in March 1962. His first CBS association was marked by some of TV's leading advances in program entertainment, including innovations such as the 90-minute Playhouse 90 drama series.

Universal spreads its movies around

Universal television already has agreed to make movies for two TV networks. Last week it added the third to its list. Hollywood's busiest production house started filming "Winchester 73," a two-hour feature film which will be shown first on ABC-TV. This makes Universal the first studio to coproduce motion pictures with all three networks primarily for showing on television.

The two-hour version of "Winchester 73" now filming is based on the 1950 movie made by Universal starring James Stewart and Shelley Winters. Production also has started on a special 15-minute presentation film which will be used as the pilot for a projected "Winchester 73" series for ABC-TV (BROADCASTING, Jan. 10).

Universal previously contracted to make at least six two-hour features specifically for presentation on NBC-TV and one for showing on CBS-TV. The movie for CBS, "The Plainsman," has been completed, but in a last-minute change of plans the network is allowing its release to theaters first.

Michael H. Dann, vice president-programs of CBS-TV, announced that Universal had requested that the film be released first to theaters and the network agreed to postpone the TV presentation. CBS-TV had scheduled "The Plainsman" for Feb. 10 on the CBS Thursday Night Movie (9-11 p.m.).

In return, Universal has agreed to provide CBS-TV with a feature film from its library. It was reported to be "Harvey," starring James Stewart. In addition, Universal will edit "The Plainsman" for an hour pilot for development as a possible series.

CBS-TV entered into an agreement last year with Universal to provide approximately $340,000 toward the estimated $1 million budget of "The Plainsman." Universal at that time retained overseas theatrical distribution rights.

Mr. Dann said Universal made its request because it felt that "The Plainsman" would be "a great box-office attraction." The feature stars Don Murray, Guy Stockwell and Abby Dalton.

New battle front for ASCAP

The American Society of Composers, Authors & Publishers, all tied up in legal battles over music-license rates for radio and television broadcasters, has another problem on its hands.

Song writer Pinky Herman has brought suit in New York state supreme court, asking that the directors of ASCAP be removed from office for allegedly discriminating against poor and less influential members of the music-licensing society. Mr. Herman's suit seeks damages of $685,000 on behalf of some 3,000 "similarly situated" members of the organization.

NET gets federal grant

National Educational Television has received a federal grant of $147,564 from the National Institute of Mental Health to underwrite production of two health programs.

NET said Harold Mayer, who has produced several programs for it, plans to film actual therapy sessions in close cooperation with the NIMH staff, and will use re-enactments in the programs. About 10 months of filming is planned for a one-hour portrait of schizophrenia and a half-hour study of sleep and dream research. Both programs will be offered to NET's 104 affiliated noncommercial TV stations.
Fowler report gets more lumps

Both the private and government sectors of Canada's broadcasters oppose appointment of a radio-TV czar

Both the private and government sectors of Canadian broadcasting have expressed opposition to the recommendations of the Fowler report.

In the opinion of the government-owned Canadian Broadcasting Corp., the appointment of a Canadian broadcast czar is unworkable. And in the view of the Canadian Association of Broadcasters, an impartial organization for the regulation of Canadian broadcasting should be maintained.

The CAB represents 228 privately owned radio stations and 55 television stations, practically all of the private sector of Canadian broadcasting.

A special report on Canadian broadcasting by the so-called Fowler committee urged the appointment of a broadcasting czar (Broadcasting, Sept. 15, 1965). The committee was headed by R. M. Fowler of the Montreal newspaper industry.

In a brief to Judy LaMarsh, Canadian secretary of state, the CAB said its view “is held with deep conviction by virtually all broadcasters.” The brief, filed last Tuesday (Jan. 25) at Ottawa, said: “The CAB would prefer such an agency to consist of three full-time members. . . . The CAB is firmly convinced that any other system will lead only to unnecessary suspicions, friction, conflict and, of course, a continuing demand for reinstatement of the impartial-agency-of-regulation system.”

The impartial agency of regulation, CAB said, “should recognize broadcasting’s vital role as a fundamental part of the press and information services of Canada.” The agency, CAB added, should “encourage the development” of news, discussion information and comment programs.

Extend TV Coverage * Television service should be extended in every place that it would be economically feasible, CAB urged. This subject, it noted, requires an early and clear-cut statement of policy by the government or parliament.”

The brief said that any city now having a privately owned TV station should soon get a second station owned by the Canadian Broadcasting Corp. Similarly, cities now having only a CBC-owned station, should be permitted to have a second, privately owned station. A committee comprising the CAB, CBC, Board of Broadcast Governors and the Department of Transport should be established, the brief contended, to allocate channels for such an extension of TV service.

Regarding the Fowler committee’s suggestion that educational programing should be substituted for present morning-TV fare, the CAB said that this would drive viewers from Canadian stations to nearby U. S. stations.

The CBC should be financed on a statutory five-year basis, in the CAB’s opinion. The fixed amount would be decided by discussions between the CBC and appropriate parliamentary and government representatives, according to the CAB’s plan. The CBC, the association added, should be encouraged to produce Canadian programs in conjunction with privately owned stations, the National Film Board and other Canadian program-production agencies. After use by the CBC and foreign sale, they should be made available to privately owned Canadian stations, the CAB concluded.

CBC’s Views * The CBC said it feels the concentration of responsibility, work load and power in one man would be unfeasible.

CBC said the Fowler report’s condemnation of its programing was too sweeping and financially unrealistic. The report called for more Canadian programs and higher commercial revenue. CBC said these recommendations were based on the assumption that ‘quality’ and ‘popularity’ in programing are always synonymous. The CBC view is that improvements can be made, but only through a reduction in commercial operations and by replacing some imports with Canadian-produced shows.”

CBC said increased commercial revenue would cause “an increase in syndicated U. S. imports and a loss in program variety.”

CBC added that it was not consulted on the Fowler committee’s proposal for a new broadcasting authority. Neither, it said, was the CAB.

NET looks to Europe for program exchanges

National Educational Television officials have been meeting with TV authorities in Europe to explore the development of program exchange and collaboration.

John F. White, NET president, and Basil Thornton, international division director, as part of a two-week itinerary have completed talks with these TV agencies in the United Kingdom: Associated Rediffusion Ltd., British Broadcasting Corp., Granada TV and Independent Television News Ltd. of London. On Jan. 24-25, Messrs. White and Thornton were in Moscow for discussion with Russian TV authorities. The final visit in their tour was a scheduled meeting with French government TV officials.

Hong Kong to have own commercial TV station

Commercial TV is being added to the Hong Kong scene. Local interests with the assistance of two United States and two British broadcast companies will put a UHF operation on the air using two channels—one for Chinese-language and the other for English-language programing. A license was awarded last week to Television Broadcasters Ltd., a Hong

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BROADCASTING, January 31, 1966
‘Radio Stateside’ producers unknown

An explanation of how noncommercial KPFK(FM) Los Angeles became involved in an apparent Communist-inspired propaganda effort has been given by station manager Robert Adler. He was commenting on a program called Radio Stateside picked up in South Vietnam early in January from Radio Hanoi which offered suggestions to American troops on how they may legally get out of service and avoid combat (Broadcasting, Jan. 10). The broadcast included the further suggestion that letters asking for advice be addressed to Radio Stateside and sent to the California station.

In a message to listeners, Mr. Adler told how the station first received an unidentified package last October containing a tape. This was followed a few days later by a mysterious telephone caller who identified himself as Radio Stateside. Subsequently two more tapes and a letter were received all signed by the producers of Radio Stateside.

Said Mr. Adler: “It became clear that this was no hoax, that the Radio Stateside program producers were looking for a way to get their program to Hanoi so it could be broadcast from the North Vietnamese side to be beamed to American troops.”

Mr. Adler pointed out that neither the station nor Pacifica Foundation, which owns and operates the outlet, “was involved in the preparation of these broadcasts nor has any knowledge of the identity of the producers.”

Given assurance by the Federal Bureau of Investigation that it was not breaking any federal statues and not hindering its investigation of the case, KPFK broadcast excerpts from the Radio Stateside tapes on Jan. 14 and followed with a broadcast two days later of one entire tape. Frequent interruptions were made during the playing of the tape to remind listeners that the station was not involved in the production of the program.

Kong company that is majority-owned and controlled by local business people. The U.S. companies, NBC International and Time-Life Broadcast Inc., hold a minority interest (said to be about 12% for each of the U.S. and British firms).

Because of the terrain, it was noted the station will use five transmitters. No specific date has been set for the start of operation, but H. W. Lee, a real estate, tourism and hotel operator in Hong Kong who is chairman of the broadcast company, said Television Broadcasts would get the station on the air as quickly as possible.

Weston C. Pullen Jr., president of Time-Life Broadcast, said that Sig Mickelson, vice president for the firm’s international operations, will serve on the consultative board of the Hong Kong TV concern.

Canadian radio-TV profits rose in ’64

More Canadian radio and television stations made a profit during 1964 than in earlier years, according to the annual report of the Board of Broadcast Governors, Canada’s regulatory body. Its report for the fiscal year ending March 31, 1965, was released at Ottawa on Jan. 20.

The BBG reports that 195 independent radio stations had broadcast revenues of $61.5 million in 1964. Radio revenue increased for this group of stations 6.2% in 1963 over 1962, and 8.4% in 1964 over 1963. The radio stations reporting have shown a steady increase in total operating profit, 9.6% in 1963 over 1962, and 24.9% in 1964 over 1963, resulting in a 36.9% growth over the three-year period. Returns from 35 radio stations in this group, reported an operating loss in 1964.

In TV 56 stations reported revenue of $61.6 million for the year 1964. The three-year returns indicate an increased television broadcast revenue of 11.3% in 1963 over 1962, and 16.5% in 1964 over 1963. The aggregate net profit of the 56 stations in 1964 was $9.8 million. Ten television stations recorded operating losses in 1964.

In nine Canadian cities second TV stations were in operation in 1964. They accounted for 40% of the 1964 net operating profit as opposed to 27% in 1963.

The financial figures were compiled from reports required to be made to the three Canadian government agencies that administer the broadcasting industry.

The report also deals with applications handled by the BBG, changes in ownership shares that were heard before it, amendments made to regulations, stations that were taken to court for breaches of the broadcast regulations, development of community antenna systems in Canada and its regulation, which has not been decided by Canada’s Parliament, and color television. Appendices list all applications heard by the BBG and its financial report.

The BBG operated for the fiscal year with 39 people, including its three permanent members, one of whom died during the year. It operated on a budget of $390,300, and had an unexpended balance at the end of the fiscal year of $22,655. Major expenses were for salaries, $266,137; allowances, $36,000, and travel, $32,958.

International film sales...

Blue Light (20th Century-Fox TV International): Canadian Broadcasting Corp. TV network.

The Julie Andrews Show (NBC International): British Broadcasting Corp., England; ARD Network, Germany; NTS, Holland; Sveriges Radio (TV), Sweden; Oy Yleisradio (TV), Finland; Schweizerische Radio (TV), Switzerland; Rediffusion, Hong Kong.

Felix the Cat (Trans-Lux TV International): Television Espanola, Spain.
Your trademark might not be yours in Monaco

Some of the biggest names in broadcasting and advertising learned last week that they were potential victims of a scheme to deprive them of their own trademarks.

Parisian operators, it was disclosed, had filed registrations covering 328 of the world's best-known trademarks in the little principality of Monaco. This was possible, authorities said, under laws that went into effect last summer permitting registration there of service marks as well as trademarks even though they had never been used by the registrant. Apparently many companies had failed to make their own registrations immediately.

In any event, the Parisian group registered a batch of blue-chip trade and service marks that reportedly included NBC, CBS, BBC, Metro-Goldwyn-Mayer, Mutual, Nielsen, MCA, MGM and 320 others. More than 100 of the registrations, including those involving CBS and MGM, were subsequently withdrawn, although the reasons were not immediately clear.

A CBS source, for instance, said his company had taken steps to hire European counsel to fight the registration of CBS, but that he didn't know whether this had figured in the Paris group's decision to withdraw the CBS filing.

Some authorities said the registrations might prove to be legal but others thought they could be invalidated, although it might be a troublesome process. There was speculation that some of the companies involved might consider it easier to buy back their trademarks from the Paris group.

Emerson founders retiring

Two chief officers of Emerson Radio & Phonograph Corp., Jersey City, N. J., last week announced they would retire on Feb. 16. They are Benjamin Abrams, chairman of the board and chief executive officer, and Max Abrams, company president.

National Union Electric Corp. purchased a majority of the Abrams family interests in the company in

Nielsen sells stock in order to diversify

A $7,062,500 sale of an A. C. Nielsen Co. registered secondary offering of 250,000 shares of Class A common stock was reported last week. Smith Barney & Co., New York, handled the sale by underwriters at $28.25 a share. The offering had been registered by the Nielsen company early this month (Broadcasting, Jan. 10).

The stock was sold primarily for the account of the Nielsen family, the Arthur C. Nielsen Foundation and certain family trusts. The Nielsen family continues to own 62% of the company's voting stock. It was indicated by the Nielsen firm that the sale of stock was to provide for company diversification and for gift, estate and inheritance taxes to accrue in the future. The stock is traded over the counter.

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1965. NUE took control through a tender offer made to Emerson shareholders and by the exercise of an option covering additional stock. NUE now controls 62% of Emerson's capital stock and is expected to have 80% as a result of further exchanges of stock.

C. Russell Feldman, NUE chairman and president, is expected to be elected to the offices being vacated by the Messrs. Abrams after a stockholders meeting to be held in February.

Financial notes...

- The Outlet Co., Providence, R. I., has declared a dividend of 16¼ cents per share on common stock payable Feb. 2 to stockholders of record Jan. 20. Outlet owns WJAR-AM-TV Providence, WBDO-AM-FM-TV Orlando, Fla., and Providence area department stores.
- Wometco Enterprises Inc., Miami, has declared a regular quarterly dividend of 14 cents on class A stock and 5 cents on class B stock. Dividends are payable March 15 to stockholders of record March 1.
- An industrywide, systematic central credit system and collection facility has been formed by the Motion Picture and Television Credit Association, 1725 Beverly Boulevard, Los Angeles. Accounts among laboratories, suppliers, optical houses, equipment rental companies, sound studios and studio rental facilities will be channelled into a central organization. Association members will have the advantage of updated credit records through a new electronic data processing system. Administrators of the credit interchange and collection facility will be Creditors' House, a service organization.
- The Institute of Broadcasting Financial Management is distributing copies of a legal memorandum to its members asking the U.S. Internal Revenue Service to allow any sound accounting principle of TV-film amortization. IBFM and the National Association of Broadcasters filed a brief Jan. 6 with IRS seeking relief from ruling 62-20 requiring "straight-line" amortization only for films.

FANFARE

Makes own competition

Dennis the Menace is proving a menace to himself in the Los Angeles market. An off-network strip of the former CBS-TV series is being run at 7 p.m. six nights a week on KTTV(TV) opposite a strip of Twilight Zone on KJH-TV. Parker Jackson, promotion director of the latter station, decided that maybe the best way to fight fire is with fire.

He hired Jay North, who portrays Dennis in the series, to make a series of 20-second spots for KJH-TV plugging Twilight Zone as his favorite program.

Now Dennis tells the KJH-TV audience: "Hi kids. This is Jay North. You know what my favorite television program is? It's Twilight Zone, here on channel 9 at 7 o'clock."

Can Sylvia find happiness?

WFBK Baltimore disk jockeys are in a contest to win the honor of being best man at a wedding. The one who collects the most S&H Green Stamps will be the winner. And the station is giving the happy couple a whitewall tire as a wedding present. Sylvia, a gorilla, will be married at the Baltimore Zoo on Valentine Day. But her fiancé is still in Holland, and the zoo needs $4,000 to bring him to the U.S. S&H has agreed to provide the money for 2,000 stamp books.

A spokesman for the Friends of the Zoo Society said last week that the majority of the stamps collected so far have come from WFBK's listeners. The station had collected 50,000 as of last Thursday (Jan. 20), and contributions are now totaling about 20,000 a day.

Drumbeats...

Salute to 'other station' • When WGAR Cleveland celebrated its 35th birthday it was saluted in an unusual way by another Cleveland station. The station, WERE, dedicated a three-hour evening program to WGAR. Featured on the program were popular WGAR announcers, both current WGAR employees and past ones, some of whom are now with other Cleveland radio stations.

P.D.Q. sell • Four Star International Inc. has begun promoting its weekday produced and syndicated series, P.D.Q., with individual color tapes of host Dennis James talking to viewers about his show as it is programmed in a station's afternoon lineup. Tapes are being offered to NBC-TV owned and operated stations, and other outlets carrying the series.

Agency named • WEMP Milwaukee has named Scott & Scott, there, to handle its advertising.

Disney presents • Walt Disney, a former recipient of the award, will present the 1965 Milestone award to Brigadier General David Sarnoff, RCA board chairman, at the Screen Producers Guild annual dinner, March 6, in Beverly Hills, Calif. The awards dinner will feature Bob Hope as master of ceremonies and include an award for the best television program of last year.

FATES & FORTUNES

Robert E. Meyer, research director at Grey Advertising, Beverly Hills, Calif., elected VP.

Wilford L. Thunhurst Jr., radio and television director at Erwin Wasey, Pittsburgh, elected VP.

Donald J. Blair named VP of Foote, Cone & Belding, Chicago, and named director of agency’s new national data processing center there.

Edward A. McCabe, copy group head at Carl Ally Inc., New York, appointed VP.

Harvey J. Comita, VP and account supervisor with Geyer, Morey, Ballard, New York, since 1965, elected senior VP and member of board.

Robert Talpas, director of marketing for United Film Club, named VP and account supervisor of Hixson & Jorgensen, Los Angeles.

Lon C. Hill III, VP and copy director, Chirurg & Cairns, New York, named VP-creative director for Hartford, Conn., office.

Edward C. Friedel appointed executive VP-administration by Alberto-Culver Co., Melrose Park, Ill., and is succeeded as VP and director of international division by John V. Burns who has been VP and director of prod-
CBS confirms orders for Marconi cameras

The Marconi Mark VII color camera is coming to CBS. The network has an order for five of the new cameras to be delivered this summer for its New York studio. CBS authorities say they should be operational by the fall.

CBS officials confirmed an order for five Marconi cameras after the British Information Services in New York reported an order of 39 cameras had been received from CBS as part of orders totaling more than 100 received from "North American companies."

When Marconi Co. Ltd. of England announced its new transistorized, four-plumbicon-tube color camera would be entered in the American market (Broadcasting, Dec. 20, 1965), CBS had acknowledged it would give the equipment careful study. The network uses the North American Philips Co. (Noreloco) Plumbicon camera (PC 60) extensively.

CBS authorities indicated the British Information Services may have misinterpreted discussions CBS has been having with Marconi representatives concerning further negotiations and possible options.

The Ampex Corp., Redwood City, Calif., which handles distribution of the Marconi camera, said only that orders are being received into 1967 but that distribution would not begin until the fall of 1966. Ampex expects to show the new camera at the National Association of Broadcasters' annual convention in late March.

The BIS news report on "new products and processes" said the cameras will be in commercial production by July and cost approximately $85,000 each. They can be switched to either the 525-line (U.S.) or the 625-line (British) standards.

CBS sues Sylvania on color-tube infringement

CBS Inc. has filed a suit against Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp., New York, charging infringement of two color-television tube patents.

The complaint, filed in U.S. district court in Boston, seeks an unspecified amount of damages. Though CBS has not manufactured tubes for some years, a spokesman said, it does license manufacturers to use its patents on payment of a royalty. He added that one of the patents, issued in 1954, is licensed to RCA and to several Japanese companies. The other patent was granted last year and has not been licensed, he said. Both patents apply to shadow masks used in picture tubes.

An attorney for Sylvania said the company plans to file a general denial of the allegations. The deadline for filing is March 3.

Visual sells UHF gear

Sale of more than $300,000 worth of equipment to KPLR-TV Oklahoma City was reported last week by Visual Electronics Corp., New York.

The station is scheduled to begin operations in March on channel 14 with a country-and-western-music format and with plans for color. Visual said the station bought two Mark 10 orthicon cameras, Allenized video-tape-recorder systems, video-switching system, vidicon film chain, Townsend 30-kw multiplex transmitter, Jampro 40 gain zig-zag antenna, studio consoles and terminal equipment.

CATV's ONLY EXCLUSIVE AND PIONEER BROKER

Over $120,000,000 in Sales in Six Years

DANIELS & ASSOCIATES, INC.

2930 EAST THIRD AVENUE
DENVER, COLORADO 80206
(303) 388-5888
BROKERS — CONSULTANTS — APPRAISERS

BROADCASTING, January 31, 1966
**Storer stockholders get debenture offer**

Storer Broadcasting Co. last week offered its stockholders subscription rights to $34,410,000 of convertible, subordinated debentures as part of its program to finance the purchase of 22 new jet aircraft for Northeast Airlines Inc.

Storer owns 87% of Northeast. The aircraft will be bought by Storer Leasing Corp., a subsidiary of Storer Broadcasting, and leased to Northeast.

The debentures, which will be convertible at $51 per share plus adjustments, carry 4½% interest rate and are due Jan. 1, 1986.

The debentures are being offered first to common and class B common stockholders. Each stockholder is entitled to subscribe for $100 principal amount for each 12 shares registered in his name as of Jan. 24. The subscription price is $100. The offer to shareholders expires Feb. 9, after which unclaimed debentures will be sold to the public through an underwriting group headed by Reynolds & Co.

The company stands to receive from $33,936,863 to $33,592,763 from the offer; the difference is due to underwriting commissions.

Storer Broadcasting common closed on the New York Stock Exchange at 44% on Thursday (Jan. 27).

**Paramount dissidents keep their board seats**

A federal court in New York last week ruled that two dissident directors of Paramount Pictures Corp. have not violated the Clayton Antitrust Act. The ruling blocked a move by Paramount to force them to sell their shares in the company and to remove them from the board.

U. S. District Judge Edmund L. Palmieri refused to grant an injunction against Herbert J. Siegel and Ernest H. Martin. He ruled that Paramount had not proved that their other business associations constituted unfair competition in violation of the antitrust act.

Mr. Siegel is chairman and owns 21% of Baldwin-Montrose Chemical Co. Mr. Martin is president of Martin & Feuer Productions, a producer of Broadway musicals. Through their companies they control 135,000 shares, or nearly 9%, of Paramount's outstanding stock.

Before they were elected to Paramount's board last year, Messrs. Siegel and Martin had threatened a proxy fight for control of Paramount.

A principal argument of Paramount was that General Artists Corp., which was 70% owned by Baldwin-Montrose until the trial started in early December, and Feuer & Martin were competitors of Paramount.

Judge Palmieri ruled, however, that neither GAC, a talent agency, nor Feuer & Martin was in actual competition with Paramount activities. He contended that Paramount's suit was not designed to protect the company or the public against a violation of the Clayton Act, but rather served the interests of the majority of the Paramount board in securing the removal of the dissident directors.

He noted that the proxy fight was dropped and the GAC shares were sold last Nov. 30 and concluded that Paramount could not seek the aid of the court to be relieved of its part of the bargain.

A Paramount spokesman said an appeal would be filed.

**DDB net up 34.4%, billing up 27.7% in '65**

Doyle Dane Bernbach, New York, heralded for its creativity, issued its annual report for fiscal 1965 last week and printed on the cover was a simple slogan: "Business was good." It was.

Billings rose 27.2%. Gross income jumped by 26.6%. And net income gained by 34.4%.

The company's annual meeting will be held in the Hotel Plaza in New York on Feb. 23.

For the fiscal year ended Oct. 31:

- **1965**
  - Net income per share $2.50
  - 1964
  - Gross billings to clients 134,235,105
  - Service-fee income 230,996,587
  - Commission and service-fee income 1,555,293
  - Net income 2,507,473
  - 1,850,054

**Avco Broadcasting has record year**

Avco Corp., New York, in its consolidated report for fiscal 1965 last week reported earnings were up by $1,788,747.

The company's subsidiary, Avco Broadcasting Corp., which has changed
Lagoroff succeeds Brian at ARP

Joseph W. O'Sullivan manages ARP's New York office, and has recently been appointed as executive vice president of advertising. ARP's New York office has been named one of the top ten advertising agencies in the country. O'Sullivan succeeds Brian Lagoroff, who has joined the New York office of TBWA, a Paris-based advertising agency.

O'Sullivan brings with him over 20 years of experience in the advertising industry. He has worked for some of the largest advertising agencies in the world, including BBDO and DDB. O'Sullivan has been involved in a number of high-profile campaigns, including campaigns for Mazda, BMW, and Mercedes-Benz.

The move to ARP is seen as a significant one for O'Sullivan, who has been involved in a number of successful campaigns for clients such as Visa and MasterCard. O'Sullivan is expected to bring new ideas and creativity to the ARP team, and is looking forward to the challenges ahead.

ARP is a leading advertising agency, with offices in New York, Los Angeles, and London. The agency has a long history of success, having worked on campaigns for clients such as Coca-Cola, McDonald's, and Procter & Gamble.
confidential.

Only responses will be held

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No.

Media Brokers

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Analysts elect Newman


Angeles, named director of merchandising and marketing for KTLA(TV) and KMPC Los Angeles, both Golden West Broadcasting stations.

Mickey Hooten, production manager for KTB9-TV Shreveport, La., named operations manager.

Lee Allan Smith, commercial manager of WKY Oklahoma City, named assistant manager of WKY-AM-TV Oklahoma City. Tom Parrington, assistant and sales manager of WKY-TV, named manager.

David W. Small, general manager of KBOO Waco, Tex., appointed assistant general manager of KSO Des Moines, Iowa.


Ed Moser, traffic manager at WCBS-TV Springfield, Ill., named operations manager at WCDO(TV) Champaign, Ill., both Plains Television stations.

James Robertson, VP and general manager, KCMO-FM Kansas City, appointed producer-director of WCBS-TV New York, and Jack McBride, director of TV and general manager at non-commercial KUON-TV Lincoln, Neb., elected to board of directors of educational television stations division of National Association of Educational Broadcasters.

PROGRANNING


David A. Tapper, formerly producer at WBBM-TV Chicago, appointed producer-director at Fred A. Niles Communications Centers, that city. Herbert S. Bull, television art director of J. Walter Thompson Co., Chicago, appointed director of Niles, that city.


Karl Honeyesten, with Ashley Famous Agency, New York, named partner. Before joining Ashley Famous five years ago, Mr. Honeyesten was member of Greenbaum, Wolff and Ernst, New York law firm. Ben Benjamin, head of agency's West Coast motion picture department, and Sam Kaplan, in charge of its business affairs and legal departments, named VP's.

Donald H. Buck, film administration supervisor, WOR-TV New York, named manager of program services.

Bernie Rosen, sports producer at WOR-TV Miami, appointed sports director.


Jerry Brooke, with KSEE Santa Maria, Calif., named program director.

Orrin Benjamin, with WRFD Columbus-Worthington, Ohio, appointed program director.

Joe Crogan, formerly with WBAL-TV Baltimore and play-by-play announcer for Baltimore Orioles and Baltimore Colts, joins WCFT(TV) Miami as sports commentator.

Joe Lewin, producer-director at WLWT(TV) Cincinnati, joins KTAL-TV Shreveport, La., in same capacity.

Jerry Steiner, formerly in motion picture-TV department of General Artists Corp., rejoins company after 16 months absence as assistant to Martin Baum, head of the department.

Nick Perry, with WTAE(TV) Pittsburgh, named sports director.

James Kerr, with WREX-TV Rockford, Ill., named production coordinator.

David McMurtry, assistant art director at noncommercial WUFT(TV) Gainesville, Fla., named art director of Georgia Educational Television Network production center, Atlanta. Ray Carlson, formerly studio supervisor at WUFT(TV), appointed studio supervisor.
of GETN.

NEWS

James Huffman, formerly with WBGN Big Rapids and WBCM Bay City, both Michigan, appointed news editor at wowo Fort Wayne, Ind.

Bob Brown, with KSEE Santa Maria, Calif., named news director.

Frank Goerg, formerly with NBC News in Chicago, joins news staff of WCHL there. Bill Rees, previously with wowo Fort Wayne, Ind., also joins WCHL news staff.

John A. Armstrong, director of information services for Reed College, Portland, Ore., named executive editor of KOIN-TV that city.

Larry Morrone promoted to assistant news director and John Lane to news assignment editor at WBBM-TV Chicago.

FANFARE

Paul Mosher, manager, program merchandising, NBC, New York, named director of that department.

Phil Cowan, public relations VP of Metromedia Inc., New York, has resigned for family health reasons and plans to relocate on West Coast, preferably in Los Angeles area. Effective date has not been set, pending selection of his successor. He has headed public relations for Metromedia and its divisions for past six years.


John H. Johnson, program director of WAPI-TV Birmingham, Ala., named promotion director of WRBC-TV, that city.

EQUIPMENT & ENGINEERING

Albert H. Chisman, director of engineering at WHN-TV Syracus, N. Y., named director of engineering at parent Meredith Broadcasting Co. He will continue as director of engineering at WHN-TV.

Guy Cochran, with WALB-TV Albany, Ga., joins noncommercial WABW-TV Pelham, Ga., as chief engineer.

William P. Kruse, formerly systems engineer at Collins Radio Co., Dallas, appointed project engineer at Dynair Electronics, San Diego.

J. R. Woods, formerly national sales manager of Rome Cable Co., Rome, N. Y., appointed president of Ameco Cable Inc., Phoenix, subsidiary of Ameco Inc.

John S. Auld, general manager of instrumentation division of Fairchild Camera and Instrument Corp., Syosset, N. Y., appointed general manager of studio equipment division of North American Philips, Mount Vernon, N. Y. He will oversee expansion created by introduction of Plumbicon camera tube.

George Henderson, with Cable TV of Santa Barbara Inc., Santa Barbara, Calif., appointed chief engineer.

ALLIED FIELDS

Stanley J. PoKempner, VP, Market Research Corp. of America, New York, elected VP of Audits & Surveys Inc., that city, to head new division that will consolidate projects A&S has in studying advertising effectiveness for major advertising clients.


Eddie Dunn, with WHEC Rochester, N. Y., named special assistant to Representative Frank J. Horton (R-N.Y.) at congressman's district office there.

INTERNATIONAL


Russell Rhodes, VP and director of European operations for Norman, Craig & Kummel, Paris, elected senior VP. Mr. Rhodes will move to agency's London office at Crane, Norman, Craig & Kummel Ltd.

James A. Walker, formerly with McCann-Erickson International S.A., appointed international supervisor, Latin America, of D'Arcy Advertising Co., Mexico City.


Ian Cohen, senior account supervisor at Muse, Gallagher, Jones and Smail Ltd., London, appointed to board.

Sydney Shepherd, with London Press Exchange Ltd., London, joins Notley Advertising Ltd. there as media group head.

George Fields, since 1964 manager of McNair Survey Proprietary Ltd., of Australia (Australian representative of Daniel Starch), named general sales manager of Audience Studies (Japan) Inc., which recently opened headquarters in Tokyo.

Dennis McDonnell, previously creative group head at J. Walter Thompson Co., London, joins Charles Barker and Sons Ltd., that city, as creative director.

DEATHS

Wright A. Nodine, 45, senior VP and account supervisor of Lennen & Newell, New York, died Jan. 19 at his office. He handled accounts of Consolidated Cigar Corp., Globe-Royal Insurance Companies, and Keep America Beautiful campaign. He is survived by his wife Margaret, and son.

Jack Bennett, 39, news editor of KGUN-AM-FM San Francisco, died Jan. 20 of heart attack in Marin General Hospital after being stricken in his home in San Rafael, Calif. He is survived by his wife, Margaret, and six children.

Fletcher Wiley, 69, pioneer radio broadcaster who founded Housewives' Protective League, died Wednesday (Jan. 26) in fire in his Hollywood apartment. He started HPL in 1934 at KNX Los Angeles and sold property to CBS in 1947 for $1 million, staying on a director. He served in advisory capacity for several years before retiring recently to devote fulltime to his ranching interests.

BROADCASTING, January 31, 1966
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 20 through Jan. 26 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community cable television, CH.—critical hours, CP—cable television construction permit, FCC—Federal Communications Commission, FM—frequency modulation, GSA—subsidiary of the General Services Administration, hours—hour, hourly—hourly, il—illegal, lat.—latitude, lew.—licensing examiner, Lic.—license, Local—local, LPFM—low-power FM, mc—megacycles, mod.—modification, N.—north, NUC—National Union Council, Paj.—Pajaro, P.O.—post office, P.O. Box—post office box, Princ.—principal, py—pylons, QPSK—quadrature phase shift keying, radio—radio station, REA—rural electrification administration, REA—rural electric administration, reg.—regulated, reg.—regulated, reg.—regulated, SCA—special community audio, SCAR—special community audio radius, SHF—super high frequency, SNL—super high frequency, SSB—suppressed carrier, sun.—sundown, TV—television, UHF—ultra high frequency, vis.—visible, w.—waters, *—educational.

New TV stations

APPLICATONS

Birmingham, Ala.—Broadcasting Co., UHF channel 21 (1211-1-10), ERP 262 kw vis., 40 kw aur. Ant. height above average terrain 705 ft., above ground 398 ft. P.O. address: c/o Ellis J. Parker 111, Rose Hill, La. Estimated construction cost $1,888,000; first year operating cost $150,000; revenue $210,000. Ant. and tower both located in Birmingham.

Birmingham, Ala.—Grayson Television Co., UHF channel 39 (650-652 mc); ERP 189 kw vis., 36 kw aur. Ant. height above average terrain 480 ft. above ground 509 ft. P.O. address: c/o Sidney A. Grayson, 201 First Street, Sacramento, Calif. Estimated construction cost $772,000; first year operating cost $150,000; revenue $200,000. Geographic coordinates 33° 39' N, 121° 35' W, above average terrain.

Sacramento, Calif.—Grayson Television Co., UHF channel 39 (650-652 mc); ERP 189 kw vis., 36 kw aur. Ant. height above average terrain 480 ft. above ground 509 ft. P.O. address: c/o Sidney A. Grayson, 201 First Street, Sacramento, Calif. Estimated construction cost $772,000; first year operating cost $150,000; revenue $200,000. Geographic coordinates 33° 39' N, 121° 35' W, above average terrain.

New AM stations

APPLICATIONS

Birmingham, Ala.—Birmingham Broadcasting Co., UHF channel 21 (1211-1-10), ERP 262 kw vis., 40 kw aur. Ant. height above average terrain 705 ft., above ground 398 ft. P.O. address: c/o Ellis J. Parker 111, Rose Hill, La. Estimated construction cost $1,888,000; first year operating cost $150,000; revenue $210,000. Ant. and tower both located in Birmingham.

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New FM stations

APPLICATIONS

Birmingham, Ala.—Birmingham Broadcasting Co., UHF channel 21 (1211-1-10), ERP 262 kw vis., 40 kw aur. Ant. height above average terrain 705 ft., above ground 398 ft. P.O. address: c/o Ellis J. Parker 111, Rose Hill, La. Estimated construction cost $1,888,000; first year operating cost $150,000; revenue $210,000. Ant. and tower both located in Birmingham.

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APPLICATIONS


NEW CALL LETTERS ASSIGNED

WNBX Andalusia, Ala.—Andalusia Broadcasting Co. Assigned WCTA-FM.

Alpena, Mich.—Midwestern Broadcasting Co. Assigned WATZ-FM.

Kingman, Minn.—Minnesota Television Co. Assigned KXOV-FM.

Albany, N. Y.—Regel Broadcasting Corp. Assigned WJNO-FM.

Springfield, Ohio—Board of Directors of Wittenberg University, Assigned WUSO-FM.

TACOMA—The Camellia Corp. Assigned RTLQ-FM.

Baltimore, Md.—United Educational Broadcasting Co. Assigned WELT-FM.

Darlington, T. C.—Mid-Carolina Broadcasting Inc. Assigned WZKG-FM.

KZAK Tyler, Tex.—Oil Center Broadcasting Co. Assigned KZAK-FM.

Mansfield, O.—Eastern Wisconsin Broadcasting Corp. Assigned WXUB.

WMKE Milwaukee—Suburbanite Inc. Assigned WAWA-FM.

Ownership changes

ACtIONS BY FCC

KNOB(FM) Long Beach, Calif.—Granted assignment of license from the KNOB-FM Radio Broadcasting Co. to John and Jeanette Bandoni, Mr. Mr. Wipe, etc. are presently licensees of KGK(FM) Garden Grove, Calif. They propose to delete or assign license of KGK(FM) prior to consummation of this application. Consideration $150,000 plus $115,000 consultation fee. Action Jan. 25.

WNOH Raleigh, N. C.—Granted transfer of control of licensee corporation from James P. Posey (none before, none after) and John W. Gill (50% before, none after) to John and Jeanette Bandoni, Mr. Mr. Wipe, etc. are presently licensees of KGK(FM) Garden Grove, Calif. They propose to delete or assign license of KGK(FM) prior to consummation of this application. Consideration $150,000 plus $115,000 consultation fee. Action Jan. 25.

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WTWL Taylorsville, N. C.—Granted transfer of control from the WTWL Broadcasting Co., Inc., to Robert E. Brown (none before, 100% after), and Thomas C. Stockman (none before, 100% after). Mr. Brown is the sole owner and operator of the station. Consideration $150,000. Action Jan. 21.

ROYAL Loomis, Wash.—Granted assignment of license from Radio Sales Corp. to Loomis Broadcasting Co. Assigned WLSN-FM.

WNOH Raleigh, N. C.—Granted transfer of control of licensee corporation from John P. Posey (50% before, none after) and John W. Gill (50% before, none after) to John and Jeanette Bandoni, Mr. Mr. Wipe, etc. are presently licensees of KGK(FM) Garden Grove, Calif. They propose to delete or assign license of KGK(FM) prior to consummation of this application. Consideration $150,000 plus $115,000 consultation fee. Action Jan. 25.

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KTOO Juneau, Alaska.—Granted extension of time to file responsive pleadings to petition by the Juneau Community Broadcasting Inc., to clarify or enlarge issues in proceeding. Motion to clarify issues and enlarge issues in proceeding granted. Action Dec. 20.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Jan. 27

ON AIR \ NOT ON AIR \ TOTAL APPLICATIONS
for new stations

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<tr>
<td>TV-UHF</td>
<td>91</td>
<td>17</td>
<td>108</td>
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AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, Jan. 27

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<td>Commercial</td>
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<td>189</td>
<td>327</td>
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<tr>
<td>Noncommercial</td>
<td>68</td>
<td>85</td>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC, Dec. 31, 1965

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>4,034</td>
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<tr>
<td>15</td>
<td>79</td>
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</tr>
<tr>
<td>211</td>
<td>1,657</td>
<td>244</td>
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</table>

By Hearing Examiner Millard F. French
- Granted petition by Boca Broadcasters Inc. for leave to revise and update its proposed FM programming proposal in its application for new FM in Pompano Beach, Fla. Action Jan. 21.

By Hearing Examiner Arthur A. Gladstone
- Granted motion to discontinue case of Zephyr, Inc. vs. Zephyr Broadcasting Corp. in New York, N. Y., to discontinue the proceeding.

By Hearing Examiner Walter W. Guenther
- Pursued to agreement reached at Jan. 20 prehearing conference, scheduled further prehearing conference for Feb. 25; setting of Jan. 26 proceeding.

By Hearing Examiner Isadore A. Henig
- Granted request by Continental Broadcasting of California to add two additional local stations to the license covering KDAY, Los Angeles.

By Hearing Examiner David L. Kranthos
- Granted joint appeal of two applicants in Case 111, TV Channel 9 proceeding. Order to continue Jan. 21, hearing to Feb. 18; and further ordered that in event proposed merger agreement is not submitted to commission by Feb. 15 proceeding will be considered in being set for hearing without further delay. Action Jan. 18.

By Hearing Examiner Jay A. Kyle

By Hearing Examiner D. M. Cunningham
- Pursuant to agreement of all parties, extended time from Jan. 20 to Jan. 31 to file objections to procedure of West Ohio Broad- casting Corp. for new AM in Xenia, Ohio. Action Jan. 18.

KASD Minden, La.—Granted license covering change in ant. and ground systems.

WGN-AM-TV Chicago—Granted motion to change name of licensee to WGN Continental Broadcasting Co.; includes ad- junctes.

WLST Escanaba, Mich.—Granted motion to change station location. Remote control operation.

KANS-FM Larned, Kan.—Granted license for FM station.

WHAT-FM Philadelphia—Granted license covering use of old main trans. as auxiliary trans. at main trans. location, with remote control operation.

WKLFS-AM Atlanta—Granted license covering change in ERP, change in studio location and installation of new trans. and specify type plus; conditions.

BROADCASTING, January 31, 1966

(Continued on page 83)
CLASSIFIED ADS

Radio

Help Wanted—Management

Expanding Ohio company with radio, CATV, TV, and newspaper interest has opening for FM station manager. Must be ambitious with desire to move up in growing organization. Small market sales and programming experience a must. Immediate opening. Send complete resume to Box A-250, BROADCASTING.


Manager-salesman with proven ability and money to invest. Southwest fulltime. Contact immediately! Box A-333, BROADCASTING.

Outstanding opportunity. Sta. Mgr., aggress. experience. Must have strong contacts in successful major facility 75 ml. N.Y.C. relocation. Reply. Box A-341, BROADCASTING.

Manager! Who’s been around. Creative, civic-minded, promotional, strong on sales and on air. This man has been named Pillar-to-post and is seriously looking for that last addition. He’ll accept sales manager slot . . . build sales department, then take over management position for life. Competitive recession market. Excellent area to live, work and raise family. $500.00 base, plus commission, overtime. Dan Libeg, KSNN, Pocatello, Idaho.


Sales

Leading good music AM-FM station in major southwest market seeks top-notch sales manager. Immediate opening. Right man can earn up to $30,000. Box M-29, BROADCASTING.

Needed immediately—qualified sales manager; excellent base plus strong incentive. New York hub location. Company to substitute good background. Eventual sales manager material. Write if you are. Box A-269, BROADCASTING.

New Jersey station expanding sales dept. looking for dynamic, ambitious, sales oriented assistant managers to move up. Send full particulars to Have Ledar Exec. Vize Pres., & General Manager, Wagenwoord Broadcasting Company, 624 North Rampart, New Orleans, La.

Sales—(Cont’d)

Need stable radio salesman interested in permanent employment in good community. Send full resume, salary and photo to Manager, KSWW, Roswell, New Mexico.

Experienced AM radio salesman to sell in south Florida, county in Georgia, DeKalb, Atlanta, metro area. If you are not afraid to sell radio to new and old accounts we will pay 30% commission and complete resume to WOMM, 119 E. Court Square, Decatur, Georgia.

Second fastest growing area in U.S.A.-C.S.A. Washington, District of Columbia! Adams-Ripepey, multi-city station, WPKS, needs well groomed sales account executive. Must have strong college ambition, willing to take pleasant but continuous supervision. Non-turnstile operation, protected territory and decent income if you have proper work habits. WPKS is looking for the time to join! Only large station in area with studios in Washington, D.C., Maryland, and Virginia. Confidentially write: Bill Gallagher, General-Sales Manager, WPKS, Celebrity studio Suite 400 North Capitol, Washington, 15th & Pennsylvania Ave., NW Washington, District of Columbia.

Announcers

Announcer to train in time sales, some announcing. Top pay, good working conditions. Fine opportunity in S. California. Send complete resume Box A-145, BROADCASTING.

Immediate opening for adult announcer with endorsed third. Grow-up central Florida established station has permanent position for mature man who wants to practice good radio and both production. Send tape, snapshot, resume all in first letter to Box A-161, BROADCASTING.

Will pay up to $150.00 weekly for an announcer. Send resume and tape to Box A-161, BROADCASTING.

Two announcers needed yesterday, third phone endorsed. FM operation in the north-east needs energetic, aggressive, but personable style, at home in adult music format. Must have good morning shift. One man will take over jugular affairs programming. Both should write good copy and be able to handle program remotes. Immediate opportunity to move up to Program Director position now vacant. Rush tape, resume, salary needs to Box A-244, BROADCASTING.

Top-notch announcer-salesman, must have first phone. Part time announcing and full time sales. Excellent opportunity in attractive, medium Florida market for mature man who knows how to work for what he gets and is interested in making money—$150.00 plus commissions. Box A-258, BROADCASTING.

Announcer needed for Connecticut station. First phone preferred. Must know news, decent music, promotion. Mature, pleasant personality, interest in community affairs. Send tape, resume with first letter. Box A-284, BROADCASTING.

Important New York State market top 40 station needs top-notch newscaster, after hours traffic man. Nice area, hops good. Send tape, resume and photo immediately. Box A-332, BROADCASTING.

Announcer with experience for good music-Ohio station. Must have production ability. Must work 3 hours news and 3 hours deejay 6 days a week. Send tape and resume to Box A-376, BROADCASTING.

Medium southern radio-TV market has immediate opening for a contemporary music disc jockey/newsman who is experienced. Interview a must. Send tape & resume to Box A-358, BROADCASTING.

Experienced announcer/salesman to do four hour C&W show, and sell for Florida station. Good salary, commission arrangement Box A-361, BROADCASTING.

New Jersey adult music station seeks adult Announcer/newsman who is experienced. Inter- view a must. Send tape & resume to Box A-363, BROADCASTING.

If you can run a tight show, read well, have a first class ticket on the meaning of modern format country music, then you're the man we want. We offer: $400.00 a week, plus commissions. Box A-364, BROADCASTING.

Top South Dakota daytimer would like top quality announcer with excellent opportunity. Send resume and tape to Box A-365, BROADCASTING.

Need 1 more staff announcer for new 50,000 watt good music radio station. Send resume, tape, salary & full details by air mail to Manager, KSWW, Roswell, New Mexico.

Opening for evening personality—KKBW, Wichita, Kansas. Contact Rex Hall, P. O. Box 486.

Maryland AM-FM independent has immediate opening for experienced announcer. For resume, tape to WSA, Havre de Grace, Md.

Immediate opening for experienced announcer. Mail resume, photo and tape to Box A-341, BROADCASTING.

Country music is sweeping the nation, and we're all country. Needed, excellent staff announcer capable all phases of operation, news, copy, production, ad lib who wants to play country music. Two years experience. Excellent credit and personal references, minimum requirement. Excellent facilities. Salary open. “We're going places and doing things.” WFRB, Frostburg, Md. 301-969-8871.

Florida Keys adult format station has immediate opening for capable announcer with first class license. Send tape to Tony Fairbanks, WPFG, Box 498, Marathon, Fla.


Washington, D. C. metropolitan area is first ranked. WNBC, serves expanding region. Immediate opening for bright announcer. Quick, call 301-949-9400.

One top 49—One C&W announcer with top 40 delivery. 1st tickets. Send photo, tape, resume to Ted Ellis, WDFN, Detroit.
Announcers—(Cont'd)

Announcer 1st phone for locally owned AM-FM network position, early morning & early afternoon shifts. Sports and/or sales possible. Send tape, resume, WVMK.

WRAN Radio, Dover, New Jersey. 25 miles west of New York is presently looking for a 1st year announcer. WRAN is full time, progressive, middle-of-the-road station. Good personality a must. WRAN, Dover, New Jersey, 201-366-1510.

Announcer who knows how to read and interpret commercial copy. Restricted third class baseball ticket necessary. WSKI, Montpelier, Vermont.

South's most dynamic Christian station needs experienced announcer position. WVCPI, Box 13595, Orlando, Florida.

Going FM and increasing power, Need announcer with minimum of 1 year experience. Send resume. WFCF.

Oregon has openings for both AM and FM. Write Frank Loggan, Oregon Association of Broadcasters, P.O. Box 5209, Eugene, Oregon 97405.

Top rate young Negro disc jockey, dynamic personality, for nighttime slot by 1st top 40 network. No holdout. Contact 212-OX 5-4450, Mrs. Attenborough, 505-5th Ave., New York, New York.

Experienced announcer with first phone. Reply 501-772-9787 after 6:00 pm.

How anser can get more commercials: Learn new “conceptualizing” delivery now desirable on FM-stereo and TV Commercial. Learn tested job-getting techniques at TV/Talk Radio Workshop. Base course, if you're new, 10 lessons. Advanced course if pro: or private coaching. Your chance for more money in free atmosphere of TV. Call or write: Charles Kebbe, FL 5-3164, 10 E. 69th St., N.Y.C.

Technical

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity with a solid future. Liberal fringe benefits. Box A-4, BROADCASTING.

1st ticket engineer-announcer with opportunity to move up to chief. Planning ahead for FM-stereo. Good music station. Small town setting. $125 weekly. Need man qualified to install and maintain equipment, tape recording, maintenance and 24 hours engineering each week. Send details, experience, references. Snap-shot to A-283, BROADCASTING.

Chief engineer, 5 kw directional daytimer. 120 mile radius Chicago. Many company benefits. Room and board, free time, advancement, etc. Permanent position. Salary $100, advancement opportunities, many fine extras. Best of equipment and facilities. Write details, experience, references to A-353, BROADCASTING.

Man with first phone for transmitter duty. Will train. Base state salary. Box A-359, BROADCASTING.

Excellent opportunity for chief engineer-announcer. Directional. Northern New England, $125.00 weekly. WCHR, Clare, Michigan.


First phone experience in studio and transmission. Send resume, WRAW board work. WRAW-AM-FM, Evanston, Ill.

Draft has created immediate opening for engineer, 10 kw, Clear. Contact Morris Schubert, WWHO, Grayson, Kentucky, Phone 605-474-5144.

Technical—(Cont’d)

Combo—engineer-announcer, 1st phone required. WBRP, North Charleston, WHTM, Hartsville, Ala.—773-2558.

WANTED—Good mature technical man capable of assuming responsibility of chief engineer position. E. M. Sears, Box 62, Bloomington, Indiana.

The Oklahoma State University will employ a good 1st class engineer at once for the Department of Television. Chances to attend school if employee so desires. Contact the Television Department, O.S.U., Stillwater, Oklahoma, at once!

News

Opening available February 1st, for news director. You do it all. Challenging job in small, growing market. Send resume and tape, or contact Manager, WDLC, Port Jervis, New York.

Action oriented news department in political hotbed looking for hard hitting digger. Excellent with sales, programming, promotion, personnel, administration. Inspirational leader. Family man, 18, 15 years broadcast. Desire large market with appropriate financial, personnel, administration. Successful manager. Box A-288, BROADCASTING.

General manager successdufully managing the dominant station large southwestern market. Excellent with sales, promotion, personnel, administration. Inspirational, dynamic leader. Family man, 18, 15 years broadcast. Desire large market with appropriate financial, personnel, administration. Successful manager. Box A-316, BROADCASTING.

General or Sales manager. Have full range of sales experience in medium and major markets. Exceptional personal selling ability and strength of personality can build, train, lead, inspire sales force. Thoroughly experienced in management. 46, family, college, responsible, stable. Box A-302, BROADCASTING.

Attention absentee owner—Looking for a manager you can trust? Your prompt reply could reward you with peace of mind and station profits. I have a perfect record. 18 years in management. Age 43, married, mature happy. Husband, sales, sales management is good sound. Box A-306, BROADCASTING.

Currently employed as general manager in small market, programming top 60. Have success story but looking for move to larger market. 17 years experience, strong in sales and promotion. Write for details and resume. Box A-281, BROADCASTING.

Need a major market sales manager who produces? 1 do. Last four years figures say so. Current income $19,000, my station for sale. You'll find names of my references, they're industry leaders. Box A-359, BROADCASTING.

General manager with nation's largest and most successful radio and television network. Box A-337, BROADCASTING.


DJ-announcer experienced. Wants to settle. Not float or prima donna. Box A-335, BROADCASTING.


Announcer—1st phone—experienced, excellent references, will relocate. Box A-348, BROADCASTING.

Sales

Sportscaster-salesman seeking College-pro- fessional play-by-play plus sales, medium large market. Experienced all phases sports, FM, sales. Available now. Box A-356, BROADCASTING.

Announcers

Baseball announcing position wanted. Experienced sportscaster. Tape available. Box A-201, BROADCASTING.

Experience sportscaster-teacher wants New York state part-time sportscasting, including local baseball. Tape available. Box A-203, BROADCASTING.

Negro dj-announcer-newsman—college 5 years experience—wants smooth tightboard—married—dependable— relocate— available now. Box A-226, BROADCASTING.

D. J.—Announcer, experienced. Bright sound. Family man, want to settle down, personable, not floator or prima donna. Tight board and operation. Willing to relocate. Box A-236, BROADCASTING.

Sports director wants bigger market. Seven years radio-TV, High school or college play-by-play. Box A-246, BROADCASTING.

Major market format personality available now. Creative, reliable, 28, married, college child. Excellent character and credit references, 3rd phone. Box A-263, BROADCASTING.

Top 40 personality lock wants challenge. Airwork or PD, I have good job. Box A-280, BROADCASTING.

DJ-announcer—married, experienced, 3rd class license, draft exempt. Box A-287, BROADCASTING.

Bilingual dj, currently employed as program director and sales manager, desires position in large metropolitan area. Third class endorsement, five years experience in Spanish and English broadcasting. Speak and write both languages. Box A-294, BROADCASTING.


1st phone announcer. Some board experience—recent full-time sportscaster. Write Box A-305, BROADCASTING.

Experienced top 40 Drive time man desires to be relocated by February 15th. Now in top 10 market. Third phone endorsement. Drive time position, preferably Texas. Box A-307, BROADCASTING.

DJ-announcer, bright happy sound. Authoritative news and combo man. Not a prima donna or floater. Box A-318, BROADCASTING.

Fast pace disc jockey, married, 3rd phone endorsement. Newscaster, young, willing & sincere. Box A-328, BROADCASTING.

19 years in better music. Looking for growth with group. Bright mature sound with occasional wry humor. First phone. $650 minimum. Box A-330, BROADCASTING.

Young top 40 Jock—sales, production—experiences—will relocate to bigger Texas market. Box A-331, BROADCASTING.


DJ-announcer experienced. Wants to settle. Not float or prima donna. Box A-335, BROADCASTING.


Announcer—1st phone—experienced, excellent references, will relocate. Box A-348, BROADCASTING.

English—this man has talent. DJ, news, top 40, play-by-play read. You’re provided, reliable. Box A-354, BROADCASTING.
Announcers—(Cont'd)
Talk show star available. Well known TV/ radio personality. Polished, Convincing. He has a radio and TV background. Interested in major markets only. Call 512-423-3428 or write Box A-339, BROADCASTING.

Announcing dj, singing dj; gospel dj: Family man with experience in broadcasting wants to settle, news casting, not a Radio. The right experience, holds a class license. Box A-362, BROADCASTING.

Good morning—That's what you'll have when you call Family Young. Experienced, humorous morning man needs job in L.A. or outlying areas. Resume and tape on request. Hurry! Box 10, Marimana, Florida.

Mid-music, 3rd, experienced. K. Sterling, 22 Anderson St, Pittston, Penn. 718-794-4394.

Singer-songwriter wanted. Has strong singing voice and has worked in radio and TV. Will relocate. Box B-404.

Just because I've had 3 years of #1 ratings (as high as 56%), am part-timing on a 50,000-watt McLendon powerhouse, possess 1st phone, knock out creative copy, produce spots like a mad splicing fool, etc. doesn't mean I don't want to learn more. #1 sounding record personality available February 10 specializing in action thrillers. Top 2 in top 5 market. Relievable with energy unlimited (top ref's to prove it). Box 113, The Ted Wallace Agency, 318 South 7th Street, Dallas, Texas 75202.

Recently graduated from Midwestern Broadcast College,Send resume, deliver news and commercials. Disc-jockey work also considered. Operate board. Have third class license. Prefer the Midwest or Northwest. Box 101, 123 North Nassau Street, Chicago 2, Illinois.

Young man, broadcasting graduate, 9 1/2 months experience seeks relocation recommendation. Prefer large cities. Byron Holden, 511 Ridge St, Charlotteville, Va. Will relocate.

Experienced top 40 dj, tight board, endorsed 3rd class license. Will relocate. Box 119-260-8888 before 2:00 PM or write 578 Tex Ave, Pontiac, Mich.

Technical

Have first phone license, desire part time work or vacation relief etc. Long Island metro N.Y.C. 212-539-0533 or Box A-352, BROADCASTING.


News
Radio-TV-reporter-photographer-seeks news difficile. Four years experience. Top references. Box A-218, BROADCASTING.

News
Singer-sample available. Has strong distribution in all phases. Knowledgeable and writing ability plus intelligent air presentation. Box A-318, BROADCASTING.

Attention southeast. Seasoned pro—11 years radio; 8 years present west coast regional station desires go home to Dixie. Board, salary, plenty of money, room to grow. Familiarity with senior. Man. Prefers combo radio-TV opportunity. Box A-318, BROADCASTING.

Program/Production director: Top major market air personality. Fourteen years broad experience. Good administrative ability. Flair for imaginative production. Presently employed. Box A-207, BROADCASTING.

Automated stations! "Biff Collie's Corner," taped country personality show with 25 mile tone ins. Can be two, three, four hours. Seven days $25.00. Tape, brochure etc. 1941 Pine Avenue, Long Beach Calif. Box 357.

Sports director experienced all sports, news, sales, Andy Denonn, 135 Willow Street, Brooklyn 1, New York. 624-0008.

TELEVISION—Help Wanted
Sales
Virginia network affiliated VHF needs one account executive. Must be experienced. Will consider experienced radio salesman desiring television sales position. Guarantee generous commission from 1st dollar. Other benefits. Send resume directly to Box A-353, BROADCASTING.

Step up to television sales! Wanted; Top flight salesman for western Montanas television market. Must have proven sales ability. Young organization that has doubled in size the past two years. Write Box A-300, BROADCASTING.

Announcers
Northeast VHF needs announcer/newsman—experienced, dependable. On camera news, competent pay, company benefits. 5 day work week. AFTRA. Letter, picture with VHF only. Return. Box A-273, BROADCASTING.

Wanted announcer wanted by mid-west group station. Opportunity to learn direction. Send resume, salary expected, audio video tape to Box A-304, BROADCASTING.

Excellent opportunity for versatile announcer with proven ability to deliver. Our man must be strong in merchandising and sales promotion. Big opportunity to move up to trendy market, for right man. Send complete resume. Box A-297, BROADCASTING.

Major Pacific northwest University seeks assistant professor of communications and news public affairs manager for educational radio station and TV station. Has doubled in size the past two years. Excellent fringe benefits. Equal Opportunity Employer. Send resume Box A-297, BROADCASTING.

Technical
Progressive, full service eastern station now accepting applications for transmitter engineers and video switchers. First class license required. First class license required. All phases of operation, plus engineering experience. Salary, many benefits, some stipends. Top salary, many benefits. Send resume, Box A-310, BROADCASTING.

Wanted—Experienced chief technician for rapidly expanding CATV system in midwestern area. Must have experience in summer and winter sports. Applicant must be familiar with microwave techniques and hold appropriate license. Forward background, references and minimum salary expected. Box A-287, BROADCASTING.

Eastern television major market needs ambitious appropriate studio technician. Box A-304, BROADCASTING.

Immediate requirement for experienced chief engineer—VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Video and transmission engineers needed by expanding midwestern station. Box A-212, BROADCASTING.

Midwest VHF needs transmitter supervisor. Minimum 5 years experience all phases transmitter operation and maintenance. Good salary, many benefits. Box A-316, BROADCASTING.

Television production company in major metropolitan area (including color) needs a mobile unit in service and has openings for 2 months of work. Salary is open for the right man. Send resume and picture with requirement Box A-358, BROADCASTING.

Production—Programing, Others

Versatile radio vet (30, family) seeks responsible, challenging post... broad music knowledge, strong engineering and writing ability plus intelligent air presentation. Box A-318, BROADCASTING.

1st class engineer—Call Chief Engineer, KCND-TV, Pembian, North Dakota, 58271, Phone 222-5678.

Alaska—Need chief to layout, install, maintain color TV, Studios-Xmtr of TV-AM-FM practical experience in color necessary. Excellent wages, dorm, allрапlication to references to KKH-F photo 7-616, Anchorage, Alaska.

Wanted: Experienced TV studio engineer immediately to fill permanent position in progressive full color operation. Studio, color experience highly desirable. Liberal fringe benefits. Good salary, many benefits. Contact Chief Engineer, WJBF-TV, Augusta, Ga.


Production—Programing, Others
Production manager—experienced, college, some announcing. Need imaginative, creative, self-starter. V.T.A.'s. Rocky Mountain, NBC, VHF. Salary open. Box A-169, BROADCASTING.

Large northeastern ETV station seeks a creative experienced producer 5, Plattsburgh, N.Y. Group owned. Excellent opportunity for the right man. Must be capable of handling major project work. Station is an equal opportunity employer. Salary open. Box A-300, BROADCASTING.

Promotion director—Ides-man with proven ability to deliver. Our man must be strong in merchandising and sales promotion. Great opportunity to move up to trendy market, for right man. Send complete resume. Box A-287, BROADCASTING.

TELEVISION—Situations Wanted
Anouncers
Excellnt television announcer-personality looking for progressing market. Commercial, weather; interview shown. WANTED: Experienced VTR. Box A-358, BROADCASTING.

Technical

Need a chief engineer or assistant. I am looking for advancement, please employ: Experience 12 years. Studio, commute, miscellaneous installation, construction, and trouble shooting. Electrical engineering plus mechanical experience preferred. Not a drifter. Box A-360, BROADCASTING.
Technical—(Cont'd)


NEWS

News director—Extensive major market experience in public affairs, editorial and special event programming. Top rate delivery award winning photography. Solid reporter background including Capitol Hill, Cape Kennedy, etc. Box A-225, BROADCASTING.

College graduate experienced in newscast writing and production, reporting and film. Network and small station background. Available immediately. 103 N. Crescent, Los Angeles, 90046.

Production—Programming, Others

Award winning documentary writer-director-producer available for temporary assignment. Box A-186, BROADCASTING.

Production manager in medium market seeks advancement in position or market. 14 years background. Imaginative but able administrator, civic minded, family man. Box A-229, BROADCASTING.

Talented film editor-heavy motion picture & documentary background, news writer in medium market. Salary negotiable. Box A-245, BROADCASTING.

Have experience—will travel. Writer-producer, 100-plus documentaries, seeks to do better things at bigger salary. Box A-301, BROADCASTING.

TV writer-reporter, major O&O, top documentary credits, twelve exp. newspaper, seeks real challenge at realistic salary. Box A-329, BROADCASTING.

Stop—As news director then assistant manager, helped build small market “booster” into strong viable station but not enough. Hard-working creative college grad, with excellent programming background. Box A-377, BROADCASTING.

News, program, public relations—14 years. TV-Radio. Age 37, married. Box A-343, BROADCASTING.

WANTED TO BUY

Equipment

We need used 350, 500 1 kw & 10 kw AM transmitters, new or used, Broadcast Electronics Corp. 1314 Turbide St., Laredo, Texas 78040.


Wanted: Four used Collins 37M-4 side-mounted FM antenna rings. Box A-242, BROADCASTING.

Gates model DU-31B dummy load or any 50 ohm that will handle 5 kw. Box A-300, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tape, microphones, audio, Electro-find, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1140 Chestnut, Tumwater, Wash., for $175.00 complete. S. W. Electric Co., Phone 475-2475, 24th & Willow Street, Oakland, Calif.

FOR SALE—Equipment

For sale, RCA type TTV 1B UHF television transmitters. Multi-channel, top quality, top bands. Presently tuned to Channel 20, 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Need equipment? Get our listings, Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Write, call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 6622, Hollywood, California.

For sale: By owner; 5 kw radio transmitter RCA model BTASH. Excellent condition. Some spare parts available, Price—$4500. Ready for shipment, F.O.B. Maryland. Box A-312, BROADCASTING.

New Magnecord 1021 transistored recorders in stock. Trade-in accepted. Telephone Bill Bruring, La Crosse, Wisconsin 608-784-2700.


Standard Electronics 5 kw FM and stereo generator 22 thousand hours available now. $6255, WKL, Atlanta.

Gates model M3529-B speech input system w/5 kW mic, good working condition. Call 802-295-3167.

ATC-55H Automatic caruiader brand new, less than 50 hrs. use. Would like to sell due to change in automation system. Will sell for reasonable price. Shipping cost. Contact John Foster, NWON, Cornella, Georgia. Phone 404-774-2241.

G.E. TT-6D VHF high band TV transmitter, G.E. TP-4-A power amplifier voltage regulators, slot dipler, other associated transmitting equipment all in good condition $10,000 including dismantling and reinstallation. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.


MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh and say-a-word comment introductions. Free catalog. Orben Comedy Books, A. Orben, Smith, N. Y.

Add 25% to your bid of $500,000, with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. $2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEJAY MANUAL"—A collection of 40 comedy lines, bits, breaks, ads, thoughts, etc. $5.00. Write for free "Broadcast Comedy" Catalog. Show-Box Comedy Service, 1725 E. 26th St., Brooklyn, N. Y. 11232.


$50.00 reward for information leading to whereabouts and recovery of 1965 Ford Mustang, two tone blue, Michigan license number 4J2R22 owned and driven by former Minneapolis-St. Paul area disc jockey, Robert N. Adams, better known as Kelly, now believed to be in Detroit area. Please contact Paul, Minnesota, phone 612-222-5396, extension 335 for reward.

INSTRUCTIONS—(Cont’d)

Be prepared. First class FCC license in six weeks. FCC First Class License training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training is an FCC First Class License Out standing theory and laboratory instructions. Box 109, Elkins Radio License School, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, approved. Broadcast Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality FCC Course. Top laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, control operation. Twelve weeks. Intensive practical training. Fiest, most modern equipment available. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

The masters. Elkins Radio License School of Chicago. The school is known as one of the foremost of the famous Elkins Laboratories and the school is in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.


America's pioneer. 1st in announcing since 1922. National Academy of Broadcasting, 814 H St. NW, Washington, D. C.

"It's REI and Here's Why!" First phone license in (6) weeks—and we guarantee it. Tuition only $250. Rooms $41-41 per week. Classes begin every 6 weeks in beautiful Saratoga Springs by the second Saturday in April—May 23—June 27. Call or write Radio Engineering Institute, 1236 Main St., Saratoga, Fla.

Announcing, programming, first phone, all phases of electronics. Thorough, intensive practical training. Methods and results include many of the top stations in the country. Allied Technical Schools, 207 Madison, Memphis, Tennessee.


F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks $345. Rooms $10.00 a week, on campus. License guaranteed. Orlando Technical School, 605 West College, 533 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Welpton, W. Va.

New England's only 10 week, First Phone course. Classes offered every 3 weeks in Boston, Providence. Do you want to move to New England? A.F.C. Radio Institute, 16 Centre St., Providence, R. I., 522-4475.

Professional School of Radio and Television Broadcasting. Courses taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan, 48201.
SALES TRAINEE


GATES RADIO COMPANY
A subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS 62302

PERSONALITY

Top professional radio personality wanted by major market dominant station. TV work available. Good five figure salary. Top professionals only send tape and resume to BOX A-268, BROADCASTING

WANTED FOR MID-WEST TOP 10 MARKET, CHAIN OPERATED STATION:

Air Personalities and Newsman with a minimum of 3 years commercial experience. Send tape, resume, picture and salary requirements immediately to:

Box A-317, Broadcasting
Salary open

GOOD MUSIC
Top 30 market

Group owners seek announcer with big voice, radio personality and experience. Send tape, including production, along with complete resume. All replies treated with confidence.

Box A-303, Broadcasting

Announcers—(Cont’d)

BOSS RADIO

KIMN, Colorado's number one station for 7 years is looking for a BOSS all night jock. Moves up to one of America's great radio stations. Must have first phone and military obligations in line. If you're ready to handle an ultra-modern format and are not over 30 years old here is your opportunity. Must be willing to go “east of midnight” for at least one year. If you've been home we're looking for you.

Ted Atkins, P.D., KIMN,
Denver, Colorado

Talk Personality

Top rated eastern station wants news oriented talk man. Excellent figure salary. Ideal working and living conditions. Rush tape & resume to BOX A-276, BROADCASTING.

Radio Reporter

West Coast operation needs top calibre newsman—minimum 3 years experience as reporter, writer, newscaster, maximum 35 years of age. Great potential in Electronic Journalism. No television exposure. Send resume, picture and tape with self-written newscast and aircheck of special events work and current earnings.

Box A-371, Broadcasting
[No material returned]

Newscasters $12,000 PLUS EARLY STARTING

Don't apply unless you are a network caliber newswoman gifted in dramatic reading, rewrite and editing. Please state educational background, past experience and other pertinent data, such as I.Q. score. Enclose picture and send 15-minute off-the-air newscast, or simulated newscast that you would like to do. Positions are now open and will be filled by February 7. Salary guarantee of $12,000 yearly includes scheduled overtime and talent.

Gordon B. McLendon
The McLendon Building
2008 Jackson Street
Dallas, Texas

Production—Programming, Others

NATIONAL KNOWLEDGEABLE BROADCASTER & ADMINISTRATOR . . .

Illinois Broadcasters Association requires a male executive secretary familiar with all aspects of broadcasting. Interested in both national and state legislation. Limited traveling involved. This self-starter will have a working knowledge of promotion and publicity. Relocate to middle distance Illinois. Challenging, rewarding position. Reply only in writing to:

Ralph W. Beaudin
WLS Inc.
360 N. Michigan Ave.,
Chicago, Illinois 60601

A PRO

now in top management of stable group seeks change. Prefer return to station management in solid market. Outstanding record in sales, general management, costs and personnel. Major market experience. 35, family.

BOX A-257, BROADCASTING

EXPERIENCED EXECUTIVE

Successful Sales, Sales Management and general administrative background. Corporate officer responsibilities. Looking for opportunity to manage station or station sales for group or individual TV or radio outlets. Age 33, married. Relocation considered. Top references and resume upon request.

Box A-299, Broadcasting

MANAGEMENT PROBLEMS?

OUTSTANDING YOUNG MANAGER OF TOP MAJOR MARKET STATION AVAILABLE FOR RIGHT OPPORTUNITY, PROVEN SALES, PROGRAM, EXECUTIVE ABILITY.

Box A-370, Broadcasting

Situations Wanted—Management

TELEVISION STATION MANAGER

Communications company operating six stations nationally seeks a fully qualified Television Station Manager for one of their mid-western stations. Candidate must have complete station operation & management experience. Operating experience in this geographic area is desirable but not required. No contact will be made with current or previous employers until a personal interview is arranged at your convenience. Please send resume of experience and earnings in confidence to:

Box A-365, Broadcasting

Our Employees Know of this advertisement

Help Wanted—Production—Programming, Others

Help Wanted—Production—Programming, Others

Great morning men are where you find them.

WHERE ARE YOU?

We're a top 40 station in a top 10 eastern market. We're looking for that rare combination of creative talent and believable personality plus personal discipline and capacity for hard work. You should have a proven track record and be able to pass the most rigid examination. You must be experienced and believe in top 40 radio. Tune, time, temp., men need not apply. We're looking for a true professional talent. Rush your non-returnable tape and resume on a strictly confidential basis to:

Box A-351, Broadcasting

Broadcasting, January 31, 1968
PROMOTION MAN

Opportunity for creative person to assume responsible position in Promotion Department of major eastern network affiliate.

Involves planning and executing campaign plus writing on-air and other material.

Send confidential resume, samples and salary requirements to:

Box A-315, Broadcasting.

PRODUCER-DIRECTOR

Time-Life Broadcast Station is seeking qualified television Producer-Director experienced in all areas—live (studio & remote) tape and film. All replies will be treated confidentially. Send complete details to—

Program Manager
WFBM-TV 1330 N. Meridian St. Indianapolis, Ind. 46202

PROGRAM DIRECTOR

National television broadcasting company seeks a Program Director for its Corporate staff capable of holding complete responsibility for national and local programing.

All replies will be treated confidentially and should include complete details of experience.

Box A-291, Broadcasting

EMPLOYMENT SERVICE

PLACEMENTS

Stations and Applicants use our service with confidence
1615 California St., (303) 292-3730
Denver, Colorado 80202

INSTRUCTIONS

LEARN MORE
EARN MORE

TV-GEN. SALES MGR.
Proven performance national, regional, and local sales. Management ability and experience. Best background both business and personal. Twelve years experience. Now employed.

Box A-337, Broadcasting

RADIO and TV OPENINGS

1. Program Director of #1 rated top forty station in million plus market—$18,000.00.

2. Air personalities needed immediately for several large market stations. Salaries range from $175 to $250.00 weekly.

3. TV newsmen for Chicago station—Salary open for right man!

4. TV openings for producer-directors, engineers, and talent! Salary open.

Our agency places everyone involved in a radio or TV station. Write for application. No fee 'til placed.

NATIONWIDE RADIO-TV EMPLOYMENT AGENCY
645 North Michigan Ave., Chicago, Ill.
Phone area code 312 337-7075
925 Federal Blvd., Denver, Colo.
FOR SALE

Equipment

STAND-BY POWER
3 kW to 100 kW
Reconditioned government generators. Gasoline and diesel powered. For lowest prices and details write:
M. BERGER CO.
South Sixth & Bingham Street
Pittsburgh, Pa. 15203 412-411-7377

FOR SALE

CATV

FOR SALE—Supurbly engineered and quality constructed TV Cable system. Potential subscriber list—2,000. Priced less than $300,000. Excellent contracts and lease agreements.
Box A-324, Broadcasting

FOR SALE

South Georgia Station. Average sales $45,000-60,000. Price with Real Estate $75,000.00. Without Real Estate $50,000.00. Down 25% Balance due within 6% interest. Write:
Box A-349, Broadcasting

FOR SALE

Stations

FOR SALE—Metro—$262,500-15% down.
ARIZONA—$48,000—$4,000 down.

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

Ala, small daytime 65M terms
N.Y. suburban AM & FM 650M terms
S.E. metro 300M cash
N.E. metro TV-UHF 1MM 250 terms
M.W. major daytime 583M cash

CHAPMAN ASSOCIATES
3045 PEACHTREE, ATLANTA, GA. 30309

FOR SALE

(Continued from page 76)
tion of new ant. and trans., and decrease in ERP and ant. height.

WHAT-FM Philadelphia—Granted license covering increase in ERP, and change in ERP and ant. height.

WPX-FM New York—Granted license covering change in ERP, and increase in ERP.

 Granted mod. of licenses to reduce aural ERP for following stations: WMRY-AM, Cartage, N. Y., to 24 kw and change type ant.; KARK-TV Little Rock, Ark., to 20 kw, and modify type aural trans.; KSTP-TV St. Paul, Minn., to 15 kw and change type aural trans.; KARD-TV Wichita, Kan., to 20 kw; WTVM-Columbus, Ga., to 15 kw; WSAU-TV Waunas, Wis., to 12 kw; WBTW-TV Charlotte, N. C., to 10 kw; WBTW-TV (TV) Florence, S. C., to 36 kw; WJRT-TV Flint, Mich., to 47 kw; WESH-TV Daytona Beach, Fla., to 9 kw; KGDL Garden City, Kan., to 38 kw; WANG-TV Greensboro, N. C., to 10 kw; WVTX-TV Utica, N. Y., to 5.25 kw; WENH-TV Evansville, Ind., to 30 kw; KRDQ-TV Colorado Springs, Colo., to 25 kw.

Actions of Jan. 24

KSBY-FM San Luis Obispo, Calif.—Granted license covering increase in ERP, location and increase in trans. length.

WFLY(FM) Troy, N. Y.—Granted CP to move K/K to 1.5 times ERP and to change geographical coordinates.

KLAK-FM Lewiston, Idaho—Granted CP of to reduce ERP from 17 kw to 27 kw and show geographical coordinates.

KLOV-FM Lewin, Idaho—Granted mod. of CP to change ERP to 27 kw and show geographical coordinates.

Amercian Broadcasting Companies Inc. New York—Granted proponent to deliver programs to stations (AM or FM) under control of Canadian Broadcasting Corp. or any licensed stations in Canada where programs are being, or will be broadcast in U. S. by ABC licensees or permittees.

Granted extension of completion dates for following stations: WATR-TV Waterbury, Conn., to March 30; WELM-AM Warner Robins, Ga., to Aug. 1; WKKD Aurora, Ill., to Jul 1; WHN-Toledo, Ohio, to June 28; WHDL-FM Medford, Mass., to Apr 6; WCDA-FM, Topeka, Kan., to Apr 9; WNNJ-FM Chicago, to Apr 30; WRTL-FM Memphis, to Mar 15; and WHLI-FM Hempstead, N. Y., to Mar 15.

Actions of Jan. 21

WJAN(TV) Canton, Ohio—Approved engineers data submitted pursuant to fourth report in 816 to specify operation on channel 17 in lieu of channel 29; decrease ant. height to 450 ft.; engineer condition, and subject to condition that licensees may, without further proceeding, substitute for channel 17 such other channel as may be allocated to Canton as result of pending proceeding in Dec. 14229.

WILH-FM Natchez, Miss.—Granted license covering increased daytime power, with remaining operating time 1 kw (limited); installation of new trans.; type trans.; remote control permitted; condition.

WIP-FM Middlefield, Conn.—Granted license covering change in ant.-trans., and installation of new trans.; and type trans.; remote control deleted.

WKBA-FM Milwaukee, Wis.—Granted license covering change in ERP to 57 kw.

WLOD-FM Leawood, K. C.—Granted license covering increase in ERP, and change in ant. system, and increase in ERP to 27 kw.

WKRA Holly Springs, Miss.—Granted mod. of CP to change location, and make in change in ant. system.

Granted licenses for following FM's: WPLF-FM Monclova, Ky., and WNAM-FM Neenah-Menasha, Wis.

Granted extension of completion dates for following stations: KCHS Medford, Wisc. to July 13; WLOL Minneapolis, to June 1; KJLM-AM Springfield, Ill., to June 5; WKVM San Juan, to April 15; KLAK Lake- wick, Calif., to May 1, Ohio, to June 20; WKT-FM Kingsport, Tenn., to May 1; WDCS-TV Lodi, Calif., to July 5; WOQR-FM Jacksonville, N. C., to Mar. 1; and UND(FM) La Canada, Calif., to Mar. 1.


Actions of Jan. 30

WNJR(FM) Fort Lauderdale, Fla.—Granted CP extension for license to reduce ERP to 100 kw; and reduce ant. height to 175 ft.

WETA-Washington—Granted CP to change type trans., and ERP to 110 kw, with vis. on kl for compliance with Section 73.640 of rules.

WBKB Augusta, Me.—Granted CP to install amplifier as aux. vis. amplifier in conjunction with main trans. station.

KMOS-TV Sedalia, Mo.—Granted CP to change type trans.

Grant mod. of licenses to permit remote control for following stations: WTTN Tallahas- see, Fla., conditions; KGNU Santa Clara, Calif., conditions; KZBO-FM Sehoga Falls, Ohio, conditions.

Grant mod. of licenses to reduce aural ERP for following stations: WISCG-TV Madison, Wis., to 11 kw and change type trans.; KJON-TV San Francisco, Calif., to 25 kw and change type trans.; WBNV-Columbus, Ohio, to 25 kw, of board; WOC-FM Chicago, to 15 kw; WDAY-TV Fargo, N. D., to 20 kw; WSO-COM Charleston, W. Va., to 13 kw; KFDX-TV Wichita Falls, Tex., to 20 kw; WHTF-Harrisburg, Pa., to 1 kw; WQHP-TV High Point, N. C., to 63 kw; and WNOK-TV Columbus, S. C., to 24 kw.

Granted licenses for following VHF TV

(BROADCASTING, January 31, 1966)

(For the Record) 83

Granted CP to Goneswego Valley Television Inc., North Warren, Pa., for new VHF TV translator station, on channel 78, to rebroadcast programs of WICO-TV, channel 12, Erie.

Actions of Jan. 19

KDEF Albuquerque, N.M.—Granted CP to increase daytime power from 1 kw to 3 kw, continued operation on 1150 kc, 500 w-N, DA-N, and install new trans.; conditions.

WMFA Aberdeen, Miss.—Granted CP to increase daytime power from 250 w to 1 kw (SH), continued operation on 1240 kc, and install new trans.; conditions.

WWBB Mt. Clemens, Mich.—Granted mod. of license to change studio location; remote control point; condition.

KTHO Tahoe Valley, Calif.—Granted mod. of license to operate trans., by remote control, to change studio location, to remote control point to Tahoe Marina Inn, Reno; conditions.

WS6LFM Pontotoc, Miss.—Granted mod. of CP to change type trans., and type ant. Granted renewal of licenses for following main stations and cooperating auxiliaries:

KREK Corills, Calif.; KSIL Silver City, N.M.; and KLPM(FM) Long Beach, Calif., to operate trans.; conditions.

translator stations: Don G. Porter, Lyman, Wyo., and John and Thelma and Transmitter Services, Oneida, Tenn., on channel 4, to rebroadcast programs of KUTV-TV, channel 2, Salt Lake City; and KRWRadio, Knoxville, Tenn., on channel 9, Chattanooga, Tenn.

Remote control permitted KREK Kalom, Hawaii, condition.

Action of Jan. 18

Granted CP for new UHF TV translator station to KRM Electronic Co., RD, Minn., on channel 31, to rebroadcast programs of WIDO-TV, channel 10, Duluth.

Action of Jan. 17

WLCW Eastida, Fla.—Granted CP to increase daytime power from 250 w to 1 kw, and install new trans.

Remote control permitted KPAB-FM Omaha, Neb.; conditions.

Action of Jan. 4

Granted CPs for following new VHF TV translator stations:

Grant Township Co-op, Gwin, Mich., on channel 4, to rebroadcast programs of WFRV-TV, channel 5, Green Bay, Wis.; Grant Township Co-op, Gwin, Mich., to rebroadcast programs of WLUX-TV, channel 2, Green Bay.

Rulemakings

PETITION FOR RULEMAKINGS FILED

Somerset, Ky.—Oris Gowen, Dr. A. B. Morgan, Beecher Frank, Dr. Thomas Penn, and Hogan Teater, Request amendment of TD-9, so as to assign the TV channel for Somerset. Received Jan. 17.

KWWN Wynne, Ark.—East Arkansas Broadcasters Inc. Requests commission issue notice of proposed rulemaking looking towards amendment of table of FM assignments, as well as adding channel 1 to city of Wynne, i.e.; constructive denial 26A, add 26B; Paragould, delete 26A, add 26A; Wynne, add 26A. Received Jan. 20.

New call letters requested

Atlanta—Rice Broadcasting Co. Requests WJEL-TV.

Essex, N. H.—Coastal Broadcasting Co. Requests WXKR.

Pittsburgh, Pa.—Albright College. Requests WXAC.

WIXI Birmingham, Ala.—Birmingham Broadcasting Co. Requests WLPH.

WJSI Peoria, Ill.—Peoria Journal Star Inc. Requests WIVC.

WJFJ Fort Worth, Cal.—Lake County Broadcasting Co. Requests KBLC.

Sparks, Ark.—Mississippi Mountain Broadcasting Co. Requests KNWA.

Memphis, Tex.—M.W.C. Broadcasting Co. Requests KBCU.

Boston—Integrated Communication Systems Inc. of Mass. Requests WHEP.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Jan. 26. Reports include applications for permission to install and operate CATVs and for expansion of existing CATVs and in areas as well as grants of CATV franchises and sales of existing installations.

• Indicates a franchise has been granted.

Homewood, Ala.—Southern TV Cable Corp. (M. M. Victor, Jr., Walton, Fla., owner) has been denied a franchise. Jefferson Cablevision Corp. (then MCH has been granted a franchise. The firm with would charge a $10.25 installation fee and a $5 monthly service fee.

Peoria, Ill.—General Electric Cablevision Corp., a subsidiary of General Electric, has applied for a franchise. The firm has recently been granted franchises in Decatur and Mattoon, both Illinois. Central Illinois Cable Television Inc. Peoria, Peerla Cable-Television Inc. and Midwest Cable TV Inc., Chicago, Ill., who have also applied for franchises.

• Marion, Ind.—Marion Cable Television Inc. has been granted a franchise. Marion Cable Television Inc. is composed of WABT Marion, WATF-TV Marion, Marion, Hulman of Terre Haute, John, and Indiana, and Time-Life Broadcasters Inc.

• East Baton Rouge parish, La.—King Community Antenna Co., Inc., Houston, has been granted a franchise. The firm will charge a $15 installation fee and a $5 monthly service charge. Cablevision of Baton Rouge Inc., Video of Baton Rouge, Metropolitan Communications Inc., and Allied Lamp Financing Inc. also have had a franchise.

Mount Vernon, Mo.—TeleSystems Corp., Glenisle, Pa., was denied a franchise by vote of the city council.

• Delhi, N. Y.—Cable Service Inc., Delhi (Mokay Bros., owner) has been granted a franchise. According to the franchise, the company will be permitted to charge no more than $4.50 for $10.25 installation and no more than $4.50 per month. Delhi Video has had a franchise since 1956.

• Uniontown, Pa.—Ross Bros., 66 W. South St., Union, Pa., has been granted a franchise. Installation fee will be $15 with a $2 monthly service charge. National Cablevision Corp., Meadville, Pa., has already had a franchise.

• West Virginia, Va.—A 10-year nonexclusive franchise has been granted to Universal Cable Television. There will be no charge for installation, and all service will be free to schools and the police.

• Laredo, Tex.—Donrey Broadcasting Co., forth Worth, Ark. (group owner in radio and television plus newspapers) has been granted a franchise. The firm will pay the city $45,000 for a franchise, $50,000 per year, and $40,000 from $100,000. Laramore Television Antenna Systems Inc. has had $45,000 per year, $40,000.

• Ogden, Utah—Community Television of Utah has been granted a 24-year franchise.

• Rhome, Utah—Wasatch Television, Rhome, Utah, has applied for a franchise. Firm consists of the firm 60-25, Rhome and Dan B. Shields. Community Television of Utah also has applied for a franchise.

• West, W. Va.—Weston, Ltd. Weston Cable Corp., Weston, a subsidiary of Braxton Broadcasting Corp., Weston (group owner), has applied for a franchise.

• Fonda de Lea, Wis.—Valley Community Antenna Co., Inc., Fond du Lac, has applied for a franchise. Principals in the firm are Albert P. Frank and Nick Frank, both Fond du Lac.

Moneeomee Falls, Wis.—Tower Erection Inc., Monenomee Falls, has applied for a franchise. Charles H. Lomas, Monenomee Falls, is president of the firm.
**Do it better is always best broadcast aim**

buy more food but to watch our calories and to vote this way or that way."

Government, he continues, "prescribes rules for us, our religious leaders prescribe rules for us and our political leaders and parties appeal to us. Our teachers minister to us. And our wives discipline us. I am persuaded, even at home, that there are more unhidden than hidden persuaders."

All of this persuading has brought progress in America, he observes, "and we have taken some giant steps" even though many faults still need correcting. Broadcasting shares a key role in this vital process, he feels."

"When I was born," Mr. Lemon recalls, "my mother was not allowed to vote. I went to school in a one room building with one teacher for eight grades. There was no Salk vaccine. I don't recall knowing the word 'baby-sitter' when I was a teen-ager."

Pantherically, he continues, "I can't find anything really bad about the fact that our baby-sitter, a lovely 18-year-old, drives a T-Bird convertible."

America's abundance of material things "and our unquenchable desire to get our share of them is a large source of trouble," he agrees, "but let's not decry some of their benefits."

Radio-TV Aim: Balance: Mr. Lemon believes that broadcasters and other communicators should strive to maintain a sense of humility and dedication in their business and to be alert to the subtle influences of the profession that are common human failings. "Those of us in the mass media tend to get quite impressed with ourselves," he says.

"Our typewriters, microphones and cameras make us grow to love the sound of our own voices and to overestimate our strength," he cautions. He adds, "the powerful mass media often presume knowledge they do not have and which they have not earned."

However, Mr. Lemon notes: "It's said of television that it is a mainly mirror of our society. To make that mirror reflect a better picture, society must be better."

TV of itself won't make a literate society if Johnny can't read. Mr. Lemon holds. But he is concerned more about the fact that while Johnny's father can read he seldom does.

Mr. Lemon's deep feeling for people seems to be based in large measure upon his own experiences. Reared on a small farm with 100 acres of cropland, he helped his father with the farm and, working at odd jobs, he was an omnivorous reader of all he could obtain from the mobile library.

"I was a terribly curious person," he recalls, but he had his hurdles in high school because he didn't know just what he wanted to do. In the custom of the day he hitchhiked and rode the rods all over the country, working at all types of jobs including logging and power-line construction.

But during tedious Pacific duty in World War II he started a camp newsletter and his talents began to bloom. After the war he helped start the Bloomington (Ind.) Herald. Subsequently he joined WTTS and WITV(TV) there at the invitation of Sarkes Tarzian, for whom he held great personal and professional respect. And later he was true to NBC.

TV's biggest challenge: "Keeping up with the snowball, not pushing it."
EDITORIALS

A way to put out the fire?

THE acrimony generated in recent weeks in the dispute over federal regulation of community antenna television grows more bitter by the day. As long as they adhere to their present positions, the militantly anti-CATV broadcasters can only tear harder at one another’s throats. And the FCC and Congress can only act in response to rival pressures of an intensity to thwart reasonable judgment.

A new approach is needed to take the hysteria out of the dispute. What we have to suggest has so far proved unacceptable to either of the militant wings, but we are suggesting it again, in slightly modified form, in the hope of providing a basis for rational discussion.

For some time we have advocated an amendment of Section 325(a) of the Communications Act which now prohibits any station from rebroadcasting the signals of another without the originator’s consent. It has been our view that an expansion of Section 325(a) to encompass CATV transmissions would create a reasonable basis for negotiations between broadcaster and CATV operator and would be vastly preferable to the overt policy of economic protectionism that some broadcasters seek.

One objection to our proposal has been that a congressional amendment could not be brought to a vote in time to prevent the wires from strangling the broadcasting business. That objection would be satisfied if the FCC were to take the law in its own hands.

If there is valid reason for the FCC to claim, as it has, that it now has jurisdiction to impose restrictive regulations on all CATV’s, on the theory that they are an extension of the broadcast service, there is equally valid reason for the FCC to assert that it has the power to apply Section 325(a) to CATV now. We still retain misgivings about the FCC’s basic reasoning, though lawyers of great competence support it. Still, we think it better for the FCC to take a fresh look at its regulatory direction than to attempt to follow the line that has created so much bitterness.

The FCC has called a policy meeting on Feb. 10 to debate its CATV position. Perhaps it will at least consider the Section 325 approach as an alternative to the others that will be before it.

That old question

ABC-TV’s new Batman series has set not one precedent, but two. The program, billed by in-viewers as the essence of camp, which loosely translated means it’s so bad it’s good, seems apt to set off a trend in “live” renderings of old comic strips. In providing four rather than three commercial minutes in each half-hour, it seems no less likely to find imitators.

The extra minute has already created a do-to. Several affiliates have protested the increase in commercial time, and at least one, WJZ Baltimore, rejected the show.

To make room for the fourth commercial, however, ABC deleted billboards and trimmed promos and credits. There are experts, both inside and outside ABC, who believe that as a result of this reduction in so-called clutter, Batman with four minutes of advertising “seems” less commercial than the ordinary program with three.

It is impossible to say who is right in this argument, because the debaters are dealing in purely subjective judgment. Only the public can define “too many,” and thus far nobody has bothered to ask the public what it thinks.

The NAB once announced a plan to research viewer attitudes on questions such as this. So far as we know, nothing ever came of it. We suggest—again—that the project ought to be revived. It’s just possible that research would confirm that there is no one standard applicable to all programs in all markets on all stations.

A promising structure

A reasonable solution to a vexing problem was reached by the 44-member board of the National Association of Broadcasters at its winter meeting last week in Florida. Instead of a dual-executive command comprising the full-time president and a full-time chairman chosen from among professional broadcasters, the board implemented what amounts to a corporate structure with a newly constituted seven-man executive committee, headed by the chairman, to act for the full board and to meet as frequently as events in Washington or elsewhere in broadcasting dictate.

The board accepted in all essential aspects the plan proposed by the incumbent joint board chairman, John F. Dille, Jr., Communicana Group, Elkhart, Ind. Implicit in this action was a deserved vote of confidence in Vincent T. Wasilewski, who assumed the NAB presidency a year ago after 16 years as a staff executive.

The main virtue of the new structure, which becomes operative following the next meeting of the full board in June, is that it should mitigate the difficulty of convincing top-echelon broadcasters to assume the joint board chairmanship. Now the board chairman must take a sabbatical year from his company to sit on the hot seat in Washington. Under the concept advanced by incumbent Chairman Dille, well qualified prospects could be induced to accept the call if they would agree to devote at least one week a month to NAB affairs. And the expanded seven-man executive committee would meet in between the semianual statutory meetings of the full board, at the call of the chairman and president, possibly eight or nine times a year.

The Dille concept, which won unanimous approval of the full board, looks optimum on paper. Its success, however, will depend upon people and events rather than upon pungent phrases and pious hopes. If there is rapport between the president, the incoming board chairman and the executive committee, the prognosis should be good. There can be no end to the problems with government, Congress and competitive media that inexorably lie ahead.

"Ye gods! I forgot about THAT ad when I broadcast my anti-billboard editorial last night!"

Drafted for BROADCASTING by Sid Hix

BROADCASTING, January 31, 1966

66
“Remember that time is money.”

Benjamin Franklin — 1706-1790
American Author and Statesman

Mr. Franklin's perceptive words stated an attribute of television long before it was born. It is Griffin-Leake's management philosophy to offer TIME in a form as valuable to advertisers as it is pleasing to viewers.

GRIFFIN-LEAKE TV. INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
Now, Collins photoconductive controls can be custom designed for your studio!

Eliminate pops, clicks and hums by replacing mechanical contacts with Collins' new photoconductive modules.

Arrange cards (solid state modules with integral switching) in any configuration you want.

Concentrate all your sensitive wiring within card cage, away from all interference.

Remove your amplifiers with a simple 4-volt, dc wire (instead of shielded cable).

Eliminate your biggest maintenance problem: worn or dirty mechanical contacts. With photoconductive cells instead of relays and switches, you won't have a mechanical contact in your program circuits.

Simplify troubleshooting. Replace attenuator, input switches, and amplifier output switches with one quick shuffle of cards.

For the finest audio available, let Collins' specialists custom design your studio. Contact your Collins Sales Representative, or send a block diagram of your requirements to Collins Radio Company, Broadcast Communication Division, Dallas, Texas 75207.