99% of all 'Flintstones' viewers are adults.

Would you believe 48%?"
Buy WBAL and you’ve bought Baltimore!

Your selling job’s as good as done with WBAL. That’s why in a 16 station market local advertisers invest better than 1 out of every 4 radio dollars on WBAL,* Maryland’s only 50,000 watt station.

WBAL BALTIMORE

NBC Affiliate / Nationally represented by Daren F. McGavren Co., Inc. or call 301-467-3000

*Based on latest available FCC Reports
"Gracias a Dios que ha vuelto a nosotros un palmito de nuestra tierra."

Here
Olvera Street,
photographed with the forgotten sound
of soldiers, friars, and eleven families
gazing at the mesquite and sage they claimed.
Los Angeles was born.
September 4, 1781.

and Hear
KRLA,
the sort of sound that makes you
want to dig—
like beneath the surface
to grow new roots...with
a gracias to the sun.
On Sunday, August 7, KRLD-TV kicks off the television season of the highly-rated NFL Pro Football games. Channel 4 will telecast the action-packed exhibition games of the Dallas Cowboys in addition to the schedule of the CBS-TV network NFL games to the viewers in the nation's 12th ranked television market.

Choice adjacencies are available for these top attractions—378,000 viewers per average quarter-hour were tuned to the Channel 4 NFL telecasts last season.* Contact your Advertising Time Sales representative for availabilities and a most efficient rate.

*ARB Market Report Oct. 1965
Television Audience Estimate
Sunday 11:45 am-2:15 pm
Set tax to feed ETV?

Imposition of excise tax on all new TV set sales, to raise possibly $100 million toward support of non-commercial "Second Service," is major recommendation under consideration by Carnegie Commission on Educational Television, formed last November largely at suggestion of President Lyndon B. Johnson (BROADCASTING, Nov. 15, 1965). Proposal, one of half-dozen advanced to finance national wide ETV, including inter-connection by satellite, was submitted to 14-man commission by its finance committee at meeting June 23-25 in Dedham, Mass. Commission hopes to complete report by Thanksgiving, with action by year-end.

Proposed excise tax of 4% (or $8 on $200 receivers) to raise estimated $100 million a year would be collected by federal government, but only as conduit for top agency to be created to direct "Second Service." Total local and national ETV bill would be double estimated $100 million but balance would come from conventional sources. Also proposed but lacking enthusiasm was British Broadcasting Corp. format wherein license fees would be levied on receivers. Poorly received was suggestion that commercial television's $2 billion revenue be directly taxed.

OK seen for ABC-ITT

Barring unforeseen complications, ITT-ABC merger should clear FCC processing in next few weeks. Staff report will be completed this week and with no formidable opposition indicated, likelihood is that merger will be approved, based on detailed "paper" presentation filed, and without necessity of oral argument.

Applications have been pending since March 31. Merger will set up $2.5 billion entity with international subsidiaries and with diversified holdings in auto rentals (Avis), consumer finance and life insurance and airport parking, as well as broadcasting, worldwide communications and electronics. Only question has been opposition of Hubbard Broadcasting Co.'s KOB Albuquerque, N.M., locked in allocations controversy with ABC's WABC New York, but this isn't regarded as bar to FCC approval of overall merger since posture of that litigation would remain unchanged, conditioned upon ultimate FCC action.

'Star's' third V

Sale of ch. 4 WCVI-TV Charleston, S. C., to Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington, WLLA-AM-TV Lynchburg, Va.) for in excess of $2 million shortly will be announced. Station, licensed to First Charleston Corp., is NBC affiliated and has been on air since 1962. WMFA Inc., Charleston, owns 32.22% and is also licensee of WMWA and WMAR Jacksonville, Fla. WCVI(TV), one of three commercial VHF's in market, is represented by Adam Young and has $500 hourly base rate. Transaction negotiated by Hamilton-Landis.

Because of multiplicity of stockholders, negotiations for acquisition entailed several months. John W. Thompson Jr., president, Evening Star Broadcasting Co. and Frank Housh, vice president and general manager, handled transaction with Charles E. Smith, president of First Charleston Corp. It's understood that following FCC approval no major changes in operating staff are contemplated.

Wired shows in N.Y.

Closed-circuit program origination over community antenna systems, developing as one cable-industry reaction to FCC regulation, may be attempted in biggest market of them all—New York. Irv Kahn, chairman and president of Teleprompter Corp., which has antenna franchise in north half of Manhattan, says he'll originate public service programs there. Franchise for New York operation specifically bars pay TV and includes clause saying it's "granted for the sole purpose of permitting the delivery of all signals broadcast regularly by all TV stations in the metropolitan area." However, Mr. Kahn thinks he'll be allowed to originate programs.

Harnessing runaways

Hollywood AFL Film Council, representing most film craft unions, and Screen Actors Guild, will meet in New York this month with American Association of Advertising Agencies and Association of National Advertisers for discussion of threat of TV production moving overseas. If trend towards runaway program and commercial production continues, Hollywood might become a ghost town. Four of 1966-67's programs will be produced wholly or partly outside of U.S. They are Tarzan, in Brazil, I Spy, in several foreign locations, The Man Who Never Was, in Germany and Rat Patrol in Spain. In addition, much of Love on a Rooftop will be filmed in San Francisco and all of The Monroes will be shot in Wyoming. In past seasons, before move to location work set in, both would have been done in Hollywood.

Still on

What may have gone unnoticed over long Fourth of July weekend was passing of deadline for sale of Mutual Broadcasting System by 3M Co. to newly-formed corporation, Mutual Industries Inc. Insiders say there's nothing ominous about expiration of July 1 target date; apparently there were sundry details to be worked out and not enough time to resolve them by July 1. Sale is expected to be completed some time this week.

New ground

FCC is believed to have broken more than one precedent in conditional approval it gave Gordon Mclendon to operate KGLF-FM Los Angeles, as all-classified ad station (see page 38). Approval of that kind of operation was first precedent set. Second, it's believed, was in granting one-year license, in connection with assignment application, when purpose was to obtain information on operation of station, not to put license on probation.

Tracy twist

Announcement last week that TV rights to "Dick Tracy" have been acquired by 20th Century-Fox TV and Bill Dozier's Greenway Productions for showing on NBC-TV (see page 46) was surprising switch. Before ABC-TV had Bill Dozier do Batman, it hired public relations firm to do survey to determine which comic-book character people would most like to see on television. "Dick Tracy" won in landslide, but ABC-TV's negotiations with Chester Gould, Tracy's creator, and Henry Saperstein, Mr. Gould's partner, fell apart. Instead, it's understood that NBC-TV made deal with Gould-Saperstein team and in turn it was decided to let Fox and Greenway develop comic strip for television.
Robert A. Mortensen, WIIC-TV vice president and general manager, with Frank H. Briggs, vice president, The Equitable Life Assurance Society, owners and operators of Gateway Center.

Pittsburgh's Gateway Center: looming evidence of leadership in urban renewal. You can lead the way in the Pittsburgh market with top spot buys on WIIC-TV, Pittsburgh's NUMBER ONE COLOR STATION.

Check with General Sales Manager Roger Rice or your Petry-TV man.

Get your Pittsburghers on

WIIC-TV
Basic NBC Television Affiliate

Broadcasting, July 4, 1966
TV networks planning sharp increase in quantity and lavishness of specials for next season. Some 215 entertainment and news programs already set. Networks expect sponsors to spend record $70 million. See...

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KANSAS AND THE NATION KNEW WE WERE THERE

It was “All Talk” programming on all WIBW stations the night of June 8 when the nation’s worst tornado ripped a gash through Topeka half a mile wide and over 20 miles long. We knew it was coming! WIBW warned viewers and listeners 7 minutes in advance of the general alarm, and continued to serve our people for 23 consecutive hours without a break. At the moment the death toll stands at a miraculously low 17. Damage is estimated at over 100 million dollars—the highest dollar damage from a tornado ever recorded.

WIBW management believes that we must be deeply and completely involved in the affairs of our communities. We feel it is the only way to influence the market our stations serve. The same influence and credibility carry over to the commercial messages for our clients. We also hope we contribute to the good image that our broadcasting industry deserves!

WIBW has its sleeves rolled up for the great task of clean-up and rebuilding. Tomorrow is another work day. The wants of a great market are even greater. We are in business to serve you ... so is Avery-Knodel. Call them or 913 Crestwood 2-3456.
Newhouse buys into Mobile newspaper

S. J. Newhouse, publisher of one of largest newspaper chains in U. S. and group broadcaster, has bought over 50% controlling interest in Mobile Press Register Inc. Price was undisclosed but was understood to be in neighborhood of $16 million to $18 million.

Mobile Press Register Inc., publishes Mobile (Ala.) Register and Press and recently bought Pascagoula (Miss.) Chronicle. Press Register also owns 50% of WKRQ-AM-FM-TV Mobile, Ala.; Messrs. J. F. and N. F. McGowin of Press Register firm hold 15% and 7.5% respectively of wcgy Greenville, Ala.

Newhouse properties include wsyr-AM-FM-TV Syracuse, wsye-TV Elmira-Corning, both New York; wapi-AM-FM-TV Birmingham; wtpa-AM-FM-TV Harrisburg, Pa.; ktv(fv) St. Louis and 50% of koin-AM-FM-TV Portland, Ore. Newhouse newspapers are in those cities as well as others.

Since Newhouse broadcast holdings are less than full complement permitted by FCC, and since Mobile is not in top 50 market under new FCC policy rule, no complications are expected with commission in this acquisition.

Also announced last week was sale of KHAP Aztec, N. M., subject to FCC approval.

KHAP was sold by Tom Moyer to Louis C. Eck for $52,000. Mr. Eck also owns kMEA Cheyenne, Wyo. Station is fulltime on 1340 kc with 1 kw day, 250 w night. Broker was Blackburn & Co.

Paramount pictures is bought by Gulf & Western

Merger of Gulf & Western Industries, Houston, and Paramount Pictures Corp., New York, has been proposed through exchange of stock valued at more than $125 million. Under plan, Paramount would become wholly-owned subsidiary of Gulf & Western. Stockholders of both companies must approve exchange, basis of which features specified values of various G & W stocks for each share of Paramount stock.

Paramount, which is chiefly in production and distribution of motion pictures and licensor of TV features, holds additional films for television sale and has indicated it will place them on TV by forming its own syndication arm. It also is full owner of International Telemeter, subsidiary that franchises rights for subscription TV systems. Telemeter has announced seven franchises to companies in U.S. In addition Paramount has held rights to single-gun Lawrence color tube and has licensed companies abroad to make tubes and sets.

G & W merger move was no surprise to financial people who had expected it after Charles G. Bluhdorn, president of G & W, and company itself, showed interest in Paramount by acquiring 9% of outstanding stock last April from dissident stockholder group, then increased holdings to 12.5% and gained three seats on Paramount board. Company is wholesale distributor of automotive parts and makes industrial products and components for aerospace industry.

Hertz to Carl Ally Inc.

Norman, Craig & Kummel, New York, is out of driver's seat in handling advertising for Hertz Corp., New York. Account that bills about $8 million in advertising, of which estimated $2.2 million is in radio-TV, moves to Carl Ally Inc., New York, Dec. 1.

Hertz and NC&K jointly announced termination on Friday (July 1). But this does not affect some $2.5 million billed by NC&K for Hertz overseas.

AFTRA threatens to picket all CBS-owned stations

American Federation of Television & Radio Artists threatened last Friday (July 1) to establish "informational" picketing of CBS Inc. stations and facilities through U.S. in move related to local AFTRA strike against CBS-owned KCBS San Francisco.

Donald Conaway, national executive secretary of AFTRA, announced union's national board had authorized picketing action. Main issue in strike, he said, has been kcbs' refusal to grant San Francisco AFTRA right to respect picket lines of another union that is involved in collective bargaining dispute with kcbs. He said CBS has given this right to local AFTRA units in Los Angeles and St. Louis and to International Brotherhood of Electrical Workers nationally. Mr. Conaway declined to reveal when picketing would begin.

William C. Fitts Jr., vice president and director of labor relations for CBS, issued statement stressing that there is no strike against CBS except in San Francisco. He claimed that agreement had been reached on many issues in kcbs negotiations, including "substantial" increase in wages. He noted that AFTRA was engaged in negotiations at same time with both kcbs and knbr San Francisco, and while union local took same position on issue of respecting picket lines at both outlets it chose to strike only KCBS.

Brotherhood awards go to nets, stations

NBC won two and CBS one of 1966 national mass media brotherhood awards disclosed today (July 4) in New York by National Conference of Christians and Jews. Awards and certificates of recognition follow:

TV awards—CBS-TV (The Danny Kay Show) in network dramatic variety; NBC-TV ("Who Can Vote?") in network documentary and koa-tv Denver ("The Last of the Hyphenated Americans") in local documentary. Certificates in TV went to CBS-TV (Leonard Bernstein's New York Philharmonic Young People's Concerts) and another for report on "Ku Klux Klan: The Invisible Empire"; National Educational Television (NET) for documentary "America's Crisis: Marked for Failure"); WBBM-TV Chicago ("I See Chicago: Revolution in Religion") and wcbs-tv New York ("Odyssey of Michael Steinberg") in local documentary and wcx/tv Miami ("Florida Fo-

TV rights for Clay bouts

Boxing sources close to Cassius Clay predict U.S. TV rights contract is near for upcoming bouts with Brian London (Aug. 6) in London and Karl Mildenberger (Sept. 10) in West Germany.

Insiders say ABC has best chance to carry Early Bird relays, despite scheduled NCAA football game at 4-7 p.m. on Sept. 10. Indication is Mildenberger fight will run early in night to smooth conflict of six-hour time difference. Clay promoters also are said to be seeking TV contracts in Canada, Mexico, South America, and radio wherever available.
Melvin J. (Mike) Thompson, sales manager of WTVD-TV in Durham, N.C. (Capital Cities Broadcasting Corp.), appointed VP and director of TV sales, Capital Cities. Mr. Thompson has been with Capital Cities since acquisition of WTVD in 1957. He has been sales manager of station since it went on air in 1954 and will continue in that post.

Ellis O. Moore, public relations representative, Standard Oil of New Jersey, New York, will join ABC Aug. 1 as head of press information and is expected to be nominated for a vice presidency. Mr. Moore had been with NBC's press department, starting as a staff writer in 1952. He held various managerial posts in department until his resignation in 1963 as VP, press and publicity. Before his network experience, Mr. Moore had been a newspaper reporter first for WNEW in New York, then WNEW-FM in Newark ("Harriet Taubman") in local dramatic; WNEW New York ("Stalemate in Selma") local documentary, KMOX St. Louis ("Sounding Board") local panel. Certificates in radio went to NBC Radio ("Ghandi"), co-produced with Jewish Theological Seminary, and "Can Law Protect Human Rights"); CBS Radio ("The World of Religion") and RKO General Broadcasting ("Blowing in the Wind") in network documentary; WMAQ-AM-FM Chicago ("Adventures in Compassion," co-produced with Jewish Federation of Metropolitan Chicago) in local dramatic; WBBM-AM-FM Chicago ("Crisis in Selma") and KLZ-AM-FM Denver ("Prejudice—Religion") in local documentary, and KNX-AM-FM Los Angeles, ("Selma Freedom Marches") and WCAU-AM-FM Philadelphia ("Subject: Religion") in local panel.

McLendon sees spread of want-ad stations

B. R. McLendon, chairman of McLendon Stations, predicts "every major market" will have its own all-want-ad station once experiment in Los Angeles "has proved itself successful.

Mr. McLendon made comment Friday (July 1), shortly after FCC gave conditional approval to McLendon application to purchase KGLA(FM) Los Angeles and transform it into country's first classified-ad station (see page 38).

Mr. McLendon, while predicting spread of such stations into other markets, said commission decision would not result in change in FCC's commercial regulations.

Grant was made "only for a specific type of radio station to be operated for a specific service," he said. He added KGLA switch to all classified ads is at least 60 days off.
Starring Roger Smith as Mister Roberts, Steve Harmon as Ensign Pulver, Richard X. Slattery as Captain Morton and George Ives as Doc. 30 half-hours. Available for fall start.

MISTER ROBERTS

...the only off-network half-hour service comedy available in COLOR

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000
Customer satisfaction! This is why more CATV operators depend upon Jerrold for subscriber satisfaction than upon any other single source. Phone (215) 925-9870, or write CATV Systems Division, Jerrold Electronics Corporation, 491 Walnut St., Philadelphia, Pa. 19103.

WHAT DOES IT TAKE TO BE FIRST IN CATV?

FIRST IN CATV
OVER 16 YEARS CATV EXPERIENCE

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

**DATEBOOK**

**JULY**

July 5—New deadline for reply comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates.

July 8—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

July 11—Golf outing sponsored by The National Academy of Television Arts and Sciences and the International Radio & Television Society, Willow Ridge Country Club, Harrison, N. Y.

July 12—Annual meeting of stockholders of North Broadcast Co. to elect eleven directors and to transact other business. 1500 Highland Avenue, Cincinnati.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.


July 17-19—Annual summer convention of South Carolina Broadcasters Association. Speakers include Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, FCC Complaints and Compliance Division; Charles, National Association of Broadcasters radio code. Ocean Forest hotel, Myrtle Beach.


July 22—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

July 23—Meeting of the Advertising Club of Memphis, featuring Stephen B. Labunsky, president. NBC Radio, as guest speaker. The Summit Club, Memphis.

July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America. Harvard Business School, Boston.

July 25—New deadline for submission by pay-TV companies to FCC of detailed specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.


July 29-30—Annual meeting of the Florida AP Broadcasters, Monson Motor Lodge, St. Augustine.

**AUGUST**

Aug. 1—Deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems. Comments were invited as result of ABC's request for permission to put its own satellite in its

Aug. 3-6—Meeting on bar news media relations sponsored by the National Institute on Bar Public Relations. Hotel Queen Elizabeth, Montreal.


Aug. 12—Fifth annual Georgia Association of Broadcasters TV Day. Marriott hotel, Atlanta.

Aug. 15—Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 16—Annual shareholders meeting of Desilu Production Inc.

Aug. 18—Second annual Communications Clinic sponsored by the U.S. Housing and Urban Development Dept. Speakers include Gordon B. McLendon, president of McLendon Corp.; and Fritz Kule, KELD-TV Dallas-Ft. Worth, Sheraton-Dallas hotel, Dallas.


Aug. 23-26—Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park, Biltmore hotel, Los Angeles.


**SEPTEMBER**

Sept. 1—New deadline for comments on FCC's proposed rulemaking which would
“Who’s Behind Tulsa’s Craze for Color?”

KVOO-TV, that’s who! 99% color, 5:30 p.m. ’til midnight! (including local live color,) keeps the color boom booming in Tulsa. But, unlike the turtle and the hare

... we're still running the race.

KVOO 2 TV
TULSA

Represented by Edward Petry & Co., Inc. The Original Station Representative
We get channels you can't get anywhere else.

In July: What the ABC-ITV merger can mean to TV. How the 50 biggest advertisers are beefing up their spending in television. TV's mania for awards: a conducted tour through the laurel jungle. How ad agencies are training tomorrow's TV executives. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036; phone (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

OPEN MIKE®

Says professor is wrong

EDITOR: While I don't want to become involved in the question of whether NBC is, or is not, within striking distance of CBS since the start of the second season which controversy has occupied your "Open Mike" column should be commented on. The facts seem to be these: Over the seven Nielsen reports from February through May, CBS had a nighttime average audience of 19.9 to NBC's 18.7. Professor Royal D. Colle of Ithaca College, in authorize TV translator operators to use microwave relays to bring in TV signals.

Sept. 1 - Deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.


Sept. 16-17 - Annual meeting and election of officers of Maine Association of Broadcasters, Sebasco Estates.

Sept. 18-20 - Annual meeting and election of officers of Nebraska Broadcasters Association. Holiday Inn, Norfolk.


Sept. 29-30 - Annual fall meeting of Minnesota Broadcasters Association. Holiday Inn, Duluth.

Oct. 1 - Deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for reply comments on FCC notice of inquiry into the possibility of pay TV by wire.

Oct. 3 - Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Oct. 5-6 - Annual fall convention and election of officers of Illinois Broadcasters Association. Sheraton-Blackstone hotel Chicago.


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*Reg. U.S. Patent Office

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BROADCASTING, July 4, 1966
This is a news desk?

Yes, but this "editor's" concern for the who, what, when, where and how is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.
“Open Mike” June 20, suggests that “there is probably a sampling error of plus or minus 2, so that the CBS average really is somewhere between 17.9 and 21.9 and the NBC figure is somewhere between 16.7 and 20.7. Actually either could be ‘ahead,’ and under the system of sampling we have, no one can tell which is.”

I am afraid that Professor Colle has been misinformed.

First of all, the sampling error (standard error of estimate, to be more precise) is nowhere near plus or minus 2; it is more like 0.3. What Professor Colle has missed is the fact that what is involved here is not a single rating of 19.9 compared to a single rating of 18.7. Rather, for each of the networks involved, the figure is an average of the ratings for approximately 500 shows (roughly 35 shows over a period of 14 weeks). As a matter of fact, the standard error of the Nielsen estimated rating on a single show with a rating of about 20.0 on a single week is 1.3—only two-thirds of what Professor Colle suggested it is for the approximately 500 shows. However, the standard error goes down substantially as we consider the average of many programs and many weeks. Without reference to the original data, it is impossible to state exactly what the standard error would be on a nighttime network average over a 14-week period, but it is certainly much less than 1.3. The most reasonable estimate of it seems to be about 0.3.

The second way Professor Colle has gone astray is the manner in which he uses the standard error. Of course, you can put ranges around the 19.9 and the 18.7, as Professor Colle did. But under no circumstances should you say that simply because those ranges overlap, one may as well regard the two figures as identical. With that kind of reasoning one could have concluded up to a few days ago that the Mets were as good as the Giants. There is a better way to consider the question.

By a simple statistical process (which is, unfortunately, a little too much for this column), if we are given this information:

<table>
<thead>
<tr>
<th>Network</th>
<th>Average Rating</th>
<th>Estimated</th>
<th>Standard Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>19.9</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>18.7</td>
<td>0.3</td>
<td></td>
</tr>
</tbody>
</table>

we can conclude that the probability that the average rating of CBS was really higher than NBC’s was 99.8%, and the probability of the reverse was only 0.2%.—Name Withheld.

He liked the soap box

EDITOR: I hardly know where to begin thanking you . . . for the opportunity to use your much-respected publication as a soap box for some of my thoughts on TV programing and, in particular, program promotion . . . —Jackson Little, advertising manager, Bank of America, San Francisco.

(Mr. Little was author of the June 20 “Monday Memo” in which he explained how and why his bank tossed out some archaic rules in its successful use of TV)

Eastman TV’s computers

EDITOR: I read with great interest your feature on computers (Broadcasting, June 9).

I note the omission of Eastman TV Inc. from the section on representatives. We have been using computers for audience measurement analyses, programing trends, audience additives, cumulative studies, etc., for over three years. We have probably utilized computers from a sales standpoint more comprehensively than any other of the representative companies you surveyed . . .—Albert B. Shepard, president, Eastman TV Inc., New York.

Says WTOP belonged in story

EDITOR: We knew well in advance that Broadcasting was planning a heavy coverage issue on talk radio for the June 27 issue.

Since we believe that WTOP is one of the important stations in the country now broadcasting news and information from 6 a.m. to 11:30 p.m., we tried to interest you in including WTOP in the talk issue.

Our promotion director, Charles Le-Mason, was told . . . on two occasions that WTOP was ruled out because its program schedule was not 90% talk. Even though, I repeat, we are just about 100% during the important hours between 6 a.m. and 11:30 p.m. . . .

All of us at WTOP . . . are extremely distressed that our station was excluded from this important issue.—Lloyd W. Dennis, Jr., vice president and general manager, WTOP Washington.

(The standard for the all-talk stations used in Broadcasting’s special report was 90% or more talk programing. WTOP and a great many other stations using a major amount of this new programming did not come up to the 90% standard and were therefore not used as illustrations of the talk programming format.)

Much-needed examination

EDITOR: Your June 27 special report on talk radio was informative reading and a much-needed examination of a tool often neglected medium. Special thanks for your coverage of all-news.—Gerald M. Goldberg, Westinghouse Broadcasting Co., New York.
What the buyers and sellers of Spot TV now know: Sandra Sullivan, "The Girl from MGM-TV" is all woman!

Dr. Kildare is for all women!

Is he on your Fall Schedule yet?

Contact your MGM-TV representative for the facts...and the figures.

NEW YORK / CHICAGO / CULVER CITY / ATLANTA

‘When you’re out of beer . . .’ think radio!

In 1961 the Schlitz brand began an advertising campaign called “Real Gusto” that ran successfully for four straight years. During that time we were on radio but in a very small way.

In late February of this year the Schlitz brand replaced Real Gusto with a new campaign based on the theme: “When you're out of Schlitz, you're out of beer.” Simultaneously we moved back into radio in a big way.

Why we went to the Out-of-Schlitz campaign and how this new campaign put Schlitz back into radio apparently has interested so many people it seems to be worth an explanation.

Market Brightens • Note that Schlitz had been running successfully with Real Gusto for four years and sales had increased each year the campaign ran. So why change? Because there were indications of changes going on in the market place, changes that could benefit Schlitz considerably.

What we saw was this: The disposable income of our target consumer continued its sharp rise. And that means that many beer drinkers—even those traditionally conscious of price—can now afford to look past the price sticker and into the bottle. In short, they can afford to look for quality.

This opens up a genuine opportunity for Schlitz because, as one of the three premium beers in this country, Schlitz quality is unsurpassed. Knowing this we concluded that Schlitz quality properly advertised would have a natural appeal to the growing market of affluent beer drinkers.

Working with us from this premise, the Schlitz agency, Leo Burnett Co., came up with a quality claim that directly addressed the objective we had set up. If you think about it, it's just about the biggest quality claim any brewer—maybe any advertiser—has ever made “When you're out of Schlitz, you're out of beer.”

Why did radio suddenly appear on the Schlitz media plan at this time?

Radio's Values • You all know what radio can do for an advertiser. It can single out your target consumer. It can deliver high frequency at relatively low cost. It can give you heavy coverage when and where you need it.

The only catch is that you've got to have the right kind of advertising for radio to make it pay off.

That's why we used relatively little radio during the days of Real Gusto. That campaign simply did not lend itself to a strong radio expression.

And that's also why we are back in radio with the new Out-of-Schlitz advertising. We think this new theme will work on radio, so radio can again work for us.

What is it about the new theme that leads to good radio? First of all we have a new song. We think it's a good song. And because radio is the medium of music—among other things—we're using the new Schlitz song as the foundation of our radio effort.

We began the campaign with what we call the standard arrangement and this still carries the bulk of the broadcast effort. This year, however, we planned such a broad exposure on radio that we thought we would need more variety. We wanted to appeal to more tastes and reach more different people. Happily the song works well in any number of arrangements and we've done 16 so far.

Story Sells • Apart from good musical expression as one reason Schlitz is back in radio there are other reasons inherent in the theme itself. “When you're out of Schlitz, you're out of beer” sets up a situation, a human situation, the premise for a story.

What happens when different people run out of Schlitz? Think of the answers and you've got a series of stories. Radio from the beginning has been a natural medium for story telling. So on radio an advertising campaign that includes interesting stories about the product has a definite advantage.

If you can tell your stories and smile too you're that much farther ahead. So we have been using funny 10-second dialogues. We've also been running a heavy schedule of 30's. The length gives us a chance to combine both elements of the campaign in one commercial—story and song.

We think this unabashedly wacky approach is a natural for radio—where the Great Gildersleeve, Colonel Stoopnagle and Senator Claghorn romped in years gone by, where today some of the wildest personalities in show business, the rock-and-roll disk jockeys, command by far the biggest followings in the medium.

The remarkable part of this new campaign is that it lets us take advantage of radio's uninhibited side and at the same time drive home the quality story we want to tell.

Hitting Target • Just who are we trying to reach with all this music and all these zany little dialogues? We have a pretty good picture of him. He's a young man, between 25 and 35. He listens to radio some two hours a day and hears maybe 60 spots.

But too often he really doesn't listen. He may be within hearing range yet be talking, reading, driving or thinking about something else entirely. The only way to get to him is to cut through the barrage of competing stimuli and make him want to pay attention.

How well are we doing? According to the trade we're billed as a success. After only some four months of exposure however I must admit that it's still a little too early to tell.

I can say one thing though. Our elusive target consumer seems to like what he's been hearing. He talks about the new Schlitz campaign and he writes us complimentary letters. And he's also buying more Schlitz than ever.

If you want to find out for yourself how well we've penetrated, walk up to the first man you see and say “When you're out of Schlitz, . . .” If he doesn't shoot back with “You're out of beer” tell him to turn on his radio.

We have a message for him.

Earl C. Albright has been manager of Schlitz brand advertising and merchandising since January 1965. Before that he was national account executive on Schlitz for three years at Leo Burnett Co., Chicago. Earlier he had been with G. Heilman Brewing Co. after an initial nine years with Schlitz in advertising and marketing. Published estimates of Schlitz brand radio spot spending in 1965 totaled just under $1 million and Schlitz this year is more than double 1965's billing.
This could make a great birthday present for the Peace Corps.

We cut this disc because it’s the Peace Corps’ fifth birthday. And Wmca thought it’d be a good time to let Americans know just how effective the Corps is.

And maybe interest a few people in joining.

So we sent Good Guy Dan Daniel to Africa to interview Peace Corps Volunteers. Then we edited the interviews into a campaign of incisive 60-second spots.

And we’re playing them.

But the Peace Corps and Wmca feel that people throughout the rest of the country should hear the spots, too. That’s why the Corps is sending the discs to every radio station in the country.

We hope that all stations will play them. It’s a great way to wish the Peace Corps a Happy Birthday.

Requests for additional or replacement records should be addressed to: Radio-TV Department, Peace Corps, Washington, D.C.

Wmca turns people on.
Movies are BIG in Baltimore . . . and WMAR-TV gives WMARyland the biggest! Just added to Channel 2’s vast and colorful library is television’s newest film group, Volume 11 issued by SEVEN ARTS. Fifty-two new titles, with starring casts including Ingrid Bergman, Alan Ladd, Rock Hudson, Pat Boone, Yul Brynner, William Holden, Clifton Webb, Ethel Merman, Donald O’Connor, Fred MacMurray, Glenn Ford, Carol Lynley, Rhonda Fleming, Rod Steiger, Sal Mineo, James Mitchum and many others. These fortify WMAR-TV’s already formidable collection of first-line films from MCA-Universal, Screen Gems, Seven Arts, and United Artists.
Something ‘special’ for 1966-67

Three networks expect advertisers to spend $70 million for 215 or more specials they have already scheduled; more entertainment programs than before

The 1966-67 network TV season is evolving into “the year of the specials” in terms of quantity, lavishness of production and record-breaking advertiser support.

With the new season still more than two months away, the specials schedule is by no means locked in. But approximately 215 entertainment and news programs are already set to enliven the networks’ prime-time periods—and the number is likely to grow before 1966-67 fades away.

An estimated $70 million of sponsorship money is earmarked for news and entertainment specials next season, at least $15 million more than the investment for 1965-66.

All Three Networks Up • Preliminary information obtained from network officials last week indicates that NBC-TV will present at least 95 and perhaps as many as 100 entertainment and news special productions, as compared with 85 this season; CBS-TV, approximately 85 as against 75 in 1965-66 and ABC-TV at least 36 as compared with 30 this broadcast year.

But the number of specials is only part of the story. In the vital area of entertainment presentations, which are costly to produce and accordingly command top dollar from advertisers, the accent this year is more pronounced at ABC-TV and CBS-TV particularly.

ABC-TV is planning at least 22 entertainment specials, as compared with 18 this season, while CBS-TV intends to present at least 35 as against 26 during 1965-66. Significantly, the productions are on a more lavish scale. Many run to 90 minutes, two hours and longer.

ABC-TV, for example, is lighting up its prime-time showcase with two-hour versions of Porgy and Bess, Brigadoon, Guys and Dolls: the three-hour film classic, Bridge on the River Kwai, and a three-and-a-half-hour program on Africa examining the cultural and economic facets of life on that continent and encompassing sports and entertain-

ment activities there.

CBS-TV is accentuating the extravaganza type with two-hour presentations of The Glass Menagerie, The Crucible and Death of a Salesman (repeat); 90-minute productions of Ivanov (with John Gielgud and Claire Bloom), S. Hurok Presents and Cinderella and the two-hour perennial Wizard of Oz.

NBC-TV, which has been pre-eminent with specials during years when the other two networks were de-emphasizing them, is continuing with this programming approach. Its long-standing specials formula spotlighting such luminaries as Bob Hope, Danny Thomas and Perry Como will be in force again, and rescheduled are such traditional programs as Mr. Magoo’s Christmas Carol and the 90-minute Hallmark drama productions. Among the new entertainment specials will be the 90-minute Alice Through the Looking Glass and a two-hour presentation of Othello, contributing to a total of 45 to 50 such programs planned by the network.

Sponsors Eager • Understandably the sharpest gains in sponsorship will be achieved next season by CBS-TV and ABC-TV, resulting from their expansion in the specials sphere. Sales at CBS-TV in this category should rise from an estimated $15 million this season to about $23 million, while ABC-TV’s figure should jump from $10 million in 1965-66 to approximately $15 million. NBC-TV expects sales from prime-time specials to attain the $33 million mark, as compared with about $30 million this season.

In the news specials sector, NBC-TV will carry approximately 45 presentations (not including its “instant news specials”) and will cover such subjects as air pollution, the state of American justice, organized crime in America, air safety, cancer, the domino nations, space, the Hungarian revolution of 1956, the Soviet Union and Buckingham palace.

NBC-TV will carry news specials at the rate of four a month and will introduce a new type during the year called the “topical special,” an examination of a significant event in the news that would take only a week or two to produce. (This format was described as an intermediary step between the instant special, done on
Partnership to produce drama specials

An unlimited number of major drama television specials for presentation in the U.S. and Britain and subsequently throughout the world will be produced over the next two years under a partnership of Talent Associates Ltd., New York, and Rediffusion Television of England.

A joint announcement of the co-production venture was made last Wednesday (June 29) by the two companies and pointed out that the agreement will include all productions previously announced for U.S. television by Talent Associates for the next two seasons. The first joint production will be Jean Cocteau's "The Human Voice," with Ingrid Bergman, which will be taped at Rediffusion's studios in Wembley, England for showing on ABC-TV's ABC Stage 67 series. Others in preparation for 1966-67 will be Glass Menagerie and The Crucible for CBS-TV and Noon Wine for ABC-TV.

Additional planned productions are two-hour plays including The Diary of Anne Frank, Dial M for Murder, A Streetcar Named Desire, and You Can't Take It With You for ABC-TV, apparently for 1967-68, and an original Richard Rodgers television musical, Saturday Night Around the World for NBC-TV next season.

Programs will be produced in color both in the U.S. and England. Executive producer of the programs will be David Susskind, who is a partner in Talent Associates Ltd. with Daniel Melnick and Leonard Stern.
These programs are scheduled for 1966-67

In various stages of preparation at the three television networks are approximately 215 prime-time entertainment and news specials intended for telecasting during the 1966-67 broadcast season.

Other programs undoubtedly will be added as the season progresses. A rundown of specials and sponsors as of last week follows:

**ABC-TV**

**King Kong**, one hour; **Bridge on the River Kwai**, three hours (Ford); **We Are Not Alone**, one hour (B. F. Goodrich); **Tony Bennett**, one hour (Singer Sewing Machine); **Hans Christian Andersen**, two and one-half hours (Eastern Air Lines); **We Are Not Alone**, one hour (repeat) (B. F. Goodrich); **The First Christmas**, one hour (B. F. Goodrich); **Brigadoon**, two hours (Armstrong); **Beauty and the Beast**, one hour.

**Cosmopolis**: The World City, one hour (it will be a three-to-five part series); **Woody Allen Special**, one hour; **Porgy and Bess**, two hours, **Guys and Dolls**, two hours; nine 3M Co. one-hour specials (subject matter includes Cortez, Legacy of Rome, retarded children, college football, Medivac, Scott, Tin Pan Alley, drugs); **Honeymoon Mexican Style**, one hour.

**Alice in Wonderland**, one hour; **Soupy Sales**, one hour; **Emmy Awards**, two hours; **Oscar Awards**, two hours, **Africa**, three and a half hours; **Holiday on Ice**, one hour; **Little Red Riding Hood**, one hour.

**CBS-TV**

**Glass Menagerie**, two hours; **The Crucible**, two hours; **Ivanov**, with John Gielgud and Claire Bloom, 90 minutes; **Emlyn Williams** dramatic readings of Dickens, one hour; **Young People's Concerts**, one hour each (Bell System); **S. Hurok Presents**, with Van Cliburn, Isaac Stern, Marian Anderson, 90 minutes.

Four National Geographic specials, one hour each (Acta Life Insurance, Encyclopaedia Britannica); **two Carol Burnett specials**, one hour each (Chemstrand for one); **two Lucille Ball specials**, one hour each (Chemstrand for one); **three Charlie Brown specials**, half-hour each; **Friends and Nabor**, one hour (American Motors, Clown Alley, with Red Skelton, one hour (Top Value Enterprises).

**How the Grinch Stole Christmas**, 30 minutes (Foundation for Commercial Banks); **Miss Teen-age America**, 90 minutes; **Miss U.S.A.**, 90 minutes; **Miss Universe**, one hour; **Dick Van Dyke Special**, one hour (Chemstrand for one); **Cinderella**, 90 minutes (repeat), **Procter & Gamble**; **Wizard of Oz**, two hours (Procter and Gamble).

**The Nutcracker**, one hour (Sylvania Division, General Telephone & Electronics); **Wonderful World of Wheels**, one hour (duPont); **Pinocchio**, one hour; **Death of a Salesman**, two hours, **Jack and the Beanstalk**, one hour; **approximately 50 one-hour CBS News Hour presentations** (General Telephone & Electronics for 10 programs).

**NBC-TV**

**Class of '67**, one hour (Timex watches); **Miss America**, 90 minutes (Toni, Pepsi Cola, Oldsmobile); **Danny Thomas Specials**, four hours; **Perry Como Specials**, seven hours (Kraft Foods); **Bob Hope Specials**, six hours (Chrysler Corp., Shipstals & Johnson Ice Follies, one hour (sponsored by Timex watches).

**Alice Through the Looking Glass**, 90 minutes (American Gas Associations); **Lorne Greene's Christmas Show**, one hour (American Gas Associations); **The Law and the Prophets**, one hour (American Gas Associations); **Jack and the Beanstalk**, one hour (American Gas Associations); **It's A Dog's World**, approximately five hours, **one hour each** (Timex, Rudolph, the Red-Nosed Reindeer, one hour (General Electric); **Mr. Magoo's Christmas Carol**, one hour (Timex watches).

**Ringing Brothers Circus**, one hour (Timex watches); **The Best on Record**, one hour (Timex watches); **Snoopy the Bear**, one hour (General Electric); **Golden Globe Awards**, one hour; **Hallmark Specials**, five, 90 minutes each (Hallmark cards); **Jack Benny Specials**, one hour; **An Island Called Ellis**, one hour (Institute of Life Insurance); **End of the Trail**, one hour (Institute of Life Insurance); **Ice Capades**, one hour (Institute of Life Insurance); **Saturday Night** (Richard Rodgers), one hour; **Othello**, two hours; **Tommy Steele**, one hour.

Lacking to some extent in television," Mr. Finnman observed.

Adviser Demand • Thomas H. Dawson, vice president, sales, CBS-TV, reported that the comfortable increase in specials on his network next season is an outgrowth of adviser inclination to "put on a major effort in an excellent pre-emptive period." The pendulum swung away from specials a few years ago, he pointed out, at a time when these programs were slipping in quality.

The emphasis has returned now to quality productions which are attracting advertisers interested in an association with "star names and presentations that get a lot of attention." He cited CBS-TV's scheduling of **Glass Menagerie**, **The Crucible** and **Ivanov** as examples of a move toward quality drama which is likely to be stepped up in 1967-68. In this connection, CBS-TV recently announced it is setting aside a fund of $500,000 for writers of original drama for its projected CBS Playhouse series, which can begin as early as the 1966-67 season (Broadcasting, June 27).

Mr. Dawson said advertisers are becoming more keenly aware of the residual values of specials in terms of prestige, excitement and corporate image enhancement. He noted that General Telephone & Electronics is returning for another season of sponsorship on CBS-TV, having ordered 10 programs in the CBS News Hour.

Basic at NBC • John M. Otter, vice president, national sales, NBC-TV, stressed that specials have been a key ingredient in the network's program mix for more than five years.

Mr. Otter maintained that there has always been advertiser interest in special programs "when and if they are specials and have an element that is different from week-in, week-out series." He agreed that some years back "a lot of one-time shows were labeled 'specials' that did not fit into this category."

A vital factor often overlooked, according to Mr. Otter, is the cumulative audience attracted by specials. A study made for Timex, which invested about $4 million on NBC-TV during the past season, showed that the Timex specials reached more than 90% of the homes in the U.S. and almost eight of the Timex commercials were seen in these homes over a period of time.

"For the cumulative audience factor to be significant," Mr. Otter observed, "it's important to scatter the specials in different time periods."
Storer radio hires new rep

Major Market Radio to handle six of group's seven radio stations

Storer Broadcasting Co. has named Major Market Radio to represent six of its seven radio stations for national spot sales, effective Jan. 1, and also has acquired a minority interest in MMR, a new firm.

The six stations, currently represented by The Katz Agency, are WJW New York, WBBG Philadelphia, WJW Cleveland, WJBK Detroit, WCBS Miami, and WSPD Toledo, Ohio. The seventh Storer radio station, WCBS Los Angeles, will continue to be represented by Venard, Torbet & McConnell.

MMR, which is set to begin operations Aug. 1, already had signed to handle KMPC Los Angeles, one of the four Golden West Broadcasters stations that were instrumental in setting up the new rep firm.

Both Storer and GWB will be minority owners of MMR in the new arrangement, according to last week's announcement. It was understood that their combined interests in the company will amount to a little more than 50%. The rest of the stock will be held by MMR employees, headed by Wilmot H. Losee, president, and Jerry Glynn, vice president.

Mr. Losee is a former president and Mr. Glynn a former vice president of AM Radio Sales Co., which has represented GWB group for 14 years. Steps toward formation of MMR were started by GWB early this year when Westinghouse Broadcasting signed to buy KFWB Los Angeles. Westinghouse owns AM Radio Sales and presumably would assign it to represent KFWB, rather than KMPC, upon FCC approval of the sale. Approval is still pending. Other GWB radio stations, all to be handled by MMR, are KSFO San Francisco, KEK Portland, Ore., and KVI Seattle.

Lionel F. Baxter, vice president in charge of Storer's radio division, said in announcing the appointment of MMR that the new firm's personnel selection, office location and other basic decisions would be left "entirely" to Mr. Losee and Mr. Glynn. He said that neither Storer nor Golden West had any plans or wishes to shift people between the rep firm and its stations, and that all future information on MMR and its plans would come from Mr. Losee's office.

Reluctant Move - Mr. Baxter said Storer's decision to terminate its long-standing relationship with the Katz organization, a relationship that started in 1939, was made "most reluctantly."

"Only the opportunity to help develop a high-quality, limited-list national representative firm, such as we are doing with Major Market Radio, could have...

Soft drinks put most of ad budgets in TV

First-quarter TV investment by soft drink companies and their franchised bottlers is up 18% over the like quarter of 1965, a year that itself saw a 10% rise of such investment over 1964.

According to figures reported by the Television Bureau of Advertising, 1966 first-quarter totals for network and spot expenditures combined were $14.2 million vs. $12 million last year. In 1965 TV's total for all soft-drink advertisers was $72.3 million, which was divided $62.5 million in spot and $9.7 million in network. TV accounted for 58.5% of the total soft-drink ad budget.

Factors in the increased use of TV, said Mr. Morton, are the increased demand for low-caloric soft drinks, traditionally a TV-oriented product, and the expansion of the 10-29 age group. Low-calorie drinks' market share has gone from 1.6% in 1961 to 15% in 1965. In addition, the 10-29 age group, which consumes 45-50% of all soft drinks, has expanded from 28.5% of the population in 1955 to 31.2% of the population in 1965.

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* TV investment less than $20,000

Sources: Network TV (net time & program cost)—TVB/LNA-BAR Spot TV (gross time)—TVB/Rorabaugh

Magazines—Publishers Information Bureau
Newsletters—Bureau of Advertising
Radio (Network & Spot)—Radio Advertising Bureau
persuaded us to entertain the thought of leaving The Katz Agency. We have been most pleased with the representation of The Katz Agency down through the years, and we certainly hope to maintain the close personal relationship we have established with their people. They are a fine firm and wonderful people.”

Mr. Losee welcomed the Storer stations “with a great deal of pride.” He said that “the operating and sales philosophies of Storer Broadcasting Co., Golden West Broadcasters and Major Market Radio Inc. form a complete blend of compatibility which can only mean success for all in the future. We at Major Market Radio assume this challenge with boundless enthusiasm and verve for the future.

Major Market Radio was scheduled to open offices Friday (July 1) in New York at 12 East 46th Street. Telephone: Murray Hill 2-8500.

**Kansas group gets waiver of sponsor rule**

The Kansas Association of Radio Broadcasters last week received an FCC green light that will allow association members to broadcast certain nonprofit spot announcements without identifying the sponsor.

The association had previously informed the FCC that certain nonprofit organizations, such as the National Conference of Christians and Jews, the American Legion and the Arthritis and Rheumatism Foundation, make cash contributions to KARB. In return, according to the association, various KARB members broadcast spot announcements on behalf of these and other nonprofit organizations. KARB then asked the FCC to waive the sponsor identification rules if the commission decided that the rules were applicable to announcements by nonprofit organizations, which contributed to the association.

The sponsor identification rules stipulate that broadcasting stations must identify the sponsor of a paid announcement. The rules, however, may be waived if the commission determines that the public interest does not require the sponsor identification.

The FCC determined that the rules applied to KARB’s situation, but decided, as it had previously on a similar request from the Southern California Broadcasters Association, that the public interest didn’t require KARB members to identify organizations as sponsors.

The commission last week said that it “was concerned about the possibility that some of the nonprofit organizations may be promoted to contribute to KARB by an erroneous belief that they will be discriminated against if they fail to contribute. However, on the basis of the representation made to us, we expect that in such eventuality KARB will take effective action to dispel such misapprehension.”

**Strong and simple ads are the best**

Advertising today ought to reflect the changing face and taste of the American consumer and keep its aim high and its voice low and talk to people one at a time.

According to Whit Hobbs, senior vice president, Benton & Bowles, New York, and speaker at an annual Insurance Advertising Conference in Williamsburg, Va., last week, the personal, friendly message that says something “special, strong and simple” is what’s in mode today.

Advertising no longer can be good but must be better than good, Mr. Hobbs said. He noted the changes in the United States, including a face-lifting that has been caused by changing values, increased leisure time, higher standards of living, stepped-up mechanization, the influence of affluence and the rise of the youth market.

Youth, he said, no longer wants to be talked down to by “dull advertising” that beats it on the head, is silly, and fails to be “friendly.” He suggested it credit youngsters with having “sense” and not think that all they do is “dance the frug and the monkey and the swim.”

**Suburban radio stations may form trade group**

Big-city timebuyers may bed down in suburbia but when it comes to buying radio for national advertisers they are most likely to take the easy way and buy the city behemoths. A manager of a suburban station in New York —William F. O’Shaughnessy, general manager of WVOX New Rochelle, N. Y. —believes it’s time that New York suburban stations got out from under the net the city stations have spread to catch national ad dollars.

Mr. O’Shaughnessy in a letter to 18

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**Bates opens new commercial facility**

Ted Bates & Co. announced last week that its new TV commercial broadcast production facilities have been completed and are in operation. They cover 13,000 square feet of floor space on the 10th floor, at 666 Fifth Avenue.

Robert Margulies, senior vice president, commercial broadcast production; Al Mendelson, vice president and general manager, Screen Gems EUA, and Don Hershey, executive secretary, Directors Guild of America.

At preview of Bates's new production facilities (l to r): Lou Melemed, vice president of TV Graphics; Robert Margulies, Bates senior vice president, commercial broadcast production; Al Mendelson, vice president and general manager, Screen Gems EUE, and Don Hershey, executive secretary, Directors Guild of America.
Can a Chicago radio station that cares help the fight against cerebral palsy?

WLS did.
They solicited the help of sports and entertainment personalities like Chicago Bear's fullback, Rudy Bukich, Ernie Banks of the Cubs, "The Supremes" and others to host "Celebrity Day" on the station. Throughout the day these celebrities and others joined with all the WLS radio personalities to discuss and promote the annual "53-Minute March" of 40,000 volunteer workers for United Cerebral Palsy.
Their enthusiasm spearheaded one of the most successful drives in the history of the Chicago unit's fund drive — topping the goal of $400,000.

The funds contributed by generous people and business concerns will help care for the 21,000 persons with cerebral palsy in the Greater Chicago Area. The fund also supports extensive research and educational programs, a development center, recreational programs for children and adults, as well as family counseling.
When people in their communities need help, they often turn to WLS or one of the other ABC-Owned Radio Stations for assistance. They know that ABC Radio Stations care — enough to make things happen.
suburban radio stations in the greater New York area suggests the outlets band together, form a trade association and perhaps "hire a bright guy to operate it and tell our story." He said that if wvox can drum up enough interest, the station will host a dinner or luncheon meeting for representatives of the suburban stations to talk things over and start the ball rolling. Several stations already have shown interest, he said.

Grey gets Ford's corporate account

The Ford Motor Co., Dearborn, Mich., last week assigned its corporate advertising account amounting to an estimated $6 million to Grey Advertising, New York. TV-radio billing is now approximately $2 million but is expected to increase during 1966-67.

The selection of Grey ended four months of searching by Ford for a new agency. Last February the auto manufacturer announced it would move its corporate business out of Keynon & Eckhardt, New York and Detroit, which has handled the account since 1945, because of a new policy. Ford decided at the time to have its corporate account handled by an agency separate from those employed by the division.

K&E has been the agency for Ford corporate as well as the company's Lincoln-Mercury division, which it will retain. Billing for Lincoln-Mercury is approximately $20 million. K&E will continue to handle the corporate account until early fall, according to E. F. Laux, Ford vice president—marketing.

For Grey, the acquisition of the Ford business marks its initial automotive account and extends its new business streak to $40 million in added billing since the first of the year. Since January, Grey has added billing from General Foods, Celanese Corp., Seven-Up Co. and P. Lorillard & Co.

In addition to Grey, finalists for the Ford corporate business were the Leo Burnett Co. and Sullivan, Stauffer, Colwell & Bayles.

Humble buys sports series in 80 markets

Humble Oil & Refining Co., through McCann-Erickson, both Houston, has purchased Sports World, a new weekly color-TV series that starts July 21 on 80 stations from Portland, Ore., to Portland, Me.

The series, running for eight weeks, was coproduced by Sports Network Inc. and Tel-Ra Productions Inc., both New York. Each program will contain highlights of national and international competitions and a brief feature portion.

Jim Leaming will serve as anchorman and local play-by-play reporters will appear in filmed inserts rushed to New York on a daily basis.

Stereo-tape editing offered by LaBrie

LaBrie Associates Ltd., New York, radio program producer and distributor, has begun an audio-tape stereo editing service for radio producers and advertising agencies on a 24-hour rental basis.

Gene Labrie, president, said the new service is backed by some $40,000 in editing equipment suitable for radio program and commercial work, movie sound tracks, industrial films and TV commercials. Labrie Associates has two radio programs in national distribution, The World of Adventure in Music and Stage 3, and operates subsidiary, TV Sound, a radio-TV commercial production house.

NAB radio code monitors listen more

The radio code of the National Association of Broadcasters is living up to its promise to substantially step up station monitoring. The vow came from the code staff when it requested and got a 50% increase in code dues (Broadcasting, Jan. 31). The increase figured to bring the code income for the current fiscal year to $173,000 compared to $110,000 it received last year.

On April 1 the increased rates went into effect and in the first two months of the fiscal year 76% more stations have been monitored 110% more hours than comparable 1965 figures.

It is anticipated that the number of hours monitored in 1966-67 will be up 91% from the 37,605 hours covered in 1965-66. Of the 37,605 monitored hours, 36,464 (96.9%) were in compliance with the code.

In 1965-66 1,652 stations were monitored, 625 on tape and 1,027 through review of logs. The projected 1966-67 figures call for monitoring 1,000 stations on tape (50% gain) and 2,000 stations through logs (95% increase). The total hours should reach 72,000.

Business briefly...

The Foundation for Commercial Banks, Philadelphia, through Dancer-Fitzgerald-Sample, New York, has signed to sponsor How The Grinch Stole Christmas, 30-minute animated musical special in color narrated by Boris Karloff. The holiday special will be presented

FC&B keeps tab on code dropouts

The National Association of Broadcasters Code Authority, which has been claiming a growth in advertiser and agency acceptance of its principles, has come up with tangible proof.

Peter M. Bardach, vice president and associate media director of Foote, Cone & Belding, New York, has been writing to stations that withdraw from the TV code telling them he is "distressed" by their decision. To the stations joining the TV code, he is "pleased to note" their move.

The letters, which also tell the stations that FC&B's buyers are being advised of the in-and-out moves, have been going out for about six months. In at least one situation, Mr. Bardach's "distressed" letter appears to have been enough incentive for a station that withdrew to change its mind and rejoin the code.

To stations that withdraw, the FC&B executive says that, while he doesn't know the circumstances that brought the move, "I think you should know that we endorse the aims of the code. May we respectfully urge that you consider your position. Meanwhile, we shall advise our buyers that you are no longer a code subscriber."

In a brief note to the joiners, Mr. Bardach says: "I want you to know that we endorse your support of the code, and our buyers will be advised accordingly."

The one-man code drive had been on for more than five months before the NAB office learned about it.

28 (Broadcasting)

Broadcasting, July 4, 1966
on CBS-TV, Sunday, Dec. 18, 7-7:30 p.m. EST.

Chemstrand Co., Decatur, Ala., will sponsor the CBS-TV color special, Lucy in London (Oct. 24, 8:30-9:30 p.m. EDT) with Lucille Ball and Anthony Newley. Doyle Dane Bernbach, New York, placed order.

SCM Corp., through BBDO, both New York, has purchased 14-week sponsorship in NBC Radio's Monitor to advertise typewriters.

General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, is supporting with spot TV the introduction of Jell-O parfait mix in Ohio, Indiana, Oklahoma and Arizona. The Kool Aid Division of General Foods, through Ogilvy & Mather, New York, is backing the impending national introduction of Great Shakes, new chocolate and vanilla shake mixes, with radio, network and spot TV.

Liggett & Myers Tobacco Co., through J. Walter Thompson Co., both New York, for Lark cigarettes has bought one-half sponsorship of the 41 TV-station schedule set for the July 4 Suburban Handicap and Sept. 5 Aqueduct Stakes, both $100,000 races syndicated by RKO General Productions, New York. L&M's Lark in a concurrent buy will sponsor one-eighth of TV-station lineup (approximately 100 outlets) of slated Emile Griffith-Joey Archer July 13 middleweight bout, which is to be held in New York and syndicated by Madison Square Garden-RKO General Sports Presentations, New York. Earlier, F&M Schaefer Brewing Co., Brooklyn, N.Y., G. Schmidt & Sons, Philadelphia, and Household Finance Corp., Chicago, had purchased sponsorships in the Griffith-Archer telecast [Broadcasting, June 27].

AAW members approve merger with AFA

The Advertising Association of the West, the western counterpart of the Advertising Federation of America, voted unanimously last week to unite the two associations into a single national organization. The action was taken at the AAW's 63rd annual convention held in Spokane (June 26-30). Earlier in the month, the AFA, convening in Miami Beach, took similar steps to assure the approval of the long-awaited and expected merger of the two advertising associations.

It's estimated that the new organization created by the merger will encompass about 30,000 members in some 180 advertising clubs across the country. A name and a president for the new advertising organization are yet to be determined. Ratification of the merger by the boards of both AAW and AFA is expected to take place before the beginning of next year.

In a separate action, the some 500 AAW members attending elected R. K. (Jack) Foley of the Pacific Power & Light Co., Portland, Ore., chairman of their association. Other officers elected were Frank Karsh, Advertising Display Co., Denever, vice-chairman; Gertrude Murphy, Long Advertising, San Jose, Calif., second vice-chairman; Robert Light, Southern California Broadcasters Association, Hollywood, secretary, and Louis C. Reynolds, Phoenix Republic Gazette, treasurer.

Mennen drops GMB

Mennen Co., Morristown, N.J., announced Thursday (June 30) that it is dropping Geyer, Morey, Ballard Inc., New York, as agency for Afta-after-shave lotion and conditioner, Quinsana foot products, and Speed stick deodorant. Billing on these products is estimated at $1.5 million, of which about $1 million is in TV-radio. Mennen said the change is being made to consolidate all of its advertising at two agencies, Grey Advertising and Warwick & Legler, both New York. The products will be reassigned to these agencies at a later date.

Rep appointments...

- KALI San Gabriel (Los Angeles), KOFY San Mateo (San Jose-San Francisco) and KNEX Fresno, all California: National Time Sales, New York, for areas east of the Mississippi.

Agency appointments...

- Marquette Corp., Minneapolis, has named MacManus, John & Adams, Minneapolis-St. Paul, to handle advertising for its new subsidiary, Setchell Carlson Inc., maker of TV and stereophonic sets. All Marquette's advertising, including its appliance and automotive divisions, are now concentrated at MJ&A.
- The Borden Foods Co., New York, has appointed Ross Roy Inc., with offices in New York and Detroit, to handle a group of new products.

COMMERCIAL PREVIEW: Parker creates a lion

A spot television campaign in 23 major markets will be run by Parker Pen Co., Janesville, Wis., to "abolish wispy handwriting" through use of its new Touché pen with a Fibex porous point. The spot-TV effort begins Aug. 15 for 12 weeks.

The 60-second commercial to introduce the soft-point pen spotlights a character called Herman, who had been using a pen that went "squeak, squeak" and made "wispy, mouselike little marks." Then he tried the Touché, which writes "strong, smooth as silk," and now Herman is a lion when he talks ... a lion when he writes."

The commercial was produced for Parker Pen by TV Graphics, New York. The concept and copy were by the Leo Burnett Co., Chicago. Parker reported it will spend $750,000 on the campaign, largely in spot television.

'Squeak, squeak'

'A lion when he writes'
CATV set on originating shows

Reasoning is that if cable systems must pay copyright fees then they should be able to do what they want in the program field

From speakers' podiums to exhibit halls and through the corridors the National Community Television Association convention in Miami last week rang with a new emphasis—program origination.

The keynote address of NCTA President Fred Ford called for it, a panel of CATV operators stood four-square behind it, industry attorneys defended it and exhibitors displayed equipment to facilitate it.

While formal presentations stressed public-service originations by CATV systems, it seemed clear that much more was being spoken for. The convention halls were alive with talk carrying far beyond service presentations into a thoroughgoing programing right that embraced entertainment and commercial origination. There was some talk, though less prevalent, about deletion of commercials from CATV pickups and insertion of spots sold by antenna systems.

The spirit of independence appeared to be a direct reaction to recent adverse developments for the CATV industry, in particular the limitations of the FCC's new rules governing cable television operation and the U.S. District Court ruling that declared antenna operators liable for copyright payments to program owners.

A Gold Mine • Representative of this defiant attitude was the private comment of a small Tennessee cable operator who said: "If we're going to have to pay for programs then we can do what we want with them," and this he explained includes the deletion of commercials from programs picked up by CATV's and insertion of local ones in their places. He said his system had already sold commercial slides successfully and that this could be "a regular little gold mine," but denied he had ever deleted commercials.

A larger Texas-based CATV operator, whose systems serve 50,000 subscribers, thought the result of the FCC's recently promulgated rules was bound to be a move to more program origination by cable companies.

NCTA President Ford attacked the FCC for its recommendation that it be given power to prevent CATV systems from originating programs, a recommendation that has been adopted in a bill (H.R. 13286) already reported out of the House Commerce Committee (Broadcasting, June 13, 1966).

Mr. Ford chided the commission for what he suggested was inconsistent policy, asking in effect how it could reconcile this aspect of CATV control with its long history of interest in even insistence upon, local programing efforts by radio and television stations.

Small-Town Needs • He went on to say that television stations, particularly network affiliates have not discharged their local-live programing responsibilities for the simple reason that they serve too large an area to meet the needs of small communities.

"Cablecasters can do the job in the 4,389 communities where there are operating systems, franchises granted, or applications pending," he contended, "but the broadcaster cannot." Mr. Ford estimated that 150 antenna systems already originate programs of some type.

Referring to opponent broadcasters he went on: "They do not want you to cablecast the proceeding of the local city council. They do not want you to cablecast the discussion of public issues. They do not want you to cablecast the local public-service programs.

Why? Because they do not want even a small portion of the public to be drawn away from their commercial programs."

Mr. Ford advised community antenna operators to complement their "service to the public as master antennas," with assumption of "public service responsibility."

A Future Trend • Communications attorney Harry Plotkin, speaking on a panel treating the industry's legal difficulties, described the FCC's intercession in the cable television origination matter as "running against the trend of the future," a trend that he said favored expansion of public information sources, not a contraction of them.

Mr. Plotkin said CATV operators, unlike commercial broadcasters, have no conflict of interest in live originations because the size of the audience for specialized community antenna presentations doesn't have a direct economic impact on CATV's as it does on television stations. Cable operators can present local live programs without having to delete any of the regular TV programs from their channels, he noted, unlike broadcasters who cannot present a local public-service program and a popular entertainment program at the same time.

Five community antenna men whose systems have been involved in local program origination and a city manager, very favorably disposed to their operations, participated in a panel discussion of the subject. The very existence of a panel on origination was regarded as symbolic of a new concentration both for the NCTA and the industry it represents (Broadcasting, June 27).

Richard Evanson, president of Total Telecable, Seattle, Wash., a panel participant, suggested that CATV's almost complete dependence on broadcasters for programs had been responsible for much of the criticism aimed at the CATV industry and that origination of public-service programs by antenna systems was a good way to remedy the situation. He spoke of a "communications gap" in the television industri—
BEELINE COUNTRY...
AWFULY BIG IN MILITARY BUSINESS

... and BEELINE RADIO KFBK is a proven way to reach this important market

Military and civilian employees for the armed services earn over $275.2 million each year in the 21-county Sacramento market. Add that to income from other sources and you have an area with over $3.44 billion to spend. Cash in on this rich market. Put your message on Beeline Radio KFBK... just one of four Beeline stations and the key to California's rich Inland Valley.

Data Sources: Sacramento Chamber of Commerce, U.S.A.F.
Sales Management's 1966 Copyrighted Survey (Effective Buying Income)

McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KFBK • Sacramento    KMJ • Fresno    KBEE • Modesto    KOH • Reno
One of the legs may be wobbling

Deletion of FCC rules, based on free program source, called for

An intriguing proposal that the FCC consider doing away with the bulk of its CATV regulation if one of the two foundations for issuance of its Second Report and Order last March is deleted was made last week.

The proposal was made at the Miami convention of the National Community Television Association, by E. Stratford Smith, Washington lawyer and special counsel to the NCTA. It was received less than enthusiastically by Henry Geller, general counsel of the FCC.

Mr. Smith observed that there are two grounds used by the FCC to justify regulation of CATV. One is economic impact on television stations; the other, unfair competition, since CATV operators do not pay for the programs they pick up from TV stations.

If CATV owners begin to pay for programs, as the decision by a New York federal judge in the United Artists-Fortnightly Corp. suit would require them to do and as the prospective revision of the copyright law might have them do, this would undercut one of the foundations of the FCC's assumption of jurisdiction over CATV, Mr. Smith noted. Would the commission continue to assert authority over CATV on economic impact grounds alone, he asked. He questioned whether the commission could do so legally.

Originations • And, he added, certainly if CATV operators begin to pay for programs, there is no ground for prohibiting originations. The commission has asked Congress to forbid pro-

Regional program center set for CATV in the Southwest

The first move to establish a program-origination source to feed CATV systems on a regional basis was announced at the Miami convention of the National Community Television Association last week. The announcement came the day after NCTA President Frederick W. Ford urged cable operators to start program originations (see page 30).

A Texas group plans to furnish three channels of programs to CATV systems in Texas and ultimately to Oklahoma, with a potential 200,000 subscribers. Programs will consist of feature movies, sports and news, and educational features. All will originate from the Dallas-Fort Worth area, under the name Dal-Worth.

Organizers of the project are John G. Campbell, president of CAS Manufacturing Co., Dallas (CATV equipment); Thomas Creighton, Mineral Wells, Tex.; Charles Herrin, Austin, Tex., and John P. Cole, Washington attorney. Messrs. Campbell, Creighton and Herrin were the principals of TV Cable of Austin Inc., which fought a long and sometimes bitter battle with Capitol Cable Co. for CATV primacy in Austin. Capitol was associated with the Texas Broadcasting Co. which held an option for 50% ownership, since exercised. Capitol finally bought out TV Cable of Austin for a reported $600,000.

Dal-Worth has applied to the FCC for permission to establish its own microwave relay links to Tyler, Abilene, Waco, Brownwood, Lubbock. It is planning to spend $350,000 to $400,000 for these facilities. It also hopes to interconnect its system with other microwave relay facilities to ultimately serve 200,000 CATV homes.

The Dal-Worth group intends to offer no off-the-air presentations, Mr. Campbell emphasized last week. It will deal only with its own originations.

Mr. Campbell acknowledged that his group has not made any arrangements for program material, but he said he felt there would be no problems in securing product.
program origination by CATV owners and the House Commerce Committee's bill (HR-13286) would prohibit such a move by the CATV industry.

Mr. Geller’s response was that both the copyright suit appeal and the congressional action on copyright must come to a final action before the commission would consider revamping its CATV regulations.

Mr. Geller stated, in addition, that the FCC was sympathetic to the CATV industry’s moves to have Congress revise the copyright law now, without waiting for the general revision of the Copyright Act, and would support the CATV-supported drive to exempt from royalty payment those CATV systems carrying programs from local TV stations on which copyright fees are already paid.

In other remarks, Mr. Geller justified the FCC’s requirement that CATV systems give same-day protection to local TV stations on the ground that this gives local stations some “leeway” and is urgently required to protect TV stations in the Mountain Time Zone. Otherwise, he said, TV stations in the mountain states, all would have their programs seen before they themselves broadcast them.

UHF Protection. The FCC general counsel agreed that the major-market policy, whereby CATV’s in the top 100 markets may not bring in distant signals without a waiver from the FCC, is basically a protection for UHF stations. If experience shows that CATV systems do not harm UHF stations, he added, the commission undoubtedly will relax this rule.

John D. Matthews, Washington attorney, recommended that the FCC immediately revise its top-100 market policy by using more realistic criteria. He suggested that only the top-50 markets be brought under this regulation; that the city grade service contour of local stations be used as the dividing line, rather than the grade A contour under present regulation; that the existing “patterns of viewing” by local TV viewers be used as the guide on protection in the major markets, not what grade signal they put over the CATV served community.

The last suggestion brought a comment from Mr. Geller that CATV operators have shown such “ingenuity” in picking up “local” signals, that he would not want to be bound by that recommendation.

Staff Set. Arthur Stambler, legal assistant to the FCC chairman, reported that a CATV staff is now established at the FCC and that it would endeavor to handle CATV matters as expeditiously as possible. He asked for sympathetic understanding by the CATV industry as the commission begins to cope with cable problems.

The legal panel was moderated by Robert H. L’Heureux, NCTA general counsel, who, apparently anticipating a hostile audience, stressed the dedication, sincerity and zeal for the public interest of the members of the FCC staff participating on the panel.

Mr. Smith reported that the Second Circuit Court of Appeals in New York had agreed to review the copyright ruling by U. S. District Judge William Herlands that CATV is a performance under the meaning of the existing Copyright Law (Broadcasting, May 30).
Advice from beyond the border

Canadian and British CATV operators tell
NCTA delegates how they lick regulation problems

U. S. CATV operators got a few words of sympathy and a few more of advice last week from Canadian and British cable television entrepreneurs whose problems with government regulation appear to make them qualified counselors.

Ken Easton, secretary of the National Community Antenna Television Association of Canada, characterized federal regulation of CATV in the U.S. as "the dead hand of government," guided by commercial broadcasting interests.

He said the situation is similar to that which developed in Canada where a system of "informal referrals" from the Board of Broadcast Governors to the Department of Transport has resulted in a number of denials for CATV franchise applications.

However, Mr. Easton noted there are now 300 CATV's in Canada with a total of 310,000 subscribers representing 6.5% of all television sets in the country. He said the BBG had been advising denials of franchises on two principal grounds: that proposed antenna systems might have an adverse effect on television broadcasters and that they might inhibit introduction of a second network service in an area.

The Department of Transport would gladly give the BBG clear control over CATV he said, but the NCATA is vigorously opposing such a move.

Hugh Dundas, executive director of Rediffusion Ltd., London, which lists close to 500,000 CATV subscribers throughout England, described the philosophy with which his company has met stringent antenna industry regulation.

Sets, Too • In England no CATV origination are allowed and no programs that are not available to subscribers by conventional means may be brought into a community.

A basic tenet of Rediffusion's operation has been that the TV set is an integral part of the cable system. Thus the company leases both sets and wire connections. A "wired receiver" made to go with the antenna system, according to Mr. Dundas, is about one-third cheaper than a conventional TV set.

Rediffusion, he explained, sells itself on the ability to deliver the most economical clear reception and without unsightly antenna arrays, a significant factor in dealing in bulk quantities with local government housing projects.

Don J. Paynter, an operator from Vancouver, B. C., outlined a successful system promotion technique that involves bulk billing in multiple dwelling units.

Mr. Paynter suggested that bulk billing might be anathema to most American cable operators but that for him it has resulted in a Vancouver system with 31,000 connections and "absolutely no collection problems."

Charging building owners a single monthly fee depending on the number of dwelling units per building, he said, clearly simplifies the billing procedure, and the threat of disconnection and resultant tenant outcry keeps the bills coming in right on time.

Mr. Paynter also explained that pressure exerted through tenants is a major tool in selling the antenna service to building owners in the first place. When calculated per set connection, rates for the Vancouver system range between $1.40 and $2 per month depending on the number of dwelling units per building.

Phone companies get raking over at NCTA

Although the FCC is now the enemy to most community television operators, an old ogre was still very much in evidence at last week's convention of the National Community Television Association in Miami.

The old foe is the telephone companies and their increasing move into the field of leasing facilities to CATV systems.

The topic was a significant one in the annual report given by Benjamin I. Conroy Jr., outgoing chairman of NCTA, and received more than 50% of the time and attention during the legal panel on FCC regulatory matters.

Mr. Conroy expressed continued concern about the telephone industry's expanding activities in the CATV field. The Bell System now leases CATV
UNSURPASSED DEPENDABILITY IN ROHN CATV TOWERS

Three big reasons why so many CATV owners are specifying ROHN CATV tower installations are: experience, design and completeness of line. These reasons add up to unsurpassed dependability in CATV tower superiority.

ROHN engineers have far more tower experience and are among the real pioneers in tower construction and design. All ROHN towers are carefully and fully engineered to provide the ultimate in structural strength and outstanding performance capabilities. The line is complete, proved by thousands of installations for every conceivable type job. All accessories, lighting, and microwave reflectors are available from ROHN.

Shown below is a series of four special ROHN towers for a Jerrold-Taco CATV antenna installation. Towers are engineered, manufactured and installed under complete ROHN supervision for unsurpassed strength and dependability in CATV use.

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Superior strength, achieved by setting rigid high manufacturing and engineering standards, enable ROHN towers to be used everywhere. AM-FM radio, mobile radio, television, microwave, radar, and all types of communication systems. All these uses, and more, are reasons why more broadcasters, industries, municipalities — including the government and military — demand ROHN tower installations.

Available in famous ROHN Hot Dipped zinc galvanized finish, there's a wide variety of tower sizes and design features to meet individual requirements. Whenever your situation demands the best — unequalled quality, superior performance and precision capabilities — check out ROHN first.

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lease. At the same time, FCC down the ownership of broadcasters said, "Their experience in broadcasting should," Mr Conroy said, "lead them down the ownership trail" not the lease trail.

But it was during the discussion of FCC regulation with members of the FCC staff on the panel that the telephone issue came alive and found the 700-odd CATV spectators in the audience most responsive.

Serious Threat • The CATV viewpoint was pointedly and pungently put forth by E. Stratford Smith, Washington communications attorney and special counsel to the NCTA:

The telephone companies' entrance into CATV service is the "most serious" threat to CATV independent ownership, he said. The tariffs filed by the Bell System and independent telephone companies offer a complete plant for lease. At the same time, the great bulk of the CATV operators rent telephone poles on which they place their cables and equipment. Isn't this leading to a conflict that might run afoul of the antitrust laws, he asked.

He also questioned whether CATV was a proper service for a common carrier and suggested that the FCC order a hearing to determine whether the Bell System has the legal right to engage in this business. The commission should, he indicated, also determine whether it should exercise jurisdiction over pole rentals by the telephone company. This is all in addition to the basic questions of the reasonableness of the AT&T and independent companies' tariffs filed with the FCC.

What he feared, he said, is that the telephone companies might expand their service to furnish CATV service from headend to subscriber, leaving nothing at all for the CATV franchisee holder to own.

Bernard Strasberg, chief of the FCC's Common Carrier Bureau, responded that the commission is the appropriate forum to hear complaints and questions about the telephone companies' activities in the CATV field, and he promised prompt and serious consideration would be given to any questions raised in this matter.

Edward Shaver, CATV consultant, told one panel at the NCTA meeting that notwithstanding the belief that the leaseback arrangement with the telephone company requires less capital, his studies have shown that a CATV franchisee holder would still have to invest between 40% and 50% of what he would have had to spend if he built the CATV system himself. This is because, he said, the CATV operator still has to build the headend where the TV signals are picked up off the air, and the inside wiring in the subscriber's house. Belief that a maintenance technical crew is unnecessary under the leaseback arrangement, is also erroneous, he noted, because the CATV operator must have a crew for maintenance of his element of the system.

Over a 10-year period, Mr. Shaver said, cash flow for an owner-built operation is generally 30% to 50% greater than the comparative cash flow under a leaseback contract.

CATV sponsors TV special

WLYH-TV Lancaster-Lebanon, Pa., last week reported an unusual TV sponsorship. A two-hour special covering the Ephrata (Pa.) Silver Jubilee Parade over WLYH-TV was sponsored in full by the Denver & Ephrata Telephone Co. to promote its recently-launched CATV system in Ephrata.

Equipment sales brisk

FCC rules dampened the air at same time

Record breaking sales of equipment during the annual convention of the National Community Television Association in Miami last week were announced by Jerrold Corp., Philadelphia.

Over $6 million in new orders was signed during the four days of the show. Jerry Hastings, manager of Jerrold's CATV systems division, announced last Thursday. The $6 million figure does not include contracts for the construction of complete new CATV systems, he explained; "turnkey" sales figures cannot be determined until systems have been engineered.

Jerrold sales at the convention exceeded expectations, Mr. Hastings said, and exceeded previous show sales records.

No other firm exhibiting at the convention issued formal sales figures. It was obvious, however, that all were pleased at the amount of business that was generated. Typical of the relaxed attitude among the 60-odd exhibitors were the comments of many who said business was remarkably good considering the cloud placed over the CATV business by the FCC's regulations.

Different Character • It was apparent that the commission's CATV regulations had dampened sales, but they also had done much to clear the air. A salesman for a major equipment maker noted a difference in the character of those who came to shop at this year's convention and those who attended last year's equipment show in Denver.

Business was strong last year but there was a more cautious outlook, he explained. "This year, those who came, came to buy," he said.

All the major community antenna equipment manufacturers in Miami had at least an outward air of bullishness at a time when they might have been expected to be bearish. If business was slightly depressed, many were ready to blame the condition on the tight money situation that has developed in recent months.

However major manufacturers such as Jerrold, Ameco, Entron, Kaiser-Cox and Viking as well as those selling new lines of distribution equipment such as American Electronic Labs and Ancecola Astordata, all reported highly favorable response at the show.

Buyers at the show described a heightened competition among the principal trunk-line and amplifier suppliers, resulting in more attractive price and delivery offers.

An Entron representative explained that some manufacturers are still developing equipment that had been sold at last year's convention. He said Entron had experienced record sales in one recent month, that volume was good, though not as good as it could be.

Closed-circuit program origination for CATV, which seemed to be on everyone's mind at the Miami show, was also having an effect on the equipment exhibitors.

Teleman, which has been marketing a low-price Ampex video-tape recorder to the CATV industry for three years without much response, said it expects to sell a large number of them as a result of this convention.

Switchers Sought • Perhaps the most sought after and looked at new equipment was the switching apparatus shown by a dozen manufacturers. This
is used for duplication protection where the CATV must blank out a channel when the local station is showing a program that is duplicated by an outside TV station.

Many of the nonduplication switches provide for automatic switching for from six to 12 channels on a minute-by-minute, hour-by-hour basis for seven days a week.

Jerrold showed its Program Commander PC-6, selling for $2,175; Viking Industries, a seven-day switcher capable of carrying 60,000 commands, for $2,000. Others showing switches: Telemation Inc.; International Good Music Corp., sold through Ameco Inc., and Dynair.

Test equipment of more sophistication was also shown to the convention goers. Telemat showed a TV test signal generator and Anaconda Astrodata an all solid state electronics system analyzer for $3,400.

Advanced amplifiers were featured by Anaconda Astrodata Inc., a new firm in the CATV business; called extended dynamic range amplifiers which range up to 87 db in gain, they are said to permit the feeding of 1,104 subscribers from a single trunk location.

In the field of originsations, most of the conventional time-weather equipment was shown again, although several all-electronic systems were shown by a number of exhibitors, including American Cable Electronics and Electronic Systems Development Inc.

Telemation offered a color generator for the use of the three primary TV colors for use with weather programming.

In the field of microwave relay, Collins showed its new 1-w remodu-
lator; a single channel costing $5,500, with its companion receiver costing $4,000.

CAS Manufacturing Co. introduced the industry’s first completely transistorized headend system, the company claimed.

Entron exhibited a new solid-state FM converter for use at headend sites in CATV systems.

For long-distance reception, Scientific-Atlanta Inc. showed a new 16- and 36-element master antenna system for headend use that pulls in what are said to be clear, good quality pictures from 110-130 miles away.

Jerrold showed its new Parabeam series UHF antennas in modular parabolic grid-type dishes, providing high gain with minimum windload.

Kaiser-Cox featured its new Phoenixian series amplifiers as well as a distribution line amplifier offering up to 20 db gain.

Spencer-Kennedy Laboratories showed a new line tailored for color TV and including a filter permitting efficient separation of co-channel signals.
All-ad FM intrigues FCC

McLendon given green light for classified ad format in L.A.

In the next few weeks, Los Angeles area residents with FM radios may begin hearing all day programming something like this: "Wanted. Electrical engineer for aero-space industry. $10,000 to start. Generous fringe benefits." "For rent. Office space. 7,000 square feet, Miracle Mile location."

For the classified ad, until now chained to the long, gray columns of newspapers, is about to become the chief, almost the sole, program fare of KOLA (FM) Los Angeles.

The FCC last week approved the sale of the station to multiple-station-owner Gordon McLendon, whose announced intention is to transform KOLA into the country's, if not the world's, first classified-ad operation (Broadcasting, Dec. 20, 1965).

The commission acted unanimously, but it attached conditions to the grant, all of them designed to permit close and continuing examination of the unprecedented operation.

Mr. McLendon will be required to file an application for renewal of the stations license in one year (on Aug. 15, 1967) to permit an early review of the station's operations. The next regular license-renewal date for California stations is Dec. 1, 1968.

**Reports** In addition, he will be required to file special reports on the station's operations at the end of the year as well as from time to time during it, as requested by the commission. The reports will cover audience reaction to the station as well as financial data—and because of the experimental nature of the operation, they will not be kept confidential.

Finally, the station must limit its programming to classified ads and public service announcements, as Mr. McLendon proposed in his application to acquire the station. He plans to operate the station from 6 a.m. until 10 p.m. daily.

The commission, in a letter to Mr. McLendon, indicated it was intrigued with the idea. It said it did not feel he had provided a satisfactory basis in his application for the kind of operation he proposes. Nor has it decided that the service is "for the long run" in the public interest. But, it said it regarded the idea as a novel one that it would like to see tested "in as broad a scale as possible."

The commission overrode a staff recommendation that Mr. McLendon be required to furnish additional evidence of his effort to determine community programming needs (Closed Circuit, June 20, 1965). Mr. McLendon made three surveys of programming needs before proposing the all-classified ad format.

**Unique Need** Mr. McLendon, in proposing his format, said in his application he wasn't attempting to fill "a need" but "a unique need." And Los Angeles is heavily served by radio—20 FM's and 12 AM's are located in the city.

The commission's approval of a format that is virtually 100% commercial comes at a time when the agency's case-by-case policing of broadcasters' commercial policies and practices is moving along in high gear.

But the commission, in its letter to Mr. McLendon, stresses that its approval has no bearing on that case-by-case approach. It said it understands the ads the McLendon station will broadcast are not the kind of commercial continuity or spot announcements that interrupt conventional programming.

Mr. McLendon, who is buying the station from Edward Jacobson for $400,000, has pioneered other programming ideas. He was one of those who popularized the top-40 format and, when he operated the Liberty Radio Network after World War II, baseball-game recreations. He also helped break new ground in transforming his Chicago stations WNUS-AM-FM into an all-news operation.

Mr. McLendon's other stations are KLIF-AM-FM Dallas, KILT-AM and KOST-AM-FM Buffalo, N.Y. He also owns the U.S. sales right to XTRA Tijuana, Mexico, which has been serving Southern California in an all-news format since 1961.

3 CBS-owned TV's refuse Schick show

The Schick Safety Razor Co., a division of Eversharp Inc., revealed last week that several CBS-owned-and-operated TV stations have declined to carry a tape of a one-hour musical production, Schick is sponsoring this summer on outlets in 31 cities.

A spokesman for the CBS-Owned TV Stations Division said the one-hour songfest, titled Up with People, had been scheduled on KMOX-TV St. Louis on June 27 and on WWBM-TV Chicago and WCAU-TV Philadelphia later this month. When officials of KMOX-TV previewed the program prior to the scheduled telecast, they decided that the show was unacceptable because, in their opinion, it fostered a particular viewpoint. They referred it to division officials in New York, who agreed with the evaluation.

The division spokesman explained that the CBS-owned TV stations have a policy of "not accepting programs from the outside that are produced for the purpose of expressing a particular viewpoint."

The program, featuring Pat Boone as host, was produced under the auspices of the Moral Re-Armament movement and was designed to inspire feelings of patriotism in viewers, according to an MRA spokesman. It has been on TV stations in Los Angeles, Cleveland, Dallas and New York, among other cities, and telecasts in other areas will be carried this month.

The program has been termed a "sing out" of young America by Patrick J. Frawley Jr., chairman of Eversharp. It has a cast of 130 young men and women and is described as espousing the cause of freedom, racial understanding and patriotism.

Mr. Frawley has earned a reputation as an outspoken anti-Communist. Several years ago Schick sponsored on
TOGETHER AGAIN!

WHTN 13 TV

AND

EASTMAN TV

THE MARKETING REP

NATIONAL REPRESENTATION BEGAN JULY 1, 1966

BROADCASTING, July 4, 1966
NBC-TV plans increase in made-for-TV movies

Like the tail that wagged the dog, tailor-made movies for television may soon provide as many as three out of every five feature film programs on NBC-TV. A consistent percentage of them also may be spun-off as pilots for new network series.

This was what a news conference of TV editors from across the country was told in Beverly Hills, Calif., last week by Grant Tinker, NBC-TV vice president in charge of programs, and Jennings Lang, senior vice president in charge of television production at Universal City Studios. Universal, it was said, may make as many as 12 movies for first-run showing on NBC-TV during the 1966-67 season. The giant production company already has 16 properties selected as possible feature-film product for the network, with 10 of the pictures now filmed or scheduled for filming.

At this production rate, the features, which will be shown in the network's Tuesday and Saturday night movie series, will account for about one of every five movie presentations in the coming season. These two-hour color motion pictures, made available to TV prior to theatrical release will be shown under the title of World Premiere.

The Messrs. Tinker and Lang further revealed that budgets for the features range from $600,000 to $1 million, with an average cost of $700,000 per picture. Shooting schedules to date, have run from 24 to 85 days, schedules comparable to, and in some cases exceeding, those of features aimed at conventional theatrical release.

It also was pointed out that NBC-TV has the option to run each feature twice during the first year after production. Subsequently, control of the film will revert to Universal.

Casting for the tailor-made movies is being made with the television audience in mind. Talent that made reputations on television, as well as long-time movie names, is being employed. In some instances, it was claimed, the performing talent involved in the production of the movies for TV are of greater stature than is found in 50% of the features made specifically for theatrical releases.

It was emphasized that as a matter of policy for both Universal and the network, World Premiere features will be shot on location if necessary. One movie to premiere on NBC-TV already has been filmed entirely in the Philippines and another will be shot in New York City.

The World Premiere concept is an extension of a collaboration made between NBC-TV and Universal in television the Christian Anti-Communist Crusade of Dr. Frederick Schwarz in which a number of Hollywood entertainment personalities appeared.

Last week Mr. Frawley said: "CBS showed defective judgment. It is a terrible injustice to try and ban this show. The only ideology in it is that favoring morality. It's inconceivable that morality would become a subject banned for television presentation." There were reports that Mr. Frawley would take his protest to the FCC.

Another football league organizes

Still another football league burst onto the scene last week and with it came the claim that it is "studying an offer from one network" and is in the "midst of very serious conversations" for showing its games on other continents via satellite.

The United States Football League, with former Notre Dame Coach Frank Leahy as chairman, announced it would be in operation in 1967 and was ready to compete with the American and National football leagues.

ABC-TV said it had not negotiated with the USFL; NBC-TV said it is "quite delighted" with the four years still to run on its AFL contract; CBS-TV said it is "quite happy", with its NFL contract, in its second year. There appeared to be discrepancies among top management of the new league as to just where it stands regarding a TV contract.

The Chicago Daily News quoted Mr. Leahy as saying "in three years our teams will be sufficiently talent (sic) that a network will make a lucrative offer."

The Washington Post said: "Leahy said the league will depend upon television revenue, which he estimated would exceed $350,000 per team for the first season."

Norman F. Hecht, a banker from Rockville, Md., who is president of the league, told Broadcasting that the league would depend on stadium attendance and use TV as an adjunct, not as the primary source of income. He said the seven incorporators of the league are studying several plans for TV, including setting up their own syndication arm. If this plan goes through it would probably put the games on independent VHFs where available and on UHFs in other markets.

Four cities already chosen for the 12-team league are Washington, Cincinnati, Philadelphia and Anaheim, Calif. Six more cities are to be announced on July 20 and additional ones on Aug. 15 and Sept. 1.

Although the USFL intends to match the AFL and NFL in player performance, one network official noted that the minor leagues of football, notably the Continental, are also pulling talent and getting local TV contracts in several cities.

Comte hits criticism of news clearances

George Comte, general manager of radio and television for the Milwaukee Journal stations, has criticized an article in the Columbia Journalism Review (Broadcasting, June 20) purporting to show that substantial numbers of radio and television stations had failed to carry network public affairs and Vietnam programs.

In a letter to James Boylan, editor of the Review, published by the Columbia University graduate school of journalism, Mr. Comte branded the study as "biased" and "lopsided" and added that it did not tell the whole story and contained interpretations taken out of context.

He also chastised the article for citing...
that the network offering of the Senate Foreign Relations Committee’s hearing on Vietnam Feb. 10 had been blacked out in the Milwaukee area when WMJ-TV, the Milwaukee Journal station, had carried four hours and six minutes of this programming.

He also took issue with what he called the article’s implications that local stations are doing less than their public duty if they do not carry network offerings in their entirety. He observed that all stations are obliged to operate in the public interest and that only the stations can judge what is in the public interest.

The article also failed to say what programs the local stations carry when they don’t broadcast network news or public affairs reports. He said that his station, instead of carrying NBC’s Frank McGee Report on Sundays, airs a half-hour program of local public affairs and controversy that it deems in the public interest. He added that too often some persons “interpret the public interest as what they think the public ought to be interested in.” In this context he mentioned Fred W. Friendly, who resigned earlier in the year from his post as head of CBS News over the network’s decision not to televise part of the Senate Vietnam hearing. “There are some of us who believe,” Mr. Comte continued, “after many years of serving the public, that, at least to a degree, the public interest is served by giving the public what the public is interested in. Perhaps we could even get you to feel that way if you were to sit with our telephone operators and listen to the vehement protests when such coverage as we are being erroneously castigated for not carrying comes on the air.”

While praising the work done by the networks, he went on to say that local stations are also doing the same type of work. He said that his station’s half-hour news program at 10 p.m. is among the top-five rated shows in its area. “To thousands of people this is the fulfillment of what they want in the way of news. To try and cram more down their throats in a waste of good time,” he concluded.

Safer expands his Sylvester criticism

The war between newsmen and Arthur Sylvester, assistant secretary of defense for public affairs, was on again last week.

Morley Safer, CBS News correspondent, charged in an interview on WCBS New York’s WCBS Radio Looks at Television that Mr. Sylvester—who has been long and widely accused of managing news—and told newsmen at a briefing in Saigon last summer that he expected them to be the “handmaid of the government” and that they were “stupid” if they expected “any American official” to tell them the truth. “We sat there agape listening to the man,” Mr. Safer told Ed Joyce, host on the weekly series.

Mr. Safer had made the charges before, in an article in the Overseas Press Club’s Dateline publication. On the program he was questioned about them and about Mr. Sylvester’s challenges to their accuracy.

He told Mr. Joyce that a few hours after the Sylvester briefing in Saigon, a government official who was “a fairly high-ranking member” of the U.S. mission there, had told him: “Look, I apologize for what happened. Now you know what we have to put up with.”

Asked about “pressures” on newsmen, Mr. Safer said that a Marine Corps officer “called me one day from Danang and said: ‘Look, you better stay away from here because we won’t be able to protect your security. One of our boys might come up and shoot you in the back.’”

Mr. Safer attributed this to “one hot-head,” not to the Marines as a unit.

“It was a ridiculous statement for an officer, presumably a gentleman, presumably sober, to say to a reporter because, of course, the way we reacted was to go right back up to Danang and just sit there a week,” he continued. “Show the flag.”

Mr. Safer said that despite Mr. Sylvester’s claim that he could deal with newsmen “through your editors,” he knew of no correspondent in Vietnam who had been asked by an editor to “ease off” or “follow any kind of official line.”

But, he said, “certain American officials in Washington” had tried to “vilify certain correspondents, among them this one.”

Mr. Safer said the relationships between reporters and public information officers in Saigon “has been a good healthy one”; that “the relationship in the field is better” and that in “dealing with the men who fight the war it is very good indeed.”

Mr. Safer’s coverage in Vietnam has won him an Overseas Press Club award, the Sigma Delta Chi award for distinguished service in TV reporting and the Peabody Award.

Russian films set for U.S. television

A group of 100 motion pictures originally produced in the Soviet Union for international theatrical release is headed for showing on U.S. television in English-language versions.

Alvin Bojar, vice president of Golden Arrow Films, announced in New York last Thursday (June 30) that his company has acquired the exclusive U.S. TV distribution rights to the films from Artkino Films Inc. and Sovexportfilm of Moscow. He expressed the view that this will mark the first time that Soviet feature films will be available to TV stations on a regular basis, though an occasional Russian feature has been on TV in this country.

Golden Arrow, Mr. Bojar said, has prepared an initial package of 30 features for TV syndication, two of which already have been sold to the NBC owned TV stations (“The Cranes Are Flying” and “Dimka”) and a third has been licensed to National Educational Television (“Lady with a Dog”). Other films in the package are “Don Quixote,” “Resurrection,” “The Duel,” “Peter the Great,” “Twelfth Night” and “Volanta.” In addition, Golden Arrow will distribute to theaters in the U.S. a group of new Artkino features, which will be made available later to TV.

Mr. Bojar added that Edward Gray, Golden Arrow president, and other company officials, will visit the Soviet Union this summer to obtain additional product for theaters and TV and...
A little more range

Traffic reports from helicopters may be old hat but would you believe jet plane air-to-ground radio bulletins? This service will be provided by KGIL, San Fernando, Calif., on a one-day try-out basis on July 4. The station will report holiday traffic on freeways covering the entire Southern California and Nevada area. A new Pacific Lear Jet plane will be used.

More testify in L.A. payola probe

The closed-door hearing by the FCC into alleged widespread payola activities among certain record companies and rock 'n' roll radio stations in Southern California went into its second week in Los Angeles last week (Broadcasting, June 27). A steady parade of witnesses entered the secret chamber at the U.S. courthouse to testify before Assistant Chief FCC Hearing Examiner Jay A. Kyle and FCC Broadcast Bureau attorney Joseph Stirmer.

Included among witnesses appearing at the hearing so far were John Fisher, former record promoter for Park Avenue Records; Peter Gram, owner of Park Avenue Records; Al Bennett, head of Liberty Records; Robert Skaff, vice president in charge of promotion, artists and repertoire for Liberty Records; singer Johnny Fortune; Russ Reagan, former record promotion man and Sam Laine, free-lance song promoter and brother of singer Frankie Laine. Reportedly some witnesses have accused disk jockeys and radio station executives of accepting payola ranging from free car repairs to romantic favors of beautiful women for favorable play of certain records.

Still to appear at the hearing are most of the prominent disk jockeys that have been subpoenaed. The investigation was triggered by Al Husky and Currie Grant, former record promoters, who filed suit in April, 1964, asking $230,000 damages and naming 25 defendants who work for record companies and distributors and Southern California radio stations.

It has been indicated that any incriminating evidence disclosed at the closed-door sessions will be turned over to the FCC in Washington for evaluation and then may go to a federal grand jury for prosecution. The Communications Act calls for a $10,000 fine, one year in jail, or both, for payola participants. It was pointed out, however, that witnesses cannot be prosecuted on the basis of evidence they give.

FCC chided for Negro program policy

An FCC effort to define the issues between two competing applicants for an AM facility in Washington has laid the agency open to charges of applying racial standards in evaluating the applicants programing proposals.

Representative Frank Horton (R-N.Y.) last week cited a commission hearing order which noted that one applicant in the hearing proposed "specialized" programing aimed at the Negro audiences while the other proposal "does not appear to be similarly specialized.

He said it was "inconceivable" that a federal agency would consider "racial reasons in deciding the merits of a radio station application. . . . To suggest that the radio listening likes of Negroes are any different from those of other American men, women or children is patently patronizing. That a federal policy should support a stereotype so false and misleading is obviously offensive. It amounts to refined intolerance."

Representative Horton didn't mention the case involved, but he was referring to the contest between WUST, which is seeking a renewal of its license, and Bethesda-Chevy Chase Broadcasting Inc., a Washington area group that is seeking a permit for a station on wust's facility.

WUST, which now follows a Negro-oriented format, is the applicant proposing the specialized programing for Negroes.

The question of Negro-oriented programing has been a touchy one with civil rights groups in the past. A delegation of such groups discussed the matter with then Chairman Newton N. Minow when WOOC-TV Washington, went in the air in 1963 with programing directed at the Negro audience.

But commission officials last week said the agency was not setting any standards or implying any preference in the case. They noted that the applicants had designed their own programing proposals and that since they were different the commission would have to take evidence on them.

The commission's policy on comparative criteria says that decisional sig-
John Sheedy takes it home to read TELEVISION. The magazine that is read, in depth, by decision-making money allocators in advertising management.
'Therapy' to present unrehearsed psychological sessions

Local television programing in Los Angeles is likely to be shot out of the summer doldrums next month by the introduction of a startling program concept. This new kind of television will be unrehearsed, undirected, unplanned and largely unedited. It's a one-hour weekly series called Therapy, which, as the title implies, holds actual group therapy with real people, not actors, up to the camera's unblinking eye. The psychological sessions will be presided over by noted psychiatrists and psychologists.

The series starts on KHJ-TV Los Angeles, an RKO General station, July 19, at 10 p.m. It then will become a regular part of the station's programing on that day and time for an initial run of 13 weeks. If audience and advertiser reaction is favorable, it's probable that the series will be shown on some, if not all, of the other five-owned RKO General stations and also subsequently may be offered in syndication to other TV stations.

KHJ-TV screened a sampling of the series for the press last week. What was seen was a session of therapy with an entire family. A practicing doctor, relentlessly tearing away the masks of self-delusions, prodded his patients to the roots of their problems. Viewers were given a penetrating, withering look into other people's lives. The flood of personal inadequacies and fears let loose seemingly threatened to engulf the screening audience in a wave of painful self-identification. In one of television's harshest, most candid moments, the mother of the family, claiming to be in deep mental turmoil over the conflict between her religion and her desires is told that it's her "stinking conscience" that's really in the way.

The pilot program gives certain evidence that whatever its popular impact, the series is going to come in strong, undiluted doses and be a sure-fire topic of controversy. For while full identification of the people involved was withheld, little else was. Faces were not hidden and first names were used. In some sessions, it's possible that silhouette lighting will be employed to shadow the faces of patients who prefer complete anonymity.

The sessions are being taped in the KHJ-TV studio. But television's part in the proceedings is played down. Lights and microphones are muted. The director and his production crew are totally out of sight. Only cameras and cameramen are in clear evidence.

Observe Progress • Plans call for programs to follow a group or individual through several sessions of therapy so that progress can be noted along the way. Individual, and husband-and-wife therapy will be shown as well as the group sessions. Patients will not be compensated for participating in the programs. The presiding doctors, however, will be.

Significances will be given to programing proposals only if there are "substantial differences" between competing applicants on that point (Broadcasting, Aug. 2, 1965).

Officials also pointed out that other specialized programing, such as that aimed at foreign-language groups, has been a key factor in past commission decisions. Some grants have also been made to applicants proposing Negro-oriented programing.

Program notes...

Watts echo • NBC-TV has scheduled a one-hour news special called The Angry Voices of Watts: An NBC News Inquiry in prime time in August. Featured will be writer Budd Schulberg and his work in a creative writing workshop that he started last year for Negroes in Watts. Mr. Schulberg's brother, Stuart, will produce and direct the program.

ABC fills rep's • Approximately 200 station representatives in New York were given a preview last week of ABC-TV's plans for the fall of entertainment shows, sports and news. Donald S. Shaw Jr., ABC's director of station relations, was host. Speeches were made by Elmer Lower, president, ABC News, and Donald Foley, vice president in charge of advertising and promotion.

Begins with a laugh • The first program in new ABC Stage 67 weekly color series will be "The Love Song of Barney Kemplinski," a comedy about New York by playwright Murray Schisgal. The program was produced entirely in New York by Marc Merson and will be carried on ABC-TV on Sept. 14 (10-11 p.m.).

Boating I.Q. test • In conjunction with National Safe Boating Week (July 3-9), WDB-TV Boston, presented S.O.S.: Safety Off Shore, 7:30-8 p.m., on July 5, with WDB-TV meteorologist Don Kent and newsmen Gene Pell as co-hosts. Robert Markowitz wrote and produced the show which was designed to test the viewer's knowledge of boating regulations and safety. Cooperating in the production was the U. S. Coast Guard and the Massachusetts Division of Motorboats.

Movie for TV • Shirley Booth, TV's erstwhile "Hazel," will star in Universal City Studios' "Package Deal," the 10th announced two-hour movie the production company is making for NBC-TV this season. Earlier this month, Universal announced two other feature pictures for the network, "The Borgia Stick" and "Midnight Oil," with Jonathan Winters. All of the features for NBC-TV will be shown under the title World Premiere on the network's regular Saturday and Tuesday night movie programs.

Vietnam specials • WQAD-TV Moline, Ill., has sent Jim King, news director, and photographer Leland Kenower to South Vietnam to film more than a thousand on-the-spot interviews with area residents' friends and relatives serving in civilian and military capacities. The team also plans to visit other Southeast Asian countries for supplemental information. Interviews will be aired in color on WQAD-TV's 10 p.m. news. Local sponsors for the Vietnam tour include Eagle Food Stores, Community Savings and Loan of East Moline, Learner's Sales and Rock Island and Chicken Delight Inc.

Tips to women drivers • The Motor and Equipment Manufacturers Association (MEMA), New York, is offering radio stations, free of charge, a series of 10-minute scripts, Car Topics for Lady Pedal Pushers. Material is designed as a public service and emphasizes safety aspects and good economy of regular auto maintenance, and is free of technical jargon. The association reports that stations are programing the series with women's fashion and recipe shows. Scripts can be obtained from Betty Anderson, public relations department, J. Walter Thompson Co., 535 Griswold, Detroit 48226.

Banking series • The American Bankers Association, New York, is offering a free 3½ minute radio series, The...
paid their usual consultation fees by the station. The doctors, too, will have the right to edit the completed tape.

Therapy will be produced by Lawrence Schwab, who most recently created and produced Cineposium, an analytical series about filmmakers shown on educational station KCET(TV) Los Angeles. Mr. Schwab first became interested in producing a series about therapy after undergoing treatment himself. He's been trying to sell the program concept for the last two years. Reportedly the networks rejected the series because they questioned the consistent availability of patients willing to expose their psychological problems in front of the cameras.

Mr. Schwab claims to have found, however, that many patients undergoing therapy are either extroverted to the point of being latent exhibitionists or deeply introverted to a point where they become no longer aware of anything happening outside of themselves.

Asked if having a camera on patients during a session would tend to inhibit them, Mr. Schwab replies: "If you're bleeding to death you don't care who watches while you're being bandaged."

The producer, off camera, will introduce each program. His regular reminder to the audience also serves as his purpose in making the series: "If you aren't willing to become involved . . . don't watch this program." Audience identification is the key to the program concept.

A maximum of five breaks is being left available in the hour program for commercial interruptions. There'll be no break in the therapy session. Instead the technique calls for a soft musical dissolve into the commercial messages, followed by an equally subtle fade-in. The station, according to the producer, is attempting to sell the program only to advertisers of top-quality products.

Financial Flibberts, about the money management problems of a fictitious family portrayed by Eddie Bracken and Peg Lynch. Programs, also featuring such radio-TV personalities as Parker Fennelly and Margaret Hamilton, are distributed by A. P. S. Inc., 48 West 48th Street, New York.

New negative cutters = Collier's Editorial Service Inc., a new corporation formed earlier this year, has opened negative cutting rooms at Technicolor Corp.'s television division laboratory, 140 Universal City Plaza, Universal City, Calif. The company services film producers on both coasts.

Big start = TV Cinema Sales Corp., distributor of Golden Arrow Films for television, reports more than $500,000 in feature sales during its first two months in business. The sales come from 10 domestic TV markets ranging from Pittsburgh to Honolulu. Announcement of the record performance was made by Jerry Weisfeld, president of the new syndication firm.

'Monkee' business = Screen Gems, New York, has signed the comedy writing team of Gerald Gardner and Dee Caruso as executive writers for its new 1966-67 NBC-TV comedy series The Monkees, on Mondays (7:30-8 p.m. EDT).

New feature = KDKA-TV Pittsburgh June 25 began Newswatch, a weekend service of five-minute newscasts on Saturday and Sunday afternoons. Newswatch features Vince Miles, in reports of late news development, weather and traffic conditions on Saturdays at 2 and 3:25 p.m. and Sundays in the break of Double Feature and at 5:30 p.m.

30 sales = ABC Films has sold Midwestern Hayride color series in 30 markets during the past two months. The series, produced by Avco Broadcasting, has been sold including Los Angeles, Washington, Indianapolis, Pittsburgh, Denver, Dallas-Fort Worth, Cincinnati, Houston and other markets.

Women's world = The radio-TV arm of the Executive Council of the Episcopal Church has announced that Women are News, a 15-minute program conducted by Cynthia Wedel in New York, will be available to stations in the top 300 markets on Sept. 1. The program will focus on "achievements of women and their role in contemporary society."

Movie for TV = Production will start this month on the ninth two-hour feature to be made by Universal City Studios specifically for NBC-TV. A spy drama, The Borgia Stick, will be filmed in New York.

City beautiful = "Design for a City," a 28½-minute color film focusing on Philadelphia's massive urban renewal program, is available to TV stations by Reynolds Metals through Association Films Inc., New York.

Catch them later = WPIX(TV) New York will televise an 11-game football schedule of National Collegiate Athletic Association teams on a delayed basis. The schedule includes eight Notre Dame games.

Going color = Three of four NBC News five-minute reports presented weekdays on NBC-TV will be colorcast beginning today (July 4). They are: Sander Vanocur with the News (10:25 a.m.), Floyd Kaliber with the News (1:55 p.m.) and Nancy Dickerson with the News (4:25 p.m.). The fourth program, Edwin Newman with the News (12:55 p.m.), will go to color later.

Ned to Koplan = Harry Koplan, production executive at Screen Gems, will develop game and audience participation shows for both daytime and prime-time programming. Mr. Koplan, a former TV packager, continues as SG's supervisor of daytime programming.

First at tee = The British Open will be telescast live for the first time in the United States when ABC-TV carries the tournament from Scotland this week via Early Bird satellite. Video-tapes of the third round and highlights of the first two rounds will be seen Friday, July 8 (7:30-8 p.m. EDT) and the final round will be live Saturday, July 9 (11 a.m. to conclusion). Commentators will be Jim McKay and Byron Nelson.

Tributes = A live one-hour series in which top show business personalities will pay surprise tributes to important figures in the entertainment field is being prepared by NBC-TV for 1967-68 under the working title of Salute. Bob Finkel, who will be executive producer, said the only regular performer will be a continuing host. It will be reminiscent of This Is Your Life.

Radio series sales . . .


Dream World Series (Triangle): WLVU Loves Park, Ill.; WMRF Lewiston, Pa.; WOUX Waukesha, WFFR Wisconsin Rapids and WDBT Rhinelander, all Wisconsin.

Audio Program Service (Triangle): WNDW-AM-FM Daytona Beach, Fla.; KUDU-FM Ventura and KJML(FM) Sacramento, both California; WKEE-FM Kennewick, III.; WCHS-FM Chambersburg, Pa., and WTXC-FM Shawano, Wis.

Tom Anderson's Straight Talk!
(Jonathan Kirby Enterprises): WAZP
Yazoo City, Miss. and WOSR Millen, Ga.

Anniversaries in Sound (Triangle): KXIV Phoenix.

The John Doremus Show (Functional
Media Inc.): WOSR Oswego, N. Y.

Jimmie Fidler Hollywood News
(Jimmie Fidler in Hollywood): WAYN
Rockingham, N. Y.; WJCM Sebring,
Fla., and wlop Jesup, Ga.

July 4, 1776 (Woroner Productions):
KPAC Port Arthur, Tex.; WOUA Moline,
Ill., and kvfd Fort Dodge, Iowa.

Close-Up (Woroner Productions):
WBRI Indianapolis; kima Yakima,
Wash., and keed Eugene, kgrl Bend
and kaci The Dalles, all Oregon.

The First Christmas (Woroner Productions):
Kfvd Fort Dodge, Iowa.

AI-TV expands its
TV program list

An expansion in production and pro-
gram acquisition activities at American
International Television was announced
in New York last week by Stanley E.
Dudelson, vice president, AI-TV.

Three program series are in various
stages of preparation, according to Mr.
Dudelson. They include Archie, a
half-hour animated series to be pro-
duced in New York; Solaranuts, a
half-hour space fiction color series to be
produced in London with ABC Tele-
vision Ltd. there and a half-hour un-
titled adventure series to be produced
in color in Africa.

AI-TV will aim these programs for
network sale but syndication “has not
been ruled out,” Mr. Dudelson stated.

In the product acquisition sphere,
AI-TV now has the syndication rights
to ABC Television Ltd.’s The Aven-
gers series, currently on ABC-TV here,
effective October 1967. In addition,
AI-TV has acquired various properties
from Henry Saperstein for foreign dis-
tribution. They include 130 Mr.
Magoo cartoons; 130 Dick Tracy car-
toons; 77 UPA cartoons, 20 theatrical
features and 142 one-hour shows.

Mr. Dudelson reported that business
at AI-TV this summer is “running
at about 300% higher than last year at
this time.”

HEW releases mental
health radio series

A series of 13 five-minute radio pro-
grams dealing with mental health has
been released to 650 stations.

Dr. Dale C. Cameron, M.D., super-
intendent of St. Elizabeths hospital,
Washington, Department of Health,
Education and Welfare, is host and
commentator for the series entitled
What Do You Know About Your
Mind? Prominent medical and lay
personnel, and members of the clergy,
appear on the same programs.

The series was produced with the co-
operation of the National Institute of
Mental Health, Washington.

AFM to seek ‘manna
from heavenly airways’

The 69th annual convention of the
American Federation of Musicians,
held in Las Vegas last week, heard
the rattle of sabers pointed at the broad-
casting industry. Calling attention to
negotiations with the networks due to
take place this month, International
President Herman Kenin took a tough
stance and promised that the AFM
would battle for an equitable share of
the ‘manna from the heavenly airways’
that he claims makes for glutted broad-
cast profits. “The federation is pre-
pared to take on any fight that must be
waged with the broadcasters,” he vowed.

Later Mr. Kenin was returned with-
out opposition to office for his ninth
term. Also unopposed for re-election
was Stanley L. Ballard, international
secretary-treasurer.

During the convention, attended by
about 1,000 delegates, the Jos. Schlitz
Brewing Co., Milwaukee, was given a
citation for its sponsorship of free live
music concerts by the New York Phil-
harmonic Orchestra in New York City’s
park system.

KWHK lashes out at
censorship attempt

A KWHK Hutchinson, Kan., editorial
lashed out at the attempt of a local
lawyer to stem the flow of information
from local governmental agencies con-
cerning the arrest of two teen-agers
charged with rape and murder. The law-
er cited the Supreme Court’s decision
in the Sam Shepard case, which stated
that the defendant had not received a
fair trial because of adverse publicity
from the communication media.

The lawyer said he was not trying to
tamper with free press, but merely to
regulate the flow of available informa-
tion.

Two district judges, not ruling di-
rectly on the matter, proposed guide-
lines for local officials, similar to those
suggested by the attorney general’s of-
fice, but which go somewhat further to-
ward censorship.

In the editorial, David Mackey, sta-
tion manager, said: “The regulations
... will obstruct the honest, objective
efforts of the news media” who are try-
ing to keep the public well informed.

The editorial went on to say that KWHK
will continue to fight censorship of the
news media.

WOR-FM changes July 31
to contemporary sound

RKO Radio’s WOR-FM New York,
currently duplicating the basically talk
programming that WOR has featured for
many years, will switch to a new
policy emphasizing contemporary music
in stereo, beginning July 31.

The contemporary sound, including
rock ‘n’ roll, country and western, and
ballads, was chosen as a logical coun-
terpoint to WOR programming, according
to Robert S. Smith, vice president for
the WOR-AM-FM-TV division of RKO
General. At the outset, separate FM
programming will be presented from 9
a.m. to midnight during the week and
5 a.m. to midnight on weekends.

WOR-FM is seeking sales personnel
to work with Burt Lambert, station man-
ger, and also plans a $100,000 outdoor
advertising campaign throughout the
New York market to promote the pro-
gramming change. The campaign will
start July 15 and run through mid-
September.

Buick Open reports fed
to 152 radio outlets

More than 3,900 live news feeds went
to 152 radio stations in 40 states
during the Buick Open golf tournament
in Grand Blanc, Mich., last month.
About 1,000 feeds went to 100 sta-
tions the previous year.

The 1966 tourney marked the third
straight year the tournament committee
had provided the service to stations. A
total of 107 hours and 30 minutes in
3,914 separate feeds averaged out to
just under 28 minutes per station. Adi-
tional feeds went to networks.

A survey of the stations taking the
feeds showed that 70% of their broad-
casts were being locally sponsored by
Buick dealers.

Greenway-Fox puts
Dick Tracy in lineup

Greenway Productions and 20th
Century-Fox TV, the production team
that buzzed the Green Hornet series on
the heels of Batman, has landed another
comic strip hero for television. Green-
way President William Dozier and Fox
TV Executive Vice President William
Self announced last week that they had
acquired TV rights to “Dick Tracy”
for possible showing as a weekly series on NBC-TV. The series would be geared for a 7:30 p.m. time slot as either a second-season replacement in 1966-67 or as a starting entry for 1967-68. The Greenway-Fox forces also are considering production of “Wonder Woman,” still another comic book show for the season following the coming one.

Mr. Dozier revealed that if a pilot is necessary to sell the “Tracy” series, he will personally produce it. He also will be executive producer of the series. He carries the same responsibility for both the Batman and Green Hornet programs.

Made-for-TV movies
scheduled by ABC-TV

Three motion pictures made expressly for TV by Metro-Goldwyn-Mayer Inc. will be shown this season on ABC-TV and three in the 1967-68 season in The Sunday Night Movie period. The movies will be produced by MGM in association with the network. ABC announced last week titles of the three to be seen in the coming season: “Fifty-Two Miles of Terror,” starring Dana Andrews and Jeanne Crain; “Return of the Gunfighter,” with Robert Taylor and Chad Everett; and “The Dangerous Days of Kowa,” including in the cast Robert Horton, Diane Baker and Sai Mineo.

All of the motion pictures will be produced in color.

Seven in governor race
tape broadcast at GAB

Georgia viewers and listeners got a taste of a mass great debate last week as the seven candidates for governor (six Democrats and one Republican) appeared at the Georgia Association of Broadcasters convention for a special one-hour program. The show was carried live from Jekyll Island, Ga., 10-11 a.m. on Monday (June 27) on about 100 radio stations. It was taped by WALB-Tv Albany and played back at 10 p.m. that night on an eight-station network: WAB-TV and WAGA-TV, both Atlanta; WLB-F(Tv) and WRGB-TV, both Augusta; WRBL-TV Columbus; WJAZ-TV Macon; WALB-TV, and WCTV(TV) Thomasville. Two other stations, WSetc-Tv and WSAV-TV, both Savannah, carried it at a later date.

On June 28, the three candidates for lieutenant governor took part in a one-hour broadcast on more than 100 radio stations. Past presidents of the GAB questioned the candidates on both programs.

WE KNOW MORE ABOUT PROMOTION THAN YOU DO

Of course, we realize you’re knowledgeable and expert enough in techniques of promotion, but aren’t there certain times when you’re going into a new campaign and you want to find a new . . .

IDEA

And, besides needing that one new idea at that time, how about the many other times when you’re scouring your brain for a different way to advertise a program, to stage a presentation, to promote your station’s image, or to service your client with merchandising? At times like that, wouldn’t you need ideas of . . .

QUALITY and QUANTITY

Who are the people who, all together, know more about promotion than you do?

* BROADCASTERS PROMOTION ASSOCIATION

BPA membership costs $30 a year. For that price you get a monthly newsletter absolutely bulging with borrowable ideas. And the annual convention is the hardest work promotion managers do all year. Really, can you afford not to belong?

BROADCASTERS PROMOTION ASSOCIATION

1966 CONVENTION AT ST. LOUIS, MO.
NOVEMBER 14-15-16

FOR MORE INFORMATION, WRITE BPA
1812 HEMPSTEAD ROAD, LANCASTER, PA. 17601
Hughes, Teleprompter link
Aircraft company enters into New York CATV project; two form electronic equipment firm

The giant Hughes Aircraft Corp., a leader in space technology and communications electronics, entered CATV last week, acquiring a major interest in Teleprompter Corp.'s CATV project in New York City.

At the same time Hughes and Teleprompter announced they are forming a jointly owned subsidiary corporation, Theta Communications, to make and market electronics equipment. Principal current project of Theta is the "short haul" 12-channel microwave relay system now being tested in Manhattan in the 18,000 mc band under special FCC authorization (BROADCASTING, April 18, 1966).

Hughes is expected to inject large funds into the community antenna development in the northern half of Manhattan where Teleprompter already has a small number of paying customers. The present joint commitment of Hughes and Teleprompter for the New York City system is said to be in the area of $10 million.

Relative shares of the two companies in their two ventures were not disclosed but it was learned that Hughes will be expected to put up 50% of the financing for the New York project in return for 20% ownership in the system now and the right to acquire an additional 29% over the next several years. This would ultimately leave Teleprompter the majority owner with 51%.

It was further understood that Teleprompter would initially own 20% of Theta Communications, soon acquiring an additional 29% leaving Hughes in control of that company with 51%.

Hughes engineers in Miami last week indicated that tests of the short-haul microwave system, an amplitude modulation link, were running successfully and that they might be completed and results reported to the FCC within a couple of months.

Price Question • Whether the commission will be disposed to license such microwave links for commercial use remains to be seen. Irving B. Kahn, chairman and president of Teleprompter, indicated a microwave transmitter of the kind being tested in New York, capable of simultaneous output of 12 color TV signals, might be competitively priced with conventional microwave transmission systems having four channels.

Hughes Aircraft is widely known for its development of Surveyor, the soft-landing mooncraft and the Early Bird and Syncom communications satellites. It is reported to be the twelfth largest U.S. company in terms of government contract work. It is privately owned but estimates of its annual gross have run up to and over a half billion dollars.

How It Works • How the short-range multi-channel microwave system might be used was explained to a National Community Television Association engineering meeting by Hubert Schlaffy, Teleprompter vice president.

It could be used, he said, as an "invisible" cable to feed TV signals from a headend to one or more distribution terminals. From there, the service would be distributed to subscribers by way of conventional coaxial cables. A second use, Mr. Schlaffy noted, would be for transmission to remote households that are in line of sight of the narrow, high-gain beam. The receivers would require a converter, but it would permit residences outside the

FCC starts drawing its CATV pattern

The FCC has begun developing the pattern it will follow in deciding whether to grant CATV's waivers of the rule designed to preserve a favorable climate for UHF development in the major markets—the top-100-market rule. It granted waivers in the first three cases up for consideration last week, but none of the requests had been opposed by broadcasters, and none of the CATV systems involved appeared to present a threat to UHF development.

As of last week some 60 petitions were on file for waiver of the rule that requires CATV's to seek commission permission, in a hearing, before relaying signals beyond their grade B contour into any of the top-100 markets. Efforts are being made to expedite consideration of the requests.

The CATV's involved in last week's action and the commission's reasons for granting the waivers follow:

Martin County Cable Co., which proposes to relay distant signals from Miami into Martin county and Stuart, Fla. (West Palm Beach, 85th market). The area to be served is sparsely populated and is relatively isolated from the heavily built-up sections of the West Palm Beach market, which lie to the south. Accordingly, the likely impact on UHF development in the market is not considered great.

Coldwater, Mich. • Coldwater Cablevision Inc., which proposes to bring into Coldwater, Mich. (Lansing, 47th market), signals from Detroit; Toledo, Ohio; Fort Wayne and South Bend, both Indiana, and Windsor, Ont., stations. Coldwater, a community of 8,000 population, is 70 miles from Lansing, too far for the CATV to have any impact on UHF development there.

Chenon Communications Inc., which proposes to relay distant signals from WUXI (TV) and WONV, both New York, into Chenango Bridge, N.Y. (Binghamton, 82d market). CATV's are already feeding those signals into communities in the market.

The commission vote on the three cases was unanimous. Commissioners Robert T. Bartley and Lee Loevinger, who dispute the commission's authority over CATV's, concurred only in the result. And Commissioner Kenneth A. Cox concurred in the Martin county and Chenango Bridge cases and dissented in part in the Coldwater, Mich., case, and issued statements in each.

In the Coldwater case, he concurred to the extent of permitting the CATV to transport the distant signals of three stations which, with the local signals carried on the cable, would result in Coldwater residents being provided with programing
built-up areas of the community to receive TV signals via the cable service. In major cities, like New York where the test is underway, the amplitude modulated link (AML) is being used to transmit New York's TV signals to special receivers in each block that is "illuminated" by the microwave beam. From there the signals are distributed to individual homes by means of conventional cable.

Mr. Schally said that to date he is "extremely well pleased" with results of the tests. There have been, he said, no surprises or major deviations from theory.

**Court upholds FCC's ownership policy**

The validity of the FCC's interim policy designed to slow down the acquisition of major-market television stations by multiple owners has been upheld by the U. S. Court of Appeals in Washington.

The court in a unanimous decision dismissed the appeal of Meredith Broadcasting Co., which had sought to have the policy declared invalid. The court held that the policy is a procedural measure which the commission was within its statutory rights in adopting. Judge Walter M. Bastian wrote the decision in which Judges John A. Danaher and James S. Wright joined.

The disputed policy, adopted June 21, 1965, specifies that, absent a compelling affirmative showing, the commission will designate for hearing applications that would result in a broadcaster owning more than three television stations (no more than two of them VHF's) in the top-50 markets.

The policy was adopted as an interim measure at the same time that the commission issued for comment a proposed rulemaking that would place those ownership limits in the rules (without affecting present holdings). The commission said its aim was to "prevent the compounding of situations which we believe contrary to the public interest" while the rulemaking proceeding was pending.

Meredith had argued that the policy is illegal in that it was adopted without interested parties being given an opportunity to comment, is unsupported by findings and fails to establish standards. It also claimed that the policy deprives it of its constitutional right of due process.

**Major Question** The court, however, held that the key question was whether the policy is procedural or substantive. "Our consideration leads us to the conclusion that it is procedural and that it does not contravene" the law, the court said.

The court also noted that the policy doesn't affect any existing station—nor for that matter Meredith, which is not trying to acquire additional stations in the top-50 markets. Meredith, which has two VHF's in those markets, had argued that the policy affects its ability to expand and improve its facilities.

The court said it was unimpressed by that argument. And the Meredith contention that the commission's action has affected the values of the stations owned by the licensee "is without basis in the record," the court said.

It added that the commission isn't applying the rule during the interim period, noting that there is nothing in the policy to indicate that any proposed station acquisition will, after consideration, be denied. "The notice simply provides that a hearing may be required" under certain circumstances, the court said.

It also noted that a license is issued subject to the provisions of the Communications Act, that the licensee acquires no permanent rights, that antitrust problems may exist and that "the commission is entitled, in its expertise, to formulate policy in aid of the congressional purpose. Indeed we have recognized this in upholding the commission in its issuance of 'freeze' orders at various times in the past, a procedure much more drastic than the present interim policy."

The commission has yet to order a hearing under the policy. In two cases, involving KWGN (TV) (formerly KCTO [TV] Denver), and WUHF (TV) Milwaukee, the commission approved sales to multiple owners without hearings on the ground that sufficient showings had been made without them.

Meredith's two top-50 market VHF's are KCMO-TV Kansas City, Mo., and WHEN-TV Syracuse, N. Y. Meredith also owns KPHO-TV Phoenix. All three operate on channel 5.

**Toledo CATV sets battle plan**

Will ask appeals court to review arguments

FCC denied in import case

The first CATV to be faced with a cease-and-desist order under the FCC's top-100-market rule is appealing the case to the U. S. Court of Appeals. The notice of appeals indicates a broad attack on the commission's CATV rules in prospect.

Buckeye Cablevision Inc., told the circuit court in Washington last week it would argue in its appeal that rules adopted by the commission in its Second Report and Order in March (Broadcasting, March 14) are unlawful.

Buckeye will also argue that the commission made a number of procedural and substantive errors in connection with the order directing the CATV to stop importing the signal of WJTM-TV Lansing, Mich. Buckeye, which is carrying local and Detroit stations' signals, is complying with the commission order.

The commission considered and threw out most of the arguments Buckeye will ask the court to review. These include assertions that the rules violate CATV operators' freedom of speech, that the commission lacks jurisdiction over nonmicrowave-served systems, and that the retroactive manner in which the top-100-market rule was enforced is illegal.

**Main Issue** Principally at issue in the case is the rule requiring CATV's to obtain commission permission, in a hearing, before transporting signals beyond their grade B contour into any of the top 100 markets. The rule became effective as of Feb. 15, although the new CATV rules were not formally adopted until March 4 and were not published until March 17. Buckeye began operating March 16.

The commission order against Buck-
FCC returns to full strength

It was a new beginning for the oldest and youngest members of the FCC last week. Chairman Rosel H. Hyde (l), 66, was sworn in as a commissioner for the fourth time and Nicholas Johnson (c), 31, for the first. Supreme Court Justice Hugo L. Black, whom Commissioner Johnson served as law clerk in 1959-60, administered the oath of office to both men. Among the several hundred friends, family members and commission staffers on hand for the ceremony were two former commissioners, Robert F. Jones, who served from 1947 to 1952, and Edward M. Webster, who served from 1947 until 1956.

FCC returns to full strength

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FCC return...
tion had discovered the errors in billing through its own processes, not because the commission or any advertiser had complained, and had made restitution (Broadcasting, May 30).

But the bureau said it has evidence that the station's attempt to make restitution in April and May 1965 resulted from "several complaints by one of its advertisers, Amalie Oil."

The bureau also asserted that, in connection with issues involving two allegedly fraudulent contests, Mr. Burden had not submitted any new facts warranting reconsideration. Furthermore, the bureau said it had additional evidence concerning Mr. Burden's role in a contest which attracted no entries but which resulted in prizes (three water filters) being awarded to station employees.

Manager's Statements — Mr. Mercer, who was with the station at the time of the contest, has signed a statement in which he assumes responsibility for the contest and says that Mr. Burden was not involved. But in the affidavit he subsequently gave the bureau, he alleged that Mr. Burden personally had told him to give the prizes "to anyone" and to send copies of fraudulent letters to the advertising agency for the manufacturer whose product was being promoted.

The Mercer statement to the bureau also alleged that, when commission investigators asked about the contest, Mr. Burden told Mr. Mercer he would lose his job if he didn't sign a statement asserting that Mr. Burden had no knowledge of the facts.

The bureau noted that Mr. Burden "has never personally told the commission that he did not instruct Mercer to give the prizes away to noncontestants and to send to the manufacturer fraudulent letters upon which the prizes were to be awarded."

Better shows but smaller audiences for TV?

THAT'S FORECAST HEARD BY NEW YORK BROADCASTERS

The ironic prospect of better television programing but smaller individual station audiences was held out last week at the New York State Broadcasters Association's fifth annual executive conference.

Program improvement, although in "unsteady" steps was seen by television and radio columnist Lawrence Laurent. Further evidence concerning Mr. Burden's role was seen by Melvin A. Goldberg of John Blair & Co., station representation firm, as an inevitable result of the "fractionalization" caused by such developments as multi-set homes, UHF, community antenna TV and pay TV.

The meeting also explored CATV; reviewed the association's legislative activities and presented the NYSBA's first annual award for excellence in public affairs programing—plus an unprecedented special award to Michael R. Hanna of WQUB 6thaca, one of the leading figures in the organization and growth of NYSBA.

Mr. Hanna, NYSBA's first president, the only man to serve two terms in that office and currently the legislative chairman, was given a five-minute standing ovation after President Robert A. Dreyer presented him with a plaque, the only such award in the organization's 11-year history, and praised his "INSPIRATION AND UNTIRING DEVOTION" as largely responsible for NYSBA's success.

More than 100 broadcasters, the largest assembly in NYSBA history, attended the sessions, held Monday and Tuesday (June 27-28) at Cooperstown, N.Y.

Sample Cooperation — An industrywide on-air advertising and promotion campaign aimed at getting better cooperation from people chosen to participate in the audience panels of rating services was proposed by Mr. Goldberg.

With color TV, second sets, portables, UHF, CATV and pay TV all acting as actual or potential splintering influences on audiences, he said, the rating services will require larger samples and "much greater cooperation" from sample members.

"If the greatest problem in sampling is the poor cooperation rate," Mr. Goldberg said, "what better way to overcome this problem than through advertising in our own media? This could be set up by a joint Radio Ad-
Senators set to air Comsat problems

RESULT MAY BE CHANGES IN 1962 ACT THAT ESTABLISHED FIRM

The now open breach in the fragile entente that once existed among the parties involved in the space communications effort now seems destined for examination by Congress.

The Senate Commerce Committee has made it known that it plans to hold a hearing soon into the whole complex structure of international communications, one that would also focus on some unresolved problems connected with the Communications Satellite Corp.

As Senator John O. Pastore (D-R.I.), chairman of the committee’s Communications Subcommittee, told Rosel H. Hyde at the hearing on his nomination as FCC commissioner: “This committee is very much interested in the progress that we have made with reference to Comsat, some of the problems that are attendant to it, some of the confusion that exists today, some of the bickering that goes on among some of the agencies, and we expect in the very near future to conduct a very extensive hearing to hold the matter up to date” (Broadcasting, June 27.)

Discussion of these matters is expected to take place when the subcommittee holds a hearing on a bill now being drafted by an intragovernmental committee on international telecommunications that would permit international communications common carriers to merge. The inquiry will be held when the bill is submitted and it is expected that it will not be during this session of Congress but perhaps between sessions.

These problems are arising out of the complex interrelationships between the parties involved: Comsat, the FCC, the common carriers and other government agencies. This unusual financial-scientific venture to harvest the fruit of the new age of space-age communications, unlike most relatively simple business enterprises, contains more than its share of such potentially delicate connections, many of which seem to have been strained recently.

Congressional Baby • First of all, Comsat is the creation of Congress, which in 1962 authorized the establishment of a firm to develop a global commercial communications satellite system. The law stated that 50% of the firm’s stock was to be held by the established U.S. carriers, who thus became not only the firm’s part owners, but also its users and competitors. Comsat also is regulated by the FCC and serves as the sole U.S. representative and the manager of an international consortium to develop this global system.

Despite some earlier disagreements among Comsat, the carriers and the FCC over the control of the earth receiving stations, which represent the major revenue producing part of the operation, Comsat’s chairman and chief executive officer, James McCormack, sought to reassure stockholders at the firm’s annual meeting this year. “Ways have been found to operate effectively also within these domestic complexities,” he said. He also observed that the “FCC has been understanding and judicious in recognizing Comsat’s position under the dual control of the commission and of the international consortium.”

These words rang hollow in the past few weeks as cracks began to appear in this delicate alliance.

The FCC two weeks ago chastised the firm for what it said was a failure to observe FCC application procedures, for making commitments to the international consortium before getting FCC approval of a six-satellite...
Wadsworth wants FCC to plan ahead

DOESN'T WANT IT SLEEPING AT SWITCH ON SATELLITES

FCC Commissioner James J. Wadsworth says the commission should begin planning now for the eventual development of direct satellite-to-home broadcasting—a development he expects to come “sooner than its detractors estimate.”

Commissioner Wadsworth, speaking before the Georgia Association of Broadcasters, on Jekyll Island, last week, sought to dispel the idea that “it is too early” to be concerned about the socio-economic and political impact of direct satellite broadcasting.

“It is a historic truism,” he said, “that technological advances, particularly in communications, have arrived virtually unannounced and have caught us in most instances completely unprepared.” He noted that the commission’s record in dealing with FM, TV and CATV does not indicate an ability to keep up with new trends. “We have been discovered with egg on our collective face,” he said.

FCC Commissioner Robert E. Lee and Vincent T. Wasilewski, president of the National Association of Broadcasters, have expressed the view that financial and technical problems would bar direct satellite-to-home broadcasting for many years (Broadcasting, June 13).

“It Will Come” • “We do not really know when or whether satellite-to-home broadcasting will become an eventuality,” Commissioner Wadsworth said, “and while I do not purport to be able to predict, I would suggest it will eventually come. and probably sooner than its detractors estimate.”

The development of direct satellite broadcasting, he said, “is fraught with possibilities that may have a serious impact on the existing broadcasting system and could, unless adequate preparations are made for it, supplant it to a substantial extent.”

Commissioner Wadsworth foresaw the need for “a staff of thinkers” that would enable the commission to keep ahead of developing problems. The commission has two committees of top staff members engaged in planning. One, under the chairmanship of Asher Ende, director of the Office of Satellite Communications, focuses on satellite matters affecting all bureaus. The other, under the direction of Max Paglin, executive director, was set up last fall to achieve commissionwide coordination of basic programs and budgetary objectives.

“But Commissioner Wadsworth said the commission needs a staff of thinkers who are concerned with more than just the planning procedures and who will supply an assured continuity to these planning efforts.” As the commission advances “from a small pop-and-mom
store operation to an agency involved in space communications, the need for scientific long-range planning becomes indispensable," he said.

Commissioner Wadsworth also had a word of warning for broadcasters who would rely on grassroots "political muscle" for defense in Congress against direct satellite-to-home broadcasting. "As a result of the potential international implications of satellite broadcasting, the commissioner, a former U.S. ambassador to the U. N., said "international considerations may supersede local desires and the factor of national prestige, so often the motivating force in international relations, may take precedence over local political factors."

Questions • Commissioner Wadsworth listed a number of questions he said commission planners should consider in connection with direct satellite broadcasting:

• Should the present broadcasting system be replaced by one in which a common carrier or specialized licensee is responsible only for launching of satellites and operating the transmitting equipment? If so, who would be the broadcaster—the program supplier? Should he be licensed?

• If the present system is retained, "could the commission countenance the control which a single licensee could exercise over so vast a potential audience?"

• Should the American free enterprise tradition prevail—or should government ownership of broadcasting facilities be considered?

• What will happen to local broadcast stations, especially television, if network programing is denied them? Would there be enough advertising revenue to support as many stations as now operate—would there be a need for as many?

"Would it be unwise to displace ground-based stations by satellite stations which might be vulnerable to jamming or actuation by another power?"

• Would satellite broadcasting be more efficient than ground-based stations in the use of the spectrum or would present frequency allocation problems be compounded?

Changing hands

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

WXHR-AM-FM-TV Cambridge-Boston: Sold by Frank Lyman to Kaiser Broadcasting and Boston Globe for $1,750,000 (see page 56).


APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For THE RECORD, page 64).

WTUP Mobile, Ala.: Sold by John C. Smith to Wynnewood Acres Inc. for $140,000 plus assumption of $160,000 obligations. Wynnewood Acres is wholly owned by National Properties & Mining Co., which in turn is owned by M. A. Rips, William T. Katrishen and Harry Gurwitch. All three men are in real estate in addition to owning National Properties & Mining. WTUP, founded in 1947, operates on 840 kc with 1 kw daytime.

WFIA Louisville, Ky.: Sold by Producers Inc. to Radio 900 Inc. for $235,000 plus rental fees of $233,000 to be paid over 97 months with an option to buy after the 73rd month for an additional $37,915. Radio 900 is owned by D. D. Kahle, Edwin Tornberg, Edward Wetter and others. Messrs. Kahle, Tornberg and Wetter all have interests in WBRT Indianapolis. Messrs. Kahle and Tornberg have interests in KBND Bend, Ore. Mr. Kahle has an interest in KLKR Lamar, Colo. Messrs. Kahle and Tornberg also own interests in several CATV companies. WFIA, founded in 1947, operates daytime on 900 kc with 1 kw.

WNUU New Albany, Ind.: Sold by Kentuckiana Broadcasting Inc. to Shell Broadcasting Inc. for $185,000. Grady A. Sanders is principal owner of Shell Broadcasting and is also general manager of Kentuckiana Broadcasting. WNUU, founded in 1949, operates daytime on 1570 kc with 1 kw.

KIMM Rapid City, S. D.: Sold by John L. Breeze to James E. Taylor for $161,500. Mr. Taylor, until March of this year, was stockholder in KGFX Pierre, and was general manager of KEZU Rapid City, both South Dakota. He is presently in the summer-resort business. KIMM, founded in 1962, is daytimer on 1150 kc with 5 kw.

WCSJ Morris, Ill.: Sold by Mr. and Mrs. Russell Armentrout to Grundy County Broadcasters Inc. for $105,000. Grundy County Broadcasters is composed of M. H. Stuckwish, David Sutton, James Murray and John Mattzoli. Mr. Stuckwish is president and general manager of KTAM Taylorville, Ill. WCSJ is 1550 kc daytimer with 250 w.

KPIN Casa Grande, Ariz.: Sold by
John W. Parham to Casa Grande Broadcasting Inc. for $100,000. Casa Grande Broadcasting is owned by Bernard D. Bennett and Bonnie H. Emerson. Mr. Bennett is commercial manager for WTVS Coshocton, Ohio. KPIN operates on 1260 kc daytime with 1 kw.

COMMUNITY TELEVISION

- Houma, La.: Sold by Spencer Kennedy Laboratories Inc. to Entron Inc. for consideration in excess of $500,000. Houma CATV serves 1,000 subscribers with TV signals from New Orleans, Lafayette and Baton Rouge. This gives Entron interests in six CATV systems; the others: Carlsbad, N. M.; Wilmington and Jacksonville, both North Carolina; DuBois and Sharon, both Pennsylvania. Broker: Daniels & Associates.

- Woodward, Okla.: Sold by Roy L. Butcher to Oregon CATV for a sum reported to be in excess of $300,000. Oregon CATV is owned by the Memorial Drive Trust of the Arthur D. Little Co. Woodward CATV serves 2,500 subscribers with TV signals from Oklahoma City. Broker: Daniels & Associates.

- Del Rio, Tex.: Sold by Westex Cable Corp. to GenCoE Inc. Westex was owned by TeleSystems Inc. (Fred Lieberman and Jack Crosby). GenCoE, formed last month (Broadcasting, June 20), is headed by Mr. Crosby and was the amalgamation of a number of Texas and other CATV systems. Acquisition of the Del Rio system, which serves 3,800 subscribers with TV signals from San Antonio, brings to 36,900 the total number of subscribers served by the GenCoE group; other systems: Tyler, Jacksonville, Abilene, Uvalde, Perryton, Sweetwater, all Texas; Casper, Wyo.; Gallup, N. M.; Moab, Utah, and Berlin and Ocean City, both Maryland. Consideration in the Del Rio purchase was not disclosed.

Mackay doesn't think CATV bill will pass in '66

Representative James A. Mackay (D-Ga.), a member of the House Commerce Committee, which has reported out a bill giving the FCC regulatory powers over CATV, (Broadcasting, June 13) told the Georgia Association of Broadcasters last week that he did not expect the bill to pass Congress this session.

Addressing some 400 members at the association's annual convention at Jekyll Island, Ga., he also said the nation is in the midst of a communications revolution and that the CATV problem was one of those arising out of these conditions.

He described the committee's hear-
WAGA-TV's dedication draws assemblage of VIP's

Formal dedication of the new million-dollar Television Center of WAGA-TV Atlanta (BROADCASTING, June 20, 6) was attended by business, civic and broadcasting leaders.

To mark the occasion, the Storer Broadcasting Co. station issued a brochure "This Land," which gives the history and ownership of the building's land from early Indian times through the Civil War's battle of Atlanta to the present day. Reproduced are historical documents and artwork concerned with the land.

At a reception following the dedication, it was announced that WAGA-TV in late August would clear time for the CBS Evening News With Walter Cronkite. Mr. Cronkite (c) was on hand with George B. Storer Jr., (l) Storer, vice chairman of the board, and Stanton (Pete) Kettler, Storer president.

50% of all unrestricted contributions to WHYY-TV during 1966.

Successful campaign • WQED(TV) Pittsburgh, educational station, reaped a record $300,000 from its fund campaign this year. Contributing to the success was the increase in the number of viewers, brought about by door-to-door, office-to-office solicitation by 7,000 campaign volunteers. The Ford Foundation played a significant role in the drive; it matched every dollar donated to WQED with 50 cents.

Demographic study • A study of demographic characteristics of all markets in which Advertising Time Sales, New York, represents stations has been completed and is available on request. Audience groupings are presented along with national and regional market rankings by prime, early-evening and late-evening time.

KBS' big third • Keystone Broadcasting System has completed a new market coverage study for its 1,180 affiliated radio stations saying these smaller markets account for one-third of the total population and $83 billion in annual retail sales.

Mediastat plans trial for new rating systems

Mediastat, which is making some changes in its two-media diary techniques immediately (BROADCASTING, June 27), is also going to try out some others for possible adoption later, including television-only and radio-only diaries.

Officials said last week that tests would start within about a week using a tandem system in which individual respondents will be given radio-only diaries first and then, when those are picked up or returned, TV-only diaries. Upon analysis and validation of the results, any changes that might be decided on would be made effective with Mediastat's October 1966 and February 1967 schedule of reports, according to present plans.

Mediastat authorities said the test stemmed from interest stirred by findings of the All-Radio Methodology Study (ARMS), which also contributed to the previously announced changes in diary type and in editing and other procedures.

Kaiser, Globe buy Boston area outlets

Kaiser Broadcasting Corp. and the Boston Globe Newspaper Co. have formed a new corporation, WKBG Inc., to acquire and operate WXHR-AM-FM-TV Cambridge-Boston. Edgar S. Kaiser is president of new firm and Davis Taylor of the Globe Co., is chairman of the board.

The Boston properties are being sold by Harvey Radio Laboratories for $1.75 million (CLOSED CIRCUIT, June 13). Frank Lyman is 92% owner of the Harvey company.

The acquisition of the properties, subject to FCC approval, will give Kaiser its fifth major market UHF outlet, its second FM operation and its first AM. James T. Lynagh, formerly manager of Kaiser's WKBG(TV) Detroit and WKBK (TV) Burlington, N. J.-Philadelphia, will be manager of the Boston stations.

Kaiser also owns KMTW(TV) Corona-Los Angeles, which went on the air June 22, and KFOG(FM) San Francisco. It holds a construction permit for KHJK (TV) (ch. 44) San Francisco, which is scheduled to go on the air later in the year.

WXHR-TV (ch. 56) has been off the air since 1956. It has a construction permit for 191 kW visual and 38 kW aural. WXHR is a 250 kW daytimer on 740 kc; WXHR-FM is on 96.9 mc with 50 kW.

Richard C. Block, general manager of Kaiser Broadcasting, called the new company a demonstration of "our great faith in the future of independent UHF." He said KBC's broadcasting background and the Globe Co's "unique position in the market...will provide a versatile base on which the company can grow and be of service."

NIAC extended for two years

The FCC announced last week that the National Industry Advisory Committee, emergency defense arm of the commission, will function for an additional two-year period ending June 30, 1968. The commission determined that the continued use of NIAC, initially formed in 1958 to advise the FCC on matters relating to emergency preparedness, would be in the public interest.

NIAC counsels the commission by developing and recommending plans for emergency communications systems and other procedures for which the FCC is responsible.

Eight regional Industry Advisory Committees, established to coordinate
emergency communication activities among the states in each region, report to NIAC. Also advising NIAC are State Industry Advisory Committees representing each of 50 states, Guam, Puerto Rico, the Virgin Islands and the District of Columbia.

Membership in the various committees is restricted by executive order to "individuals actively engaged in operations in the particular industry concerned." All present appointments have been extended on an interim basis until Jan. 1, 1967, to provide time for a review of the various rosters.

Defense Commissioner Lee Loevinger last week expressed "sincere appreciation" to those members of the FCC's Broadcast Service, Safety and Special Radio Service and Common Carrier Service bureaus who have assisted the commission in emergency preparedness.

### Examiner recommends revocation for WHHL

FCC Examiner Millard F. French has recommended the revocation of the license of whhl, Holly Hill, S. C.

Mr. French said that whhl had made misrepresentations of material facts to the commission concerning ownership and control, had failed to file financial reports and had repeatedly violated technical operating rules. These facts, according to the examiner, are ample grounds for license revocation.

More serious and conclusive evidence, Mr. French said, is the fact that "all of these representations appear to have been made willfully, repeatedly and with a deliberate attempt to conceal from the commission the facts developed on the record."

### Westinghouse plans

**Philadelphia conference**

A four-day conference on urban affairs will be held under the auspices of the Westinghouse Broadcasting Co. in Philadelphia, starting Oct. 23.

Donald H. McGannon, president and chairman of the company, said the meeting has been designated as the Group W Philadelphia Public Service Conference. It will be the sixth conference organized by Westinghouse in the past eight years.

During the conference, a group of invited broadcasters from across the country will meet with specialists in education, urban renewal, civil rights, the arts, local, state and national government, sociologists and architects for a discussion on problems that confront urban America. The theme of the conference, according to Mr. McGannon, will be "The Unfinished American Revolution."

The majority of the sessions will be held at the Annenberg School of Communications of the University of Pennsylvania.

### A tough decade can't be ignored

**Court backs FCC ruling that WCKT's record since '57 be part of hearing**

The U.S. Court of Appeals has ruled that a television station applicant who struggled 10 years for a grant and then was given a four-month license is entitled to have those four months of broadcast experience considered in a renewal hearing in which he faces a competing applicant. The court also held that the commission is not barred from considering the broadcaster's experience in the holdover period, either.

The court issued the ruling last week in affirming the commission's decision to renew the license of wckt(tv) Miami. That decision had been appealed by Community Broadcasting Corp., which had been denied a competing application to build a station on channel 7 in Miami.

The principal issue in the case was the scope of the commission's discretion, in considering wckt's broadcast experience, to weigh the licensee's operation of the station in a comparative hearing.

Filed in 1953 = Wckt, which originally filed for the channel 7 facility in 1953, was awarded the grant by default in 1962 when the commission found three other applicants to be disqualified because of improper activities. However, the commission granted wckt only a four-month license to permit an early reexamination of its qualifications.

The commission, in renewing wckt's license and denying Community's competing application, made several favorable references to the experience of wckt's owners in operating the Miami station. Community, in its appeal, said such consideration was unfair to it.

Community had argued that the four-month license constituted only a temporary grant of interim authority pending the completion of the comparative hearing. It also said that even if the commission could consider the station's experience during the license period, it was barred by its own rules from giving any weight to the holdover period, that period running from the expiration of the license until the start of the comparative hearing.

The court held, however, that the commission had attached no conditions to the four-month license and that, for the period of the grant, had found wckt to be qualified, "like any other" licensee.

Furthermore, the court noted that, in another case involving a four-month licensee seeking renewal in a comparative hearing, it had upheld a commission decision that gave a licensee, wlbw-tv Miami, credit for broadcast "performance" (Broadcasting, July 12). And in the wckt case, the issue was merely "experience."

Deserves Consideration = "Where a qualified applicant for a license has been compelled, by the moral shortcomings of his own associates and of public servants themselves, to spend 10 years in the quest," the court said, "it is perhaps not arbitrary to suggest that, as against the new applicants who have been spared that frustrating and expensive experience, the commission may take note of the fact—for it is nothing more—that the four-months licensee has actually been operating the station."

The court went further and held that the commission was within its authority in considering the eight-month holdover period. A commission rule providing for operation by a station whose license has expired states that such operation in no way affects or limits commission action "with respect to any pending application or proceeding."

The court, however, said it was "not persuaded" that the rule bars the commission "completely from taking into account its broadcast experience" the station's holdover operation. "We are certainly not disposed to say that the construction which the commission has given its own rule in relation to this case has rendered its proceedings procedurally unfair," the court said.

Judge Carl McGowan wrote the decision in which Judges John A. Dunahee and J. Skelly Wright joined.

Although the decision follows the line laid down in the wlbw-tv case, the tone of the language supporting the commission on the broadcast-experience question is stronger.

Accordingly, it will probably be cited by wfga-tv Jacksonville, and wftv(tv) Orlando, both Florida. Both face competition for their facilities on which they have been operating as a result of court orders directing the FCC to reopen the cases involving each and invite new applicants to participate. Although neither of the licensees had been tainted, the hearings in which both had been involved were among the rash of ex-parte cases that afflicted the commission in the late 1950's.
EIA plans CATV arm; Vendeland organizing

The Electronic Industries Association is planning to establish a section within its organization to deal with CATV matters.

The association, with headquarters in Washington and representing some 300 members, confirmed reports of such plans last week. It hopes to hold an organizational meeting in Washington sometime in the near future. Bob Vendeland of Dynair Electronics Inc. of San Diego, Calif., will be in charge of organizing the new group. A high officer from a firm within the CATV industry would be named later to serve as permanent chairman.

The group would function within the association's industrial electronics division, composed of about 60 member firms, some of them in the CATV industry. It would concern itself with governmental and congressional liaison, contacts between the CATV industry and TV manufacturers and exploration of future markets for the industry.

Plans to organize the CATV section were delayed by the association because of conditions within the CATV industry such as the recent court decision and congressional activity in the field, according to an association aide. However, plans will proceed and letters inviting manufacturers in the CATV field to the organizational meeting will be sent soon.

Technical topics...

Living color = General Electric Co., Syracuse, N. Y., has received $1.05 million in recent orders for 15 PE-250, four-Plumbicon live color TV cameras. Four cameras each were purchased by WWJ-TV Detroit, WTC-TV Hartford, Conn., and KHTV-TV Houston and three cameras by WCCO-TV Minneapolis-St. Paul.

RCA color sale = An $850,000-color broadcast equipment package has been ordered from RCA by Rust Craft Broadcasting, the manufacturer reported. Included are six high-band color TV tape machines (TR-70) for color originations and seven live color cameras (TK-42). Delivery of the recorders is expected in the spring of 1967, earlier for the live cameras. Rust Craft operates WROC-TV Rochester, N. Y.; WSTV-TV Steubenville, Ohio-Wheeling, W. Va.; WRCB-TV Chattanooga; WRED-TV Augusta, Ga., and WJXS-TV Jacksonville, Fla.

More sales = Ampex Corp., Redwood City, Calif., has sold six VR-2000 high-band color Videotape recorders to TV stations owned by Screen Gems Inc. Two units each are going to KCPX-TV Salt Lake City, WUEE-TV New Orleans and WAPA-TV San Juan, P. R. The purchases are said to represent a more than $500,000 investment. Deliveries are scheduled to begin this month.

Color TV in Alaska

KENI-TV Anchorage, Alaska brought color to an estimated 1,000 set-owners last month when its RCA color film chain was put into operation. On June 18, KENI-TV began broadcasting 40 film color shows per week. The number will be increased in the fall. KENI-TV (ch. 2) also increased its power from 5 kw to 27 kw. It expects color tape conversion units to be operative in October.

Power limit measure introduced in House

A resolution was introduced in the House of Representatives last week to urge the FCC to adopt no rulings permitting any radio station broadcasting in the standard band to operate with power above 50 kw.

Representative Edward J. Gurney (R-Fla.), introduced the resolution, said the FCC has under consideration eight applications from class I-A clear-channel stations to increase their broadcast power from the present 50 kw to 500 kw and 750 kw.

There is one reason, he said, that stands out above all the rest why the FCC should not grant the power increase: These stations would increase their power and control over the communications industry along with their broadcasting power.

Economic control of the entire broadcasting industry by a few broadcasters would have serious implications for the entire nation, he commented. "For one thing, these superstations would be in a position to pirate advertising revenues from the smaller stations, rendering them weaker and weaker until they dropped one by one from competition. As this happened, the superpower stations would be in an even more dominant role in the medium of radio communications," he declared.

"We have only to look to many of the other nations in the world whose governments have been overthrown by the simple takeover of the communications systems to see what the centralization of power in the communications industry can mean politically," he said.

FINANCIAL REPORTS

Scripps-Howard quarters running ahead of '65

Scripps-Howard Broadcasting Co., New York, last week reported income gains in both the second quarter and the first half periods of fiscal 1966. Net income in a 12 weeks second quarter rose 8%, and during the 24 weeks climbed 22%.

Scripps-Howard's 1965 sale of WCPO-AM-FM Cincinnati to Danny Kaye and Lester M. Smith for $700,000 was reflected in the 1966 first half as "extra-ordinary credit" of $401,636 with $0.15 credited to the earned shares.

For the 12-weeks ended June 18:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.47</td>
<td>$0.44</td>
</tr>
<tr>
<td>Net operating revenues</td>
<td>4,453,934</td>
<td>4,157,333</td>
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<tr>
<td>Net income</td>
<td>1,227,435</td>
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For the 24-weeks ended June 18:

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<th></th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.89</td>
<td>$0.62</td>
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<tr>
<td>Extra credit</td>
<td>0.15</td>
<td>0.14</td>
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<tr>
<td>Net earnings per share</td>
<td>1.04</td>
<td>0.82</td>
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<tr>
<td>Net operating revenue</td>
<td>5,553,364</td>
<td>5,041,307</td>
</tr>
<tr>
<td>Income</td>
<td>2,208,504</td>
<td>2,126,339</td>
</tr>
<tr>
<td>Extra credit</td>
<td>401,636</td>
<td>401,636</td>
</tr>
<tr>
<td>Net income</td>
<td>2,710,140</td>
<td>2,126,339</td>
</tr>
</tbody>
</table>

Rollins net jumps 140% in fiscal year

Record revenues and earnings have been achieved by Rollins Inc., Wilmington, Del., for the year ended April 30. Revenues increased 65% and net income increased 140% compared with the previous year.

Rollins operates 11 radio and television stations, outdoor advertising plants in the U. S. and Mexico, a termite and pest control division, a pesticide firm, a building maintenance divi-

53
tions and citrus groves in south Florida.

For the year ended April 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.35</td>
<td>$0.20</td>
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<tr>
<td>Revenues</td>
<td>70,602,907</td>
<td>42,814,322</td>
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<tr>
<td>Net income</td>
<td>4,177,216</td>
<td>1,738,766</td>
</tr>
</tbody>
</table>

General Tire plans corporate shuffle

The General Tire & Rubber Co., Dayton, Ohio, last week proposed a plan under which a partially owned subsidiary of its RKO General division would acquire two other RKO subsidiaries, Frontier Airlines and Video Independent Theaters.

The acquiring RKO subsidiary is Citadel Industries, currently an inactive corporate shell, 67.4% owned by RKO General. If the proposed plan is successful, RKO's stock ownership of Citadel would rise to 92%, according to T. F. O'Neill, chairman of General Tire & Rubber. The plan must be approved by Citadel stockholders and various federal regulatory agencies.

Frontier Airlines is 56.2% owned by RKO General and serves 64 cities in western and southwestern states. Video Theaters is wholly owned by RKO General and operates 125 motion picture theaters in Oklahoma, Texas, New Mexico and Kansas. It is the largest owner of stock of the H&B American Corp., a Beverly Hills, Calif., operator of CATV systems, and owns Vunore Inc., an Oklahoma City CATV company.

Lamb escapes payment for paper profit

Edward H. Lamb, president of WCU-TV Erie, Pa., has been freed from paying more than $1 million in paper profit made in September 1955 in a transaction involving his conversion of some Lamb Industries Inc. preferred stock to common shares. Mr. Lamb acquired the shares in June of that year.

A U. S. District Court had ruled a year ago that Mr. Lamb in converting the stock was liable to the company for a profit of $1,297,419. This decision was reversed last week by a U. S. Appeals Court in New York. The lower court had ruled initially that Mr. Lamb must pay the penalty for an "insider" stock transaction in violation of securities laws that entitle a company to recover the profit made by an "insider" in any such transaction within a six-month period.

Mr. Lamb is chairman of Lamb Industries Inc. A shareholder had brought suit against him charging the industrialist had made a personal profit from a transaction that stemmed originally from Mr. Lamb's acquisition of Airway Industries, which later became Lamb Industries.

FANFARE

WADO to extol Spanish market's virtues

Macy's doesn't ordinarily go to Gimbels for help, but WADO New York, a Spanish-language station, will present institutional commercials on WNEW-TV New York to spotlight the accomplishments of the city's Spanish-speaking population.

Al Paul Letton, New York, WADO's agency, is preparing commercials to educate viewers about Spanish New York's contributions in sports, the arts, labor and other areas. Sydney Kaveler, WADO's vice president and general manager, pointed out that "the image of New York's Spanish-speaking population has not kept pace with the market's achievements."

WADO also was co-sponsor of the sixth annual Puerto Rico day parade in New York (June 26) and simultaneously covered the event for its own Spanish-speaking audience.

WPIX(TV) goes on tour

A nationwide tour of 10 major cities in the U. S. will be undertaken by officials of WPIX(TV) New York, from July 15 through Aug. 15 to acquaint advertisers and advertising agency executives with the station's prime-time 1966-67 schedule.

WPIX executives will give a presentation, "A Television Home of Your Own," before an invited list of clients and agencies in New York, Chicago, Los Angeles, San Francisco, St. Louis, Cincinnati, Detroit, Minneapolis, Boston and Philadelphia. Station officials who will participate in the presentation are Fred M. Thower, president and general manager; E. Blaney Harris, vice president in charge of sales; Donald Stuart, national sales manager; Frank X. Tuoti, vice president in charge of sales development and Martin McAndrew, research director.

They will be supported by officials of Peters, Griffin, Woodward Inc., the station's national representative.

Foster forms PR firm

Mike Foster, who resigned as public relations vice president of ABC in April, has opened his own public relations business, with another former employer, the CBS-TV network, as his first client. Mr. Foster, who was a key public relations executive at CBS from 1946 until he moved to ABC in 1956, has been retained by CBS to make a six-week tour of the country, starting July 11, to promote that network's new fall schedule. He has also been signed by a plastics manufacturer for representation.

Drumbeats ...

It's still BPA • Broadcasters Promotion Association (BPA) membership by a 52-to-4 vote elected to retain its present name. A committee had been delegated to find out if the membership favored a name change. According to committee chairman Arnie Kuent, WGN-TV Portland, Me., the consensus was that the BPA name appropriately described the association's function.

Young and brave • KOAM Pittsburg, Kan., raised more than $5,000 to send 7-year-old David Eugene Crowe to the White House to receive the Young American Medal for Bravery awarded by President Johnson. In December 1964, David rescued his three younger sisters from a fire that destroyed their home. At that time, David was blind in one eye. KOAM learned of his heroism and started the David Crowe fund for medical attention to restore the eye. Subsequently Governor William Avery nominated David for the award which is decided by the Department of Justice.

New name • Rogers & Cowan Inc., New York public relations firm, has changed its name to Rogers, Cowan & Brenner, Inc. Mrs. Teme C. Brenner, executive vice president, joined the firm in 1954 and was appointed vice president in 1963 when she became a stockholder.

Idea group sets dates • The 1967 convention of the International Broadcasters Idea Bank will be held in Leamington, Ont., and the promotion-exchange organization tentatively will meet in Sydney, Australia, the following year.

Blunt analogy • A youngster wearing a cement raincoat can't swim. A youngster who does not finish school can't keep afloat in today's world. This is the analogy that EUE/Screen Gems tries to draw in a 60-second spot pro-
duced for The Advertising Council. The spot was shot in various Los Angeles locations and featured a young man trying impossible tasks such as swimming while wearing a cement raincoat. Foote, Cone & Belding Inc. is the volunteer agency for the campaign.

Spirit of '66 = WBAL's Bob Callahan made a grandstand play at Baltimore's Memorial Stadium to prove he is the number one fan of the Orioles baseball team. He had boasted that he could do a 24-hour show, provided it didn't conflict with an Orioles game. Joe Bride, Orioles public relations director, challenged his devotion and offered him stadium facilities for the around-the-clock program. Mr. Callahan went one better: He stayed awake for 66 hours to correspond with the Orioles slogan "Spirit of '66." Stimulated only by coffee, juices, soft drinks, and a strict diet of steaks and salads, he attended every game. At other times, he set up shop in front of the stadium in a WBAL remote trailer.

New Name = The Hollywood Advertising Club has changed its name to the Hollywood Radio and Television Society. Reason for the change: more than 90% of the club membership is in radio and TV. The change will not affect the club's close ties with either Advertising Association of the West or International Radio and Television Society.

Touche = An antislumlord bill, originally proposed by R. Peter Straus, president of WMCX New York, has been signed into law by New York Governor Nelson A Rockefeller. The law holds the principals of slum housing corporations personally responsible for injury suffered by tenants.

Expansion in West = Joe Wolhandler Associates Inc., New York public relations agency, has opened a West Coast office headed by Alfred E. F. Stern as vice president. The office is located at 9021 Melrose Avenue, Los Angeles.

**INTERNATIONAL**

U.S. and Mexico set meeting on treaty

The FCC announced last week that the U.S. and Mexican governments have scheduled their first formal meeting on revision of the bilateral agreement concerning use of the standard AM band on Sept. 6, 1966, in Washington. The two countries have also agreed on a draft agenda for the meeting, but details were not revealed by the commission.

The previous treaty on the use of the AM band, due to expire last month, has been extended to Dec. 31, 1967, to give time to negotiate a new agreement (Broadcasting, April 18).

An informal discussion between representatives of government and industry will be held on July 11 at 10 a.m. in FCC room 7134 to develop positions to be taken at the September meeting. Composition of the official delegation and the tentative timetable for revision of the present agreement will also be discussed.

The FCC has invited all parties interested in the international regulation of the standard AM band to participate in the informal meeting. Those wishing to attend should send notice of their intention to Donald C. Kanode, room 8450, FCC, Washington, 20554.

Parliament opened to TV

The British House of Lords has authorized the televising of important parliamentary sessions. By a vote of 56 to 31 the House of Lords approved the measure. Only once before have TV cameras been allowed on the floor of the British Parliament. That was April 21, when the House of Commons recorded the summoning of its members to hear a speech given by Queen Elizabeth in the House of Lords.

Philippines color TV by fall

Color TV will begin in the Philippine Islands this fall, according to an agreement announced by RCA and the Bolinao Electronics Corp., Manila. Eugenio Lopez Jr., president of Bolinao, said that his firm, which operates 19 radio stations and four TV outlets, will install RCA color equipment at DZAO-TV Manila.

By November DZAO-TV will broadcast color programs from slides and films and later will present live-color shows when increased viewership is established, Mr. Lopez said.

**NBC International to help set up Vietnam TV**

NBC International will assist the South Vietnamese government in creating a four-station national television network with the first station scheduled to go on the air about Oct. 15.

Under the project, being coordinated by the Joint U.S. Public Affairs Office in Saigon and the U.S. Information Agency in Washington, NBC International will supply managerial, technical and engineering services to the Vietnamese Ministry of Information. The firm will also train Vietnamese personnel to take over the stations as soon as possible. NBC International will manage, operate and maintain the system until that time.

The network will replace and expand the broadcasts made since early this year from a pair of U.S. Navy aircraft flying over the Saigon area.

Main facilities of the network will be located in Saigon with a second station planned for Can Tho to begin broadcasting in mid-December. Two other stations, whose locations will be determined later, will go into operation next spring and summer.

The Saigon center will consist of a 300-foot transmitter tower with 80-foot antenna, a building with two 25 kw RCA transmitters each with an effective radiated power of 300 kw and two other buildings for studio and administrative offices.

Plans call for film and tape to be flown from the Saigon headquarters to the three other stations. The U.S. also intends to supply 2,500 23-inch TV sets for distribution in schools, village squares and other public areas. Most of the viewing of the present broadcasts handled by the Navy planes is now performed in similar public locations in local villages.

The network will be used for school and adult education programs as well as cultural and informational purposes.
J. Gerald Fortis, copy supervisor, and Donald D. Zabel, executive producer, elected VP's of Needham, Harper & Steers, Chicago.

Charles N. Campbell, formerly supervisor of broadcast media at Campbell-Ewald Co., Detroit, named VP and assistant media director.


Chester H. Roberts, head of Chester Roberts Associates, management consultant firm, joins Bliss/Grunewald, New York, as executive VP.

Murray Roffis, former VP and media director, Norman, Craig & Kummel, New York, joins Sullivan, Stauffer, Colwell & Bayles Inc., same city, as VP and associate media director.

Randers Heimer, account supervisor of Palmer, Willson & Worden, New York, elected VP.


George S. Wallace Jr., director of marketing with Mangels Herold Co., Baltimore, joins Richardson, Myers & Donofrio Co., that city, as VP-marketing.


Gene Reveles, on media staff of Erwin Wasey, Los Angeles, joins McCann-Erickson, same city, as associate media director. Harry B. Cohen Jr., formerly with West, Weir & Bartel, New York, joins M-E, that city, as account director. Kenneth F. Noble, with M-E, Detroit, named account executive.

Jess A. Spier, account executive at WNEW-TV New York, for last three years, joins WNYS-TV Syracuse, as national sales manager, reporting to his former chief, John McArdle, general manager. Mr. Spier had been with Mutual and for 17 years with Hearst Newspapers in New York.

Peter Petronio, art director with LaRoche, McCaffrey and McCall, New York, joins The Marshalk Co., that city, as art director.


Luther R. Strittmatter, former VP and general manager of WME Providence, R. I., appointed general sales manager for WSAI Cincinnati.

Richard M. Gary, former account executive, WPIC-FM New York, named sales manager.

Wayne Kilmer, former national sales manager of KIRO-AM-FM Seattle, appointed sales manager.

Frederick G. Neuberth, with Blair Radio, New York, joins Broadcast Communications Group, that city, as account executive.

David A. Greacen, account executive with KQV-AM-FM Pittsburgh, joins KDCA-AM-FM, that city, as account executive.

Edward J. Quinn, formerly with WMTV-TV Madison, Wis., joins WTV-(TV) Milwaukee, as account executive.

William S. Murray, sales service director of WKBV-TV Detroit, named account executive.

Robert Riley, formerly account executive with WXYZ-TV Cleveland, named account executive at Blair Radio, Detroit.

Bernard Lipsky, associate research director at Compton Advertising, New York, elected VP.

Ed Gardner, formerly with sales staff of KARL, Oakland, Calif., appointed manager, AM Radio Sales Co., San Francisco.

E. Thomas Morrow, formerly in charge of Bozell & Jacobs office in Phoenix, joins Doyle Dane Bernbach, Los Angeles, as account executive.

John J. January, with WSB-TV Nashville, appointed account executive.

William Pemble, free-lance writer, joins creative staff of Knox Reeves Advertising, Minneapolis.

George Ogren, with Metro TV Sales, New York, and Jack Steng, formerly media supervisor at Dancer-Fitzgerald-Sample, New York, join eastern sales division of H-R Television, that city.

William Sudbrook, account executive with American Research Bureau, Chicago, appointed to sales staff of

Broadcasting, July 4, 1966
Advertising Time Sales, that city.

John R. Greenaway, former copy supervisor and writer at Rockwell, Quinn & Wall, joins Helitzer, Waring & Wayne, New York, as copywriter. Isabelle Belman, media assistant at HW&W, New York, named media estimator.

MEDIA

Robert B. Gregory, assistant to president of WILI Willimantic, Conn., named VP and station manager.

Dan McDougal, WWIN Statesboro, elected president of Georgia Association of Broadcasters. Other officers elected: Jim Murphy, WMMK West Point, VP-radio; Virgil Wolff, WWDW-TV Augusta, VP-TV; and Easther Pruett, WTBC Savannah, treasurer.


James G. Turpin, PR officer, Illinois Council for Branch Banking, appointed executive secretary of Illinois Broadcasters Association, working out of new office in Barrister building, 416 1/2 South 7th Street, Springfield; phone 544-0401.

Ray Simmons, with KXL5(FM) Oklahoma City, appointed general manager.

Richard W. Pearson, commercial manager of WDAS-TV Superior, Wis., also appointed station manager.


Linden Fisher, with noncommercial KMNG(FM) University Park, N. M., named staff manager, succeeding Monty Stanford.

Herbert B. Cahan, area VP for WJZ-TV Baltimore, appointed chairman of Maryland's Educational-Cultural Television Commission by Governor J. Millard Tawes. Fred I. Archibald, former publisher of Baltimore News American, named vice chairman.

Roland Galli, owner-manager of food market in San Francisco, appointed merchandising director for KGO San Francisco.

Dixon Lowborn, program director of WIS-TV Columbus, S. C., named senior

Collins to join law firm

LeRay Collins, former president of National Association of Broadcasters, resigns as under-secretary of commerce, effective Oct. 1. He will become partner in Tampa, Fla., law firm of Fowler, White, Gilen, Humkey and Trenam. Former Florida governor will seek Democratic nomination for Florida Senate seat held by George Smathers (D) in 1968.

PROGRAMING

David Ossman, senior executive producer for Pacifica Foundation-operated KPFA(FM) Los Angeles, appointed assistant to Harve Bennett, ABC-TV VP in charge of programing, West Coast.

Charles T. Atkins, with ABC Films, Atlanta, named southern division manager.

Ray Stark, executive VP and production head of Seven Arts Productions Ltd., resigns. He will continue as company's consultant while devoting time to personal motion picture and Broadway play projects.

Bertram Berman named producer of The Doctors, NBC-TV daytime series. Mr. Berman's own production company, Hyperion Productions, will move from Los Angeles to New York.

Mort Rosenman, formerly program director and executive producer at WBBM-TV Chicago, joins WBSV(TV) Burlington, N. J.-Philadelphia, as program director.

Robert C. Wisnewski, production supervisor at WIS-TV Columbia, S. C., named program director.

Jim Brand, program director of WAKY Louisville, Ky., appointed national director of programing for parent LIN Broadcasting Corp., Nashville.

Bob Osborne, music director at WIL St. Louis, named program director.

Harry Koplan, supervisor of daytime programing for Screen Gems, New York, also assigned to develop game and audience participation programs for G. Charles Marquis Warren, radio-TV producer and director, named executive producer for SG's Iron Horse.

Wayne T. Upchurch, with WHP-TV High Point, N. C., joins WBTV(TV) Charlotte, N. C., as producer-director.

L. Barry Bernard, southern division manager for Independent Television Corp., New York, named account executive for Embassy Pictures Corp. Television, that city.

Charles Berry, supervisor of film and videotape department of WJZ-TV Baltimore, appointed operations manager. Eric Underwood, chief news cameraman, named special projects producer.

Dave Slater, with WXYZ(TV) Sioux City, Iowa, appointed operations director.

Al Blasco, member of sales/service staff of DeLux Laboratories Inc.'s General Film Laboratories division, named to newly created post of production supervisor of West Coast plant of DeLux.

Leonard Blondy, staff director of WJRT-TV Flint, Mich., named assistant production supervisor.

Bill Ward, production director of WORX Dallas, named operations director.

Eleanor Wilkins, known as Martha Duncan on The Homemaker's Half Hour on wot Ames, Iowa, since 1939, retired July 1.

Robert B. Walsh, former county agricultural agent, Johnson county, Tex., appointed farm director, WBAP Fort Worth.

Reginald Dunlap, production assistant for Jefferson Productions, Charlotte, N. C., named production supervisor.

NEWS

Edmund Dorsey, newsmen with WIND Chicago, named Saigon correspondent for Westinghouse Broadcasting Co. radio-TV stations.


Mal Barnett, WHS-TV Bluefield, elected president of West Virginia AP Broadcasters Association.

Nazarit Sherkezian, director of information services for National Educational Television, New York, named
executive producer of News in Perspective.

Cliff Hendrix, general manager of KCSJ-Pueblo, Colo., elected chairman of Colorado Associated Press Broadcasters Association.

Norman Young, WSGC-TV Charlotte, elected president of AP Broadcasters Association in North Carolina.

Leo Morris, KVWO Cheyenne, re-elected president of Wyoming AP Broadcasting Association.

Tim O'Donnell, night news editor for WPX-TV New York, appointed news director, replacing Paul Lockwood, who joins WNEW, that city.

Art Wilson, with KGLO-TV Garden City, Kan., appointed news director, succeeding Vern Popp, who joins news department of KCKT(TV) Great Bend, Kan. Both stations are owned by Kansas State Network Inc.

Dick White, newsman with WCCC Hartford, Conn., appointed news editor with WPPO, that city.

Jack Smith, senior editor with WTRA Tijuana, Mexico, named news director, KLIV San Jose, Calif.

Jack D. Fox, news assignment manager for WCBS-TV New York, joins news department for KNXT(TV) Los Angeles as assignment editor.

Jim Kerlin, news editor at WJXT(TV) Jacksonville, Fla., joins WPOD, that city, in same capacity.

Stan Martyn, with WIP-AM-FM Philadelphia, joins WNEW New York, as correspondent.

Pete Nolan, news director of WHLD Niagara Falls, N. Y., joins news staff of WKBN-TV Youngstown, Ohio.

Dick Gray, news editor at WGST Atlanta, joins news department of WAGI-TV, that city.

FANFARE


Dan S. Blumenthal, former executive VP, David O. Alber Associates, New York, joins Rogers & Cowan, same city, as VP in corporate and financial division.

Richard W. Worth, promotion manager for WHTV(TV) Bloomington-Indianapolis, joins WKBD(TV) Detroit, as promotion director.

William G. Moore, VP-international of BBDO, New York, named director of department of promotion of Executive Council of National Episcopal Church, that city.

Frederick Jacobi, director of special projects in development department of National Educational Television, New York, named director of information services. John R. Wilson Jr., editorial supervisor in office of information services, named assistant director.

EQUIPMENT & ENGINEERING

John L. Buchanan, VP of American Cable Television, Phoenix, resigns to pursue his own business interests.

Humboldt W. Leverenz, associate director of RCA Laboratories at David Sarnoff Research Center, Princeton, N. J., named staff VP, research and business evaluation. Ralph S. Holmes, formerly director of special projects laboratory, named staff VP, communications research. Harry F. Olson, head of RCA's acoustical research activities, named staff VP, acoustical and electromechanical research. William M. Webster, director of electronic research laboratory, named staff VP, materials and device research. Andrew L. Hammerschmidt, manager, operations plans, for RCA broadcast and communications products division, Camden, N. J., appointed manager of newly formed electronic recording products department.


Raymond Colvin, with WJAR-TV Providence, R. I., retires after 13 years as engineering transmitter supervisor. He will remain as consultant to Outlet Co., owner of WJAR-TV.


Martin B. Shellenberger, with entertainment products division of Sylvania Electric Products, Batavia, N. Y., appointed merchandising manager.

ALLIED FIELDS

A. Bruce Matthews, VP-financial of Communications Satellite Corp., Washington, also named treasurer. Lewis C. Meyer, former treasurer, named director of procurement and contracting. J. Robert Lottis, former administrative assistant to secretary of defense, appointed director of organization and manpower planning for Comsat. Robert E. Button, former special assistant to chairman, appointed director of policy planning. Donald E. Greer, former assistant to president, appointed headquarters executive officer.

Maj. Gen. William T. Smith, deputy director of J-6 (communications-electronics), Joint Chiefs of Staff, named chief of staff of Defense Communications Agency.

Brick Rider, former director of news and programs for WVAR Richmond, Va., appointed director of research and information for City of Richmond.

INTERNATIONAL

Willard Benner, former senior VP and associate creative director, Ted Bates & Co., New York, joins international division of Foote, Cone & Belding, Brussel, as VP and European creative coordinator.

DEATHS

James C. Hanrahan, 62, broadcasting pioneer and director emeritus of Scripps-Howard Broadcasting Co., died June 27 at his home in Palm Beach, Fla. Mr. Hanrahan was first employee in 1935 of Continental Radio Co., predecessor of Scripps-Howard Broadcasting. From 1947 to 1964 he was general manager of WWSV(TV) Cleveland. For many years he was VP and member of board of directors of Scripps-Howard Broadcasting. He is survived by his wife, Mildred, daughter and son.

Gordon E. Taylor, 61, senior VP of Reincke, Meyer & Finn, Chicago, died June 21 in Passavant hospital in Chicago. Surviving are his wife, Christine, daughter and son.

Raymond E. Guth, 42, general manager of WOC-AM-FM-TV Davenport, Iowa, died suddenly at his home June 25 of apparent heart attack. He is survived by his wife, Lenore, daughter and son.

Herbert N. Meyer, 43, sales presentation writer for CBS-TV's market planning department, New York, died June 22 in White Plains, N. Y., after long illness. He is survived by his wife and three children.

Candy Newman, 21, daughter of Ruth Lyons of WLW Cincinnati, died at sea June 19 while returning from European vacation with her parents. Miss Lyons' husband, Herman New-
GEORGE H. KNOTT, 60, VP of Albert Frank-Guenther Law, Chicago, died June 25 of heart ailment in Skokie Community hospital, Skokie, Ill.

Carl Irving Wheat, 73, special telephone rate attorney with FCC in 1936-37, died June 23 at his home in Menlo Park, Calif., following cerebral hemorrhage. He is survived by his wife, Helen.

Gregson T. Pullen, 16, son of Weston C. Pullen Jr., VP of broadcasting operations for Time Inc., and president of Time-Life Broadcast Inc., died June 25 in automobile accident in Fairfield, Conn.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 23 through June 29, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aural.—aural, CATV—community antenna television, CH.—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, kw-aur.—kilowatts average, lat.—latitude, long.—longitude, mc.—megacycles, mod.—modification, N.—night, RDA—radio-disposal act, RSC—radio station certification, SH—special hours, SSA—special service authorization, STA—special temporary authorization, UHF—ultra high frequency, V.—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, —educational.

New TV stations

APPLICATIONS BY FCC


APPLICATIONS


Existing TV stations

APPLICATION BY FCC

- By memorandum opinion and order and notice of proposed rulemaking, commission (1) denied petition by Ohio Radio Inc., for rulemaking to assign UHF TV channel 32. Findlay, Ohio, and (2) invited comments on proposal to assign channel 65 to Defiance, Ohio. Channel allocations cannot be made at this time and Findlay without changes in assignments elsewhere. Petition is adopted in fifth report and order in Doc. 14529. Through use of electronic computer, commission found that use of channel 65 will not comply with regulations. Without reassignment it would not survive. A hearing would offer possibility of local service to four small but important communities in northwestern Ohio. Action June 29.

New AM stations

APPLICATIONS

Eastton, Ga.—Extant Broadcasting Co., Granted CP for new AM on 1520 kc. 500 w. D. P. O. address c/o Lawrence S. Lane, 2209 Vireo Drive, North Augusta, S. C. Estimated construction cost $11,900; first year operating cost $9,200; revenue $5,000. Principals: Lawrence S. Lane and Paul J. Wolfe Jr. (each 50%). Messrs. Lane and Wolfe are announcers for WRDW Augusta, Ga. Action June 24.

Pierson, S. C.—Pick Radio Co. Granted CP for new AM on 1540 kc., 1 kw. D. P. O. address c/o Larry McAmis, 1180 Ponce Dr., Atlanta, Ga. Estimated construction cost $14,950; first year operating cost $3,000; revenue $4,000. Principals: Frank D. Ferguson Jr. (75%), and Franklin D. R. McClure (25%). Mr. McClure is now owner of Edgefield River Co., licensee of WJES Johnston, and is general manager in Columbia, S. C. Ferguson is attorney. Action June 29.

APPLICATIONS

Noblesville, Ind.—White River Radio Corp., filed petition to add 1110 kc., 1 kw, DA-D, D. P. O. address c/o Dr. Wendell Hansen, Rt. 4, Box 298, Noblesville 46060. Estimated construction cost $36,334; first year operating cost $49,500; revenue $58,000. Principals: Wendell and Florence Hansen (50.1%), Evelyn Whitford (9.37%), Glenn H. McPherson (5.56%) and others. Mr. Hansen is owner of WNME Monomie, Wis. Mr. McPherson is teacher and pastor. Mrs. Whitford is 1/4 owner of WNME Monomie and also is in fruit business. Ann. June 29.


Glenmor, Tex.—James E. Burns Jr. and Elizabeth Curtis Meredith 1000 kc., 1 kw D. P. O. address: 2118 East Marshall Rd., Longview, Tex. (7560). Estimated construction cost $89,000; first year operating cost $72,000; revenue $28,000. Mr. Burns and Mrs. Meredith is housewife. Neither have other broadcast interests. Ann. June 27.

Sturtevant, Wis.—C & H Radio Broadcasting Corp., 1320 kc., 1 kw D. P. O. address: c/o Patricia F. Hogan, 1635 Pioneer Blvd., St. Paul 55101. Estimated construction cost $4,500; first year operating cost $25,000; revenue $28,000. Principals: Gregory A. Christenson and Patrick J. Hogan (each 50%). Mr. Christenson is owner of insurance agency. Mr. Hogan is announcer with
SUMMARY OF COMMERCIAL BROADCASTING
Complied by BROADCASTING, June 30

<table>
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<tr>
<th>LICENSED</th>
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<td>CP's for new stations</td>
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<tr>
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AUTHORIZED TELEVISION STATIONS
Complied by BROADCASTING, June 30

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<tr>
<td>Noncommercial</td>
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COMMERCIAL STATION BOXSCORE
Complied by FCC, April 30, 1966

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*Breakdown on UHF and VHF applications not available.

KSTP St. Paul. Neither have other broadcast interests.

Existing AM stations

**ACTIONS**

- By memorandum opinion and order, commission (1) approved agreement whereby Pick Broadcasting Corp., who now Tri-County Broadcasting Corp. of Clemson, S. C., $760 as part of latter's expense in securing its new station, the Tri-County Broadcasting Station to operate at 1540 kcf at Clemson, with TRI-COUNTY programming in compliance, (2) granted Pick's application for new daytime station on channel 3 to operate at 1540 kcf at Clemson, South Carolina, beginning June 30.

- KQCO, Pueblo, Wash. — Granted CP to change station to location at Kennewick, Indicted by the Kansas City, Kan., license to 1340 kc, 250 W.

- WBBM, Chicago, Ill. — Granted CP to change station to and to change station location and city designation to Amersham, Illinois. WBBM is licensed on 760 kc, 1 kw.

- WCHS, Charleston, W. Va. — Granted CP to change station to and to change station location and city designation to Charleston, W. Va. WCHS is licensed on 1340 kc, 150 W.

- WNBC, New York, N. Y. — Granted CP to change station to and change station location and city designation to New York, N. Y. WNBC is licensed on 580 kc, 2 kw.

- WBSN, Milford, Conn. — Denied CP to change station to and to change station location and city designation to Milford, Conn. WBSN is licensed on 1340 kc, 250 W.

- WBBM, Chicago, Ill. — Denied CP to change station to and to change station location and city designation to Amersham, Illinois. WBBM is licensed on 760 kc, 1 kw.

- WCHS, Charleston, W. Va. — Granted CP to change station to and to change station location and city designation to Charleston, W. Va. WCHS is licensed on 1340 kc, 150 W.

New FM stations

**ACTIONS BY FCC**

- **Carrollton, Ala.** — P. M. Johnston, R. E. How and Carl S. Bemis, o/b/o as Pickens County Broadcasters. Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- **Norwich, Conn.** — WICR Inc., granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- **Conway, Ark.** — Brown Broadcasting Inc. Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- **Grayson, Ky.** — Carroll County Broadcasting Co. Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

**APPLICATIONS**

- WSUS, San Antonio, Tex. — Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- WVOT, Macon, Ga. — Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- WDBO, Orlando, Fla. — Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- WJSO, Milwaukee, Wis. — Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- WVTM, Birmingham, Ala. — Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- WJZU, Jacksonville, Fla. — Granted CP for new FM on 106.1 mc, channel 28, 3 kw.

- WABC, New York, N. Y. — Granted CP for new FM on 106.1 mc, channel 28, 3 kw.
all Texas, and KDFE-AM-FM Albuquerque, N. M., Action June 25.

WAVA Alexandria, Va.—Granted, assignment of license from General Broadcasting Inc. to J. H. Armstrong, June 23.

WFMA-FM Farmington, N. M.—Granted, assignment of license from Community Broadcasting Inc. to J. H. Armstrong, Jr., owner of station, June 23.


XKRO Portland, Ore.—Sent notice to Bruce Mellit (none before, 100% after). Mr. Mellit is licensee of KIVA(TV) Yuma, Ariz. ARIZONIAN Television Relay Inc. of American Cable Television Inc., manufacturer of CATV equipment. Consideration $500,000. Action June 23.

XKPR Gilroy, Calif.—Seeks assignment of license from Charles W. Jobbins, James A. Miller, B. E. Porter, William J. Scudder, Jr. and William B. Scudder. Mr. Porter is attorney, Mr. Jobbins is executive and stockholder of Radio One Five Hundred, Inc., Indiana. Mr. Miller is attorney, B. E. Porter is executive and stockholder of Radio One Five Hundred, Inc., Indiana. Mr. Porter is attorney, W. J. Scudder is executive and stockholder of Radio One Five Hundred, Inc., Indiana. Mr. Scudder is executive and stockholder of Radio One Five Hundred, Inc., Indiana.

XKGC-AM Porterville, Calif.—Sent notice of assignment of license from Pacific Grove Station Owners, Inc., to Pacific Grove, Calif., owner of station.

XKAE-AM Fresno, Calif.—Sent notice of assignment of license from George W. Moore Properties Inc., to George W. Moore. Mr. Moore is attorney. Consideration $200,000. Action June 23.

XKCE-AM Fresno, Calif.—Sent notice of assignment of license from George W. Moore Properties Inc., to George W. Moore. Mr. Moore is attorney. Consideration $200,000. Action June 23.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only. FINAL DEADLINE MONDAY preceding publication date.)

Classified advertising rate: $2.00 per word—minimum: A HELP WANTED 30¢ per word—$2.00 minimum.

Display ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—$22.50, 25 X rate—$20.00 Display only). 5" or over billed R.O.B. rate.

* Blind box replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

Applicants: If tapes, films or packages submitted, $1.00 charge each for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Single market Virginia station needs a young man who can announce, do selling and take over some management duties. Must be willing to work hard and follow orders. Good opportunity to move up to full management. Box F-241, BROADCASTING.

Very small Florida full-timer is looking for good all-around radio man to manage. Answer only if you can work long hours. Salary $100 to $250 with commission. No hugging, we want you to plug stuff a few months before taking over management. You must write. Box F-253, BROADCASTING, giving all information, tape, etc.

Opportunity knocks ... for a young, ag- gressive man to move up and manage a station. This is the smallest broadcast mem- ber of an extremely successful group with operating in all five major media in six states. This is the opportunity for a young, energetic man to manage and growth. Send us your qualifications and experience and get a free ride on the first step of a virtually un- limited broadcast management career. Base salary plus incentive bonus plan. Box G-16, BROADCASTING.

General manager wanted: Daytime, Midwest low market. Must be strong in sales and excellent sales background. Send resume of broadcasting experience. This is not for newcomers. Excellent family locale. Box G-19, BROADCASTING.


Manager for excellent station in good lower New York state market. No. 1 rated, full-time position. Only competition. Good present gross but go-getter can sizably in- crease. Age to 40, stable personal and job history. Strong retail time sales background essential—no announcers of F.D.'s. A fine line between career and retirement. Send resume of broadcasting experience. This is not for newcomers. Excellent family locale. Box G-19, BROADCASTING.

Promotion minded manager for San Juan, Puerto Rico radio station. Spanish helped not essential. Send resume, picture and salary requirements. Box G-87, BROADCASTING.

Sales

Detoit—Solid salesman—proven track record—no competition—good starting salary—good starting salary, plus—Box F-28, BROADCASTING.

For the radio salesmen who knows a good deal. Experience in this line required. Good present gross but go-getter can sizably in- crease. Age to 40, stable personal and job history. Strong retail time sales background essential—no announcers of F.D.'s. A fine line between career and retirement. Send resume of broadcasting experience. This is not for newcomers. Excellent family locale. Box G-19, BROADCASTING.

We will pay $10,000 and up to $15,000 to start, for top-notch sales manager for radio station in southern city of over 8,000,000 pop- ulation. Excellent company, good selling record & satisfy us on your stability and willingness to work. Box F-280, BROADCASTING.

Salesman/announcer for eastern North Caro- lina market. Excellent opportunity. Good plus commission. Want only southerner. Play tape, photo, resume to Box F-365, BROADCASTING.

Sales—cont'd

Experienced salesman for modern country- western station in Florida. Takes over established account combination plan. Station well respected and growing fast. Box G-3, BROADCASTING.

Sales manager: Washington, D. C., area. The chance of a lifetime. A good salesman who knows the Washington market and can lead the station to its top position. Send resume and salary requirements to Box G-9, BROADCASTING.

Southwest FM needs experienced salesman on commission. Competitive market but no hill for a step-stone man. Station grows with you! Send resume and salary requirements to Box G-9, BROADCASTING.


Central California station has permanent sales position for young, creative, aggressive salesman to will to work. Box G-32, BROAD- CASTING.

Real Opportunity top salesman Boston area. New national account needs full resume, references. Box G-72, BROADCASTING.

Manufacturers representatives for the west coast, established in broadcast industry, interested in product lines for TV-AM-FM or CW. Contact McGree Co., 1453 N. Seward Ave., Hollywood 28, California.

Announcers

Announcer for middle road. Bright, fast- pace, Midwestern group station. Must have

home delivery. Send tape, photo & resume to Box E-420, BROADCASTING.

DJ on the way up. Real opportunity at an important Midwest top 40 station for young and talented disc jockey. Plus some income from hops. All inquiries individual- ly answered by personnel, regardless of experience. Rush recent picture and tape. Box F-45, BROADCASTING.

Drive-time personality for number one top rated format. Great Lakes area. Dynam- ic station with much to offer. For full story tell us what you have to offer. Include tape and photo. Box F-65, BROADCASTING.

Need new—Top 40 announcer with first—of five most important positions. All market —no resume, tape, photo to Box F-132, BROAD- CASTING.

Big Ten—play by play sports combined with entertainment. Must be working newsman, or aggressive salesman. Salary open. Box F-268, BROADCASTING.

Top Hudson Valley station has September opening for experienced announcer, 1st ticket preferred. Send resume, tape to Box F-268, BROADCASTING.

Morning man going to sunshine state. If you have humor, first phone and experience, you can have his excellent suburban Cleveland station. Box G-9, BROAD- CASTING.

Announcer with experience. Reading ability important. Send resume to Box G-15, BROADCASTING.

Announcer for all-night shift, top 40 for- mer phone position but not essential. Metropolitan market, opportunity to move up. Send tape and resume. Box G-36, BROADCASTING.

Telephone talk personality for aggressive California station, to follow syndicated Joe Pyne show. Play by play and disc jockey background helpful. Third endorsed. Air mail resume, tape, and picture. Box G-43, BROADCASTING.

Bright airman for middle of road. Possible chance for play-by-play. Send tape and qualifications and salary requirements to Box G-90, BROAD- CASTING.


Program director for new 10,000 watt Boston station. Must be experienced, creative, take charge. Send tape, complete resume. Box G-73, BROADCASTING.

Jumpers, Topicals, Teamsters, Topicals, experienced, mature staff announcer. No top 40.

1st phone combo opening 5,000 upper mid- west station. Experience unnecessary. Air- man-Morning-continental—versatile—more pay. KLZ, Brainerd, Minn.

KPB, Needs an experienced 1st phone an- nouncer. Immediate opening. Contact Har- vey Smith, KPB, Pueblo, P.O. Box 831, phone 303-549-5871.

Combo—Album station—CBS. No mainte- nance. Experienced only. WAYE, Baltimore.

Established Mississippi station wants mar- keting and phone announcer. Age 25-27. Send tape, resume and photo to Carroll Hines, WHYN McComb, Mississippi.

Sports director and first phone engineer—an- nouncer or receiver for rebuilt and re-opened of the road music shift. $100.00 start, talent during sea- son. Must have experience, married man. WMVR, Sidney, Ohio. $30-402-458, Wylie.

September opening for the right man, must be steady and reliable. One station market. For complete details, call 3 p.m. to 5 p.m. Monday through Friday, 10 a.m. to 1 p.m. Sunday. Send resume, tape and picture to Dan Hollingsdale, Box 4, WQOD, Calais, Maine.

Wanted: Sports announcer—approximately 50 basketball—football games per season. Must be mature and capable of assisting in management. Send resume, tape, salary requirements, etc. WSTU, Box 76, Sturgis, Michigan.

Immediate opening for experienced, mature voiced announcer-board man. No license necessary. Better than median salary. 5 day week. Hospital and life insurance plus retirement benefits. Multiple radio & TV ownership. Opening large, this is an opportunity. Must be reliable and in good health. Prefer married man. Strong on commercials. Please send all information. Interested in educational, physical description, plus tape of your work or photgraph. Address all inquiries to Hal Barton, Pro- gram Director, WYAT Quincy, Ill.

Still looking for the right man to fill announcings positions. Opportunity for televi- sion and/or part-time sales, WTAP Parkers- burg, W. Va.


BROADCASTING, July 4, 1966

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**Announcers—Cont'd**

Announcer—Minimum 1 year experience, veryto swing; 2 years experience will help to move up when ready. Resume and tape to Box G-5, BROADCASTING.


Gulf Coast country and western. Needs experienced country music announcer. Send tape and starting salary to New South Broadcasting, P.O. Box 5797, Meridian, Mississippi.

Wanted announcer, first-phone required. Immediate opening for station located in Martinsville, Virginia area, one of the fastest growing communities in the state of Virginia. Located in Mid-Atlantic, Terry, 703-638-7014 day, 703-647-8491 night.

**Technical**

Vacation engineer needed immediately for work in Los Angeles radio station. Must be available for personal interview. Must have first class FCC license. Write Box F-18, BROADCASTING.

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunity. Strictly engineering. East. Box F-55, BROADCASTING.

Needed immediately—good first class engineer that can maintain 1000 watt directional transmitter plus sweep and other equipment, including outstanding studio and mobile news unit facilities. Enclose all your requests. Must be mobile and live within 25 miles of metropolitan area. P.O. Box 247, BROADCASTING.

Will train experienced radio engineer who wants to move up. Studio tape & color film equipment. Medium sized midwest city. State present salary 1st letter. Box F-298, BROADCASTING.

Assistant chief engineer for technical supervision and maintenance of expanding midwest AM/FM station. Good money, good equipment. Must be mature with top references. Salary open. Send resume and resume to Box G-1, BROADCASTING.


First class engineer/announcer. Prime duty—chief engineer...no construction....strictly engineering...also some announcing. Station located in Midwest market with potential for future growth. Seeking second or third in AM/FM tandem or an AM/FM duplicated broadcast...an excellent opportunity...family desirous of settling in a college town that's also growing industrially. Position open no later than end of month. Good money, benefits, complete resume. Box G-54, BROADCASTING.

Chief engineer, announcing, maintenance. New 10,000 watt Boston area. Box G-74, BROADCASTING.

First phone man for transmitter. No announcing. WAMD, Aberdeen, Md.


The chief engineer at WRAP Norfolk, Virginia is leaving a company for a company in another part of the country, with a company offer in July 1966. Require experienced, capable engineer, with experience in recharge, write or call R. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 305-2111.

Chief—Immediate opening—Central Florida daytimer. Heavy on maintenance, Relief air-line, F. O. Box 866 Avon Park, Fla.

**NEWS**


New need man now—For airing and gathering in expanding news department. Will established top facility—good future for right man. Experience FM radio preferred. Write or G. G. Bemiller, WFRN, Wisconsin Rapids, Wis.

WINA, Charlottesville, Virginia, wants experienced newsman to work in two man news department. Must cover meetings, VIP's tape interviews, write, move phones, and rewrite. Will consider female. NBC station with TV grants,.

Send resume and salary requirements to Program Director, WKKG, Box 3188, Cocoa, Fla.

**Production—Programming, Others**

Program director for southern radio station in city of over 600,000 population. Opportunity for capable board man who has knowledge of electronic equipment and operation. Must have record of stability and success in previous positions. Liberal pay program. Box F-282, BROADCASTING.

Copywriter. Professional with experience, originality, drive for success in metropolitan market. Must have nose for news and be aggressive. Willing ability of primary importance. Journalism grad looking for opportunity to prove themselves considered. Send tape, resume, samples, and salary requirements to Program Director, WKKO, Box 3188, Cocoa, Fla.

Cape Kennedy calls. Highly successful station looking for man to gather, write and air local news on top rated modern format station. Must have nose for news and be aggressive. Writing ability of primary importance. Journalism grad looking for opportunity to prove themselves considered. Send tape, resume, samples, and salary requirements to Program Director, WKKO, Box 3188, Cocoa, Fla.

**RADIO**

**Situations Wanted—Management**

Ten years radio—four years management—first phone—excellent record—top references. Family man—married man. Seeks small-medium market just above current position. Box G-231, BROADCASTING.

Small market! Five years loser until brother takes over. 5 male, no negative. Station put in black and sold for profit. We need new home to grow with. Box G-5, BROADCASTING.

General manager—Solid broadcast background over 12 years proven ability all phases. Mature, Creative, Exceptional cold—sales promotion background. Finest credentials. Call 612-721-1100 or Box G-37, BROADCASTING.

26 years experience all phases radio-TV program side and sales. Last 9 years ad agency owner-manager. From $80 to $200 weekly radio sales man for short months. Top revenue producer combo radio-TV sales man for last 5 years. Last 5 years for two stations. Copy-writing, radio-TV production, station-audience promotion reputation very good. Considered expert at quality commercial announce. Available to help your radio-TV station grow. Send resume, and qualifications. A general sales manager. What kind of problems do you want your man to solve? Professional for 45 year old broadcaster to solve? Medium or large markets only. Box G-47, BROADCASTING.

General manager, general salesman. In-depth experience, executive ability, with complete knowledge of national. Wonde... Radio sales. Box G-53, BROADCASTING.

**Sales**


Salesman—Sportscaster, college play-by-play, first phone $150. Box G-41, BROADCASTING.

Young, ambitious with experience in broadcast sales. Adequately financed. Looking for position in the southeast. Box G-48, BROADCASTING.

**Situations Wanted—Announcers**

C.E.W. announcer with nine years broadcast background and excellent musical knowledge in all phases from writing through promotion available late June. Age 29. Prefer Ohio, Kentucky, Tennessee or Indiana area. Quality voice, outstanding Nashville contacts. $120 minimum. Call 216-452-9623 or write Box F-180, BROADCASTING.

First phone—combo top forty...five years experience, presently employed as chief and MD. 24...family. Box F-283, BROADCASTING.

Third phone endorsement, businessman-JJ for southeastern Florida market. Seeking professional level opening. Box F-284, BROADCASTING.

Network replacement announcer with many years experience interested in position with a friendly sound. Married. Desires permanent position in metropolitan market. Box G-10, BROADCASTING.

Negro rock & roll, top 40, Rhythm & Blues disc jockey. Graduate of top New York school. Young, energetic. Cassette or VIP's, write Box G-204, BROADCASTING.

Top Negro dj available immediately. Call 201-647-3173 or Box G-27, BROADCASTING.

Sportscaster, 1st phone, experienced in all phases of radio. Currently making $125. Looking for move up. Box G-42, BROADCASTING.

Fantastic personality prefers “country” at big city $$$$. Box G-31, BROADCASTING.

Sportcaster, 1st phone, experienced in all phases of radio. Currently making $125. Looking for move up. Box G-42, BROADCASTING.

Help! It's not that I mind working, but 62 hours a week is too much. I am a fun-to-listen-to, friendly morning man with an understanding of people. Like Top 20, Country AM/FM for years. Write Box G-19, BROADCASTING.

Mid-Atlantic: young, versatile, assiduous announcer with smooth, intelligent delivery, excellent production ability, program director experience, medium market background. Best references. Box G-45, BROADCASTING.


Professional dj & newscaster with 3rd. Grade Y. M. C. A., V. V. A.S. 25 years old, any locale. Box G-61, BROADCASTING.


Negro dj, Strong voice, singing show. 3rd class. Ready now! Box G-63, BROADCASTING.

Available Immediately. Can do dj, sports, sales. Experienced. Box G-64, BROADCASTING.

Beginner, trained by top professionals, looking for Midwest, Southeast station experience. Box G-65, BROADCASTING.
Situations Wanted

Announcers—(Cont'd)

1st phone, 7 yrs combo, Permanent desired by August. Box G-47, BROADCASTING.

Talented Negro dj, Bright, happy sound, TV and radio, immediate position. Box G-70, BROADCASTING.

Announcer with seven years experience. 24, Married, seeks position. Box G-6, BROADCASTING.

J.L.H., water, Florida. Phone 4157-229, immediately.

Chief announcer-large city, eastern independent station with heavy news. Immediate position. Box G-26, BROADCASTING.

Young and sound. Box D-12, Jacksonville, Fla.

HAPPY, carefree, adult sounding, mid- to late 20's. Male, available. 3rd class, young, single, draft no problem. Two years college, trained in major radio school. Can sell; sell, sell! Ed Phelps, 892 Purdy, Birmingham, Michigan.

Missouri stations: Third-rate personnel limiting your progress? See what real professionalism can do for you. 314-774-2794 gets you four years AM-FM air-format experience. Plus copywriting, newswriting, production, and light sales. Aggressive professional desires opportunity to realize full capabilities. Desires management, management. Warm air style. 26, married, two children nearing school age. Box G-72, BROADCASTING.

Immediate opening for aggressive local sales executive. Positions in South. Send resume and salary required, Box G-56, BROADCASTING.

Top 40—Young, creative, experienced dj, age 21-28, 918-629-7393. Dave Yerrick, Hudson, N. Y.

Talent machine—used 16 years in top market. Equipped with excellent technical background, a music director, a producer, a writer, a talk show personality. Equipped with college, family, first phone, National chain, Contemporary, country, middle of the road, and news. Desires opportunity plus Melton, 5810 Lewis, Dallas, Texas, T-4 8720.

Technical

Experienced chief eng., AM, FM, DA. Seeks employment in Ohio but will consider others. Box G-13 BROADCASTING.

Transmitter engineer desires permanent position under chief engineer. Experienced and dependable. Available immediately, Box G-22, BROADCASTING.

Young, married, experienced, engineer desires position. Box G-40, BROADCASTING.

NEWS

Experienced newcomer, College graduate with No. 2 license, 45 years in radio. On-camera experience. Good commercial presentation, must be capable of handling master control, directing. Box G-257, BROADCASTING.

KOMU-TV, Columbia, Mo., has opening for full time announcer. Would consider man with radio experience, and capable of making the jump to TV. Contact Program Director.

Help Wanted—Technical

Working chief with administrative ability. Thoroughly experienced in UHF, CATV, microwave, VTR and studio operations. Must be stable, efficient, well organized man interested in joining an ETV station planning growth into a mobile unit, and color. A position in a progressive community, pleasant climate, excellent facilities, congenial staff, good hours, competitive. Send resume. Box F-227, BROADCASTING.

Licensed operator with good electronic knowledge, interested in broadcast engineering experience. Must be right, have patience. Attractive salary, good hunting, fishing, skiing, and boating. Box F-295, BROADCASTING.

Grow with South Florida VHF. Opening for studio maintenance. VHF experience essential. Salary commensurate with experience. Box F-282, BROADCASTING.

Energetic, young first phone engineers wanted. Full time, immediate opening. Box G-33, BROADCASTING.

Chief engineer of large eastern television station wants first class, experienced technicians. Must be engineering graduate, experienced in all phases of operation and management. Good salary and working conditions. Send resume, Box G-88, BROAD- CASTING.

Chief engineer—full responsibility for studio and engineering department. Full resume: Wes Haugen, KOMET-TV, San Diego, Calif.

Immediate opening for second position in southern VHF. Excellent opportunity for experienced, well educated. Box F-297, BROADCASTING.

Top eastern independent station with heavy VHF and FM, offers creative potential to experienced producer/director. Send complete details to Box F-287, BROADCASTING.
Production—Programming, Others continued

Station in top eastern market has immediate opening for an experienced switcher. Must be young, aggressive, quick witted, and have the ability to make clean crisp station breaks. Reply to Box F-299, BROADCASTING.

Producer/director for ETV station in northeast. Must be pre-eminently qualified in production and studio operations. Full salary and benefits. Reply to Box B-304, BROADCASTING.

Film editor—immediate opening for experienced man. Send resume and expected starting salary to Art Michaud, Film Director, WTVT-TV, Toledo, Ohio.

TELEVISION—Situation Wanted

Management

General manager/general sales manager, in depth experience in national/regional local sales—College graduate—15 years experience—currently employed—prefer television—will accept radio. Excellent credentials—southeast only. Box G-34, BROADCASTING.

26 years experience all phases radio-TV program side and sales. Last 3 years ad agency owner-manager. From $80 to $200 weekly radio sales commissions in few short months. Top producers. Radio/TV. Excellent last operation. Program director two stations. Experienced in ETV, production, station-audience promotion reputation very good. Must be capable of carrying on as a complete commercial announcer. Available to help your operation attain new goals as general or sales manager. What are your problems do you want this energetic, experienced 45 year old broadcaster to solve? Medium or large markets only. Box G-48, BROADCASTING.

Sales

17 years of top local, regional and national sales and management available in July. Box F-264, BROADCASTING.

Announcers

Experienced radio newsmaster desires progress to TV. Salary secondary, 35, hard working, intelligent. Box G-60, BROADCASTING.

Technical

Award winning, major market, radio new director wants TV. Box G-69, BROADCASTING.

NEWS

News director—Currently siring, writing, filming 2 evening newscasts in two station southern market. Nine years radio-TV, college, studio, sales. Prefer small to medium station with a budget and belief in news. Box G-77, BROADCASTING.

Production—Programming, Others

Producer-director, B.A. music, M.S. TV, Exp. Closed-circuit, remote, live & film. Relocate Box G-4, BROADCASTING.

Versatile, experienced continuity-traffic man wants to relocate in California. Box G-68, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)


Public school system—Building ETV station—seeking experience for new studio equipment. Send Information, including manufacturer, model number, age, condition, etc. Box G-24, BROADCASTING.

Broadcast Engineering Services—AM-FM-TV; everything to complete new station, 10335 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

Equipment FOR SALE

Television radio transmitters, monitors, tubes, microphones, camera, audio equipment. 440 Columbus Ave. N.Y.C.


UFH television equipment. Enough to put station on air from camera to antenna. $50,000 cash. Box F-22, BROADCASTING.

 RCA 50 ka HTA-56C now in service will be available in approximately six months due to government regulations. If interested at $500 complete, write Box F-142, BROADCASTING.

 Gates ST-01 spot tape recorder. 1901 model. Excellent condition. $975 at Wik BVR, West Bend, Wisconsin.

Why buy new cart tapes. We install new tape, pads, labels, insides out, size 90—5 day service—Lik-Nuk Cart Corp. Box 2008, FEBRUARY.

Good videotape and orthicons. Huge savings. 212-EN 2-5680 or Box G-14, BROADCASTING.

Cable ground wire available. Approximately 1,350 ft. #10 @ 4¢ and 12,250 ft. #12 @ 4¢, F.O.B. Box G-30, BROADCASTING.

For sale, a complete Stromberg-Carlon Dialx inter-office telephone system, in excellent condition, complete with the following equipment: A. 11 desk-top extension, B. 4 Wall-mount extensions, C. 1 automatic switchboard, D. 2 key sets adapted to E. Instruct. Original cost over $5000, yours for $750. Write Dave Morrison, Chief Engineer, Radio License School, 501 Carew Tower, Cincinnati, Ohio 45202.

Let us serve your used equipment needs. The Collins Company, Box 3141, Bristol, Tennessee.

Western Electric ten kilowatt FM transmitter available in New York complete for spare parts and tubes. Also motor drive, exciter, etc. Five kilowatt waterproofed dummyload. Reply to Box G-66, BROADCASTING.

Commercial Crystal and new or replacement crystals for RCA, GE, W. B. Eye and J-K holders: regrinding, repair etc. $6754 crystals; also service on AM monitors and H-F 355 EFT Monitors. Nationwide unsolicited testimonials praise our products and fast service, Edison Electric Company, Box 96, Texarkana, Texas.

Heliax coaxial cable 247-75 type, new $59 ft. FOB, R.E.E., P. O. Box 2055, La Mesa, California.

Audio equipment—Whatever your needs, A&E, W & B, Ampex, Altec, AKG, EV, Fairchild, Neumann, Langevin, etc. Excellent service. Send for equipment list. Box E-121, BROADCASTING.

Broadcast Engineering Services—"your one-stop shooming center" for new and used AM-FM-TV equipment—all types. 10335 Stanford Ave., Garden Grove, California, 92640. Phone: (714) 537-9502.

Transmitters. Original owner purchased new. One 1 kilowatt FM audio. Call—Tales FM. Gates Ten Motormot FM 150 megacycle FM two way units. All units ok. Power input increase do not need. WQMS Radio, Hamilton, Ohio 884-8751, 1501 Woodview Lane.

MISCELLANEOUS


Instant gigs for dozens! Hundreds of One Liners on Weather, Traffic, Radio, Music, etc. Write for free catalog. "Playboy" catalog. Show-By-Comedy Service, 1705 E. 28th Street, E. 5-1247, N. Y.


Coverage maps, station brochures. Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc. 822 Warner Avenue, Downers Grove, Illinois 60515.

Your resume—Make it sell you! Instructions, samples: $2, Executive Box 249BR, Belleville, N. J. 07109.

INSTRUCTIONS


Learn Radio-TV announcing, programming, production, newswriting, production. E.E. theory, engineering, control, operation, disc-fockeving, and all phases of broadcasting on the nation's only commercial station. Fully operated for training purposes by a private school—KEKI-FM, a Southern California station. Experienced and qualified professional teachers. Country's finest practice studios. Etni-Craft Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Etkins Radio License School of Minneapolis offers the unmatched success of the famous Etkins Laboratory and Theory Classes in preparation for the First Class license. Etkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks. Top quality. Etkins laboratory and theory training. Etkins Radio License School of Atlanta, 1159 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Etkins training for an FCC First Class License. Outstanding theory and laboratory instruction. Etkins Radio License School of Chicago, 9263 Inwood Road, Dallas, Texas.

Etkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St. Chicago 4, Illinois.


America's winner. Last in announcing since 1934. National Academy of Broadcasting. 914 H St. NW. Washington 1, D. C.

"It's RRI and Here's Why" First phone lines in (3) weeks we guarantee it. Tuition only $950. Rooms $8-$12 per week. "Our finest course ever" says Mr. E. J. Sarafo by sea. on Aug.--Sept. - Oct. 9-14, 1955. Write Radio Engineering Institute, 1331 Main St., Sarasota, Fla.
INSTRUCTIONS (Cont'd)


See our display ad under Instructions, Don Martin School of Radio & TV.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1957). Make your reservations now for our Accelerated Theory Class starting August 1st. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1863 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a newspaper? How long have you worked in your field? How long since your last raise? Have you come as far as you can in your present position? Do you want to make change?

Rural advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase in any medium. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

SALES OPPORTUNITY

Pepper Sound Studios
National Headquarters: 51 S. Florence
Memphis 4, Tennessee

Now expanding their national field force. Interested in attracting executive caliber salesmen. Only applicants with at least 5 figure income (or over) need apply.

If interested, send resume and picture.

Our employees are aware of this ad.

Announcers

Top 100 market Station

Contemporary Format—Seeks man able to deliver adult sound with personality. No news. Pleasant locale. Adequate monetary reward for right man. Send tape to:

Box F-163, BROADCASTING

Announcers—(Cont'd)

ANNOUNCER WANTED

Smart, established (или) , regional puliter and attractive start, plus bonus and other extras. For sale, creative D.J. who can gather, write, and perform. Send photo and resume, outlining up-beat programing, permanent future with generous increase, prosperous community. Nation part of prestige group. Send details, experience, references.

Write: WJAN, Kansas, Ill.

A Swingin' DJ

needed for State's number one top 40 operation. Please, no young Walter Brennan type voices but a mature sounding local that's also good at production.

Send tape, photo, resume to:

Box G-12, BROADCASTING.

NEWS

NEWSMAN

for top Radio News staff in market approaching million–hurry. Must be expert gatherer and reader. Salary commensurate to ability and experience.

Box G-76, BROADCASTING.

TELEVISION

Help Wanted—Management

TV GENERAL MANAGER


Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.


An Equal Opportunity Employer M/F

RADIO CORPORATION OF AMERICA

TV ENGINEER


Box F-254, BROADCASTING.

NEWS

Agency NYC interested representing TV broadcasters with reporitory background, excellent opportunity. Send resume and pictures.

Box G-58, Broadcasting.

Production—Programing, Others

ALL JOBS FREE

RADIO-TV PERSONNEL CONSULTANTS

645 North Michigan Ave., Chicago, Ill.
Phone area code 312 237-7075
RON CURTIS—President

TELEVISION

Situations Wanted—Management

MANAGER, GEN. SALES MANAGER

TV or Radio

2—Outstanding record as performer—Unusual talent developing creative)
3—Local sales staff developed for new station and in excess of 50% of WJAN’s potential. 4th ranked station—four station network.
4—President of a small market.
5—New account relationsTop 5 buying centers.
6—0-1 yr. loyalty, dedication and productive know-how—not all and not type.
7—Many top people in industry will recommend me, based on record.
8—Will relocate. Seek reputable station connection on long term basis where hard work and good citizenship count, not political maneuverer.
9—Have made top dollar on incentive plan.

Box G-21, BROADCASTING.

MISCELLANEOUS

BROADCASTERS:

Make $7,000 to $12,000 annually in your spare time!

Quality and enrollment students for Columbia School of Broadcasting’s famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network calibration instructors. Tomorrow’s announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:

Mr. Wm. B. Zorich, Vice President
Columbia School of Broadcasting
4444 Geary Blvd.
San Francisco 94118

Accredited by California Department of Education. Not affiliated with CBS, Inc.

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BROADCASTING, July 4, 1966
THE AMPS AGENCY
BY BROADCASTERS FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send your resume or, if close by, come in or phone us.

THE AMPS AGENCY
All Media Placement Service
2974 Wilshire Blvd., Los Angeles, Calif.
Telephone DU 8-3116

BUSINESS OPPORTUNITY

$ DOLLARS $ 
Put your CASH back in your business. Sell us your land & tower and we will lease it back to you. Long term leases arranged.
WRITE:
TOWERS UNLIMITED
120 Flamingo Rd.
Las Vegas, Nevada

BROADCASTERS—CATV
(In that order)
Seasoned exstation owner-operator presently officer heading CATV firm desires return to equity association with broadcast-oriented business-like communications group, firm, joint venture or partnership. If you have stations, CP's, CATV franchise or near the "in ample track" on any, or all, and lack time or know-how to pursue organization, management, applications, sales marketing, design or financing please write in complete confidence and in utmost. Special interest in single station market situations. Interested only in realistic propositions with principals offering exchange strictest investigation.

Box G-20, Broadcasting.

INSTRUCTIONS

Your 1st Class Ticket in 6 weeks or Less at America's Foremost

SCHOOL OF BROADCASTING

the DON MARTIN SCHOOL OF RADIO & TV
Register now for Aug. 1st or Oct. 3rd Classes. For additional information call or write to:

DON MARTIN SCHOOL OF RADIO & TV
1653 N. Cherokee
Hollywood, Calif. 90028

EMPLOYMENT SERVICE

ANNOUNCERS—1st NEWSMEN—ENGINEERS DJ's—SALESMEN
If you need a job, we have one for you!

C.B.I. PLACEMENTS
1615 California St., Denver, Colo. 80202
Phone 303-292-9720

FOR SALE—Equipment

RCA BTA-506, 50KW AMPLIPHASE AM TRANSMITTER
in daily operation and in excellent condition. This fine value available only because a site move necessitates installation of transmitter at new location before shutting down old. Less than 1/3 original price to first qualified buyer. Available about Jan. 1.

Box F-307, Broadcasting.

SCHAFER AUTOMATION SYSTEM
Excellent Condition
1 Ampex 351 Schaffer Make-Up Unit, with 25 cycle oscillator
1 Ampex 350 Recorder
1 PB 2's, silence sense, phone calls
1 Schaffer Automation Brain with automatic time clock. All rack mounted, assembled and ready to go. Modified for fast-paced operations.
Total package $10,752. Half down, balance in 12 months. For Inspection call at
WOCG RADIO
4635 Tower Road, Greensboro, N.C.

FREE
Report on dramatizing TV weather coverage
Actual case history of Gemini 9 TV weather reporting, using direct pictures from NIMBUS—the orbiting weather satellite. Read this special report to stockholders by Chairman of the Board, of Alden Electronics & Impulse Recording Equipment Co., Inc., Westboro, Mass. 01581.

Request today from: Irene, our P.R. Dept., No obligation.

WANTED TO BUY—Stations

Seeking Profitable West Coast, Ariz., Nev., AM-FMs 100M to 1,000M.

Box F-275, Broadcasting.

FOR SALE—Stations

VHF TELEVISION STATION FOR SALE
Now available half-interest in established VHF station in Southeast. Over 350,000 TV homes and Network affiliated. Full details available.

Box E-447, Broadcasting.

FOR SALE—Equipment

PACIFIC NORTHWEST REGIONAL
Single market 1 KW fulltime facility located in a lovely community of nearly 10,000. Ideal suburban living within easy commuting distance of major city. Located on five acres of valuable land, the combination studio, offices and transmitter building is a showplace of 2,500 square feet. All new equipment within last two years. Grossing $80,000 and needs sales oriented owner-manager to develop full potential. Priced at $150,000 with $75,000 down required. Balance over six years.

Box F-301, Broadcasting.

TOP MARKET 
MAXIMUM POWER WESTERN STATE
Qualified principals only. $400,000. Terms.
Box G-24, Broadcasting.

LOW FREQUENCY
Excellent single station market in Southwest Good earning record. Tremendous coverage. CASH or TERMS Principals only.
Box G-71, Broadcasting.

Absentee owners will sell
AM-FM combination serving top Central States market. $425,000. Terms. Principals only.
Box G-25, Broadcasting.

PACIFIC NORTHWEST AM-FM
Grossing over $135,000. Same owners 10 years. Excellent growth area. Major market. $175,000. $40,000 down. Balance 10 years.
Box G-75, Broadcasting.

La Rue Media Brokers Inc.
116 CENTRAL PARK, SOUTH NEW YORK, N. Y. 265-3430

Chapman Associates
2648 Peachtree, Atlanta, Ga. 30309

Fla. single daytime $ 4OM terms
Gulf. medium fulltime 130M cash
M.W. metro UHF-TV 350M terms
Calif. metro Muzak 375M terms
N.E. major daytime 550M 29%

Broadcasting, July 4, 1966
Designated for Hearing

Comission delegated for consolidated hearing on applications of WSB TV, Channel 2, Northeast TV, Channel 4, Channel 6, and Channel 7 with respect to application of Adirondack. Action June 29.

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Designated for Hearing

Designated Examiner Sol Schildhause to preside at hearing on proceeding in application for license to transmit. Action July 12.

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KMO Tacoma, Wash.—Granted license covering use of auxiliary antenna, and of auxiliary antenna, for use as auxiliary antenna, at main trans site.

WQHC Philadelphia—Granted licenses covering use of auxiliary antenna, for use as auxiliary antenna, at main trans site.

KSL Cleveland, Ohio—Granted license covering use of auxiliary antenna, at main trans site.

WALD Walterboro, S. C.—Granted license covering use of auxiliary antenna, for use as auxiliary antenna, at main trans site.

WAOP Ogleo, Mich.—Granted license covering use of auxiliary antenna, for use as auxiliary antenna, at main trans site.

WAPI Birmingham, Ala.—Granted license covering use of auxiliary antenna, for use as auxiliary antenna, at main trans site.

WTV(C) Passaic, N. J.—Granted license covering use of auxiliary antenna, for use as auxiliary antenna, at main trans site.

KFIL Preston, Minn.—Granted license for auxiliary antenna.

Granted licenses for following FM's: KCNO-FM Dodge City, Kan. and KFRN-FM Brownwood, Tex.

Rescinded action of May 27 which disallowed use of auxiliary antenna, by Broadcasting Inc., for renewal of license of KEVA Evanston, Wis., and reinstated application and granted it to its deferssted status.

Actions of June 24

KEDO Longview, Wash.—Granted CP to increase daytime power on 1490 kc to 250 kw, continued nighttime operation with 250 kw and 2500 ft.; remote control.

KCFX Cedar Rapids, Iowa—Granted DP to install new trans. and ant.; make changes in ant. system; ERP 11.5 kw, antenna height 145 ft.

KFYR Bismarck, N. D.—Granted DP of licensed station to install new trans. and ant.; make changes in ant. system; ERP 11.5 kw, antenna height 145 ft.

KXEO Springfield, Mo.—Granted DP to install new trans. and ant.; make changes in ant. system; ERP 9 kw, antenna height 260 ft.; remote control.

WJFB Kinston, N. C.—Granted DP of licensed station to install new trans. and ant.; make changes in ant. system; ERP 11.5 kw, antenna height 150 ft.; remote control.

KDFK Preston, Minn.—Granted license for auxiliary antenna.

WAPN Chattanooga, Tenn.—Granted license for auxiliary antenna.

WAOB Augusta, Ga.—Granted license covering use of auxiliary antenna, for use as auxiliary antenna, at main trans site.

WQEE-FM Miami, Fla.—Granted license covering change of location and remote control for new trans. and ant.; make changes in ant. system; ERP 11.5 kw, antenna height 145 ft.; remote control.

KOMG-FM Tuscola, Okla.—Granted DP to change ant. trans., location, install new ant., increase ERP to 81 kw and antenna height to 290 ft.; remote control.

KDOT Scottsdale, Ariz.—Granted DP to change ant. trans., location, install new ant., make changes in ant. system. conditions.

Granted renewal of licenses for following main stations in various localities: WCMF(FM) Rochester, N. Y.; WWVA Genewa, N. Y. and WHRA Binghamton, N. Y.

Following stations were granted extensions of completion dates as shown: WWLA-FM (KOSI) Aurora, Colo., to Sept. 20; WKDN Camden, N. J., to July 15; WCMR St. Paul, Minn., to Jan. 5, 1967; KFYR-FM Bismarck, N. D., to Dec. 30; KHAR-FM Anchorage, to Oct. 22; KOSI-FM Denver, to Dec. 31; KSJE-FM (Crestwood, Mo., to Dec. 25; WFMK-FM Tellico, and KOVT-FM Elmir; N. Y. to Aug. 16; WHFB-FM Benton, Arkansas, to Jan. 18, 1967; and WOSH-Omokosh, Wis., to Dec. 1.

Actions of June 21

Following stations were granted extensions of completion dates as shown: WHIV(FM) Richmond, Va.; WMIN-FM Madison, Wis.

ETV fund grants

Following grants for education television programs are approved on behalf of the Department of Health, Education and Welfare: WCVM(FM) Rochester, N. Y.; WWVA Gene- nowa, N. Y. and WHRA Binghamton, N. Y.

Grant for WCMR-FM, Dayton, Ohio, that it has incurred apparent liability of $1,000 for various violations of Federal rules and regulations. License has 30 days to contest or pay forfeiture.


Stations have 30 days to pay or contest forfeitures.

Broadcasters should file their renewal applications in time to allow a 60-day review interval for processing prior to expiration of their license term. Forfeiture schedule is $25 for 1-10 days late; $150 for 11-60 days late, and $200 for 60-90 days late. Ann. June 24

Rulemakings

Commission invited comments to its proposal to delete FM station WILD Portland, Ore., from its proposal to change other co-channel stations in Portland, Ore.]

WOLD Marion, Va.—Requests institution of rulemakings proceeding to amend Sec. 73.202 of FM table of assignments looking...
Cover more ground for less money

Kaiser-Cox equipment’s 12-volt A.C. range (18v. to 30v.) will power more amplifiers per power supply — saves you money on your initial investment, keeps operating and maintenance costs at a minimum.

For more information write, wire or phone collect:

Kaiser-Cox COAX CORPORATION
P. O. Box 9728, Phoenix, Ariz. 85020
Phone (602) 944-4411

When you install Kaiser-Cox equipment, you never wonder what’s new in CATV — you know it!

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through June 29. Reports include applications for permission to install and operate CATV’s, grants of CATV franchises and sales of existing installations.

• Indicates franchise has been granted.

Costa Mesa, Calif.—Warner Brothers Television Services Inc., Newport Beach, Calif., and Community Cablevision Co., a subsidiary of the Irvine Co., have applied for franchises.

Sarasota, Fla.—Sarasota Central Antenna Network, Sarasota, has been granted a 26-year franchise. Cablevision Inc. has an application pending.

Kankakee, Ill.—Kankakee TV Cable Co. (I. H. Small, president), Kankakee, has been granted a franchise. Original installation fee of $15.95 has been reduced to $5. Monthly service charge is $5. The company will offer nine channels, which include the radio stations of the Champaign Telephone Co., Decatur, Ill., previously requested a 25-year exclusive franchise.

Kendallville, Ind.—Soundvision Inc. (O.K. Wright, president), has applied for a franchise; the application has been tabled. The Citizens Fm. subsidiary, installed, a one-channel system.

Laredo, Tex.—A cablevision for El Paso, Texas, has been granted a franchise. The city will receive 3% of gross receipts with a minimum charge of $3.95. Other applicants are Telecopis and Laredo Cablevision Inc., of Odessa.

Amherst, Mass.—Pioneer Valley Cablevision Inc. (Allen Torrey, manager) has been granted a franchise. The firm will provide 12 channels, including a local information channel. The service carries a monthly charge of $5.50.

Brooksville, Neb.—Mid-State Community Television, Aurora, Neb., (J. E. Nelson and Clifford Thompson, owners) has applied for a franchise. Another applicant is Multi-Vue TV Systems.

Cold Spring, N. J.—South Jersey Television Cable Co. (group CATV owner) has been granted a franchise. The firm will provide six channels for $9-$15 with a $3.50 ($5 with microwave) monthly service charge.

Gardiner, Me.—Gardiner Cable TV and Hightower Systems, both Newburgh, N. Y., have been granted franchises for which the town will receive 3% of the companies’ gross revenues.

Little Falls, N.Y.—AntennaVision Inc., Ilion, N. Y., is seeking a franchise.

New York, N.Y.—Hatfield, Wafa-TV, all Atlantic-WSBA (group CATV owner: Irving B. Kahn, president), Sterling Information Services Ltd. (Charles F. Dolen, president) and Cable Enterprises, Inc. (Theodore Granik, principal owner), all New York operators, have been awarded franchises, which allow the companies to relay to subscribers signals from the three channels originating from the Empire State Building, but not from outside cable plants. An installation fee of $19.50 and a $3 monthly service charge have been set. Teleprompter Inc. operates the Manhattan area north of 86th Street on the East Side and 79th Street on the West Side, while Sterling covers the remainder of Manhattan.

WBAP-TV, KTVT-TV, KRLD-TV, WFAA-TV and KERA-TV, all Dallas-Fort Worth.

Wolverine Cablevision Inc. Phoenix, Ariz., has been awarded franchises, which allow the companies to relay to subscribers signals from the three channels originating from the Empire State Building, but not from outside cable plants. An installation fee of $19.50 and a $3 monthly service charge have been set. Teleprompter Inc. operates the Manhattan area north of 86th Street on the East Side and 79th Street on the West Side, while Sterling covers the remainder of Manhattan.

Armstrong Utilities Inc., Orrville and Rittman, both Ohio, requests waiver to carry WOR-TV, WACV and WMTV to Youngstown; WSTV-TV Steubenville, Ohio-TV and WTVG; WSVN, WFLD, WGN-TV, Chicago; WUHF and WMVS-TV, Milwaukee, and WTVK, WTVK and WTVK to Knoxville, all Tennessee.

requests waiver to carry WPRV-TV, WMVT, Chicago; WUHF and WMVS-TV, Milwaukee, and WTVK, WTVK and WTVK to Knoxville, all Tennessee.

requests waiver to carry WPRV-TV, WMVT, Chicago; WUHF and WMVS-TV, Milwaukee, and WTVK, WTVK and WTVK to Knoxville, all Tennessee.

requests waiver to carry WPRV-TV, WMVT, Chicago; WUHF and WMVS-TV, Milwaukee, and WTVK, WTVK and WTVK to Knoxville, all Tennessee.
Action speaks louder than words

Mr. Pecksniff was a moral man: a grave man, a man of noble sentiments and speech... Some likened him to a direction post, which is always telling the way to a place but never goes there.

Robert Keim, who took over as president of The Advertising Council on Friday (July 1), often uses Mr. Pecksniff, described above in Dickens' Martin Chuzzlewit, as a negative example.

Mr. Keim is particularly opposed to this moralizing, "let-George-do-it" attitude. In fact, his career could be described as "anti-Pecksniffsian.

He started with a short stint as a broadcast trainee at the Compton Advertising agency, New York, at the beginning of World War II. In 1942 Mr. Keim was called to the Air Force. After basic training he snared a job that GI's the world over might dream of: teaching swimming at Miami Beach.

But, insofar as 22-year-old Bob Keim was concerned, that dream was unimportant compared to a conviction that he'd do better by the service and himself in a more responsible job.

In short order, he applied for Officer Candidate School and it wasn't too long after that he was in England as information officer for a bomber group.

In 1944 he applied for training as a radio correspondent. "When my application was approved, all my buddies were surprised," says Mr. Keim. "Everyone said applying for correspondent was similar to seeing the chaplain—nothing is supposed to come of it. Funny thing is you often do get action in both situations if you give it a whirl!"

Good Company * Transferred to New York for broadcast production orientation, Mr. Keim found himself among luminaries of the entertainment field of then and now: writer-producer Nat Hiken (Car 54 Where Are You?, Carol Plus Two), singer Johnny Desmond, writer-producer Perry Lafferty (Danny Kaye Show, now vice president-programs for CBS-TV in Hollywood) and the Glenn Miller Band.

After the war's end, the winds of history wafted the young officer to Washington, and the office of the Secretary of the Air Force. But the same winds blew away most of his staff.

"I had just supervised an Air Force mustering-out campaign, "Happy Landings,"" says Mr. Keim, "and was looking forward to getting out. But a hero of mine—and I use the word advisedly—General Hoyt S. Vandenberg, then Air Force vice chief of staff, asked me to stay on and try to hold things together."

It was clear if every top man left, the Air Force public relations and information service would be crippled. Captain Robert Keim stayed.

Of his time as chief for radio and TV production in the Pentagon office of the Air Force chief of staff and later in the office of the secretary of defense, Mr. Keim says: "Service in the government was invaluable. I learned firsthand the workings of government, the interrelationships between government agencies, a sense of tact and protocol that apply in the close contact between government agencies and the Ad Council."

Leaves Service * In 1954, after several Air Force Ad Council campaigns, the then Colonel Keim left the Air Force and joined the executive staff of the council. During this period he piloted such campaigns as traffic safety, better schools, register and vote, and Radio Free Europe.

In 1961 he was appointed advertising officer at the Chase Manhattan Bank, New York, and by 1966 was a second vice president in the marketing and advertising division. At that point he was asked by the Ad Council's board of directors to return and take the presidency being vacated by Theodore Reppller, who had reached retirement age.

Mr. Keim sees no immediate need for change, major or minor, in the council's operation, which last year handled $236 million in donated time and advertising space.

"It should be noted," says the new Ad Council chief, "that this donation would not have been possible without the big advertisers and agencies, who can provide the money and services to combat problems national in scope. Businessmen provide most of our operating budget, and I'm no stranger myself to the profit motive—I'm a principal owner of radio station WADS Ansonia, Conn."

Ad Council's Objective * The relationship between business, large and small, and the national interest can be illustrated in The Advertising Council, whose purpose is, Mr. Keim says: "To bring the force of American business and advertising to bear on major problems of the national welfare, and, hopefully, to solve them."

Mr. Keim, recruited to teach Sunday school, spent five years instructing the senior class at the Community Church of East Williston, (N. Y.).

"I learned more in those years of arising every Sunday morning at 7 to prepare my lessons than I ever thought possible," he says. "It got so that I actually had to apologize to the kids because I felt they were giving me so much and I was giving them so little."

The ad executive believes these years he taught Sunday school helped him to relate religion to his secular life.

His pastor comments that the relationship is not a one-way street: "Bob Keim is the kind of churchman that the church needs—men involved in the day-to-day earthly things of the economic world and who share in church life.

The reaction to religion they create in youth, even without a single word, is along the line of "There must be something to it."

Among the Ad Council campaigns, the Religion in American Life (RIAL) campaign is a sparkling diamond to Bob Keim. In a recent speech before the RIAL board, he hammered away at the Pecksniffian attitude. He warned it was insufficient to merely know what and where a need exists. "We've got to go to the problems. We've got to go where the action is. We've got to put our faith to work—today."
EDITORIALS

Something special

It is gratifying on every count to note the upsurge in special programs already committed by the television networks to the 1966-67 season that begins next September. A wider range of audience interests is bound to be awakened when specials are mixed in reasonable frequency with the weekly series.

It has been the same-night, same-time, same-station series that has built the television audience to its massive and consistent size. But it has been the special of occasional brilliance that has given television its moments of true excitement and real wonder. The networks are exhibiting an appropriate regard for their vital role in the national culture when they risk the enormous sums they will bet in 1966-67 on the one-shots that don’t always come in.

Where the rights belong

According to talk, both public and private, at the convention of the National Community Television Association last week, CATV operators are on the verge of moving into a new phase of operation. They are thinking of breaking out of the business of relaying signals from broadcast stations and into the business of originating a good many programs of their own.

Publicly they were talking in Miami last week about modest ventures in program origination: pickups of local events, the high-school basketball game, the village council meeting. Privately some were talking about going far beyond that: buying audience attractions from sources outside their communities. The latter talk has been stimulated by the recent court decision holding CATV liable for copyright payments (Broadcasting, May 30). Some operators are now saying that if they must pay copyright fees, they might as well go to the sources of programing and circumvent the broadcast stations.

This is a development that stations have it in their power to control, providing they do something about it before it gets out of hand.

Right now stations ought to begin making sure that they acquire from all their program sources the rights to authorize CATV distribution in their areas. Once they have those rights in hand, the stations will be in a position to negotiate with wire systems and will have established themselves as the points of copyright clearance for just about all of the programing that CATV subscribers will want to see.

This publication has for years argued that broadcasters ought to be given the right, through an amendment of the rebroadcast section of the Communications Act, to grant or refuse CATV’s the right to pick up their signals. The same end, it now appears, could be achieved under the existing copyright law and without any change in the Communications Act—assuming, of course, as many lawyers do, that the district court decision in the copyright case will stand up under appellate attack.

NBC has already gone on public record as favoring the system of station clearance of CATV rights; including the clearance of NBC programs. CBS has indicated it would want to keep control of CATV clearance of its network programs but has said that stations ought to be the point of clearance of nonnetwork shows. ABC has so far refrained from comment on the mechanics of clearance, although it has asserted that CATV must obtain rights.

As for the stations themselves, there has yet been no indication of any significant movement toward the clear establishment of their right to authorize CATV distribu-

tion. It would seem wise for stations to start such a movement soon by conferring with their networks and other program sources.

At the same time the stations must prepare to argue for retention of the present copyright law. No doubt the CATV interests will be doing all they can to get Congress to adopt legislation giving them relief from the decision of the federal court. They are no more entitled to that legislation than they are to the free ride they have been taking on the programing they snatch from the air.

Will secrecy really vanish?

The federal open-records bill (S 1160) now awaiting presidential signature is of special importance to broadcasters. It affects them in two ways...

Of primary benefit is the bearing this barrier-breaking legislation will have on broadcast journalism. It is basically a freedom-of-information measure premised on the public’s right to know. It means that the investigative reporter, whether he works for print or air media, cannot be denied access to government records unless the information falls in the national security or other specified categories of sensitivity that invade privacy, such as FBI records, tax returns and confidential financial information (such as the annual financial reports filed with the FCC).

It is the second aspect that makes the difference for broadcasters. Unlike other media, broadcasting is subject to regulation by an independent agency—one of those that has been opposed to open records on the broad ground that it will cause unaided troubles by people raiding their files for mischief-making. It has long since been forgotten by the bureaucrats that broadcasting was subjected to regulation by Congress to control electrical interference and not to censor programing or mastermind business operations.

S 1160 has been in the making for more than a decade. It passed both Senate and House unanimously. Because of the overwhelming vote it’s expected President Johnson will sign the measure.

But once signed it will be a year before the legislation becomes effective. We suspect many bureaucrats will now seek ways of circumventing the intent of the new law.

Drawn for Broadcasting by Sid Hix

"Now where is that promotion piece of yours? . . . I had it just a while ago!"
What will he want to see next Tuesday?
(Tune in KPRC-TV now, let him decide later)

The best to you each morning -- noon and night

Individual servings of nationwide favorites, in one station package. ID's Participations, Chainbreaks, Frosted Spots, and New Special "K" . . . All O.K.!
Business is always on the go at Viking. We travel over 500,000 miles a year to any place in the country. Viking men talk to technicians, engineers, system owners and anyone else who can help us produce better products.

And products are on the move at Viking. Last year our CATV business tripled. We introduced 151 new cable television products. "Vikal" solid sheath aluminum cable is being manufactured in half mile lengths. The great "Goldline" Solid State Modular Amplifiers are setting new performance standards for the CATV industry.

Systems Construction Company, a Viking subsidiary, is engineering and building turnkeys at a rapid pace.

Viking moved ahead of competition with the introduction of the compact, "Weatherama" time/weather device. We also joined forces with United Press International to produce the "News-A-Rama" — the finest CATV news machine available.

Things are moving at Viking and they're keeping pace with the exciting CATV industry.

If you are thinking of a move in CATV — move with Viking!