‘KWAI’ sets stage for $93 million TV–movie deals. p25
Code board eyes ‘clutter’ of nonprogram elements. p28
Proposed fair-trial code would silence news sources. p50-D
Lively RTNDA meet hears hard talk on hard issues. p54

NOW IN HOUSTON!
TOTAL COLOR
ALL THE BEAUTY OF THE NBC FULL COLOR NETWORK PROGRAMS, ALL LOCAL NEWSFILM IN COLOR, AND ALL LOCAL LIVE PROGRAMS IN COLOR . . . IN FACT, WE NOW TELECAST EVERYTHING IN COLOR!
KPRC-TV 2
Represented Nationally by Edward Petry & Company
The 44-gun Frigate Constitution, nicknamed "Old Ironsides" won forty battles without a defeat including her historic duel with the "Guerriere" during the War of 1812. Saved from destruction by Oliver Wendell Holmes' famous poem, she is still the flagship of the Commandant of Boston's Naval Shipyard and another of Boston's heart-stirring historical attractions. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color, without advertising, suitable for framing, write to WHDH.
TUESDAYS at 7:30 P.M.

TV 13 the rounders

On the Go!
KTRK TV ABC HOUSTON
Good fortune for advertisers resides in the remarkable 19% color penetration* in the Channel 8 area. All local programs are colorcast live, on film, or via color tape recorder. WGAL-TV is an affiliate of NBC, the full color network. The magic of color means good fortune to you. Buy WGAL-TV and add the magic touch to your sales.

*This statistic is based on June 1966 Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.
Carnegie cure

Mid-October meeting of Carnegie Commission on Educational Television in Los Angeles could be decisive one on noncommercial TV recommendations for White House and Congress. Last meeting at Dedham, Mass. (BROADCASTING, Sept. 12) distilled findings of ad hoc group with instructions to staff to emerge with proposed final draft as to substantive findings. Long-range effort now is in direction of $200 million ultimate budget for possible 200-station network, presumably to be tied together through free ride via satellite.

Effort will be to get unanimous report, with knottiest problems design of workable economic machinery to generate at outset at least $100 million annually. Special tax on broadcasting evidently can't get unanimous vote and there's some opposition to 10% excise tax on TV set sales. There's strong backing, it's understood, for defraying overhead of strictly non-commercial service through general federal funds since service would be for public's benefit. For new noncommercial administrative body board of directors of 27 (nine from federal government, nine from state governments and remaining nine to be selected by first 18) has been suggested. Tentative name: Public Television Inc. Deadline: Year-end.

Hypo in hoopla

Barrage of new-season TV promotion that resounds every fall includes new element this year that could, to great extent, defeat its own goals—or worse. Charges of “hoopying ratings” always arise, but rating services and Broadcast Rating Council in past autumns have tended to overlook them on grounds “everybody’s doing it” and that accordingly it all evens out. This year, however, has brought rash of “sweepstakes” and other contests that require viewers to watch specific programs in order to win. Under rating council standards, that is “hoopying,” and rating services must note it in their reports—which takes lot of sell out of boxcar numbers. What may be worse, Federal Trade Commission is building file of cases under its July 1965 guidelines on broadcaster attempts to influence ratings.

Although most promotions under suspicion thus far are local, at least one national venture has been noted—one conducted not by broadcaster but by advertiser (and thus apparently not affected by FTC broadcaster guidelines). In national women’s magazine Practical & Gamble, one of participants in ABC-TV’s Batman, is advertising big Batman contest in which readers can’t participate unless they watch Oct. 20 Batman episode. Though P&G’s purpose obviously is to sell products rather than just look good in ratings, under BRC requirements rating reports must flag audience figures for that show. Thus ABC, although innocent bystander, may doubt cast not only on true size of Batman audience but on network’s average audiences for that whole night and whole week.

The fall-backs

Production of mid-season replacement shows now is taking definite pattern. Invaders already is in production and sure thing for ABC-TV. Programming people at CBS-TV are enthusiastic about Mr. Terrific comedy pilot and have given approval for future series episodes. Same network has signed Smothers Brothers to host hour series as possible replacement for Garry Moore Show. NBC-TV has placed initial order for 3 half-hour Dragster programs and hopes to have series ready for January start. Same network has another second-season possibility in Dick Tracy, action-adventure series based on comic strip going into production by mid-month.

Extended coverage

ABC-TV, in cooperation with its sister organization, ABC International Television, is hoping to telescast special Hollywood Palace show live to Japan before end of this year or early next year via communications satellite. Telecast will be scheduled for first date available after Comsat-Hughes satellite over Pacific is in proper orbit and has completed operational tests. Launch of this bird is scheduled for Oct. 19. Hollywood Palace show, tentatively called “World of the Pacific,” will be pegged on international theme and feature performers familiar to Japanese public.

Package deal

Contrary to popular belief, ABC-TV has not yet priced individual features in its $19.5 million deal with 20th Century-Fox for package of 17 films (see page 25). In negotiations, specific price tag was put on each film, but that was not purpose of arriving at total package price on which to start dickering. Thus, 20th Century had $4 million down for “Cleopatra,” $1 million for “Von Ryan’s Express” and top-dollar prices for several name pictures. Others were individually tagged at $500,000. Total came to $22-23 million, was negotiated down to $19.5 million.

Fox can split up total ABC-TV package price any way it sees fit and has chosen to allocate $3 million to “Cleopatra.” ABC similarly can set its own prices for each picture. In case of “Cleopatra” it has plenty of time to do this: Contract with Fox calls for movie company to release it to ABC “no later” than 1971. It could be earlier but isn’t expected to be since Fox wants to protect theatrical reissues. Other films can be released from 1967 on.

Home, sour home

Quals Productions’ grand attempt at filming The Mormons entirely on location in Wyoming’s Grand Tetons country has failed. Show’s executive producer, Fred Brogger, who fought to bitter end to keep producing on location (“How the West was Won” on the back lot would be a cheat in my opinion”) has been bounced by 20th Century-Fox-TV, joint venturer in ABC-TV program. Fox has ordered show’s 110-member cast and crew to return to Hollywood.

Fox claims move follows plan for series from start since weather conditions in Grand Tetons made filming there during fall and winter an impossibility.” But it’s also reported that series was some $25,000 per week over budget and Fox wanted production back where it can keep control.

Money from Canada

Canada’s EXPO ’67, which so far has confined its $12 million advertising and PR budget to use of print media, now reportedly has under consideration tentative approval of budget of several hundred thousand dollars for radio-TV. Number of U. S. stations tuned down free plugs for fair after publication of editorial in BROADCASTING (Aug. 22) citing newspaper-magazine campaigns but no commercials for broadcast media.
Fill in the FIRST NAME

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>EIFFEL TOWER</td>
<td>French engineer. Designed Panama Canal locks, built Statue of Liberty framework.</td>
</tr>
<tr>
<td>FERRIS WHEEL</td>
<td>American engineer. Prominent as railroad and bridge builder.</td>
</tr>
<tr>
<td>FAHRENHEIT</td>
<td>German physicist. Improved thermometer and introduced scale.</td>
</tr>
<tr>
<td>NOBEL PRIZE</td>
<td>Swedish inventor, manufacturer of dynamite, and philanthropist.</td>
</tr>
<tr>
<td>WIBBAGE GAME</td>
<td></td>
</tr>
<tr>
<td>BRAILLE</td>
<td>French teacher of blind and musician. Devised raised-point writing.</td>
</tr>
<tr>
<td>SAXOPHONE</td>
<td>Belgian maker of musical instruments. Invented saxhorn, saxotromba, saxophone.</td>
</tr>
<tr>
<td>CHIPPENDALE</td>
<td>English cabinet maker. Published &quot;The Gentleman and Cabinet Maker's Director&quot;</td>
</tr>
</tbody>
</table>

Practically everybody calls us by our first name—WIBBAGE

Especially advertisers! Campaigns click on WIBBAGE • Radio 99, FIRST NAME in Philadelphia radio. MORE people . . . in MORE homes listen to WIBG than any other Philadelphia radio station.* Must be the music . . . or personalities . . . or the games we play.

*All estimated and limited as shown in reports: Based on average audience estimates. Monday to Friday, 6 AM to 12 PM.

WEEK IN BRIEF

Golden age of movie specials appears to be dawning at television networks. 'Kwai' rolls up large audience; ABC, CBS announce multimillion dollar deals with Fox, MGM, Paramount for some blockbusters. See...

$93-MILLION WEEK ... 25

House Judiciary Committee passes copyright bill that would make CATV's pay for all but few public-service type originations; would exempt them from copyright within station's contours. See...

COPYRIGHT BILL ... 59

American Bar Association study group offers new curbs on criminal reporting aimed at reducing flow of information at source: law enforcement officials and attorneys. Strictures similar to Britain's. See...

FREE TRIAL OR CURBS? ... 50D

NAB's television code board will get recommendations to thin out nonprogram elements that contribute to clutter. Code authority to offer cigarette guidelines that will implement existing policy. See...

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TV reporting form expected to be adopted by FCC this week. Logging rules described as simpler than those in radio form. Two questions dealing with amount of commercials are eliminated. See...

APPROVAL NEAR ... 56

Senator Gaylord Nelson wants FCC to hold full-scale hearing into proposed merger of ABC-ITT. He feels Justice Department and Federal Trade Commission should also get in act. See...

SENATOR LOOKS AT PLANS ... 44

Abundance of major issues, top public figures produce record turnout at convention of Radio-Television News Directors Association. Stand on court rule, display of new gear highlight sessions. See...

RTNDA TACKLES ISSUES ... 54

NCTA will start its series of eight fall regional meetings in New York on Oct. 10 and will hear from Sol Schildhause, man chosen by commission to regulate CATV industry. Origination high on agenda. See...

NCTA REGIONALS ... 50C

Proposed Overmyer Network takes major step toward realization of goal with signing of KHJ-TV Los Angeles as West Coast outlet. New affiliate will also originate programs for network. See...

OVERMYER SIGNS ... 36

ABC International TV's global sales-promotion campaign opens in Hollywood. Session stresses television in space age with discussion by space, marketing officials and film presentation. See...

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What goes on at ON:

Overmyer Network advances net debut to April 3, five full months earlier than announced...Over 100 affils expected to be aboard on that Big Monday...ON's two-hour, Mon-Fri Las Vegas show shaping fast for opener. Top-name MC's will be announced soon. Show will rotate each week from 11 top hostelries, names forthcoming...ON's UPI news organization will begin feeding affils same date. Will give local ON affils unprecedented news authority. No longer weak sisters in the editorial tussle...Weekly dramatic show, based on stories from the Bible, in color and new animation process, being prepared by ON for Fall...Several agencies asking for ON presentations. Glad to oblige. (212) 867-4520 is our number. Whew! What ever happened to the two-hour lunch? Overmyer Network.

ONward!
News media hurt from ‘Sheppard’ comments

RTNDA WINDUP HEARS IKE, DR. KING, NITZE, OTHERS

“Serious after-effects” already are popping up from U. S. Supreme Court’s media comments in Sam Sheppard case, Bill Roberts, Time-Life Broadcast, Washington, and chairman of RTNDA Freedom of Information Committee, warned at Friday (Sept. 30) session of Radio-Television News Directors Association. He cited four Florida cases where courts have held newsmen in contempt and he advised newsmen to fight cases at local level.

Mr. Roberts urged that cases be appealed. He said RTNDA would select most favorable cases to utilize full national legal organization. RTNDA also approved “position paper” to be issued on pre-trial coverage as proposed by Jim Borman, wcco Minneapolis.

Civil rights leader Dr. Martin Luther King told RTNDA he thinks TV cameras on scene have helped more to stop brutality than incite it. Especially in south, despite opinion of some like Chicago Mayor Richard J. Daley. He also said he did not feel demonstrations were “over covered” because civil rights problems are nation’s most serious domestic issue.

Use of satellite for Manila meet looks iffy

Plan to relay Manila conference and President Johnson’s appearance there later this month to U. S. viewers, which was subject of White House meeting with network news chiefs earlier last week, contains lots of conditions, it was learned Friday (Sept. 30).

Principal question is whether satellite actually will be placed on station over Pacific Ocean; there’s some fear that, depending on parking orbit, it may be necessary to “walk” it over to Atlantic because there may not be sufficient jet fuel to move it over Pacific.

Other unknown factors: Although latest launch date is Oct. 19, postponements are not unknown. In fact, Oct. 19 date already is beginning to look problematical. Also still unresolved is question whether ground station in Hawaii can be modified for use to transmit to satellite.

Since there are no satellite ground stations in Philippines, network news managers are thinking of jetting pictures to Hawaii for transmission to satellite.

New communications satellite will be bigger and heavier than Early Bird, now over Atlantic Ocean. It’ll have twice Early Bird’s power (85 w vs. 45 w). Capacity will be 240 voice circuits, or one two-way TV circuit. If TV circuit is to be used only one way, number of voice circuits will be available for telephone use. It was explained.

NAB seeking review board for new building plans

National Association of Broadcasters is making slow but steady progress toward its new building, which is still on drawing board.

Meeting in New York Friday (Sept. 30), NAB building and executive committee came up with “a number of names” of “architect-oriented” men to be asked about serving on three-man panel which will pass judgment on proposed edifice.

Potential panelists will be contacted within few weeks by John F. Dille Jr., Communicana Group of Indiana, NAB joint board chairman; Vincent T. Wasi-lewski, NAB president; Clair McCollough. Steinman Stations, building committee chairman, and Everett Reverbom, NAB secretary-treasurer.

At June board meeting, NAB joint board voted to seek expert architectural guidance on $1.8 million building designed by Mills, Petticord & Mills, Washington (Broadcasting, June 27). Board wants panel to see if building is best and most practical one for site and purpose.

Original timetable had NAB moving out of present structure and into new home by May 1968.

Nelson briefed, but is still unconfined

Senator Gaylord Nelson (D-Wis.), who says FCC should hold full hearing on ABC-International Telephone and Telegraph Corp. merger (see page 44), said Friday (Sept. 30) he will pursue matter with additional inquiries to commission, attorney general and Federal Trade Commission.

Senator, who is chairman of Senate Small Business Committee’s Monopoly Subcommittee, did not rule out hearings by that panel. He said he had not yet reached that decision.

Senator made comments after four commission staff members briefed him on procedure FCC is following in case. Staffers also supplied senator with copies of numerous ABC-ITT exhibits filed in proceeding and other documents commission is considering.

Visit was preliminary, to not substitute for, written response, which commission is preparing, to letter that sen-

Protect us from friends

Noise of camera and sound crews setting up for Dr. Martin Luther King’s appearance before Radio-Television News Directors Association Friday (see page 50-D) made it hard for some to follow debate by attorney W. Theodore Pierson and FCC General Counsel Henry Geller on Section 315 and fairness doctrine. As one observer put it: “We just blew our own case on courtroom access.”
tor sent to Chairman Rose H. Hyde.

Senator, who had already obtained transcript of two-day oral hearing held in case two weeks ago, said he would study material over weekend.

Then, he said, "I expect I'll have further questions for them (FCC), the attorney general and the Federal Trade Commission." He feels Justice and FTC should participate in hearing.

Senator, whose letter to Chairman Hyde expressed concern over possibility ABC might tailor its news judgments out of concern for ITT's financial interests, reported commission representatives said this point had been discussed in hearing. "I'll be interested in that [part of the record]," he said.

Commission staff members who met with senator were Max Paglin, executive director; John Cushman, administrative assistant to Chairman Hyde; Louis C. Stephens, commission attorney specializing in case, and Gerard M. Cahill, congressional liaison man.

They were chosen in part because they are not of decision-making process at commission. Accordingly, their participation in discussion with senator would not raise ex parte question. In addition, Senator Nelson said, discussion did not involve merits of case, only procedures.

Earlier last week commission began considering proposed merger. Security was tight, with no staff members admitted to closed-door session. But indications are that merger still has support of majority.

Kaiser, two other buys on FCC agenda this week

FCC is scheduled to act this week on three station-sale applications, including one that would give Kaiser Broadcasting Corp. its fifth major market UHF outlet, in Boston.

Fleming and Boston Globe Newspaper Co., through new corporation they formed, WXBG Inc., are seeking to purchase WXHR-AM-FM-TV from Harvey Radio Laboratories for $1.75 million (Broadcasting, July 4, Closed Circuit, June 13).

Because of Kaiser's UHF's in Los Angeles, Burlington, N.J.-Philadelphia, Detroit and San Francisco, sale of WXHR-TV (ch. 56) to new corporation will require exception to commission policy requiring hearings in cases where broadcaster would increase holdings in top 50 markets to more than three TV stations.

Other applications for sale up for approval include WCVI-TV Charleston, S. C., to Evening Star Newspaper Co. for $2,178,787; and WPFA Pensacola, Fla., to Thomas E. Gibbons group for $202,000.

NLRB orders election for KNBR news deskmen

KNBR-AM-FM San Francisco has been ordered by National Labor Relations Board to let unit of nonair newsmen decide if they want to be represented by National Association of Broadcast Employees and Technicians (NABET).

NLBR decision being handed down today (Oct. 3) denied licensee's contention that newsmen are supervisory personnel. Although Albert S. Burchard, manager of news, delegates deskmen "some degree of responsibility for the efficient functioning of the newsroom," NLBR said, they come within "scope of the newswriting craft" rather than supervision of others.

Decision also rejected station's contention that newsmen should be included in on-air group represented by American Federation of Television and Radio Artists (AFTRA). Newsmen in question are not on-air personnel and AFTRA doesn't seek to represent them, NLBR added.

Men in demand

National Community Television Association, which is holding series of regional meetings this year for first time (see page 50-C), not only is treading on heels of National Association of Broadcasters' regional meetings in several instances, but has taken leaf from NAB book—having FCC commissioner at sessions.

Virtual firm at week's end were promises from Commissioner Lee Loeszinger to put in appearance at NCTA Dallas meeting (Oct. 14), and from Commissioner Nicholas Johnson at Minneapolis meeting (Oct. 26). Both NCTA sessions immediately follow NAB meetings in those cities.

W-L cosmetics moved

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., announced today (Oct. 3) move of $1.5 million cosmetics and fragrances account (DuBarry Cosmetics, Parfum Ciro, St. Johns products and Jean D'Albert/Orlane fragrance and cosmetics) from Lennen & Newell to McCann-Erickson, both New York, effective Nov. 1.

Overseas billings up

Grey Advertising Inc. and international partners have increased their yearly billings outside of North America from $33 million in 1965 to current $40 million.

Grey Chairman Arthur C. Fatt reported this at opening of fourth Grey international meeting, which ended yesterday (Oct. 2) at Pembroke, Bermuda.

NBC claims sweep, not counting 'Bridge'

NBC-TV claimed Friday (Sept. 30) that it swept six of seven nights in average rating for week of Sept. 19-25 in multimarket Nielsen report but refused to reveal data for Sunday night. NBC's advisory noted that "Bridge on the River Kwai" special gave Sunday night sweep to ABC.

For six nights, Sept. 19-24, NBC had 18.2, CBS 17.4 and ABC 16.2. It was understood that with Sunday night included ABC would have led in seven-night averages, with NBC in second position and CBS in third. Wins by nights of week: NBC took Tuesday, Wednesday and Saturday; CBS won Thursday and Friday (both CBS movie nights), and ABC, in addition to Sunday, took Monday night.

With additional ratings information on new season now available (see page 58) there were renewed reports of programs that may be earmarked for replacement or shuffling. Mentioned most were The Rounders on ABC, Jean Arthur Show and Run Buddy Run on CBS and Roger Miller Show and The Hero on NBC. Networks denied decisions on any of these shows were imminent.

CBS has signed Smothers Brothers team for one-hour variety show for future development, and several reports indicated it may be considered as January replacement show. Further production on Run Buddy Run has been suspended, it was reported, until Oct. 17. Program has 13-week commitment with Oct. 15 decision date on continuance. DECision, authorities said, will come shortly after Oct. 10 when national Nielsen report giving first reading of three-networks' new season programing is issued.

Commitment for Jean Arthur Show is 16 weeks, indicating decision to cancel earlier would involve accord with General Foods, which is show's backer. Also noted was 12 O'Clock High vulnerability in program shuffling, but reportedly ABC has 26-week commitment with producer 20th Century-Fox that has penalty option for early cancellation. Among shows said to be readied by ABC: The Invaders, The Avengers and Off to see the Wizard.
Toward a maturing profession.

Local television news reporting is the fastest growing function of broadcasting. Three years ago, Time-Life Broadcast joined with the Radio-Television News Directors Association to define and illustrate the standards to which the profession could aspire.

Under joint sponsorship, conferences have been staged in ten cities since 1964. More than a thousand newsmen have been involved.

Out of these meetings have come three textbooks about the profession of television news broadcasting. The latest is The Newsroom and the Newscast. Others: Television Newsfilm Standards Manual and Television Newsfilm: Content.

All are available from RTNDA. The price: $2.50 per volume in laminated covers, $10 for all three in permanent, leather-cover ring binder. Write: Rob Downey, Executive Secretary, RTNDA, Station WKAR, Michigan State University, East Lansing, Michigan 48823.
"Don't Rush Me Sonny"

"Hold up on our color camera," they told the camera manufacturer. "Don't ship until you can get it with a Taylor-Hobson Cooke lens."

Nasty situation, that. And it can happen.

Now, we at THC understand why customers insist on our color lenses. After all, we know what goes into making them. A new million dollar high-speed computer and some can- tankerous craftsmen who refuse to have their old-fashioned workman- ship rushed.

And we also understand camera manufacturers' problems. They can make color cameras faster than we can make lenses for them. Fortunately, other lens makers are helping to ease the demand. But for the discerning customer, the wait for THC lenses is still worthwhile.

Good news. We're catching up. Lenses are coming from our factory in England for image orthicon, plumbicon, and vidicon color cameras. Focal ranges are from 5 to 1, 16 to 1 continuous, and up to 30 to 1 in steps.

Could be that you can specify THC lenses for the color camera you're considering now, and not have to wait at all. For delivery and availability information, give your camera manufacturer a call or phone us direct (collect of course) and ask for Jim Tennyson or Roy Leavесley.

We're here to serve you. Remember, always specify lenses by TAYLOR HOBSON COOKE . . . available from ALBION OPTICAL COMPANY, INC., 260 North Route 303, P. 0. Box 463, West Nassy, N. Y. 10994. Phone 914-358-4450. Telex 137442.

DATEBOOK

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

Indicates first or revised listing.

OCTOBER

Oct. 2-7—100th Annual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

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. 3-7—Briefing sessions and workshop seminars on applications of computers to marketing, covering different kinds of com- puters and their uses, sponsored by the American Management Association. Marketing executives with computer experience discuss specific problem areas in workshop seminars. Statler-Hilton hotel, New York.


Oct. 5-6—Twelfth annual conference of the Advertising Research Foundation. General session on research and the creative environment includes Roger Pardon, D'Arcy Advertising; John H. Jackson,loid Dynamics Inc.; Herbert E. Krugman, Marplan; Alvin A. Achenbaum, Grey Advertising; Charles B. Barrett, Data International Business Machines, and panelists yet to be announced.


Oct. 6-7—Meeting of the Television Code Review Board of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.


Oct. 6-9—Combined conference of the 3rd and 7th districts of the Advertising Federation of America. Speakers include Archi- bald McG. Foster, president, Ted Bates & Co.; Jo Foerwirth, Calkins & Holden Ad- vertising; H. Thomas Austern, Covington & Burling, Attorneys; John Averitt, Foote, Cone & Belding; Sherwood Dodge, Advertising Research Foundation; George Goodwin, Bell & Slanton Inc.; Derrnott McCarth, Young & Rubicam, and Nicholas P. Fappas, Cunningham & Walsh. Town House Motor Inn, Augusta.


Oct. 8-9—Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of proposed rulemaking on the possibility of pay TV by wire.

Oct. 10-11—Annual fall meeting and election of officers of New Jersey Broadcasters Association. Speakers include Commission- er Lee Lovebr; Ben Wapel, FCC secretary; Governor Richard J. Hughes of New Jersey; and Paul Zuir, president, Turn- pike Broadcasting Co.

Oct. 10-12—Management/programming seminar of TV Stalins Inc. Speakers include Donald H. Magman, WOR Radio, and swingerhouse Broadcasting Co.; A. Louis Read, president, WDSU-TV New Orleans; Richard A. Rich-MTV Austin, Tex.; Dotty Abbott, WHER Ohio; Eidon Campbell, vice president, WFBM-TV Indianapolis and George Comte, vice president, KMZY-TV, Des Moines, Iowa.

Oct. 11-Annual meeting of stockholders of Meredith Publishing Co. to elect 10 directors and transact other business. Des Moines, Iowa.

Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.


Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; Thomas A. Deegan, owner, WFCR-FM Cincinnati; and John Pappas, attorney, Krieger & Mather. Park Dedication Inn, Columbus.


Oct. 14—Thirty-first annual convention of the Audio Engineers, president of Western stereo broadcasting and reception include Harold L. Kassens, FCC; Arno M. Meyer, Belar Electronics Laboratory; Lawrence C. Middlekamp, FCC; Peter Omnigian, Jampro Antenna Co.; William S. Halstead, Multiplex Laboratories.

NAB FALL CONFERENCES


Nov. 24-25—Radisson hotel, Minne- apolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.


Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-25—Robert Meyer hotel, Jack- sonville, Fla.
DEATHLESS DIALOG from MANY MOVIES ... #2 of a series

“No, never mind the blindfold!”

That's right—never go into anything important with your eyes closed. When you pick features, pick the ones you know are succeeding.... UAA's 1500 from WARNER and RKO!
measure FM Subcarriers
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Secondary Frequency Standard

ALL TRANSISTOR CIRCUITS
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Using any general coverage communications receiver the International Model 1120 provides the necessary standard signals for measuring frequencies. Easily calibrated against WWV to provide an accuracy of 1 x 10⁻⁶ for measuring the frequency of harmonics of FM subcarrier frequencies. The Model 1120 is designed for field or bench use with its own self contained rechargeable battery and charger. Long term stability of ±10 cycles over range 40°F to 100°F. Short term stability of better than 1 x 10⁻⁶ can be obtained. Zero adjustment for oscillator on front panel. All transistor circuits provide outputs at 1 mc, 100 kc and 10 kc. Level of signal can be set with gain control.

Order direct from International Crystal Mfg. Co.

Keeping You On Frequency Is Our Business.

NATIONAL COMMUNITY
TELEVISION ASSOCIATION FALL
REGIONAL MEETINGS

Oct. 10—Plaza hotel, New York
(Region 1).

Oct. 14—Marriott hotel, Dallas
(Region 4).

Oct. 21—Davenport hotel, Spokane,
Wash. (Region 7).

Oct. 24—Tropicana hotel, Las Vegas
(Region 8).

Oct. 26—Raddison hotel, Minneapolis
(Region 6).

Oct. 31—Sheraton-Olson hotel, Cin-
cinnati (Region 2).

Nov. 2—Dinkler Plaza hotel, Atlanta
(Region 3).

Nov. 4—Skirvin hotel, Oklahoma
City (Region 5).

Development Corp.: Richard W. Burden,
Richard W. Burden Associates; and David
N. Leonard, Steve T. Gu, and Jack H. Aber-
nathy, all with Texas Instruments Inc. Bar-
bizon Plaza hotel, New York.

Oct. 14—"Grand Casing Ball" sponsored by
New York chapter of The National Academy
of Television Arts and Sciences. Evening
will feature cocktails, continental buffet,
special show and gambling, proceeds from
which will be used to further the educa-
tional projects of the chapter. New York
Hilton hotel, New York.

Oct. 14—Midwestern area conference of
the American Women in Radio and Tele-
vision. Pocono Manor Inn, Pocono Manor,
Pa.

Oct. 14—Western area conference of the
American Women in Radio and Television.
Olympic hotel, Seattle.

Oct. 15-16—MIFED, International Film, TV
Film and Documentary Market, Milan, Italy.

Oct. 16-18 — Annual meeting of the North
Dakota Broadcasters Association. Town
House, Fargo.

Oct. 16-19—1966 Western Region Conven-
tion of the American Association of Adver-
tising Agencies. Hotel del Coronado, Coro-
nado, Calif.

Oct. 17-18—Annual meeting of NBC Radio
network affiliates. Walter D. Scott, chair-
man of the board, and Julian B. Goodman,
president, NBC, and Stephen B. Labunski,
president, NBC Radio, will address the con-
vention. Royal Orleans hotel, New Orleans.

Oct. 17-18—Board of directors, National
Community Television Association. Del
Monte Lodge, Carmel, Calif.

Oct. 17-20 — Fall conference of the Elec-
tronic Industries Association, San Francisco
Hilton, San Francisco.

Oct. 19—Pulse Inc. "Man of the Year"
award luncheon honoring William Bernbach,
Doyle Dane Bernbach. Plaza hotel, New
York.

Oct. 19—Annual meeting of the Connecti-
cut Broadcasters Association. Park Plaza
hotel, New Haven.

Oct., 20-30—The 10th annual San Francisco
International Film Festival. Masonic Audito-
rium, San Francisco.

Oct. 20-21—Special board of directors meet-
ing of the Association of Maximum Service
Telecasters. Del Monte Lodge, Pebble Beach,
Calif.

Oct. 20-22 — 41st birthday celebration of

Oct. 21—Second National FM Sales Semi-
nar sponsored by the National Association
of FM Broadcasters. Key Largo hotel, Fort
Lauderdale, Fla.

Indicates first or revised listing.

BROADCASTING, October 3, 1966
For the fourth consecutive year a WGN Television news cameraman has been named the Grand Award winner in the annual film contest of the Chicago Press Photographers Association.

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WGN Television news cameramen have taken top honors, winning seven of the ten newfilm awards.

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FALL MANAGEMENT CONFERENCES
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Oct. 6-7—Hilton Inn, Tarrytown, N. Y.
Oct. 10-11—Northland Inn, Detroit.
Oct. 13-14—Pleasant Run Lodge, Chicago.

Wayne, Ind.

Oct. 21—Annual college conference of INS-
Southern, the southern region of the Inter-
collegiate Broadcasting System. Program
participants include Richard Compton, INS;
Elmo Ellis, WSB Atlanta; A. T. Cline, FFC:
Dr. E. J. Arnold, Protestant Radio-TV
Center and James Williams, Georgia Associa-
tion of Broadcasters. Emory University, At-
tlanta.

Oct. 21-23—West central area conference
of the American Women in Radio and Te-
levision, North Star Inn, Minneapolis.

Oct. 22-23—Annual fall conference of
Florida Association of Broadcasters. Speakers
include Paul Comstock, vice president for
government relations, National Association
of Broadcasters. Holiday Inn, Tallahassee.

Oct. 23—Meeting of the Educational TV sta-
tions affiliated with National Educational
Television. N.E.T. President John F. White
will be principal speaker. Hotel Xuehlebach,
Kansas City, Mo.

Oct. 23-25—Annual fall meeting and elec-
tion of officers of North Carolina Associ-
aton of Broadcasters. Grove Park Inn, Ashe-
ville.

Oct. 23-26—The 5th annual meeting of the
Association of National Advertisers, Neil H.
McElroy, chairman of the board, Procter &
Gamble Co., is keynote speaker. Prime
subjects of meeting: advertising's role in
the economy, the effects of government regu-
lation and the social responsibilities of busi-
ness. Also on program: Jules Backman,
economist and research professor, New York
University, who at ANA's request is examin-
ing the role and contribution of advertising
to the economy; John Hobson, chairman,
Hobson, Bates & Partners Ltd. Workshops
for industrial products, consumer durables
and services and consumer package prod-
ucts to be held concurrently on Oct. 24.

Oct. 25 morning: "Our customers and our
media for reaching them," with Julian Goodman,
NBC president; Milton Rekaceh, professor of psy-
chology at Michigan State University, and
Hobart Lewis, president and executive edi-
tor, The Reader's Digest. Sessions Oct. 25
morning on creative ideas include company
case reports, Liggett & Myers Tobacco
(Samuel White, vice president-marketing,
and H. C. Robinson Jr., director of brand
management), Allis Chalmers Manufacturing
(Charles W. Parker Jr., vice president-public
relations and marketing division) and Mattel
Inc. (Herbert Holland, vice president-mar-
keting, and Jack Jones, vice president-ad-
vertising), and Stan Freberg on "How Good
Are Today's Ads?" Broadmoor hotel, color-
rado Springs.

Oct. 23-25—Forty-second annual conven-
tion of the National Association of Educa-
tional Broadcasters. Muehlebach hotel,
Kansas City, Mo.

Oct. 24-25—Annual fall convention of Ken-
tucky Broadcasters Association. Dam Village
State Park, Gilbertsville.

Oct. 25-26—Show-and-sell exhibition for
advanced electronics production equip-
ment sponsored by the Bureau of Interna-
tional Commerce of the Department of Com-
merce, U. S. Trade Center, Tokyo.

Oct. 25-29—Nineteenth annual convention
of the Tennessee Association of Broadcast-
ers. Sheraton-Peabody hotel, Memphis.

Oct. 27-30—Meeting of the West Virginia-
Mid Atlantic Community TV Associations.

Indicates first or revised listing.

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The magazine of the Fifth Estate

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EXECUTIVE AND PUBLICATIONS HEADQUARTERS:
Broadcasting--Telecasting Bldg., 1735 DeSales
Street, N.W., Washington, D. C. 20036. Telephone:
202-842-3118. Telecopier: 202-842-3116. Telgraph:
202-842-3145. E D I T O R E D P U B L I S H E R:
Sol Taishoff

ASSISTANT PUBLISHER:
Lawrence E. Taishoff

EXECUTIVE AND PUBLICATIONS HEADQUARTERS:
Broadcasting--Telecasting Bldg., 1735 DeSales
Street, N.W., Washington, D. C. 20036. Telephone:
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BUREAUS
New York: 44 Madison Avenue, 10022. Tele-
phone: (212) 685-2880. Telephone: 212-265-0100.

ADVERTISING DIRECTOR: Rufus Crater; SENIOR
EDITORS: David Berlyn, Rocco Famighetti, John Gardner; STAFF WRITERS: James G.
Barrett, Phil Fitzell, Judith Orдовor; NA-
TIONAL SALES MANAGER: Warren W. Middleton;
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Gluck.

Chicago: 360 North Michigan Avenue, 60601.
Telephone: 312 Central 6-4155.

SENIOR EDITOR: Lawrence Christopher; MID-
WEST SALES MANAGER: David J. Bailey; As-
SISTANT: Rose Agrdna.

Hollywood: 1680 North Vine Street, 90028.
Telephone: 213-769-3300. SENIOR EDITOR: Morris Gelman; WESTERN SALES
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How the Carling "philosophy" is paying off in beer sales. Where U.S.
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16 (DATEBOOK)
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"For tight cueing, and instant rotation sequence changes without redubbing, CUE-MATIC recorders can't be beat," says Paul M. Beck, KYA, San Francisco. "They make our sound the surest and cleanest on the air. All of our music, news, commercials, and ID's are individually converted to mats and filed right here—so the operator has the entire library at his fingertips. Because the mats are tough, flexible, virtually damage-proof sheets, they end mishaps of cartridges or reels. They cue-up automatically in the AG-100 recorder. Because mats are a magnetic medium, our sound stays "first-play" fresh. They file easily in minimum space. Label easily. After two years with the CUE-MATIC recorder system maintenance has been very low, and we are 100% sold on it." Ask your distributor for details, or mail the coupon.

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OPEN MIKE®

The customers’ customer

EDITOR: We at Westinghouse Broadcasting want you to know how much we appreciated the effort that went into getting a clear understanding of what I know to be a complicated story—about our Marketing Information Bank and its relationship to our overall marketing program. (BROADCASTING, Sept. 19.) It is a deep conviction of ours that if broadcasters are to maintain their forward momentum they must understand their customers’ customer. It is my personal prediction that in the years to come there will be many efforts by broadcasters in this direction. Once again, many thanks for your interest and for the professional reporting that makes your magazine the significant one it is.—A. W. Dannenbaum Jr., senior vice president, marketing, planning and development, Westinghouse Broadcasting Co., New York.

Ups and downs with people

EDITOR: I have been a broadcaster 11 years. During that time I have noted that instead of providing coverage on what young people are doing for their fellow citizens or community, we accent what they’re not doing. Instead of showing their contributions, the accent is on delinquency.

And what do we do when programs emphasizing the good aspect of American youth present themselves? We throw them out. CBS did that when it refused to carry Up With People. Why? On account of its “controversial editorial message.” What message? Promoting America, emphasizing the role young men and women can play in making it a greater nation and reaffirming a basic belief in God.

If we allow network management to thumb down such efforts as were made by the Up With People producers in the future, we will have contributed, in a very large measure, to our own destruction. We will have forfeited our right to present balanced programing, cheated the public that owns our airways and strengthened the “vast wasteland” claim for which we are so often criticized.

We do not have, nor should we ever have, the right to reject programing that embodies basic American beliefs in God and country. As a matter of principle, fact and law, we have a responsibility to provide such air time.

My congratulations to NBC for ac-
HENRY FORD MUSEUM along with Greenfield Village maintains one of the finest collections of early Americana in existence. This "Street of Early American Shops" preserves the vanishing crafts of the 18th and 19th centuries. Many of the shops are in daily operation.

Just as Detroiter regard this avenue of living history as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 46 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiter which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

**WWJ and WWJ-TV**

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD; INC.
Nobody in Washington debates about which is the important station: WTOP RADIO.
What on earth is "net balance"?

Look a little lower and to the right. You'll find the answer in half-pint type.

Now most advertisements are designed to inform. This one is designed to deceive. And it's this kind of deception that smears guilt-by-association on every honest man in advertising, publishing, broadcasting and the retail automobile industry.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing all it can to stop this kind of advertising. But we need your help.

What can you do to clean up and clean out ads like this? Take a tough stand: refuse to have anything to do with false, misleading or deceptive advertising.

It's not easy for you. But it's much harder on the dishonest retailer. Without advertising to shout in, he'll be reduced to a whisper.

MONDAY MEMO

from Richard J. Gershon, Benton & Bowles, New York.

Network cut-ins: profits or losses?

Once upon a time, a very smart advertiser decided he wanted to take advantage of the values of network television in a single market for a product he was testing.

He talked to the network; he talked to the station, and it was decided that it was mechanically feasible for him to replace his brand A being telecast nationally with his brand B. And, TV "cut-ins" were born.

At that same time, an equally smart network recommended to its very receptive station affiliate that the advertiser be charged 10% of the gross night hour rate for this cut-in service.

Now, 15 or so years later, it's difficult to ascertain exactly how the 10% figure was arrived at. Probably in a day when the gross night hour was significantly below what it is today, the 10% was reasonable and not excessive in relation to costs incurred by station and network by providing the service—the extra camera, additional cable and added paper work.

The gross night hour increased substantially over the years, the 10% charge remained the norm among most stations. This has resulted in out-of-pocket costs to the advertiser that, as far as we can determine, are well above the actual cost of providing the service.

Bread-and-Butter Irony • It is ironic that the rate cards of the three networks list cutting-in as a "service" related to the purchase of facilities, the bread-and-butter of network profits and station compensation.

There appears to be no logical justification whatsoever in teeing the service of cutting-in to that reflection of TV growth—the gross night hour.

The comparatively low cost of cut-ins on many NBC affiliates and certain ABC stations seems to indicate that 10% is now a rather arbitrary figure.

We cannot imagine that these NBC and ABC stations would perform the function at a loss to themselves and, indeed, we would not expect them to.

Stations themselves admit that the 10% has taken on an additional reason for being as the years passed—that is, as a protection to the station for presumed loss of spot revenue. This has become the prime justification for the 10% charge—which can run as high as $950 in New York and as low as $5 in Yuma, Ariz. The cut-in charge, while representing 10% of the gross night hour rate, represents a 35%-40% increment to the net per-minute, time and talent cost for a given station (and the most meaningful comparative).

This, of course, is excessive and a dollar drain into what is essentially a nonproductive end.

Why Continue? • Given the sheer size of the outlay, why do advertisers continue to use cut-ins?

There are two primary reasons: to test copy in a network environment and to test-market new products or innovations. In both cases, a short-sighted view can actually result in a station's loss of revenue to the facility.

In nearly all cases of test marketing, a recommendation for use of network cut-ins is accompanied by one for spot TV. Moreover, agency experience shows that the amount of additional spot TV revenue brought into a test market far outweighs any dollars lost through network cut-ins. The station manager can check this easily by his own records—and he's more than welcome to see typical case histories of this pattern on his next trip to New York.

At Benton & Bowles, the cost of cutting-in has become one of the most important factors in deciding test-market selection. Stations and markets using reasonable cut-in charges have a great advantage similar to those markets that may have local Sunday supplements available, or reasonable spot efficiencies—factors that make test marketing less costly and more meaningful. Thus, excessive cut-in charges, which serve to discourage the use of a specific market, are self-defeating to the station.

Testing TV copy with the use of network cut-ins is necessary in developing effective advertising campaigns. Often cut-ins must be used when "new" copy is being tested because the "old" copy on the network must be eliminated in an individual market to permit valid test results.

Most advertisers don't object to being charged "reasonable" costs for cut-ins, though everyone may have his own idea as to what is reasonable. But it's clear that a 10% charge is excessive and that it fails to relate to the incremental cost to the station.

A per-network analysis of cut-in charges bears this out. Actual costs could not vary to the degree found. The cumulative cut-in charges for the top-50 TV markets on CBS represent 10% of their gross night hour rate; on ABC, 9.4%, and on NBC, a more moderate 6.2%.

Slow Improvement • In the last several years as use of cut-ins skyrocketed, advertiser concern has increased and negotiations with stations have resulted in a very slow reduction in charges. Advertisers have approached stations with various proposals but with the end objective always the same: cost reduction permitting productive spending.

Advertisers and their agencies have begun to negotiate directly with stations. Along with expressing their concern directly, advertisers have begun to persuade station operators with the logic of the argument—most importantly, stressing the added spot TV budget that flows in test-marketing situations. Whatever the persuasion, something must be done to reduce the cut-in rate. The charges are wasteful and tend to create conditions that may distort the testing of copy or brand. These add one more barrier to the effective use of TV.

Were I a station operator, I would ask myself two questions: "Do I really make or lose money by charging excessive rates for cut-ins? And, if I do make a profit today, how much revenue do I lose tomorrow?"

Richard J. Gershon moved up in the media department at Benton & Bowles, New York, which he joined in 1957 as a trainee. He was subsequently a buyer and an assistant media director, becoming in 1963 an associate media director and at the same time elected a vice president. He was elevated to his current post of vice president and manager of media in November, 1965. Mr. Gershon is responsible for media buying for all of the agency's clients.

BROADCASTING, October 3, 1966
The quality station in the New Haven market is WELI. You get responsible broadcasting: creative programming; alert, reliable personnel; a daily delivered audience beyond comparison in South Central Connecticut and Long Island East. For more details, check with H-R Representatives, or, in Boston, Geo. Eckels & Co.

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CG can get you rolling in Indiana. If you want it to drive your auto sales faster, give a honk to ATS.

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WKJG-TV
33 NBC
The Mishawaka Times
The Elkhart Truth

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

CALL ATS TODAY!
$93 million week’s film jackpot

‘Kwai’ sets up record movie buys for networks with some 112 features reported sold and movie studios discovering source of new financing for features

Network television and motion pictures forged a grand alliance last week representing almost $93 million in feature film business and heralding a new era holding bold implications for themselves as well as for advertisers and TV stations.

It was a double-bill week, in fact. ABC-TV’s presentation of the three-hour Bridge on the River Kwai (sponsored by Ford Motor Co. for $1.8 million) overwhelmed its program opposition and served as a dramatic prelude to announcement of an estimated $52.8 million purchase by CBS-TV of 63 Metro-Goldwyn-Mayer films and of ABC-TV’s acquisition of 17 20th Century-Fox motion pictures for $19.5 million and 32 Paramount features for approximately $20 million.

The end is not in sight. NBC-TV, although quiescent in a week of razzle-dazzle, was reported to be on the verge of completing a feature-film transaction with a major studio. A spokesman would say only that “a substantial number of films are involved but our deal is not so extensive as the MGM one with CBS-TV.” This could mean upwards of $20 million in added money.

Big Deal • The $92-million-plus transactions, involving 112 features, some of which are “blockbusters,” were deemed significant not only because of their magnitude. The conditions attached to the sales are expected to have far-reaching implications for financing of motion pictures by studios; the scheduling of features on networks; their sponsorship by advertisers; their availability to local stations and the relationship between producers and theater exhibitors.

The Fox contract with ABC-TV, for example, includes Cleopatra, The Longest Day, The Magnificent Men in Their Flying Machines and The Agony and the Ecstasy. The Richard Burton-Elizabeth Taylor Cleopatra epic will be released to ABC-TV in 1971 for two showings and will bring in an estimated $5 million to Fox.

The Kwai coup and the Fox thrust portend an accelerated move toward the “movie special” on TV networks, under which one or more advertisers will underwrite the cost of presenting outstanding features at expenditures exceeding $1 million for a single showing. Undoubtedly, Cleopatra, The Longest Day, The Magnificent Men and The Agony and the Ecstasy will be held out by ABC-TV for special performances.

There were several unusual aspects to MGM’s agreement with CBS-TV. One was that 18 of the 63 films are new it points to an era of closer cooperation with studios in the production of major films and a probability (though by no means a guarantee) that it will have eventual access to superior or satisfactory film fare.

What Does It Mean? • The clause dealing with an option for six to nine films that already have had network exposure can have sharp repercussions for local stations. Traditionally, features that have completed their network cycles are directed to stations via syndication. If the MGM-CBS approach works, the stations’ reliance on banks. For the network
CBS-TV has a group of MGM titles including 'Cat on a Hot Tin Roof,' starring among others (l to r) Paul Newman and Burl Ives in stirring scenes. Films like this will be offered for special sale.

Several companies were re-evaluating their libraries to determine whether and when they could reissue selected features that already have completed a single network run.

Among the MGM titles that are headed for CBS-TV are The Sandpiper, Cat on a Hot Tin Roof, The Night of the Iguana, The Glass Bottom Boat, Yellow Rolls-Royce, and North by Northwest. MGM is holding back on some of its outstanding films, notably Gigi, which it undoubtedly will offer for a special sale.

The ABC-TV agreement with Paramount calls for 32 pictures, including The Greatest Show on Earth, Hud, Man Trap and Shane. Officials of other feature distribution companies who were asked to assess last week's developments found the Paramount deal to be highly meaningful.

Many Values - They pointed out that the $20 million agreement covers, in addition to the four "name" pictures, 28 films of lesser value, including such titles as Casanova's Big Night, A Breath of Scandal, Crack in the World, Flight to Tangiers, Appointment with Danger and Peking Express. They noted that only about half of the films in the package are in color and that some of the features run less than 90 minutes.

"I would say that Paramount made the best deal of the week," one distributor commented. "They're being paid an average of more than $600,000 a picture for a package that at best is below average. And frankly, I would say that the bulk of these pictures a year or two ago would have rough sledding even in syndication. This is a tip-off on the networks' acute need for features."

Movie High - The motion picture industry's growing affinity for TV reached its apogee last week, according to some authorities. For the first time in history, they pointed out, there was no reluctance to name at one time such a long list of "blockbuster" films that have been sold to TV and to make public the conditions of future sales, both in apparent disregard of the sensibilities of theater exhibitors.

"I am amazed that this was done," an official of a TV company associated with a major studio commented. "In the past we have been careful to space out the release of big pictures to TV so that theater owners would not feel the impact all at once. Now you not only have all the 'powerhouses' named but you have MGM making a deal on pictures not produced. Perhaps we're reaching the stage where studios will be a lot less dependent on theater reissues because network TV money can be a lot more attractive."

This de-emphasis of theatrical reissue was pointed up last Thursday in a policy announcement issued by Darryl F. Zanuck, president of 20th Century-Fox. In releasing details of the $19.5 million contract with ABC-TV, Mr. Zanuck made this observation:

"The market is now right for us to distribute features directly to TV after theatrical release. We are going to expand our worldwide TV distribution organization to handle network and syndication sales of feature films and of our TV series. The most significant part of the whole business for ourselves and our stockholders is that after leaving our films for only two exposures, they come back to us for subsequent network leasing or for syndication."

Mr. Zanuck revealed that Cleopatra was included in the sale at a license fee of $5 million for the two-time showing, which he called "the largest amount ever given for a single feature to be shown on TV." He said this income brings Cleopatra into the black. The film's production and other costs were reported to be $41,358,000. Total projected income, including the $5 million from TV, is expected to reach $43.7 million.

Mr. Zanuck disclosed one sidelight to the ABC transaction. He said Seven Arts Productions originally had been assigned the rights to the two network runs for the 17 Fox films and had conducted negotiations with ABC-TV.

Direct Contract - "To simplify financing complications," Mr. Zanuck added, "Seven Arts stepped aside permitting 20th Century-Fox and ABC to contract directly. Seven Arts in turn acquired the syndication rights to 10 of the feature films for $3 million."

In addition to the four special features, the Fox package includes Com-
likely to open up a second night of movies.

Sentiment centered on Wednesday evening, starting perhaps as early as next January. There was no official word from the network on such a move.

Big Audience • Instead of projecting into the future, ABC-TV was content last week to direct attention to the rating achievements of Kwai, which was presented on Sept. 25 from 8 until shortly after 11 p.m. Based on rating information that was immediately available, the network estimated that 60 million viewers across the country had watched the three-hour colorcast in whole or in part.

An A. C. Nielsen Co. sampling of viewers in New York showed that Kwai rolled up a rating of 50.8 and a share of audience of 69. WABC-TV New York claimed this was the highest rating ever achieved by a motion picture telecast in the city.

Nationally, an overnight Arbitron report by the American Research Bureau showed that Kwai registered a rating of 33.5 and a share of 55. A 23-city sampling by Trendex showed a rating of 38.7 and a share of 62.1.

ABC-TV bought the rights for two TV showings of The Bridge on the River Kwai from Columbia-Screen Gems for $2 million. The price to Ford was about $1.2 million plus $600,000 in time costs and a second presentation will cost an estimated $800,000 plus time charges. Ford has an option for the second showing.

For Ford, its $1.2 million sponsorship of Kwai could be regarded as the advertising coup of year. Ford bought 8-11 p.m. period with Kwai because it could be scheduled against Gang of Four on CBS-TV and Bonanza on NBC-TV in vital 9-10 p.m. slot, both used by General Motors to announce its new auto lines. Ratings on Kwai proved to be more than Bonanza and Moore combined.

With the large assortment of outstanding features involved in last week’s transactions, it seemed appropriate to proclaim 1967 and thereafter as the “Golden Age of the Movie Special.”

How wide-screen movies fit the 21-inch tube

IT AMOUNTS TO ALMOST A REEDITING OF FEATURES

The optical skill necessary to transfer widescreen motion pictures to the TV screen is becoming more sophisticated, creative and ingenious.

That’s how Alan Ludington, producer of ABC’s Sunday Night at the Movies, last week viewed the effectiveness of the optical process.

As in the case of the Bridge on the River Kwai shown on Sept. 25, about 9 out of 10 movies on ABC (22 in all are scheduled for first-run this season) were originally produced for the wide screen. Kwai was filmed by Columbia Pictures in Cinemascope and in color on location in Ceylon and was released theatrically in 1957.

By contract, the network requires motion picture companies to deliver negatives “flat,” that is, after the films are processed optically so as to permit telecast of the film without the distortion (elongated, squeeze effect) that use of the original 35-mm film would cause.

Mr. Ludington said that Kwai presented no difficulties. The optical transfer from the “squeezed” film to a “flat” negative was handled by Screen Gems, Columbia’s TV subsidiary.

Kwai was first seen by ABC-TV authorities in its wide-screen version early last summer. Network officials then worked out commercial breaks with Ford, the sole sponsor, and J. Walter Thompson Co., Ford’s agency.

The optical house received Kwai 35-mm footage in 18 printing reels, each containing 1,000 feet or less of film. These make up the print of the color negative. First step was to analyze the film in its wide-screen version to pick the important section of the projected area in each scene. A third or half of the area can be plucked out for use, with three basic "positions" possible.

Lens Magic • In theater projection of wide screen, an anamorphic lens is used to project figures or people outward from the squeezed positions on film.

The optical editor views the film on a moviola mounted with a wide-screen head. He looks over the film scene by scene, with sound track, to determine where to pick out the action, keeping in mind the dialogue (who in the scene is talking) and who is important to a particular sequence.

This specialist in a sense re-edits the film but from the point of view of how it will appear best on the flat screen. The frame-by-frame directions are noted on a cue sheet that provides guidelines for the work of the optical printer.

The price for this step in the operation comes to $25 or $30 a reel. An interpositive is then made from the color negative and processed by the laboratory to produce an internegative or flat, duplicate color negative.

In producing the flat negative, a highly controlled optical printer prints frame-by-frame and foot-by-foot. It takes about a week for the entire laboratory operation.

Cost for the internegative over and above the optical editing work comes to about 62 cents per foot. The arithmetic on Kwai was a total of 160 minutes running time or 14,400 feet of film (90 feet per minute), for a total cost of $8,928. In addition, ABC had to pick up the tab for 16-mm prints for delayed telecasts. This ran to $8,424 (at a price of 58.3 cents per foot).

The editor must recheck the end product for corrections and minor fluffs. The Kwai film, it was explained, was printed for television in “true” color.

A most important problem in handling the transferal includes color quality control in the laboratory as well as in network transmission.

Technicians also must avoid any quick-cutting effects that might momentarily lose some of the continuity in the film. “Mis-scanning” can cause what appears to be a jump or perhaps a blur during a scene.

ABC customarily requires a flat negative to be in network hands 10 weeks before the film is scheduled for telecast though with Kwai the network worked with less advance time.

Another CBS-TV MGM purchase is The Flight of the Sandpiper,' starring Elizabeth Taylor and Richard Burton. The Martin Ransohoff production is photographed in California's Big Sur country and is expected to be offered for special package sale by the network.
Tougher time standards for TV?

Corinthian will urge NAB code board to cut length and number of nonprogram elements; cigarette guidelines also up for board study

The always sensitive subjects of time standards and cigarette advertising are at the top of the agenda this week when the National Association of Broadcasters television code board meets in New York Thursday and Friday (Oct. 6-7).

In the area of time standards the NAB Code Authority will offer recommended amendments aimed for the most part at reducing "clutter" on the air. In addition to the staff proposals, the code board will hear from Corinthian Broadcasting Corp. on suggested changes in time standards.

The cigarette issue is delicate. The staff will offer proposed guidelines aimed at "implementing existing policy." The staff does not consider its proposals to constitute "drastic action." Guidelines are left in the hands of Howard Bell, code director who has the power to issue them without first consulting the code board. However, the staff feels this issue is so touchy it would rather leave the decision to the code board (CLOSED CIRCUIT, Aug. 29).

The code currently states that cigarette advertising "should not be presented in a manner to convey the impression that cigarette smoking promotes health or is important to personal development of the youth of our country."

The code authority was set to issue cigarette guidelines in 1964 but did not follow through when the tobacco manufacturers formed their own Cigarette Advertising Code. However, P. Lorillard left the CAC earlier this year when it wanted to introduce True cigarettes with references to tar and nicotine content in the advertising and without disclaimers required by the cigarette code. The NAB code staff feels that there must be a code that will cover all the cigarette makers and the CAC no longer does that.

Also on the agenda will be a discussion of the new code of the Motion Picture Production Association and what relationship it has to the NAB code and broadcasting, and a reiteration of the code authority's position on piggyback spots for two unrelated companies. The code authority has maintained that the problem is an economic one and does not fall into the area of "in the public interest." The average viewer, the staff feels, detects no difference between a piggyback for products of the same firm and one for unrelated organizations.

Age-Old — The time-standards problem is a continual one. It encompasses commercial time limitations, multiple-product spots, promos and billboards, and it is intertwined with the continuing study of how to reduce clutter. To this end the code authority this summer sent out 111 letters to stations, groups and networks asking for comments on the "so-called clutter problem." The letters were sent to members and nonmembers of the code to get views of a cross-section of the industry.

One of the respondents, Corinthian, came up with a detailed approach to the problem and will present it to the code board on Thursday. Corinthian's proposal would:

- Use the clock half-hour rather than the hour in determining total time allowances.
- Reduce total nonprogram time allowance from five minutes and 10 seconds per half-hour to four minutes and 12 seconds in prime time, and from eight minutes and 10 seconds per half-hour to seven minutes and 12 seconds in nonprime time.
- Limit the number of commercials within a program to four per half-hour in prime time and eight per half-hour in nonprime time.
- Limit the number of interruptions in a given program to three per half-hour in prime time and seven per half-hour in nonprime time.
- Reduce the length of the break in prime time from 70 seconds to 42 seconds and in nonprime time from 130 seconds to 80 seconds per half-hour.
- Revise the definition of a billboard and put a strict limitation on its use.
- Define credits and put a time limit on them.
- Add to the definition of multiple-product announcements.

Integrity on the Line — In a letter to Mr. Bell, C. Wrede Petersmeyer, Corinthian president, called an updating of time standards one of the most critical issues facing the television industry today. "At stake is something that is very precious to our viewers and our advertisers as well as to ourselves: the integrity of our products," Mr. Petersmeyer wrote. "As broadcasters we have the primary responsibility of preserving and enhancing this integrity. If we don't no one else will.

"There have been other attempts to make progress in this area—most of them unsuccessful. In today's climate we think there is a very real opportunity to take a giant step forward."

Although it is not known just what steps the staff will recommend to reduce clutter, it is fairly certain that they will be aiming at the area of billboards. The present code language on billboards says they should be "confined to the sponsor's name, product and established claim or slogan." They are not allowed to "include a commercial message." But some industry observers feel they have, in fact, become five-second commercials.

One of Corinthian's proposals would

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Corinthian's Petersmeyer

"Something precious is at stake"
HAVE YOU LOOKED AT CHARLOTTE LATELY? Cultural and sports center; industrial, distribution and retail sales leader of the Carolinas. Charlotte has highest family income of any metropolitan area in the Southeast—32% above U.S. average. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to tell you about our news, sports, children’s and family-fare programming. For programs, participations, packages, we believe you will see that you’ll do better in the Carolinas with WSOC-TV.

NBC/ABC—Represented by H-R
RAR starts with roar

AM Radio Sales, New York, radio-station representation firm owned by Westinghouse Broadcasting Co., officially changed its name today (Oct. 3) to Radio Advertising Representatives. Along with the name change, the 15-year-old rep firm has designed a new logo. It also will not whisper the news. Among plans for promoting the event: "unusually styled" parties for client stations and advertisers at the La Fonda del Sol in New York and Pioneer Court in Chicago; the use of an elephant to proclaim "the biggest change in town" and newspaper and trade advertising along with a seven-week direct-mail campaign.

RAR's client list: Waz Boston, WINS New York, KYW Philadelphia, KDKA Pittsburgh, WWHO Fort Wayne, WCAR Detroit, WLAW Minneapolis, WIND Chicago and KXOK St. Louis. The firm has offices in Chicago, Detroit, San Francisco and Los Angeles in addition to New York.

ban "adjectives and adverbs describing the company or the product" in billboards and restrict them to "the name of the sponsor, the name of the product or products being advertised on the particular program and the fact that the program is being brought to the audience by the sponsor." The code staff is understood to be suggesting something along those lines and also along Corinthian's suggested reduction in the number of billboards.

Tightening Up • Corinthian's proposal would allow opening and closing billboards on programs of less than a half-hour where only one sponsor is involved; on programs of a half-hour with no more than two sponsors, and on programs of more than a half-hour with not more than three sponsors.

Another Corinthian proposal would limit credits on a program to 10 seconds for a half-hour show, 15 seconds, for an hour program and 30 seconds on longer programs. In addition it would allow only one oral promo over the visual credits.

The present code language on credits simply calls for program content to be confined to elements that "entertain or inform the viewer and to the extent that titles, teasers and credits do not meet these criteria, they should be restricted or eliminated."

In the area of commercial definition Corinthian would also add the following language in describing an integrated commercial (two product announce-

ments that are counted as one spot): "The products or services are produced by the same company."

The reference is an obvious one to the latest problem facing reps and stations: the attempt of two unrelated firms to make a one-minute shared spot (Broadcasting, Aug. 15 et seq.).

One network official who requested that the subject of the two-company spots be placed on the code board agenda, said he had no advice on the subject, only questions. Whether the code board could legally write any restrictions on such commercials seemed doubtful. One network representative said he'd been advised that antitrust problems might arise from such action.

Another network standards official felt there was a good deal of misunderstanding about what is meant by a two-company spot. He said there was a long tradition of accepting such business when it involved short-term premium promotions, such as in-store, two-product tie-in deals.

The code staff's position is still that this is a problem to be solved in the marketplace and not by industry standards.

Yankee broadcasts lose a 20-year advertiser

P. Ballantine & Sons, Newark, N. J., this season will end a 20-year association as broadcast sponsor of New York Yankee baseball.


Sources close to Ballantine said that neither the ratings of Yankee games nor the team's last-place position in the American League had any bearing on Ballantine's decision to drop sponsorship. A WPIX source said Yankee TV ratings were as high as in 1964 when they took the pennant. Compared to the New York Mets, however, the Yankees had somewhat lower ratings, he conceded. Other sources suggested Ballantine's decision might be part of a tightening of its advertising strategy.

The Yankees were said to be talking with other beer firms, including the F. & M. Schaefer Brewing Co. and Rheingold Breweries Inc. (sponsors of the Mets) both Brooklyn, N. Y., and with Anheuser-Busch in St. Louis, for 1967. The Tidewater Oil Co., Los Angeles, now a one-quarter radio-TV sponsor of Yankee games, reportedly has renewed through Grey Advertising, New York, for next season. Other 1966 Yankee sponsors were: General Cigar Co. (one-quarter radio-TV), through Young & Rubicam, both New York; Atlantic Richfield Co. (one-third radio outside New York City), through N. W. Ayer & Son, both Philadelphia, and Allstate Insurance Co.'s (one-sixth TV), Skokie, Ill., through Leo Burnett Co., Chicago.

Agency man advocates two-company shots

A defense of the "shared minute" in television was voiced Sept. 30 before the Minnesota Broadcasters Association by Edward M. Stern, vice president-director of media, Foote, Cone & Belding, Chicago.

"I can't understand how any network or station can reasonably refuse to carry a combined shared minute featuring a promotion of two related products" for different companies, Mr. Stern told the MBA in Duluth, Minn. "Putting together a minute selling Jell-O (General Foods) and Chiquita Bananas (United Fruit) makes a great consumer and advertising sense," he said.

All media have been carrying this kind of advertising for many years without any problem, Mr. Stern noted, asking: "Is it now being frowned on by the television medium simply because of the current high demand for television time?" Unless there is a better reason, Mr. Stern argued, "I would like to tell my friends on the television selling side that they are soon going to kill the goose that has been laying all those golden eggs."

Mr. Stern foresaw a bright future for radio despite television's competition since advertisers will need a broad range of communication carriers to reach the consumer in the "fierce competition" that is accompanying the rising living standard.

Rep appointments . . .

• WPHT-TV Philadelphia and WAKR Akron, Ohio: Regional Reps Corp., Cleveland.

• KBMT(TV) Beaumont, Tex.: Gill-Perna, New York.

When you produce a commercial in color... You want it shown in color!

BIRMINGHAM'S WAPI-TV WHERE THE COLOR IS!

The Finest Facilities for

* Color Film
* Color Slides
* Color Video Tape
* Color Film Processing
* Local Live Color Coming Soon

BEST COLOR ADJACENCIES TOO!

CREAM OF NBC and CBS Color Programs

channel
13
wapi-tv

Birmingham, Alabama

Represented nationally by Harrington, Righter & Parsons, Inc.
Features good for advertisers
BBDO study proves that movies have enduring value with viewers

Are feature films still a safe bet for the TV advertiser? Yes, says BBDO, the agency that last winter issued a report documenting film efficiency in terms of cost, the relative freedom of risk to the advertiser, and the favor they attract among young adults.

BBDO media officials in New York were asked by Broadcasting to take another look at the report prepared by the agency's media and planning analysis section (Broadcasting, March 7) in view of last week's developments in network feature film (see page 25).

Affirmed as still true are the following highpoints in the evaluation of network movies:

* Though the movies are good buys, they don't rerun well, losing relatively more audience than repeats of other programs (emphasis here was on summer repeats and not replays of classic films on an occasional basis).

* They are cost-efficient. From October 1965 to January 1966 the media analysts computed cost-per-thousand ranging from $3.59 to $3.75, 10% to 15% lower than average costs.

BBDO officials said last week that what these figures pointed up was the favorable cost to advertisers—and that generally this situation prevails for network movies this season.

* Movies show no sign of audience saturation since increases in the number of features on network TV have not lowered the average rating.

At the time, BBDO had forecast that in the current, 1966-67 season, feature films, based upon past performance, would deliver a 30%-33% share of audience, and that cost-per-thousand homes would range from $3.55 to $4.80.

This, BBDO said, is being borne out, though the point can be sharpened to this extent: The share actually should be in the 30%-35% range; closer to 35% in the first third of the season, dropping to about 33% in the middle of the season (since there's tendency to move up the best audience getters to the initial thrust of a new season) and down to about 20% or 30% in the summer period.

Some of the earlier blunt conclusions BBDO had reported now are being qualified. For example:

It's not quite the pattern that network movies in attracting a "premium" audience of young adults lure more viewers in this category than any other program type, as the report had indicated. BBDO officials point up that there are indeed some show staples that can do better with young adults, among them several programs with a secret agent or science fiction background.

Also discarded was the earlier assertion that motion picture audiences tend to build up during the program with the first half hour not the best segment. There's too much of "it depends" on this one and, in some cases, there's just the reverse type of interest and still other situations where viewer sampling occurs mostly in the first half-hour.

So, overall, say these BBDO people who watch movies more by the numbers than as home viewers, movies are still virtually a "dream buy" for advertisers.

Clyne steps down; Gillette leaves C-M

The Clyne Maxon agency will give up an estimated $17 million in Gillette billings on Jan. 1 and at the same time take on a new president.

Forrest F. Owen Jr., regional manager of BBDO's Chicago office, will take over the presidency from C. Terence Clyne, who is resigning the office because of "personal health considerations."

Mr. Clyne will retain his titles of chairman of the board and chairman of the executive committee at CM. He is withdrawing as supervisor of Gillette

$3.6 million TV campaign: coffee as a 'think drink'

Coffee as far back as the Boston Tea Party has served North Americans as a staple beverage. But in the last decade, younger coffee drinkers, between the ages of 17 and 25, have steadily declined in number.

The International Coffee Organization is attempting to draw back the youth with a $5.5 million promotion drive in the U. S. and Canada. The message to young people is that coffee is a "think drink." ICO's budget will put almost $3.6 million into U. S. TV and $225,000 in Canadian TV (Broadcasting, Sept. 26). Other ICO promotional drives are under way for 10 more countries. ICO represents 23 importing countries and 35 exporting nations.

The overall spot and network TV campaign in North America is being directed by McCann-Erickson, New York. Foreign campaigns are supervised from ICO's London offices by various promotion committees.

For its U. S.-Canadian promotion, ICO is scheduling six different commercials in network and spot TV markets. The U. S. spot portion ($2,580,000), which begins Oct 17, will continue for 23 weeks in 14 top markets. Starting in January, ICO will sponsor seven ABC-TV shows for $1 million, all carried on affiliate stations east of the Mississippi. The shows are: Iron Horse, Combat, Hawk, 12 O'Clock High, Time Tunnel, Shane and Wide World of Sports.

In Canada, ICO has already begun its campaign with carryover funds from an earlier promotion, with the budget almost equally divided between an 11-market spot TV campaign and network TV.

McCann-Erickson has developed two TV commercials with touches of humor. The agency is also planning a test radio campaign in Pennsylvania, which if successful will be broadened to other states with ICO funds totaling $200,000. The radio theme (not a "think drink" format) will emphasize dramatic music with an original beat and tempo rendered by a small group of young musicians. This music will be promoted with cooperation from disk jockeys across
products. At the same time three members of the agency have been elected vice presidents: Dorothy Adams, Ed Griswold and Hal Strauss. Coincident with executive realignment are the following new agency account assignments:

* Approximately $10 million in billings to Clyne Maxon's corporate parent BBDO for Right Guard deodorant, Foamy shaving cream, Sun Up after shave and cologne, and Sun Up gift sets.

* About $7 million in additional billings to Doyle Dane Bernbach and Jack Tinker & Partners.

DDB gets Gillette's Heads Up hair dressing and Lady Gillette shaving products, and Tinker is assigned the Technomatic razor.

S. Warner Pach, president of Gillette Safety Razor Co., said the changes had been precipitated by two factors: Mr. Clyne's decision to take a less active role in agency management and the fast expansion of Gillette's shaving and grooming products business.

The psychological “market of the mind” will be one of the most competitive battlefields for advertisers in the years ahead. And specialized and unique media combinations will be needed to win them.

That is the gist of what Arthur A. Porter, senior vice president and director of media for Campbell-Ewald Co., discussed last week in a talk before the Southern California American Association of Advertising Agencies. It is still another piece of the long-range comprehensive advertising effectiveness program of General Motors which Campbell-Ewald has been using to help get the most mileage for the money in broadcasting and other media buys for Chevrolet.

For about the past two years various aspects of the GM ad effectiveness study have been implemented by agencies servicing the giant auto firm's accounts. Broad outlines of the program have been explained earlier by Gail Smith, general manager of advertising and promotion for GM.

“There are three key dimensions to media planning today,” Mr. Porter explained. “The first two involve geography — coverage and penetration through the use of national and local media,” he explained.

Deciding Factors - “The third dimension, a crucial one, concerns the geography of the mind,” he said. “This dimension puts an additional layer of weight against markets with common interest,” he said, explaining that these may be ethnic, occupational, religious, cultural and so forth.

“In some cases these markets consist of certain age groups which must be approached differently both for the advertising message and the medium that carries it,” Mr. Porter said. One example might be the use of selected rock 'n' roll radio stations to reach the highly important younger age groups, he said.

Mr. Porter noted that national media usually are considerably more cost-efficient than local media so are necessary for the great reach and broad impact. However national media circulation “tend to pile up reactively more heavily in middle-size and smaller markets and less heavily in the large metro markets,” he said. For this reason, he explained, “We use local media to step up our entire effort but also to equalize our total advertising weight so that we are not under-advertising in big markets and over-advertising in the smaller ones.”

This is where the computer comes into play, Mr. Porter said. “We have to look at individual markets and analyze them in terms of their size, the sales of our product, the sales trends of our product, the sales and sales trends of our competitors,” he said.

Full Focus - “We have to have a precise picture of the circulation fall-out from our national plan into individual local markets,” he explained. Then at this point, he said, “we are ready, based on adequate information to make recommendations regarding the use of local media on a market-by-market basis.”

While this explains in brief how media planning is done for national and local media or the first and second dimensions, Mr. Porter indicated, the process becomes even more complex for the third dimension or the special interest “market of the mind.” One obvious example here would be the adding of schedules on the important Negro radio stations in many key markets in which Negro populations are concentrated.

Mr. Porter recognized that in buying the more specialized media the cost-per-thousand for circulation as well as other costs such as special ad production will be higher. But when appeals pay off in especially good prospects and higher sales, he said, the advertiser can well afford them.

Big food firm plans accent on local TV

Nalley's Inc., Tacoma Wash., a major food processor that distributes more than 200 products in western U. S. and Canada, it turning to spot television for the first time. The food marketer begins an extensive new campaign Oct. 10 featuring a new corporate logo, a new advertising slogan, a new agency and an entirely new media strategy.

The thrust of Nalley's approach is to concentrate exclusively on spot television. Previously, Nalley's advertising went mostly to print, outdoor and radio. Spot TV will provide maximum flexibility in product scheduling and seasonal emphasis, it was said. Nalley's TV schedule is designed to provide year-round advertising continuity and includes a basic line-up of 39 stations in 22 markets. Maximum use of dual-product piggyback spots is planned.

All commercials will carry a newly
Pass the ammunition

If stations can use air tapes to sell their wares to agencies, why can't an aggressive young broadcast-oriented agency use tapes to show its current commercial expertise to prospective clients? The answer is obvious to Chicago's Stern, Walters & Simmons. Here (1 to r) Gerald J. Stern, agency president, gives briefcase "ammunition" to Lee J. Walters, executive vice president; Norman Goldring, senior vice president, and Herschell Goodman, vice president. Agency's other key executives got tape reels too.

designed stylized casserole logo with the tag line: "Good Things are Cookin' at Nalley's." The advertiser's overall marketing territory embraces Washington, Oregon, Utah, Idaho, Montana, Wyoming, Alaska, Hawaii and a portion of Western Canada. In addition, Nalley's for the first time will concentrate heavy advertising appropriations in the California market. This move is the result of the company's rapidly expanding distribution and sales in that state.

Nalley's which has grown from a modest-sized, one-product operation 50 years ago, last May became a division of W. R. Grace Co., New York, a diversified chemical and shipping line company. Subsequently it appointed Carson/Roberts/Inc., Los Angeles, to handle its advertising. In 1965, through Foote, Cone & Belding, San Francisco, Nalley's had total media expenditures of about $1.2 million, less than half of which went to spot TV.

Business briefly...

Parker Brothers (games) Salem, Mass., through Badger, Browning & Parcher, Boston, will launch the biggest fall-winter advertising campaign in its 83-year history. Campaign will include 10,000 TV and 3,500 radio spots in 51 markets, starting around Thanksgiving Day.

Family Finance Management Corp., Miami, through Hodes-Daniel Co., Mount Vernon, N. Y., will enter TV with spot buys in 15 major markets on 18 stations in a three-month build-up to the borrowing-peak holidays.


Political shows set by CBS-TV and sponsors

A series of six shows on the parties, candidates and issues of the November election, including a one-hour color special, was announced last week by CBS News.

Sponsoring this series, and CBS-TV's election night coverage, as well, will be American Motors, through Benton & Bowles; Institute of Life Insurance, through J. Walter Thompson; Koratron Inc., through McCann-Erickson; the Carnation Co., through Erwin Wasey, and the Magnavox Co., through Kenyon & Eckhardt.

CBS-TV will broadcast half-hour shows on the two parties and the issues on consecutive Sundays, 6-6:30 p.m., starting Oct. 9; on party prospects Nov. 1 (10-10:30 p.m.), and a preview of election night coverage Nov. 6 (10:30-11 p.m.). The hour color special "Who Pays for Politics?" is scheduled for 10-11 p.m. Oct. 25.

Commercials in production

Logos Teleproductions, 3620 South 27th Street, Arduino, Va. 22206.


Procter & Gamble, Cincinnati (White Cloud tissue); one 60 for TV, on tape. Gerry Mullins, production manager. Agency: Dancer-Fitzgerald-Sample, New York. David Davidoff, agency producer.


Pittsburgh National Bank, Pittsburgh (services); four for TV, on tape, color. Gerry Mullins, production manager. Agency: Ketchum, Macleod & Grove, Pittsburgh. Richard Ricci, agency producer.

Studi Associates International Inc., 404 Fifth Avenue, New York 10018.

Seabrook Farms Co., Seabrook, N. J. (frozen foods); two 60's, five 10's for TV, live on film, color. Mike Kraft, production manager. Agency: Fuller & Smith & Ross, New York. Lou Hildebrand, account executive. John Elliott, agency producer.


Clef 10 Productions Inc., 421 West 54th Street, New York 10019.


Another division for Interpublic

The Interpublic Group of Co.'s has formed a new division called the Market Planning Corp. to oversee nine company units concerned with communications and marketing.

O. G. Kennedy, vice president of Champion Papers, has been elected president of the new division. Market Planning will have headquarters in New York City.

Companies falling under the Market Planning umbrella include Product Development Workshop, which advises clients on new products and "rejuvenation of products," and Applied Science Group, active in computer program development and simulation and model-making programs for media selection and various marketing needs.

Also in the Market Planning division is the Institute of Marketing Communications which studies new marketing techniques and brings together advertising and marketing executives with representatives of the academic community. The other units under the Market Planning wing are Corporate Expansion Services Inc., Fashion International, International Business Relations, McDonald Research, New Dimensions in Color and Publications Division.
We’ve always been radio advertising representatives.

You just couldn’t tell by our old name.

Our old name was AM Radio Sales Co. It was a good name. Only it didn’t describe the business we’re in. So we changed it to Radio Advertising Representatives, Inc. The only thing our new name doesn’t tell you about us is the selling opportunities we offer on a limited and selected list of outstanding radio stations in key markets. We have the facts and special findings about these markets, their stations, and the people who listen to them. By concentrating our services we can provide you more information ... quickly, accurately, often. The RAR man is on his way to see you.

RADIO ADVERTISING REPRESENTATIVES, INC.
Overmyer signs key Coast outlet

KHJ-TV to be new network's key in Los Angeles; feeding of Las Vegas late show begins next April

The Overmyer television network took a convincing step closer to being more than an ambitious projection last week when it signed KHJ-TV as its Los Angeles outlet. The affiliation was announced at a Hollywood news conference by Daniel H. Overmyer, chairman of the board, and Oliver E. Treyz, president.

There were indications that the arrangement with KHJ-TV, one of the RKO General Inc. group of six owned television stations, was worked out after Overmyer had held similar negotiations with other stations in the Los Angeles market. A report, however, that KBSA-TV Guesti, Calif. would become the network's key West Coast station (Broadcasting, Sept. 26) proved erroneous.

It was reported at the news conference that the newly chosen Los Angeles affiliate also will originate programming for the Overmyer-owned stations in Atlanta, San Francisco, Toledo, Pittsburgh, Rosenberg (Houston), Tex., and Newport (Cincinnati), Ky., as well as for potential affiliates in other markets.

WPIX-TV New York will be the East Coast outlet for the developing national network system.

Mr. Overmyer and Mr. Treyz outlined some specific programming and operational plans for the network. The Overmyer Network, or ON as it's being called, plans to start broadcasting next April 3 with a nightly two-hour variety show from Las Vegas and will follow this initial effort with 56 hours of network programming a week, now scheduled to begin on the first Monday after next Labor Day.

Mr. Overmyer reported that 75 stations of the some 100 contacted—many of them already affiliates of other networks—have verbally agreed to carry the Las Vegas show. By the time the show goes on the air the network hopes to have at least 100 affiliates lined up.

Expenditures for the Las Vegas show will be almost $140,000 a week, $93,000 in above-the-line costs for talent and $45,000 in below-the-line costs. Personalities such as Bob Newhart, Alan King and Bob Crane (although nobody as yet has been signed) are expected to be hosts for the program, with each master of ceremonies working for a two- or three-week stretch. The Overmyer Network has reached agreement with 11 Las Vegas hotels to tape the shows in their main showrooms from 1 to 3 p.m. daily for broadcast in the evenings. Each show will be specifically produced for television.

Developments • In other program developments, the network plans to produce programs based on stories from the Bible, probably in animated form, and others based on tales from great books. It also was indicated that one of the first events of the fall schedule next year will be telecasts of Continental Football League games. The network will arrange interconnections for such major sports events on a city-by-city basis.

ON will spend at least $10 million in program development and for technical and administrative costs by the April 3 starting date. Still, the network is prepared to commit $100 million to make its operation feasible and successful and plans to spend $4 million a month after the start of operations to keep the enterprise going.

There were further indications that the network may be doing feature film programming and carry major-league soccer telecasts. Mr. Overmyer acknowledged that the company has an option on some 200 foreign films but cautioned that they are uncut and may not be suitable for television audiences in their present condition.

While in Los Angeles, Mr. Overmyer and Mr. Treyz conferred with television producers and packagers in hopes of furthering their programming plans. They were accompanied by the other members of the network's charter staff: Lewis Marcy, executive vice president; Thomas J. McMahon, vice president and director of sports; Edward Eadeh, director of market research; Charles W. Shoop, manager of long lines; and Le- muel B. Schofield II, general counsel. Highlight of the trip was a gala reception for some 400 motion-picture and television executives, performers and news media given by the network.

USIA buys Wadsworth's book—at half price

FCC Commissioner James J. Wadsworth's book, The Glass House, has turned up on a list of 43 books and manuscripts that the U.S. Information Agency disclosed it subsidized in 1965 for $99,126 in its effort to influence public opinion abroad.

USIA Director Leonard Marks reversed a long-standing agency policy to make the list public during a House Appropriations subcommittee hearing earlier this month. The transcript of the closed-door hearing was released last week.

The books receiving government support are commercially published and sold. There is no indication to the reader of the government's participation.

Mr. Marks said the books are distributed overseas "to tell a story" but that the agency doesn't "hire" writers. He said it merely makes known its willingness to purchase a certain number of copies if a book on a certain subject is published.

Commissioner Wadsworth's book, published by Frederick L. Praeger Inc., N. Y., is based on his eight years at the United Nations, where he represented the U.S. for seven years as a deputy representative and for his last year, 1960-61, as permanent representative. Primarily, the book discusses the workings of the world organization.

Commissioner Wadsworth said USIA purchased 2,500 copies of the book which sells for $4.95—at half price. He indicated he didn't regard the purchase as much of a subsidy.

FCC clears merger of Natco-Polaris

The FCC has approved the sale of three station properties from Polaris Corp. to Natco Communications Inc., opening the way for the consummation of the merger of Polaris into Natco Corp., whose president is J. B. Fuqua, Augusta, Ga. The transaction was closed last Friday (Sept. 30).

The commission's action, announced last week, involves KKO-Q-AM-FM Sacramento, Calif.; WTVW-TV Evansville, Ind., and KHJ-TV Fargo, N. D. Approval of the transfers was on a 4-to-1
"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 TV

TULSA

Represented by Edward Patry & Co., Inc. The Original Station Representative
Meanwhile, who was watching the store?

The biggest collection of broadcasting brass to be recently assembled anywhere showed up in New York at the Sept. 23 Newsmaker Luncheon of the International Radio and Television Society honoring FCC Chairman Rosel H. Hyde (Broadcasting, Sept. 26). The head tables alone seated this array:

FRONT ROW (l-r): Vincent T. Wasilewski, National Association of Broadcasters; Daniel H. Overmyer, Overmyer Network; Stephen B. Labusnik, NBC Radio; John P. Cunningham, Cunningham & Walsh; Thomas W. Moore, ABC-TV; Ben S. Gilmer, AT&T; James J. Wadsworth, FCC; John P. Fraim, MBS; Neal W. O’Conner, N. W. Ayer & Son; Jack Schneider, CBS Broadcast Group; Kenneth A. Cox, FCC; Leonard Goldenson, ABC Inc.; Walter D. Scott, NBC; FCC Chairman Hyde; Thomas McDermitt, N. W. Ayer, president of IRTS; Frank Stanton, CBS Inc.; Harold Geneen, IT&T; Lee Loevinger, FCC; Julian Goodman, NBC Inc.; Archibald McG. Foster, Ted Bates; John T. Reynolds, CBS-TV; Don Durgin, NBC-TV, John F. Dille Jr., Communications Group of Indiana and NAB; Simon B. Siegel, ABC Inc.; Arthur Hull Hayes, CBS Radio; Elmer W. Lower, ABC News; Robert Hurleigh, MBS; John F. White, National Educational Television, and Richard E. Bailey, Sports Network.

SECOND ROW (l-r): R. W. Wel-vote, with two commissioners not present. Voting for the transfers were Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth Cox. Commissioner Nicholas Johnson concurred. Dissenting was Commissioner Robert T. Bartley. Commissioners Lee Loevinger and James J. Wadsworth were not present.

Just the week before, a majority of the stockholders of Natco Corp. and of Polaris Corp. had approved the merger plan (Broadcasting, Sept. 26). This calls for Polaris’s 2,600 stockholders to receive about $3.8 million of Natco Corp. convertible preferred stock on the basis of one share of Natco Corp. convertible preferred for each 25 shares of Polaris common. Natco Corp. is also assuming about $3 million of Polaris’s debts. Fuqua Industries Inc. controls Natco Corp., a diversified company principally engaged in the manufacture of structural clay products. Mr. Fuqua is 100% owner of Fuqua Industries.

In addition to the Sacramento, Evansville and Fargo stations, Natco Communications Inc. will include wroz Evansville, now personally owned by Mr. Fuqua. Mr. Fuqua will receive 22,000 shares of Natco Corp. common stock for wroz. Natco Communications will also include WTAC Flint, Mich., bought from Gene Milner for $900,000 only last August.

Fuqua Industries owns, and will continue to own in its own name, WJBF (TV) Augusta, Ga., and WTEV El Dorado, Ark. (Monroe, La.).

Before the merger could be formally consummated, several other Polaris stations had to be sold. Already transferred with FCC approval are KCDN (TV) Pembina, N. D. (Winnipeg, Manitoba) to McLendon Stations on a lease-purchase basis ($850,000 for 68 months with option to buy at $500,000); WFIA Louisville, Ky., to Edwin Tornberg and associates for $258,000 lease plus option to buy; and KPLS Santa Rosa, Calif., to Joseph Stamler, former vice-president-general manager of Polaris’s broadcast division. for $120,000.

Additional Properties • Polaris, which was headquartered in Milwaukee, was formerly engaged in a widely diversified line of businesses. In the past two years, however, Polaris has disposed of many of its activities. In addition to the broadcast properties, Natco is acquiring from Polaris a leasing company and an extensive warehousing business, as well as commercial real estate in several states.

The president of Natco Communications Inc. is Thomas J. Hennessy, executive vice-president of Fuqua Industries and formerly vice-president-general manager of WJBF. James A. Goese, former financial vice-president of Polaris, has joined Natco Corp. as vice president and will be vice president and treasurer of Natco Communications.

Natco Corp. closed at 19 1/2 on the New York Stock Exchange last Thursday (Sept. 29).

WTVW began broadcasting in 1956 on channel 7 and is affiliated with ABC. Kathi-TV began in 1959 on channel 11 and also is affiliated with ABC. KXOA was founded in 1945 and operates full-time on 1470 kc with 5 kw days, 1 kw nights. KXOA-FM is on 107.5 mc with 12.5 kw. WROZ, founded in 1936, is fulltime on 1400 kc with 1 kw days,
many stations.

would hear how a panel of station executives

noon TV

Friday

sociation of Broadcasters regional

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Programs shaping

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H. Simon, owning

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Television broadcasters at the after-

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Fogarty, Meredith Broadcasting

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Petersmeyer, Corinthian Broadcast-

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Reinsch, Cox Broadcasting Corp.; Taft

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General Broadcasting; Theodore F.

Shaker, ABC-TV; Lawrence Rogers,

Taft Broadcasting Co.; J. Leonard

Reinsch, Cox Broadcasting Corp.;

Ward L. Quaal, Won Continental

Broadcasting Co.; Weston C. Pul-

len Jr., Time-Life Broadcast Inc.; D.

L. Provost, Hearst Radio; C. Wrede

Petersmeyer, Corinthian Broadcast-

ing Corp.; Harold Neal, ABC; Thom-

as S. Murphy, Capital Cities Broad-

casting Corp.; John T. Murphy,

Avco Broadcasting Corp.; Clair R.

McCollough, S t e i n m a n Stations;

Merle S. Jones, CBS-TV; Frank P.

Fogarty, Meredith Broadcasting Co.;

Robert A. Dreyer, Metromedia Inc.;

Gardner Cowles, Cowles Communi-

cations Inc.; Roger W. Clipp, Tri-

angle Stations; Jack N. Berkman,

Rust Craft Broadcasting Co., and

(behind him) Gene Autry, Gold-

en West Broadcasters.

TOP ROW (l-r): John Kiemaier,

wNHD(TV) Newark N. J.-New York;

Fred M. Thrower, wpIX(TV) New-

York; Edward P. Shurick, Station

Representatives Association and H-R

Television; Howard S. Meighan,

IRTS; Jack McQueen, Foote, Core

& Belding; Lester W. Lindow, As-

sociation of Maximum Service Tele-

casters; Sydney M. Kaye, Broadcast

Music Inc.; Julie Chase Fuller, WTAG

Worcester, Mass., American Women

in Radio and Television; Frederick

W. Ford, National Community Tele-

vision Association; Sam Cook

Diges, CBS Films; Miles David,

Radio Advertising Bureau; Roy Dan-

ish, Television Information Office;

Norman (Pete) Cash, Television Bu-

dreau of Advertising; Royal E. Blake-

man, National Academy of Televi-

sion Arts and Sciences and Telecast

Enterprises Inc.; Howard H. Bell,

NAB Code Authority, and Peter W.

Ailport, Association of National Ad-

vertisers. The luncheon was held in

the Ballroom of the Waldorf Astoria.

250 w. nights.

Mr. Fuqua put WJBF on the air in

1953 on channel 6; it is affiliated with

NBC and ABC. He bought KTVX in

1963 for $650,000 from Veterans

Broadcasting Co., a Rochester, N. Y.,
group, owning over 80% and William

H. Simon, owning less than 20%. KTVX

began broadcasting in 1955 and is on

channel 10, with both ABC and NBC

affiliation.

Programs shaping up

for NAB regionals

More names have been added to the

list of participants at the National

Association of Broadcasters regional

conferences which open next Thursday

and Friday (Oct. 13-14) in Dallas.

Television broadcasters at the after-

noon TV session will get a chance to

hear how a panel of station executives

would solve problems that could face

many stations. Participants will include:

Charles L. Brooks, KMOV-TV Weslaco,

Tex.; Ray F. Herndon, KMD-TV Mid-

tland, Tex., and Roy Bacus, WBAZ-TV

Fort-Worth-Dallas, in Dallas.

Lloyd E. Cooney, KIRO-TV Seattle;

Louis S. Simon, KPIX(TV) San Fran-

cisco, and Burton B. LaDow, KTVK(TV)


Paul Blue, KXZ-TV Denver; Rush K.

Evans, KXTV(TV) Colorado Springs, and

Joseph S. Sample, KOXK-TV Billings,

Mont., in Denver (Oct. 20-21).

William J. Hart, WIXL-TV Onondaga,

Mich.; Don Fuller, WSJX(TV) Elkhart-

South Bend, Ind., and Thomas L.

Young, KWWI-TV Waterloo - Cedar

Rapids, Iowa, in Minneapolis (Oct. 24-

25).

An added starter at the afternoon

radio session will be William D. Greene,

CBS/FM, New York. He will partici-
pate in the Dallas and Minneapolis

sessions on programming an FM oper-

ation. The topic is based on the FCC's

order for 50% nonduplication of com-

monly owned AM and FM outlets in

the same market of over 100,000 popu-

lation.

The other regional meetings will be in

St. Louis (Nov. 10-11), New York


17-18), and Jacksonville, Fla. (Nov.

21-22).

Expansion-remodeling

underway at KABC

The first phase of a projected $1-

million expansion-remodeling program

at KABC Los Angeles got underway

last week. A groundbreaking ceremony

was held at ABC's Radio Center (Sept.

29), with construction beginning in-

medimately afterwards. The ceremony

was attended by civic leaders and ABC

network officials.

The expansion-remodeling project is

specifically aimed at more than dou-

bling the existing ABC Radio Center

structure which fronts on La Cienega

Boulevard. Besides being the home of

the ABC owned KABC, the building

will be headquarters of ABC Radio's

Western division.

Construction of a new one-story ad-

dition to the current building is the
If two is company,
Visual's a crowd!

If manufacturing capability and technological know-how are part of the criterion by which a major broadcast equipment supplier is judged, then Visual Electronics Corporation has to come out right at the top of the list.

Because, directly and indirectly, Visual has far and away the largest and finest engineering and production services in the broadcast industry.

The key is Visual's unique relationship with the most progressive "blue-ribbon" organizations throughout the world, as well as its own extensive manufacturing, sales and field-service facilities.

And the result is that you can place your confidence in the world-wide Blue Ribbon Line . . . assured of the quality and product superiority of North American Philips and Conrac . . . English Electric Valve and Favag . . . McCurdy Radio Industries and Japro . . . Allen Electronic and CSF . . . Fernseh and Visual Electronics Laboratories . . . to name just a few.

These are the results that count — from the companies that count!
first phase of the over-all plan and is expected to be completed in six months. Phase two, taking three months, will involve the installation of all electronic and telephone equipment and transmitters. The last phase will consist of the renovation of the present building.

The one-story addition being built will house all operational facilities, including six control rooms, seven studios, two recording rooms, a central control and taping area, an editing and assembly room, plus the KABC and ABC Radio network news departments.

After it's renovated, the existing building, also one story in height, will house administrative, sales and service personnel. A new lobby, new executive offices and a new conference room will be provided by the renovation.

Hearing ordered on Eaton acquisition

Richard Eaton, the multiple-station owner whose record includes a long list of violations of the FCC's technical rules, faces a hearing in connection with his plans for purchasing KTRG-TV Honolulu.

The commission last week designated for hearing the application for assignment of the station's license from Hawaiian Paradise Park Corp. to Mr. Eaton's Friendly Broadcasting Co. (CLOSED CIRCUIT, Aug. 22). The purchase price is $550,000.

Mr. Eaton's plans for transforming the station into a Japanese-language outlet as well as his past record constitute the basis for the commission's action. The commission vote was 5 to 1, with Chairman Rosel H. Hyde the lone dissenter, and Commissioner Robert E. Lee absent.

Commissioner Nicholas Johnson concurred in the result but issued a statement dissociating himself from the foreign-language issue. He feels the questions raised by that matter should be dealt with in a policy statement.

The commission wants to determine in the hearing the adequacy of the survey of community needs made by Mr. Eaton and whether the survey supports the plan to switch to Japanese-language programming.

The commission also wants to determine the adequacy of Mr. Eaton's proposed means for controlling and supervising operations at the station—6,000 miles from his home base of Washington. Over the years Mr. Eaton, who owns 14 AM, FM, and TV stations has been fined, given short-term license renewals and forced to undergo license renewal hearings on a host of technical-rule violations. In many cases, the commission charged him with inadequate supervision of his stations.

More From Johnson — Commissioner Johnson, who joined the commission July 1, provided in his concurring statement another dimension of his view that the commission should attempt to deal with issues in their "total context" (BROADCASTING, Aug. 29). He would extend that approach to programming.

He said the commission should not deal with the question of foreign-language programming on a case-by-case basis. "To require the applicant to answer these questions [concerning Japanese-language programming] in the absence of any rationally articulated guiding statement of general policy from the commission seems to me highly inequitable if not, indeed, impossible," he said.

He noted that the conflicting considerations raised by such programming—whether it may constitute an invaluable service to large groups of people or possibly be a divisive force in a community—are "subject more to instinct than to empirical analysis."

Changing hands...

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

- WWIL Fort Lauderdale, Fla.: Sold by William A. Roberts and family to group headed by Gene Milner, former owner of WTAC Flint, Mich., for consideration in excess of $400,000. Mr. Roberts is Washington attorney and bought station in 1960 for $400,000. WWIL, founded in 1955, operates fulltime on 1580 with 10 kw day, 3 kw night. WWIL-FM went on air in 1959 on 103.5 mc with 33 kw. Broker: Chapman Co.
- WCMR-AM-FM Celina, Ohio: Sold by WCMR Radio Inc. to Central Broadcasting Corp. for $157,000. Central Broadcasting, whose president is Lester Spencer, is licensee of WBKV Richmond, WBAT Marion and WBW Bedford, all Indiana. WCMR Radio is owned by Marshall Rosene (50%), Richard Hunt and Oscar Baker (25% each). WCMR, founded in 1963, operates daytime only on 1350 kc with 500 w. WCMR-FM, founded in 1963, is on 96.7 mc with 3 kw. Broker: Blackburn & Co. (corrected item).
- WLEF Greenville, Miss.: Sold by William E. Hardy to Mrs. Kathleen Stutts for $71,000. Mrs. Stutts and her husband have CATV interests, and Mrs. Stutts on Sept. 9 received FCC approval for her purchase of WRLJ Selma, Ala. WLEF operates on 1540 kc with 500 mc daytime. Broker: Chapman Co.

APPROVED — The following transfers of station interests were approved by the
Smith-Sheridan moves
become official at FCC

The changeover in the office of the
FCC's Broadcast Bureau chief formally
occurred last week, with George S.
Smith moving in, and James B. Sheri-
dan moving out.

Mr. Smith's appointment, announced
by the commission last month, became
effective Sept. 25 following clearance by
the Civil Service Commission (CLOS-
SED CHRUII, Sept. 26).

The Civil Service Commission at the
same time approved the appointment of
Mr. Sheridan as special consultant to
the commission. His first assignment
involves the use of domestic commu-
nications satellites in broadcasting.

Mr. Smith, who had been legal as-
istant to Commissioner Robert E. Lee
since 1962, moves up in grade from a
GS 15 to GS 18, the highest civil-
service rank, and in pay from $19,371
annually to $25,890.

Mr. Sheridan drops back in rank to
the top pay step of a GS 16, but his
annual salary is virtually unchanged—
$25,435. He has been with the com-
mission since 1941 and had been bu-
reau chief since January 1963.

In accordance with a practice now
followed in connection with the ap-
pointment of government workers to
so-called supergrades—of GS 16, 17
and 18—Mr. Smith was invited to the White
House for an informal meeting with
presidential aides. He attended as one
of a group of some dozen government
employees.

Giddens authorized
to take over in Mobile

The acquisition of 100% ownership of
WKRG-AM-FM-TV Mobile, Ala., by
Kenneth R. Giddens was approved last
week by the FCC.

Mr. Giddens, who owned 50% of the
stations, bought the other 50% from
Mobile Press Register Inc. for $2,250,-
000.

Fifty-three percent of Mobile Press
Register Inc. is being sold to S. I. New-
house (BROADCASTING, July 4), pub-
lisher of one of the largest chains of
newspapers in the U. S. and also a
group broadcast owner, at a price said
to range between $16 million and $18
million. As a preliminary to closing
this sale, Mobile Press Register Inc.,
which publishes the Mobile (Ala.)
Press and Register and the Pascagoula
(Miss.) Press and Chronicle, sold its
50% interest in the stations to Mr.
Giddens.

WKRG, founded in 1946, operates
fulltime on 710 kc with 1 kw day and
500 w night. WKRG-FM, founded in
1947, is on 99.9 mc with 100 kw.
WKRG-TV, which began operation in
1955, is on channel 5 with 100 kw
visual and 20 kw auroral.

Mr. Giddens is president of the li-
censee corporation, WKRG Inc.

Friendly to keynote
NAEB convention

Fred Friendly, TV consultant to the
Ford Foundation and Edward R. Mur-
row professor at the Columbia School
of Journalism, will be the keynote
speaker at the 42d annual convention
of the National Association of Educa-
tional Broadcasters.

The theme of this year's meeting will
be "Changing Patterns of Education,
Technology and Legislation." It will
be held October 23-26 at the Muehle-
bach hotel in Kansas City, Mo. Mr.
Friendly will speak at the keynote
meeting on Monday, Oct. 24.

About 1,200 educational broadcasters
are expected to attend the four-day
convention, which will have general
sessions and special meetings for the
four divisions of NAEB: National Edu-
cational Radio, Educational Television
Stations, instructional division and in-
dividual member division.

Of special interest to the members of
the ETS division will be the contin-
uous screening, except during the gen-
eral sessions, of educational television
programs. The programs will be repre-
sentative of ETV programs and will in-
clude both instructional and noninstruc-
tional shows.

Instructional programs are those that
deal with purely educational subjects
such as mathematics, social studies, etc.
Noninstructional covers a wide range of
subjects from children's programs to
cooking. The programs will be provided
by ETV stations and production centers.

There will also be approximately 100
booths displaying new broadcast and
transmission equipment.

EXCLUSIVE BROADCAST PROPERTIES!

NEW —AM-FM combination in excellent growth area. County
MEXICO retail sales of $100,000,000 annually. 1965 billings
$149,000—12% increase this year. Excellent equipment,
REVIEWS beautiful plant. Priced at $325,000 with $150,000 down.

WEST —1 kw daytimer in single station, county seat town, earn-
TExAS ing $27,000 to owner. Excellent opportunity for owner-
operator. Can be purchased with a $25,000 down pay-
ment.

Contact—George W. Moore in our Dallas office.
Hearing urged on ABC-ITT

The first congressional rumblings of uneasiness over the proposed merger of ABC and the International Telephone and Telegraph Corp.—as well as the manner in which the FCC is dealing with the proposal—were heard last week.

Senator Gaylord Nelson (D-Wis.), chairman of the Monopoly Subcommittee of the Senate Small Business Committee, urged the commission to hold a full public hearing and "detailed examination" before acting on the case.

The senator, in a letter to FCC Chairman Rosel H. Hyde, made no direct reference to last week's oral hearing which the commission held on the merger Sept. 19 and 20. But he indicated he doesn't think the commission is studying sufficiently the questions raised by the absorption of ABC, with its 17 AM, FM and TV licenses, nationwide network of radio and television stations, and other holdings, into ITT, with its far-flung domestic and foreign interests.

He expressed concern over the possibility of the merger resulting in conflicts of interest, particularly in the area of objective news reporting and commentary by ABC.

"At the very least, this merger application seems to call for a searching assessment of its long-term policy implications," Senator Nelson wrote. "I think it is desirable that this proposed merger be set for a full hearing so that all important public policy considerations may be carefully explored."

No Exact Parallel: The oral hearing held by the commission has no exact parallel in previous commission assignment cases. The hearing, which was supported by six of the commissioners, was designed to expedite commission consideration of the case.

Principals of the companies, including ABC President Leonard Goldenson and ITT President and Chairman Harold S. Geneen, along with their attorneys and other witnesses, presented evidence and testimony, and were cross-examined by the commissioners. But other than commission attorney Louis Stephens, who presented the staff's view of the issues, the commission presented no witnesses of its own.

However, there has been no opposition to the merger. And although the proposal has been given wide coverage in the trade press and the business sections of the daily press, no one in Congress raised any questions about it or criticized the procedures the commission was following until Senator Nelson wrote to Chairman Hyde.

His letter was dated Sept. 22, two days after the oral hearing ended, and was released by the subcommittee staff on Wednesday, Sept. 28. Commission sources said the full commission would respond to the senator's letter.

They also said that the "essentials" of the bulky record already compiled in the case, along with a transcript of the hearing, would be sent to the senator as an indication of the volume of material the commission is considering in connection with the proposed merger.

Senator Nelson said he did not act earlier because he had not caught up with the case until after the hearing ended. He fears that the Justice Department and the Federal Trade Commission should participate in a full-scale commission hearing.

The commission had left the door open to any interested party to participate in the oral hearing. But outside of the principals in the case, and KOB Albuquerque, N. M., which is engaged in a dispute with ABC involving WABC New York, no one did. Justice has been kept informed of every development in the case but has refrained from commenting on it.

Hill Hearings Threat: Some commission officials saw in Senator Nelson's letter an implication that he would hold hearings on the case unless the commission conducted the kind of hearing he suggested. However, he said the letter would have to "speak for itself" and indicated that he had no present thoughts on the matter beyond those expressed in his letter.

Senator Nelson, in a news release which accompanied copies of the letter, cited as significant these "facts developed at an FCC hearing Sept. 19 and 20": ABC is not in financial difficulties; its situation is improving. With half of ITT domestic revenue coming from government contracts, there is a danger of government influence on ABC programming. The only apparent advantage of this merger to ABC is a increase in the value of Mr. Goldenson's stock; Mr. Goldenson said the value of his holdings would increase from $7 million at the time the companies agreed to merge to $7.8 million, at current stock prices.

ABC and ITT stress that the principal reason for the merger is to provide ABC with the financial backing it needs to become fully competitive with CBS and NBC.

Same Points Raised: Senator Nelson, in his letter, raised many of the points made by Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson in their cross-examination of Mr. Goldenson and Mr. Geneen.

His principal concern, he said, is the maintenance of "objective, careful and thorough news-collection and analysis" by ABC. He noted that ITT, with investments in 118 countries and with 60% of its revenues earned abroad, might "tailor its news commentary and reporting so as to minimize any conflict with foreign governments."

The senator also raised the question as to whether the merger would give ITT, a major producer of electronic equipment, a "protected market, with a consequent adverse effect on smaller independent manufacturers."

At the hearing, Mr. Goldenson and Mr. Geneen said that every precaution would be taken to protect the integrity of ABC's news operations. They also said that there was no danger of ITT getting a protected market, since ABC, which now buys relatively little of its equipment from ITT, would continue to require its suppliers, including ITT, to be competitive.

CATV's get taste of FCC's paperwork

The nation's CATV systems have been treated to another example of what it means to be regulated by the government—the government form.

The FCC, in asserting jurisdiction over all CATV systems in March, said it would require all cable companies to supply it with information about themselves.

The purpose: to enable the commission to get a clearer picture of the scope and nature of the new industry it is regulating. The information will be fed into the commission's electronic computer, so programmed, officials say, as to permit quick answers to questions that would otherwise require many man-
Who's got a match for Ampex high-band?
No one has anything to match it except Ampex-equipped high-band stations, networks and studios throughout the world... Hollywood... New York... Tokyo... London... Belgrade... everywhere.

High-band videotape recorders developed by Ampex have sparked a new world standard of TV picture sharpness and realism. In color or monochrome, they create the difference the viewer will buy. To date, hundreds of the new high-band recorders have been delivered by Ampex, each a glowing success.

Now others are talking about a high-band unit "equal" to at least one of those shown at right. But check the details. You'll see why the Ampex recorder will remain in the future "the one others try to match."

Ampex Corporation, 401 Broadway
Redwood City, California 94063
band. As are freshest national commercials. On this recorder:

makes all this possible. That's why virtually all network color shows are recorded high-
better than the best televised color film. Only VR-2000 with the Elite programmer
estions. Instant editing of color teleproduction with verve, precision and live reality
iately. Superior color tape dubbing through four or more visual editing-distribution gen-
ately. Superior color tape dubbing through four or more visual editing-distribution gen-
interchangeability ensures accurate color problems of chroma, banding, and tape interchangeability.
Netwoks and producers bought immediately when they saw: Breath-taking new picture
No other recorder will match teleproduction of the VR-2000. The VR-2000 is
Automatic Velocity Compensator

Position in the VTR electronics by

The NEW-PERFECT ANSWER to drop outs. Works by an input to match its own electronics; this

One-line Delay

Auto-Chroma

Standard Taps

Provides infinite control of Chroma, reduces saturation banding, and reduces need for extra

Ampec and Colotec

Mark Ten Rotary Transformer Head

Things to match in high-band: standard or optional.
hours of research.

Last week the forms went out to the 1,700-odd CATV systems on the commission's mailing list. Those not on the list are expected to ask the commission for a copy of the form. Forms are to be filed with the commission by Nov. 1.

The form chiefly is designed to identify the ownership and operational details of CATV systems and to reveal the amount of CATV-broadcasting cross-ownership and of CATV owners' inactivities. The form's details have been known for some time (BROADCASTING, Sept. 5, July 11).

Smaller systems—those that have fewer than 500 subscribers and are in communities of less than 5,000 population—need not supply the detailed ownership information required from the larger systems.

All systems are asked to report their name, the communities they serve, and the stations whose signals they carry. They are also asked to report on the kinds of additional services—such as time and weather, FM, news ticker, program origination—that they provide.

The larger systems, in addition, are asked to report more detailed information on their ownership and on the holdings of their principals in broadcasting stations, common carriers primarily serving CATV systems, other CATV systems and in companies primarily involved in the manufacture of CATV equipment.

The larger systems are also asked to report on any of their owners, officers or holders of 5% or more of their stock who have been convicted of a felony or who are aliens.

WLYH-TV plans studio in shopping center

WLYH-TV Lancaster-Lebanon, Pa., plans to move its Lancaster studio into a new 2,000-square-foot color studio on the lower level of a proposed $32 million Park City complex of 97 stores. Change is expected to be completed in 1968.

The channel 15 station has leased space for 10 years for a TV facility that it expects to furnish with close to $1 million worth of equipment, including two color cameras, a color video-tape recorder and a complete closed-circuit-TV set up. The station will lay coaxial cable in three directions along enclosed malls within the center. From various outlet points, it will be able to plug in cameras for on-the-spot telecasts.

Companies occupying the 1.5 million square feet of shopping space will be permitted to rent WLYH-TV's equipment for TV commercial use and coverage of fashion shows or movie pre-
miers. The station also plans to install six 25-inch color TV monitors in the malls for customers.

In conjunction with its shopping-center color facility, the Triangle station (owned by Triangle Publications Inc., Philadelphia), has already expanded the Lebanon studios for original colorcasts. Its first color camera, a Norelco Plumbicon, is expected to be delivered this December.

FCC hears oral argument on KABL

History of a sort was made at the FCC last week when the commission heard an oral argument in a case in which KABL Oakland, Calif., faces a $10,000 forfeiture. It was the first time the commission held an argument in such a proceeding.

KABL and KISN Vancouver, Wash., in separate orders handed down last year, were held liable for fines (up to $10,000 in the case of KABL and $20,000 in the case of KISN) (BROADCASTING, Oct. 4, 1963). Both were accused of failing to identify properly their community of license. KABL in addition was said to have violated the commission's sponsorship-identification rule.

But in a sharp departure from past practice, the commission afforded both stations an opportunity to contest the forfeitures in hearings. Normally, stations have to go into federal court to do that.

KISN waived its opportunity for a hearing and that case is still open. But KABL took advantage of the offer, and underwent a hearing in Oakland. It was the outcome of that proceeding—a recommendation of a maximum fine of $10,000 by Chief Hearing Examiner James D. Cunningham (BROADCASTING, May 16) that KABL was protesting in the argument before the commissioners last week.

Chief Issue. * The principal issue in the case grows out of the complaints of Oakland city officials that KABL had sought to identify itself with nearby San Francisco rather than with Oakland. The station is owned by McLeod Pacific Corp.

One of the factors cited by Examiner Cunningham in his initial decision was KABL's identification announcement—"This is Cable, K-A-B-L Oakland—960 on your dial, in the air everywhere—in San Francisco," followed by the sound effect of a cable-car bell.

Marcus Cohn, counsel for the station, argued that the station had complied with the station-identification rule and pointed out that the examiner had conceded that the station served the needs and interests of Oakland.

He noted also that the examiner had said the station had "violated the 'spirit and purpose' of the rule—he didn't say we violated the rule. To say this and to impose a maximum fine is highly improper."

At one point Commissioner Kenneth A. Cox asked Mr. Cohn what his reaction would be if a survey revealed that 95% of the station's audience thought KABL were a San Francisco station. "If the station serves Oakland and complies with an archaic rule, the mere fact that 95% of the people think it's a San Francisco station is immaterial," Mr. Cohn replied.

The amount of the fine recommended by Examiner Cunningham had been a surprise since the commission's Broadcast Bureau, in its proposed findings in the case, had proposed a $4,000 forfeiture—$2,000 on each of the issues.

William A. Kehoe Jr., who represented the bureau in the oral argument, supported the $10,000 fine, contending that the station had been guilty of "flagrant" violations of the rules.

He said the station might have given "lip service" to the station-identification rule but it had not operated in accordance with its license, which requires it to serve Oakland. "The question is, does the commission decide where a
station is licensed or does the licensee make a pocket-book decision," he said.

He pointed to what he said was a "pattern" of programing, including weather announcements mentioning San Francisco but not Oakland, as evidence of the station's intention to identify with San Francisco.

The sponsorship-identification rule violation involves the station's failure to identify the sponsor of 57 announcements spread over a 19-day period involving a total payment to the station of $2,280. Mr. Cohn said the failure was inadvertent. But Mr. Kehoe noted commission rules refer to "willful or repeated" violations.

Sarnoff praised on anniversary

Industry pioneers gather to salute RCA head after 60 years in radio-TV

More than 1,500 leaders of industry, government, science and religion were scheduled to gather in New York last Friday night (Sept. 30) to honor Brigadier General David Sarnoff on the 60th anniversary of his entry into communications.

The longtime head of RCA, who foresaw the "music box" that would become radio, envisioned networking and helped convert the vision to actuality, led in the development of television and then added color television, was praised by a series of dignitaries as a prophet, organizer, builder and leader.

In response, General Sarnoff told his audience that "the next five years will bring more dramatic technological progress than any comparable period we have known," and that "the opportunities facing our youth are, if anything, more challenging and promising than those that we of the pioneering generations enjoyed.

The occasion was a "Salute to David Sarnoff" dinner timed 60 years after he started his career Sept. 30, 1906, as an office boy for the Marconi Wireless Telegraph Co. of America.

The dinner, held at the Waldorf-Astoria hotel, was sponsored by the Electronics Industries Association, The Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Frederick R. Kappel, chairman of the American Telephone & Telegraph Co., who was program chairman, noted that "this is the first time these three organizations have joined to honor an individual for contributions in all their fields of interest."

In speeches prepared for delivery at the dinner, William S. Paley, chairman of CBS Inc., hailed General Sarnoff as "a gallant and tireless pacemaker" and "broadcasting's most imaginative prophet"; Dr. Jerome Wiesner, provost of the Massachusetts Institute of Technology, called him "unique" in "his combination of visionary and determined builder and hard-headed industrial leader" and Mr. Kappel praised him as "a mover and shaker in electronics."

Message from Ike - Former President Dwight Eisenhower sent a message crediting General Sarnoff as "increasingly" responsible for the "preeminence of our country in electronics and communications." Other tributes were to come from Robert W. Galvin, chairman of Motorola Inc., representing EIA, and from Lowell Thomas, newsmen, author, and explorer, who was to be toastmaster.

General Sarnoff, 75, viewed the occasion as "more than a tribute to an individual."

In a brief speech that was reminiscent, magnanimous and challenging he said that "we have come together, in the final analysis, to salute six decades of electronics history and the countless men and women whose brains and labors and courage have woven the tapestry of that history."

"The most significant fact about my 60 years [in communications] is that they have coincided with the tumultuous emergence and growth of the electronics industry," he asserted.

He noted that "at one time or another over the years some of us in this hall have been adversaries" and undoubtedly would be again, but that "this is a logical and necessary accompaniment of the change and growth that serves our progress."

"Here," he said, "we are gathered in friendship and mutual esteem. This, it seems to me, speaks volumes for the bonds that join us in scientific and industrial fraternity. ... We can wear our competitive scars with the pride of veterans, for they have been earned on a great battlefield for a common cause— the advancement of the electronics art and sciences for the public benefit."

Solutions Ahead - General Sarnoff saw "no reason to doubt that the continuing progress of science and technology can provide solutions to most of the material problems that face the world," He said:

"In the past 60 years our attentions have been focused primarily on the means to translate scientific knowledge to practical ends. Now I believe we must involve ourselves in the social applications of technology with the same energy and devotion that we give to its development."

"As the creators of progress we share a new and fundamental responsibility to the purpose it serves. This is a challenge to us as individuals and as electronic pioneers facing the world of tomorrow. It is worthy of our finest talents..."

"I am grateful to the very depths of my being for 60 years of challenge and adventure such as few men have been privileged to enjoy. So much of it has been made possible, in so many ways, by all of you here. It is my humble prayer that we may march together toward a future that will continue to demand the best in each of us—that will help to better the lot of our fellow man and advance the cause of world peace."

CBS's Chairman Paley, representing the NAB, said he spoke "for my radio and television colleagues throughout America" in paying tribute "to a great pioneer in the world of communications."

"From the beginning," Mr. Paley said, "David's unflagging energy and vision set the pace for broadcasters all over the land." Referring to General Sarnoff's role in developing and leading NBC, he continued:

"To mention even their most outstanding accomplishments here would be embarrassing to anyone with David's consuming passion for anonymity. It would be no less embarrassing to the self-effacing network whose destiny he so long and effectively directed. Some of General Sarnoff's feats would even be embarrassing to me—not to mention the reticent enterprise that I represent."

Mr. Paley said that as a competitor General Sarnoff "never relaxed in his
that research material is being issued to agencies to document the FM station's audience in terms of age, financial ability and purchasing power. J. W. Killeen, WMXJ Milwaukee, presented case histories from his station to illustrate his contention that "once in radio, advertisers can learn it is the most effective means of attracting customers." He provided brief descriptions of the use of radio by such diverse advertisers as a Milwaukee suburban restaurant, a farm supplier and a furniture store.

The Market First # Gilbert L. Bond, KXIX Seattle, showed a 35mm color slide presentation that he said was valuable in selling the importance initially of the Seattle market and secondly of the radio station. It showed the city's natural beauty, its growing economic importance, the future of its economy and the way KXIX related to the market. He said the presentation already has been shown to agencies in San Francisco, New York, Detroit, Los Angeles and Portland, Ore.

Tom Kelly, KAHR Redding, Calif., traced the success of the station in the face of "a hotbed of competition" from five other radio outlets, two TV stations and several strong dailies and weeklies. The station's approach: a large informed sales staff that presents specific ideas to each prospect; a new promotion every month: a complete, specific presentation to every business in the coverage area at least once a year and consistent use of the telephone to reach prospects.

James Wallace, KPO, Wenatchee, Wash., said the surest way to success in radio station management is "to cut costs and increase sales." Mr. Wallace said that new salesmen on the station are trained to work closely with the traffic man, the newscasters and other key personnel so that they may grasp the workings of the station as a whole. Ira Laufer, KVEN Ventura, Calif., said the station's revenue had risen sharply in one year, attributable in part to an overhauling of its programing. The station went to a middle-of-the-road music approach; started editorializing; carried a program that focused on controversial subjects and brought "true local weather reports" to the area. Harry Workman, Michael O. Lareau, Wood Grand Rapids, Mich., said radio management problems concern people. For people who work at the station, he said, wood keeps them happy by paying them "a little more than the going rate," reviewing salaries frequently and by having company picnics, a Christmas party and yearly golf outings. For the people who listen, wood tries to give them "good entertainment, information, friendship, empathy," Mr. Lareau stated. For the people who buy time, he continued. Wood provides a staff of four salesman who are given the best possible tools for presentations.

Mr. David said that RAB regional sales clinics would be continued in February 1967. These meetings will be aimed at individual radio station salesmen and will not conflict with the bureau's annual management conferences; the management conferences, he said, are aimed at top station executives and deal with management techniques and problems. Three RAB conferences have been completed. Additional meetings will be held in Tarrytown, N. Y., Oct. 6-7; Detroit, Oct. 10-11 and Chicago, Oct. 13-14.

NCTA regionals start next week

FCC's new regulator of CATV will make first talk to the regulated

Soli Schildhouse, new chief of the FCC's community antenna television task force, makes his maiden bow to the industry he was appointed to regulate next week. Mr. Schildhouse is going to be the luncheon speaker at the Oct. 10 New York regional meeting of the National Community Television Association.

The New York meeting is the first of eight regional NCTA meetings throughout the country in the next four weeks. The second meeting takes place in Dallas on Oct. 14, the second day in the same city of the regional conference of the National Association of Broadcasters.

High on the feature list for the New York meeting is a discussion of local origination for CATV between a cable representative and a broadcaster representing the NAB.

The agenda for the New York meeting calls for NCTA Chairman Alfred R. Stern, Television Communications Corp., New York, to discuss satellite broadcasting; Robert H. L'Heureux, NCTA general counsel, public utilities convention activities; Frederick W. Ford, NCTA president, the Washington scene; Bruce Lovett, NCTA assistant general counsel, CATV-telephone industry relations to include a representative of the telephone industry; Barry Crickmer, NCTA information director, the association's new public relations program; Sam Street, NCTA membership services director, member services.

The meeting will conclude with a closed session for members only led by Wally Briscoe, NCTA administrative assistant.

What makes a station click

RAB clinic told formulas of radio outlets that are faring well

Suggestions on effective management of radio station operations were offered at the Radio Advertising Bureau's Management Conference in San Francisco last Monday and Tuesday (Sept. 26-27).

Miles David, RAB president, predicted that radio stations of the future will draw increasingly upon the marketing field. He voiced the view that more radio executives will become students of marketing and officials often will be drawn from the current crop of product managers at such large corporations as General Motors, Procter & Gamble and R. J. Reynolds. Mr. David also forecast that radio sales staffs will become larger in the years ahead.

Lee Morris, WSB-FM Atlanta, outlined moves undertaken to sell FM radio, including a drive to educate local agencies and advertisers about the medium, and a sales approach that stresses WSB-FM is "a different buy" from its AM adjunct. Mr. Morris added
Fair trials or news curbs?

ABA group's draft report urges news guidelines backed by contempt threat for police, lawyers as Constitution inhibits direct media controls

Crime reporting may soon become much more difficult and exacting for both broadcast journalists and the daily press. More like the British system, but not quite.

Tighter news curbs upon police, lawyers, the courts, and others involved in criminal proceedings are proposed in the preliminary report of a special fair trial-free press committee of the American Bar Association. It was released Saturday (Oct. 1). The report is a draft, subject to further discussion and revision.

The curbs are designed to dry up at the source the flow of information considered prejudicial to a fair trial in a criminal case, especially that often given by law enforcement officers and the attorneys for both defense and prosecution. They would apply principally from the time of the arrest of the accused until the conclusion of his trial.

Certain limited information from these sources would continue to be allowed, however, and pad-and-pencil coverage in the courtroom of on-the-record proceedings generally is not affected. ABA earlier reaffirmed its Canon 35 which forbids radio microphones and TV cameras in the court during a trial.

For Consideration • The new proposals are put forth "for consideration and discussion" by all interested in the subject, the ABA said, and they seek "to preserve and strengthen the right of fair trial without abridging freedom of speech and of the press." Further meetings with media groups are expected and invited, the ABA indicated. Violators of the tentative new guidelines could be held in contempt of court if it were found they had given improper information to the news media. The media themselves, though, would be exempt from contempt since this would pose "constitutional questions that have yet to be resolved."

The report of the ABA's advisory committee on fair trial and free press also specifically rejected any attempt to restrict crime news coverage by statutory limitations. Again the grounds

Fair-trial committee details information to be withheld

The chief recommendations of the American Bar Association's advisory committee on fair trial and free press concern the release of news information by police and lawyers in pending criminal cases.

They propose to tighten the canons of legal ethics so as to prevent prosecutors or defense attorneys from giving out potentially prejudicial information between the time of arrest and the completion of trial. Similar restrictions would apply to the police and court officials and violators would be subject to contempt proceedings or other discipline. The news media would be exempt from contempt.

Here are the types of information which the committee recommended be withheld from broadcast or publication prior to trial:

• The prior criminal record, or statements as to the character or reputation of an accused person.
• The existence or contents of any confession, admission or statement given by the defendant, or his refusal to make a statement.
• Performance or results of tests, or the refusal of an accused to take such a test.
• The identity, testimony or credibility of prospective witnesses.
• Possibility of a plea of guilty to the offense charged or to a lesser offense.
• Other statements relating to the merits of the case, or the evidence in the case, except that it would be permissible to release certain specified information including the facts and circumstances of arrest, a brief description of the offense charged, and a factual statement describing evidence at the time it is seized by authorities.

In addition the committee recommended that police and law-enforcement agency regulations prohibit the deliberate posing of persons in custody for photographers or TV cameramen. It also would prohibit news media interviews of a person in custody unless that person requested in writing to be interviewed for publication after being informed of his right to consult counsel.

The recommendations with respect to pre-trial release of certain types of information in general parallel the guidelines issued to U. S. attorneys in April 1965 by Attorney General Katzenbach, except in the case of prior criminal records of the accused. The attorney general's guidelines permit records of prior federal convictions of arrested persons to be released upon request.

In proposing the policy of non-disclosure of prior criminal records of accused persons prior to trial, the committee made an exception where such disclosure would aid in the apprehension of a suspect or serve "to warn the public of any dangers he may present."

The committee recognized that the issue of official disclosure of prior records of convictions or criminal activity is "one of the most controversial and difficult problems with which it has had to deal and is, therefore, particularly anxious to receive comments and suggestions from interested persons."

The committee also pointed out its proposals for tightening pretrial and trial procedures are closely in accord with the rulings of the U. S. Supreme Court in recent cases, including the ruling in the case of Dr. Sam Sheppard.

In repeated and simultaneous interviews with police, lawyers, and others involved in trial proceedings, the committee proposed tightening the canons of information communicable to the news media since the time of arrest as fixed in the British model. window...
were constitutional.

The committee's report covers 226 pages and is the result of 20 months' study of the impact of criminal news coverage, chiefly in newspapers, although there are occasional broadcast references and broadcast groups were consulted. The discussion language and the recommendations, however, focus on "the news media" in general.

ABA explained that the study "owes its origin in part to recommendations of the Warren commission following the assassination of President Kennedy." It was conducted by a 10-member committee of prominent lawyers and judges under the chairmanship of Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts.

**Broad Program**

"It is part of a broad American Bar Association program to formulate minimum standards for criminal justice in the United States," the ABA explained. "The committee consulted leading national media organization and law-enforcement officials in the course of its study and conducted extensive field research," it added.

The committee found that there "need be no basic incompatibility" in the application of the First (free press) and Sixth (fair trial) Amendments to the U. S. Constitution. It also found that the primary burden for insuring fair trial rests upon lawyers, the courts and the police, but that the news media have a parallel responsibility for the voluntary exercise of restraint in reporting crime news. The voluntary code of CBS was noted.

"In the absence of such restraint" by the media, the report said, the legal branch can take no steps on its own which "will effectively insure the preservation of the right of fair trial." Although the ABA committee met with broadcast groups such as the National Association of Broadcasters and the Radio-Television News Directors Association, much of the committee staff research deals with crime reporting in newspapers. Much of this is concentrated in studies of three representative markets, Pittsburgh, Mass.; Newark, N. J., and San Francisco.

"Broadcast media coverage in all three cities was observed," the report said, "but comprehensive statistics on its content were not compiled." The field work, though, included interviews with station news people about the issues involved, it was explained.

**Broadcasters, Too**

Elsewhere in the report the committee's research staff said: "For the most part, the descriptions of newspaper practices and attitudes apply as well to the broadcast media. It is not unusual for radio and television stations to be affiliated with newspapers or to have cooperative relationships in news gathering."

The comment continued: "The most noticeable difference between printed and broadcast news is that, due to limitations of time and personnel, only the more significant crimes are generally reported by broadcast media. Furthermore, all stories in broadcast news carry about equal prominence: It is doubtful that a story can be 'buried' in a radio or television newscast. This does not, however, represent a meaningful difference because broadcast media and newspapers, since the significant crimes would usually also be given prominent treatment in the newspapers."

As for newspapers, the report pointed out that "the study revealed a wide variety of attitudes and motivations influencing the practices of newspapers—too wide to attempt to classify and assess the impact of each."

The level of competition among newspapers is relevant, the report added, noting that several editors cited this factor.

"In some cities, the presence of competition seemed to encourage the exploitation of crime news to increase circulation," the report said, "but the effect was not universal: Other cities with competing newspapers avoided such exploitation."

Some of the contrasts in criminal reporting "are not so much the result of content policies as of practices in writing style and physical treatment," the study found. Both the Pittsburgh and Newark papers "adopt a more restrained style than the San Francisco Chronicle," the report said.

It noted that "a large proportion of the Chronicle's criminal coverage might more accurately be termed feature stories than news." Also, "the Chronicle uses an over-the-flag banner headline which is devoted to a crime story more than 20% of the time."

"The committee's report also placed in its appendix the Massachusetts guide for the bar and news media which includes a guide for the broadcasting of criminal news in that state. For example, in advising stations not to broadcast the criminal record or discreditable acts of the accused after an indictment is returned or during a court trial unless the information is part of the courtroom record, the guide points out that 'broadcasting of a criminal record could be grounds for a libel suit.'"

**Restrainot Noted**

The committee reported that in recent years "there has been an impressive increase in the exercise of responsible restraint on the part of many news media organizations." The CBS code was mentioned with several other examples from the press.

The committee's recommendations

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**Fair-trial report only a beginning—ANPA**

Newspaper reaction to the American Bar Association's preliminary report on the problems of fair trial and free press released last week was fast and sharp. In a statement issued simultaneously with the ABA's report, D. Tennant Bryan, a representative of the American Newspaper Publishers Association, said that various differences of opinion make it "imperative that discussions be continued."

Mr. Bryan, publisher of the Richmond (Va.) Times-Dispatch and News Leader (WRNL-AM-FM) and chairman of the ANPA's Committee on Free Press and Fair Trial, contended many newspapers will be concerned that the ABA's report may be considered an "invitation to police departments, prosecuting attorneys, defense attorneys and trial judges to deny the newspapers access to important elements of news."

The ABA, he continued, has not adequately supported its argument for suppressing the facts in two "important" news areas—when a criminal voluntarily confesses a crime or when an arrested person has a record of prior convictions for criminal offenses. "Many circumstances exist when publication of such information is vital to the public interest," he claimed.

"An overzealous concern for the rights of defendants in criminal cases ought not to deprive the public of truthful information which the public needs pertaining to crime and criminals in our society in the light of growing problems of law enforcement at the local, state and national level," he said.

Mr. Bryan also stated that a special ANPA committee researching the legal problems involved in free press and fair trial will complete its studies and make them public "within the next few weeks."
were presented in four parts. The first concerned the conduct of attorneys, the second the conduct of law-enforcement officers and judicial employees, the third the conduct of judicial proceedings in court and the fourth the use of the power of contempt by the court.

The committee proposed expanding the available remedies, such as an adverse effect of venue, limited closure of judicial proceedings, a tabling a which prejudicial evidence might be disclosed and the challenging of jurors exposed to possibly prejudicial news coverage, as further protection of fair trial. It recommended limited use of the court's contempt power to discipline anyone who during a criminal trial by jury makes a statement out of court "which is reason-
ably calculated to affect the outcome of
the trial and seriously threatens to have such an effect."

The committee specifically turned down proposals to restrict crime news coverage by statutory limitation and to expand contempt-of-court power to cover the news media as in British practice.

"Both courses," the committee said, "involve hazards and do not seem warranted in the absence of the clearest showing that less drastic measures will not achieve the objective."

Recognition of the essential watchdog and public-information roles of the news media in criminal justice administration also was spelled out in the report. It stressed that "particular care must be taken not to adopt measures which may impair the benefits derived from informing the public and from a full discussion of issues of public importance."

In addition to the study of newspaper coverage in Pittsfield, Newark and San Francisco, the committee analyzed newspaper coverage in 20 additional communities. It also conducted mail surveys of opinions of police, attorneys and judges.

Significant. Among its conclusions from this research, the committee said it considered the following to be significant:

- Although the percentage of cases in which fair trial is seriously threatened by news coverage is small, the actual number of such cases is substantial. Often they are the major cases which "place the greatest strain on the system of criminal justice."

- The overwhelming preponderance of potentially prejudicial disclosures emanates from police sources during the period prior to arrest to trial and includes confessions, prior records, results of tests, statements of witnesses and opinions of guilt.

The committee said many of these published statements rest on hearsay or are not admissible as evidence in court for other reasons.

Undoubtedly is the most thorough and painstaking examination ever made of the problems involved in balancing the ancient rights guaranteed by the First and Sixth Amendments, and of what can be done to resolve those problems.

"No one could read the draft report without recognizing its fairness and objectivity. Great care has gone into the formulation of the recommendations. The committee has recognized fully the important role of the news media in the criminal justice process. News-media representatives taking part in the discussions have clearly demonstrated their concern in helping to find fair solutions. They contributed much to the work of the committee.

"This is one of the most encouraging aspects of the study, which has been in progress almost two years. We of the bar hope that the constructive bar-media dialogue which has now been started will continue both nationally and in communities across the country. If it does, in the spirit with which this report has been prepared, the results can only be in the public interest."

Members. Members of the fair trial-free press advisory committee are Grant B. Cooper, Los Angeles attorney; U. S. Judge Edward J. Devitt, Minneapolis; Dean Robert M. Figg Jr., Columbia, S. C.; Ross L. Malone, Roswell, N. M. attorney; Judge Bernard S. Meyer, Mineola, N. Y.; U. S. Judge Wade H. McCree Jr., Detroit; Robert G. Storey, Dallas attorney; Lawrence E. Walsh, New York, a former U. S. deputy at-
torney general and former federal judge, and Daniel P. Ward, Chicago, state's attorney of Cook county.

Messrs. Storey and Malone are former presidents of the ABA and members of President Johnson’s commission on law enforcement and the administration of justice. Chairman Reardon is the immediate past chairman of the section of judicial administration of the ABA.

The committee reporter and staff di-
tector is Prof. David L. Shapiro of the Harvard Law School. The project is being carried out with the assistance of the Institute of Judicial Administration of New York which is serving as the project secretariat. Foundation grants totaling $750,000 made possible the fair trial-free press study as well as the five other phases of the ABA Minimum Standards of Justice program now in progress.

In approximately two months, the ABA said, copies of the draft report and accompanying data will be available in printed form. It is planned to make copies available to news media organizations and law-enforcement groups for national distribution to their members. A similar wide distribution will be made within the legal profession.
How many Networks will have more than 300 advertisers this year?

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Largest RTNDA meet tackles large issues

Hardware and hard talk confront delegates:
Mayor Daley on civil rights, Wasilewski on ETV

The pressures of mounting restrictions on broadcast news, growing coverage problems such as civil rights and the Vietnam war, and a need for greater professionalism at every level combined to produce a record convention in Chicago last week for the Radio-Television News Directors Association.

The turnout of top government officials and public figures to address the RTNDA, however controversial their topics, proved a tribute to the maturity and stature of broadcast journalism today. Among others, the list included Former President Eisenhower, civil rights leader Martin Luther King, Secretary of the Navy Paul H. Nitze, Secretary of Agriculture Orville L. Freeman and Chicago's Mayor Richard J. Daley who frankly explored excesses in racial reporting.

The expanding equipment exhibit at the convention showed the technical progress in the radio-TV news arts. It also expressed the growth of sophisticated and expensive hardware needed to do the job today, especially in television and more especially in color where a rapid color film processor will cost about $17,000.

RTNDA also issued its first “position paper” answering the recent Supreme Court comments about the news media in the Sheppard case (see story next page).

‘Get Organized’ * Donald Reuben, Chicago communications attorney, warned that “unless the radio-television industry can get organized and come up with a reasoned document to answer their critics, then the only course left is straight down.” He was concerned over some of the anticipated recommendations for greater information control proposed by the American Bar Association’s special committee on fair trial and free press (see story page 50-D).

RTNDA had registered 362 delegates as of Thursday noon, an all-time record. Previous high attendance had been just over the 300 mark. There were but 65 present in the fall of 1946 when RTNDA was organized. Total membership this year is 1,026, a gain of more than a hundred over 1965.

At Thursday’s business meeting, Bruce Dennis, vice president and manager of news for the WGN group stations, assumed the RTNDA presidency succeeding Bob Gamble, WFBM-AM-FM-TV Indianapolis, who becomes board chairman. Jay Crouse, WLSA Louisville, Ky., was elected vice president while ABC news president Elmer W. Lower, Ray Miller of KPRC Houston and John W. (Bill) Roberts of Time-Life Broadcasting in Washington were elected directors at large.

Awards for excellence in news reporting in both radio and TV were given at the Thursday luncheon (see page 55). Saturday night’s Paul White Memorial Banquet honored CBS newsman Morley Safer for Vietnam coverage.

Live From Battlefield * Julian Good- man, president of NBC, predicted that live TV coverage from the battlefields of Vietnam will be a technical possibility within a year.

In a speech prepared for delivery during the Paul White Memorial Banquet, conference last Saturday (Oct. 1), Mr. Goodman reported that within a year it seems likely that U. S. television will be transmitting directly from Saigon.

“If not, then from Thailand or Hong Kong,” he ventured. “Even live coverage from the battlefields of Vietnam will be a technical possibility.”

Mr. Goodman heralded the “age of the satellite” and pointed to the imminent addition of “two companions” to Early Bird with “far greater capacity and reliability.” He said one of these will span the Pacific later this fall and the other will be poised over the Atlantic.

By 1969 or earlier, Mr. Goodman predicted, a satellite over the Indian ocean will make “the system truly global.” If political considerations permit, he observed, the Soviet Union’s communications satellite system can be interconnected through compatible ground facilities in France.

Vincent T. Wasilewski, president of the National Association of Broadcasters, addressing RTNDA Wednesday, called for all to “look before leaping” into acceptance of the Ford Foundation proposal for a domestic satellite service for network TV whose profits would subsidize educational television. He said that before the question of how to finance ETV expansion can be answered there are other basic questions about educational television to be settled.

One of these, the NAB president said, is the “creeping commercialism” of ETV operations in the U. S. as the FCC winks at its rules requiring “noncommercial” ETV. He cited the growing incidence of advertisers supporting ETV programs for on-air credits. “Perhaps we should stop calling it commercial when it isn’t.” Mr. Wasilewski said.

“Perhaps we should stop calling it ‘educational’ when we really mean cultural,” he continued, explaining that another basic question is the expansion of ETV programing into areas duplicating and competing with the diverse cultural and educational fare already widely available on commercial TV. He noted ETV stations have ranged far from the blackboard-type classroom educational programing many first envisioned for such service.

‘Conflict Basis’ * Chicago’s Mayor Daley said that while television today is the “ultimate ideal of journalism” in one sense, the medium and radio to some degree too “cannot present a fair evaluation of an important and complex issue in two or three minutes.” He noted a tendency to judge coverage on the basic of conflict or “where is the action?” and felt this has become “nearly an obsession with some news editors.”

Preoccupation with conflict leads to oversimplification, Mayor Daley said, as well as “over-emphasis on sensationalism and controversy which often creates more heat than light.”

Affirming his distaste of news manipulation at any source, Mayor Daley noted that in some instances, “television is forced to manage the news by a weighing of the facts.” This is determined by time limitations and the seemingly compelling need of meeting the requirement of ‘where is the action?’ ”

The result, he pointed out, is that frequently the news is managed “by certain individuals and organizations who understand the nature of the media. With full knowledge that the television cameras are present, these individuals will make charges and outrageous state-
RTNDA takes stand on Sheppard case

The first of what is expected to be a continuing series of position papers on issues affecting broadcast journalism was released last week by the Radio-Television News Directors Association during its annual convention in Chicago.

It answered the Supreme Court comments in the Sheppard case on unfavorable news practices. The text of RTNDA's brief statement follows:

"On June 6, 1966, the United States Supreme Court issued an opinion reversing the 1954 second-degree murder conviction or Dr. Samuel H. Sheppard (case No. 490, October term, 1965)."

"The court held that massive, pervasive and prejudicial publicity denied Sheppard due process under the 14th Amendment. It cited a considerable body of clearly prejudicial material in newspapers and on radio, both before the trial and during it. It also pointed out that newsmen crowded the trial courtroom and said that the resulting confusion made hearing testimony difficult and confidential talk between Sheppard and his counsel almost impossible."

"Further, the court noted: 'We have consistently required that the press have a free hand, even though we sometimes deplored its sensationalism.'"

"RTNDA has always deplored sensationalism, and it deplores unprofessional and irresponsible conduct by journalists in connection with the Sheppard trial or any other. It supports the court statement that the number of reporters in the Sheppard courtroom could have been limited by the court at the first sign their presence might disrupt the trial."

"But RTNDA believes that professional and responsible conduct is essentially the concern of journalists, not of the court. It believes such conduct to be a media responsibility. It regrets that a pool was not initiated by newsmen at the first evidence of confusion in the Sheppard trial."

"And RTNDA is in disagreement with the court suggestion that the trial court should have imposed controls on information provided to the news media. RTNDA strongly opposes restrictions on information. It believes, and urges on all newsmen everywhere, the responsibility of using information wisely, and of conducting news gathering efforts in a manner to serve without prejudice or partially both the public and the individuals concerned in the news."

"Newsmen cannot, without knowledge or information, fulfill the vital function stated by the court: "A responsible press has always been regarded as the handmaiden of effective judicial administration, especially in the criminal field. Its function in this regard is documented by an impressive record of service over several centuries. The press does not simply publish information about trials but guards against the miscarriage of justice by subjecting the police, prosecutors and judicial processes to extensive public scrutiny and criticism."

RTNDA honors 11

The Radio-Television News Directors Association last Thursday gave awards to 11 radio and television stations for accomplishments in the news field last year. The honors were given to:

- Bob Beckman of WHA, Milwaukee.
- Steve Behrend of WHO, Des Moines.
- Ray Breed of KTVI, St. Louis.
- Wayne D'Andrea of KTVN, Reno.
- Bud Davis of KTVU, Oakland.
- Mike Hays of KSBW, Salinas.
- Al Jones of WNDU, South Bend.
- Dick Luehrs of WOIO, Cleveland.
- Jim Naylor of KMBC, Kansas City.
- Bill Nielsen of KZNO, Minneapolis.
- Joe Sacerdote of WSB, Atlanta.
at the RTNDA's Chicago conference in Chicago last week (see page 54).

Edward R. Murrow documentary awards were won by KTLU-TV Tulsa, Okla., and W7AX Springfield, Ill. The Murrow awards were made for the first time this year.

For spot news coverage, WCCO-TV Minneapolis and WQFX Miami were cited. WFBM-TV Indianapolis and WNCN New York won awards for editorials.

Special citations for television news coverage were awarded to WABC-TV New York, WBBW-TV Topexa, Kan., and WWJ-TV Detroit. Radio awards in this category went to KCBS San Francisco and WFBA Dallas.

House to consider football merger

Legislation enabling the two major football leagues to carry out their proposed merger without hindrance while prohibiting game telecasts on Friday nights received Senate approval last week and seemed to have made a breach and time barrier to House consideration of any relaxation of anti-trust laws for football.

Chairman Emanuel Celler (D-N.Y.) of the House Judiciary Committee, who in the past has refused to consider measures granting football broader exemption from antitrust action, last week said the committee would begin a hearing Oct. 11, or sooner if prior business is concluded on the Senate proposal. His action followed the Senate's passage of the measure, which was sponsored by several members of the Senate leadership.

The bill would amend the antitrust laws to allow the planned National-American football merger which is scheduled to begin with a televised championship game next January. Another aspect of the bill would afford high-school football the type of protection now enjoyed by collegiate football from the competition of televised professional games. It would ban the broadcasting of professional games on Friday night, when traditionally many high school contests are played. High-school organizations and some members of Congress reasoned the lure of the televised games would cut attendance at high school games and undermine scholastic football's economic base.

The measure received unanimous approval of the Senate Judiciary Committee and passed the Senate without objection a few days later. Representative Celler had maintained that he did not oppose the leagues' merger but added that he saw no reason for the legislation. Last week, however, he indicated his committee would hold a hearing on the bill before the end of the current congressional session. It was anticipated that despite Representative Celler's acquiescence he might use the hearing as an opportunity to delve deeply into the game and related matters such as broadcasting's impact on football's economics.

Approval near for TV reporting form

A new FCC program-reporting form for television—closely resembling the one issued for AM and FM broadcasters and applicants last year (Broadcasting, Aug. 16, 1965)—is expected to be issued by the commission this week.

The commission in a meeting Wednesday made some last-minute changes in the form—all of them eliminating questions—and expects to give the document final approval early this week.

The changes, coupled with a simpler set of logging rules than those now in use by AM and FM licensees, may make the form somewhat more palatable to broadcasters who feel as a whole it will impose a severe burden on them.

The modifications also will bring some cheer to radio broadcasters. The commission reportedly will make similar changes in their reporting form and logging rules.

Dissent Likely = Although officials predict final approval will be given swiftly, there may be some dissent and some statements by commissioners expressing reservations about their votes to adopt the form. Chairman Rosel H. Hyde and Commissioner Robert T. Bartley expressed opposition to the form when it was initially sent to the Budget Bureau for clearance in January (Broadcasting, Jan. 24). Chairman Hyde said the form would regulate programming. Commissioner Bartley felt it does not require broadcasters to make a sufficiently detailed survey of community tastes.

In addition, Commissioners James J. Wadsworth and Kenneth A. Cox were reported unhappy about some of the changes made last week.

Two of the changes eliminate questions dealing with commercial matter. One asks the amount of time that was devoted to commercial matter, in terms of hours and minutes and the percentage of the broadcast day in the preceding license period; the other, the percentage of time to be devoted to such material between 6 p.m. and in all hours.

However, both forms would still require broadcasters to report the amount of time they devoted in the past, and would in the future to commercial matter, in terms of 60-minute segments.

One question not in the AM-FM form which the commission plans to eliminate from its TV form asks the number of employees specifically designated to assist local groups in developing programing. The Bureau of the Budget, which must pass on all such forms, recommended this be dropped.

An industry committee advising the budget bureau said the question could be read as a requirement that the stations help local groups regardless of whether they intended to produce programs.

The new logging rules will not, as the rules for radio do now, require stations to log the sponsor of network programs—only the network involved and the title of the program.

In addition, in logging commercial matter, licensees will be required to make only one entry each hour as to the total amount of commercial matter in that hour. The AM-FM rules now require logging of commercial time within 15-minute segments.

The new rules will also eliminate the necessity of distinguishing between commercial continuity and commercial announcements. All such material will be labeled simply commercial matter.

Radio series sales . . .

John Doremus Show (Functional Media) : WENR Rensselaer, Ind.; WQBC-FM Midland, Mich.; WSWG-FM Greenwood, Miss.

The Nelson Boswell Program (Lord-House Recording & Publishing Co.) : KMKK Roswell, N. M.; WNDU South Bend and WSAI Logansport, both Indiana.

The First Christmas, Easter the Beginning, Close-Up, Tips on Tots, Points on Pets, Your Green Garden, Americana Library and Thirteen Days (Woroner Productions) : KRKO Minneapolis.

Close-Up, Tips on Tots, Points on Pets, Your Green Garden (Woroner Productions) : WNNR Lakeland, Fla.

Close-Up (Woroner Productions) : KXRO Aberdeen, Wash.

TV series sales . . .

The DeLuxe 20 (Independent Television Corp.) : WDSU-TV New Orleans; WTMJ-TV Milwaukee; WIRL-TV Peoria, Ill.; KAUZ-TV Wichita Falls, and KONO-TV San Antonio, both Texas; WBAY-TV Green Bay, Wis.; WCW-TV Portland, Me., and WSPA-TV Spartanburg, S. C.

Bullfight from Mexico (Spanish International Network) : WHIS-TV Boston; KMID-TV Midland, Tex., and KZAZ-TV Tucson, Ariz.

The Play of the Week (National Tele-film Associates) : WCBS-TV Wrens, Ga.; WILL-TV Champaign, Ill.; WTHB-TV Miami, all noncommercial.
Schafer works for you 24 hours a day—7 days a week. “Time” is a most valuable commodity in broadcasting. It can be used creatively, it can be offered for sale, but whatever is done with time—there is never enough of it. An Automated Broadcasting System by Schafer will provide additional time for effective programming, profitable selling, and efficient station operation. Schafer can work for you night and day. Schafer specializes in automation and our total commitment is in your interest. Send for the latest information.
Few cheers for new shows

NBC has lead in Nielsens, Arbitrons; networks deny wholesale shuffling plans

Ad agencies and networks had seen enough early season audience reports last week to start fixing opinions about the 1966-67 season and two conclusions were that movies are better than ever while new series are generally disappointing.

Reports of planned new-show replacements, always rife at this point in new TV seasons, came on strong last week but were uniformly denied by the networks.

The only network-acknowledged replacement plan through last week had been the ABC-TV Dating Game for Tammy Grimes (Thursday 8:30 p.m.), a move revealed a week earlier (CLOSED CIRCUIT, Sept. 26).

Three-week Arbitron averages covering the Sept. 8 to 28 period indicated NBC-TV was in first place with its prime-time schedule achieving a 16.4. CBS-TV held second position at 15.8 and ABC-TV was third at 15.5 according to the same Arbitron reports, which were disclosed by NBC-TV.

NBC also held first place in the last 30-market Nielsen report (Sept. 12-18) with an 18.2 rating average against 17.5 for ABC and 17.1 for CBS.

If the national Nielsen report covering the two-week period ending Sept. 11, average prime-time rating had NBC at 15.7, ABC with 15.3 and CBS with 14.6. This period included ABC's early premiere week.

ABC-TV, which said its order for the 26-city overnight Trendex reports had ceased as of Sunday (Sept. 25), released Trendex information for Sept. 23-25.

The reports:

* New shows
† Continuing shows in new time periods.

<table>
<thead>
<tr>
<th>Friday, Sept. 23</th>
<th>Trendex Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7:30-8</strong></td>
<td></td>
</tr>
<tr>
<td>ABC Green Hornet*</td>
<td>15.6 37.2</td>
</tr>
<tr>
<td>CBS Wild West</td>
<td>10.9 25.9</td>
</tr>
<tr>
<td>NBC Tarzan</td>
<td>12.5 29.9</td>
</tr>
<tr>
<td><strong>8:30</strong></td>
<td></td>
</tr>
<tr>
<td>ABC Time Tunnel*</td>
<td>14.7 35.0</td>
</tr>
<tr>
<td>CBS Wild West</td>
<td>12.3 29.4</td>
</tr>
<tr>
<td>NBC Tarzan</td>
<td>10.2 24.3</td>
</tr>
<tr>
<td><strong>8:30-9</strong></td>
<td></td>
</tr>
<tr>
<td>ABC Time Tunnel*</td>
<td>14.8 31.5</td>
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<tr>
<td>CBS Hogan's Heroes</td>
<td>14.1 31.0</td>
</tr>
<tr>
<td>NBC Man from U.N.C.L.E.†</td>
<td>13.0 27.7</td>
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<tr>
<td><strong>9:30</strong></td>
<td></td>
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<tr>
<td>ABC Milton Berle*</td>
<td>11.8 24.4</td>
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<tr>
<td>CBS Friday Movie</td>
<td>13.9 28.6</td>
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<tr>
<td>NBC Man from U.N.C.L.E.†</td>
<td>18.3 37.7</td>
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<tr>
<td><strong>9:30-10</strong></td>
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<tr>
<td>ABC Milton Berle*</td>
<td>15.6 32.6</td>
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<tr>
<td>CBS Movie</td>
<td>16.6 34.2</td>
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<tr>
<td>NBC T.H.E. Cat*</td>
<td>12.3 25.6</td>
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<tr>
<td><strong>10:00</strong></td>
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<tr>
<td>ABC 12 O’Clock High</td>
<td>10.5 23.5</td>
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<tr>
<td>CBS Movie</td>
<td>20.0 45.1</td>
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<tr>
<td>NBC Laredo</td>
<td>9.1 20.4</td>
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<tr>
<td><strong>10:30-11</strong></td>
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<tr>
<td>ABC 12 O’Clock High</td>
<td>8.4 19.7</td>
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<tr>
<td>CBS Movie</td>
<td>18.3 43.4</td>
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<tr>
<td>NBC Laredo</td>
<td>11.1 26.4</td>
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<tr>
<th>Saturday, Sept. 24</th>
<th>Trendex Rating Share</th>
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<tr>
<td><strong>7:30-8</strong></td>
<td></td>
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<tr>
<td>ABC Shane*</td>
<td>6.4 14.4</td>
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<tr>
<td>CBS Jackie Gleason</td>
<td>20.0 45.1</td>
</tr>
<tr>
<td>NBC Flipper</td>
<td>12.3 27.8</td>
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<tr>
<td><strong>8:30-9</strong></td>
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<tr>
<td>ABC Shane*</td>
<td>9.8 21.8</td>
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<tr>
<td>CBS Jackie Gleason</td>
<td>24.7 54.0</td>
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<tr>
<td>NBC Dallas*</td>
<td>5.7 21.3</td>
</tr>
<tr>
<td><strong>9:30</strong></td>
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<tr>
<td>ABC Lawrence Welk</td>
<td>18.2 35.4</td>
</tr>
<tr>
<td>CBS Pistols/Petticoats*</td>
<td>14.8 28.8</td>
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<tr>
<td>NBC Get Smart</td>
<td>16.6 32.2</td>
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**ABC-TV gives walking papers to ‘Tammy Grimes’**

The first casualty of the new season was officially posted last week by ABC-TV: The network cancelled The Tammy Grimes Show (CLOSED CIRCUIT, Sept. 26). Though 20th Century Fox-TV and William Dozier's Greenway Productions, producers of the half-hour comedy, had a commitment for 17 shows in the series, a settlement of the contract has been worked out. The producers had filmed 10 segments of the series when the cancellation notice came through.

A nighttime color version of ABC-TV's daytime program The Dating Game, will move into the Thursday, 8:30-9 p.m. time slot occupied by the departing series. The game show will continue to be shown Monday through Friday at 11:30 a.m. Jim Lange, host of the daytime version, also will be master of ceremonies of the nighttime program.

The Dating Game, is produced for
the network by Chuck Barris Productions Inc., Hollywood. The company also developed and produces The Newlywed Game, another ABC-TV daytime series.

**Nielsen plans early delivery of NAC data**

The A. C. Nielsen Co. last week said earlier delivery is planned for selected data from its National Audience Composition (NAC) reports.

Titled "Summary of Program Audience Estimates" this information will be included in biweekly pocketpieces sent to NAC subscribers effective with the first October report.

Nielsen said data to be shown in these new reports will include half of the 28 household and personal categories that are regularly shown in the complete national television audience composition reports.

**NBC-TV claims ratings lead**

An NBC-TV advisory issued Sept. 23 on the multimarket Nielsen report for the first week of the season in which all networks displayed their new-season nighttime schedules (Sept. 12-18) said NBC led with an 18.2 average rating. ABC had 17.5 and CBS 17.1. Half-hour wins: NBC 19, CBS 17 and ABC 13. Nights won by network: NBC—Tuesday, Wednesday and Saturday; CBS—Thursday and Friday, and ABC—Monday and Sunday.

**ARB top-20 programs**

Based on National Arbitron rating estimates for the week of Sept. 18-24, 1966

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>28.7</td>
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<tr>
<td>2</td>
<td>Jackie Gleason (CBS)</td>
<td>24.3</td>
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<tr>
<td>3</td>
<td>Red Skelton (CBS)</td>
<td>23.0</td>
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<tr>
<td>4</td>
<td>Ed Sullivan (CBS)</td>
<td>22.7</td>
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<tr>
<td>5</td>
<td>Rat Patrol (ABC)</td>
<td>22.6</td>
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<tr>
<td>6</td>
<td>Beverly Hillbillies (CBS)</td>
<td>21.5</td>
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<tr>
<td>7</td>
<td>Peyton Place I (ABC)</td>
<td>20.7</td>
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<td>8</td>
<td>Thurs. Night Movie (CBS)</td>
<td>20.0</td>
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<tr>
<td>9</td>
<td>Green Acres (CBS)</td>
<td>19.1</td>
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<tr>
<td>10</td>
<td>Tues. Night Movie (CBS)</td>
<td>18.9</td>
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<td>11</td>
<td>Friday Night Movie (CBS)</td>
<td>18.2</td>
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<td>12</td>
<td>Andy Griffith (CBS)</td>
<td>18.0</td>
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<td>13</td>
<td>Saturday Night Movie (NBC)</td>
<td>17.9</td>
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<td>14</td>
<td>Lawrence Welk (ABC)</td>
<td>17.5</td>
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<td>15</td>
<td>Lucille Ball (CBS)</td>
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<td>16</td>
<td>*Pistols 'n Petticoats (CBS)</td>
<td>16.2</td>
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<tr>
<td>17</td>
<td>Gomer Pyle (CBS)</td>
<td>16.1</td>
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<tr>
<td>18</td>
<td>Virginian (NBC)</td>
<td>15.9</td>
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<tr>
<td>19</td>
<td>Peyton Place II (ABC)</td>
<td>15.8</td>
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<tr>
<td>20</td>
<td>*Felony Squad (ABC)</td>
<td>15.8</td>
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<td></td>
<td>*Family Affair (CBS)</td>
<td>15.8</td>
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<tr>
<td></td>
<td>Petticoat Junction (CBS)</td>
<td>15.8</td>
</tr>
</tbody>
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*Indicates new show

**Copyright bill covers CATV**

House unit, after months of toil, releases bill to criticism and crowded calendar

A major overhaul of this country's copyright laws, including their application to CATV operation, emerged last week after months of tedious congressional deliberation only to face further delay and a volley of criticism from the CATV industry.

The bill finally approved by the House Judiciary Committee contained CATV provisions which originated with a plan by Representative Robert W. Kastenmeier (D-Wis.), chairman of the subcommittee that grappled with the complex measure, but which were considerably altered from the original. It grants exemption from copyright application to CATV's that do nothing more than fill holes in stations' coverage areas or extend signals to communities where none can be received off the air. But it applies copyright liability to CATV's that do much more than that.

Possibilities • Even after some 10 years of planning, lengthy hearings and more than 50 private subcommittee sessions, the bill seemed destined for more delay. Although Representative Kastenmeier was hopeful the House would pass it this year, such action is by no means assured because of the heavy load of top-priority legislation yet to be enacted before adjournment. The bill's full congressional voyage would also have to wait until next year because the Senate bill considering the measure intends to wait for the next session of Congress before resuming a hearing on it.

In reacting to the House bill, Frederick W. Ford, president of the National Community Television Association, was careful to divide his comments into limited praise as well as criticism and give an indication of the arguments the NCTA would make to revise it. The CATV aspect of the bill, Mr. Ford remarked, "has some serious flaws, although it does represent a step in the right direction." He also stressed the bill would curtail television competition and deny local interest, political, and civic programs that could be originated by CATV.

Ambiguities Seen • He echoed the words of Harry M. Plotkin, attorney for Midwest Video and Black Hills Video companies, one of the first industry members to comment, when he said it was "a complex and loosely drawn" bill "replete with ambiguities" for CATV. "... with a few appropriate amendments (it) could form the basis for the reception of more diversified programs and clearer pictures by the viewing public," Mr. Ford added. He also said the limits on program origination would prevent copyright owners from selling their works to CATV systems and would protect entertainment shows on broadcasting stations from competition by CATV-originated civic and political programs. "We are studying the implications of the bill in order to suggest amendments which would give adequate protection to the copyright owner and at the same time preserve the public's right to receive programming of its choice."

The legislation would exempt from copyright liability CATV's that do not operate beyond the area normally encompassed by the primary transmitter, which would be decided by the register of copyrights acting on other guidance — presumably the FCC's. That agency has described this area as the grade B contour. Also exempt would be secondary transmissions to private rooms in hotels and other public places and retransmission by passive carriers that do not alter the content of the material.

Full Liability • The bill, however, would impose full liability on a CATV system if it alters program content; originates programs other than weather, time, news, agricultural reports, religious services and proceedings of local government bodies; charges for a particular transmission; limits reception to certain members of the public; operates outside the primary broadcaster's normal area and has not registered its own identity in the Copyright Office; operates outside the primary transmitter's normal area and within an area adequately served by other primary transmitters, or operates in any area normally encompassed by one or more television stations other than the primary TV station, if the CATV has already received notice that one of them has already acquired exclusive right to transmit the copyright work in that area.

Liability for certain secondary transmissions would be limited to recovery of a reasonable license fee as fixed by a court. This would generally be true in the secondary transmitter is not operating in an adequately served area and has not received notice of an exclusive license. Where the court finds the interfering CATV has not accepted a reasonable offer, the levy would be triple the original offer and in no case less than $250.

When the court finds the copyright owner failed to accept a reasonable fee, it may withhold the fee and award costs and attorney's fees to the CATV
By way of definition the bill states that an area is "adequately served" when it is normally served by stations that broadcast most of the programs of the three networks. The register of copyrights may further define this while taking into account any "pertinent definition in a federal statute or regulation," the bill adds.

In another issue of interest to broadcasting, the bill exempts certain uses of "ephemeral recordings." An organization that has the right to transmit a program may make a single record of that production if it is used solely for that organization's transmission within its own area and is destroyed after six months or kept only for archival purposes.

The complex 129-page bill also ranges into other broad areas, such as jumbotron boxes for the first time, in the first major revision of the copyright laws since 1909.

To distract rioters, TV to the rescue

Television, often accused of helping to incite riots, was given a chance to quiet one last week when KTVU(TV) Oakland-San Francisco carried an unscheduled telecast of a baseball game as a diversionary tactic on the request of high state and local officials. While there's no clear reading as yet on whether television as a crime preventative accomplished anything, there's no question that the baseball telecast represented an impressive example of how swiftly and effectively the medium can operate in the teeth of an emergency. Even baseball great Willie Mays was called in to lend an assist.

The story unfolded suddenly last Tuesday night (Sept. 27) when racial violence erupted in San Francisco's Hunters Point section, near Candlestick Park, home of the baseball Giants. Rioting continued into the next day and hundreds of national guardsmen were called out to patrol the torn streets of the city. At 11 a.m. on Wednesday (Sept. 28), San Francisco Mayor John F. Shelley, apparently at the suggestion of California Governor Edmund (Pat) Brown, called San Francisco Giants' President Horace Stoneham and asked if he could get the Giants-Braves baseball game from Atlanta, scheduled to be played that night could be televised as a way of helping to quell the riot.

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San Francisco newsmen win battle ribbons

San Francisco area radio and TV news were out in force to cover the tumultuous developments as racial riots roared for most of last week in the stricken city. But besides observing and recording the happenings, on several occasions they turned out to be the prime target for mob violence.

At one point during the peak of the rioting a brick aimed at San Francisco Mayor John Shelley's head missed him and struck KGO-TV film cameraman Larry Mitchell in the groin. Mr. Mitchell was taken to the hospital for treatment and then sent home. At the same time, Lance Brisson, another KGO-TV cameraman and the son of actress Rosalind Russell and producer Fred Brisson, was knocked down and set upon by an angry crowd. He required five stitches under his left eye.

KGO-TV reporter Dick Carlson, son of actor Richard Carlson, was trapped in his news car for some four hours with two other cameramen, Peter Dema and Al Bullock. Milling crowds prevented them from leaving the scene. Through it all, Mr. Carlson was able to maintain telephone contact with the television station from the car.

Earlier in the disturbance, Mr. Bullock's camera had been ripped from his hands by a group of rioters. He was struck in the face and his film strewn on the pavement.

The windows were shattered on one of KGO's news department station wagons and the doors caved in on another. In addition, an estimated $900 worth of camera sound equipment was destroyed. One onlooker described the caved-in wagon as looking like "an empty box with a big bunch of wires hanging out."

KTVU(TV) cameraman Bernie Rauch had his 1962 Mercedes Benz car badly damaged. It was his personally owned vehicle but had a station sticker on the window. Somebody in the mob threw a match in the gas tank and the back end of the car was gutted by flames. Still, Mr. Rauch managed to film the scene and get the footage back to the station in time for the evening newscast.

None of the other stations in the market reported injuries or property damage but all film cameramen were cautioned by the police to keep their equipment out of sight as much as possible.

Although the complete Giants season schedule of 19 telecasts already had been carried, Mr. Stoneham granted permission for the special broadcast if it could be physically accomplished on such short notice. He had club Vice President Chub Feeney, the man who negotiates the team's radio-TV contracts, call Frank G. King, vice president and general manager of KTVU(TV) Oakland-San Francisco, the station that carried the team's schedule this season. Told that it was a long shot, but asked to make every effort to carry the game out of Atlanta, Mr. King called Frank Gaither. Mr. Gaither, who is vice president for broadcasting for the Cox Broadcasting Stations, with headquarters in Atlanta, Cox owns KTVU.

Mr. Gaither, in turn, elicited the help of another Cox station, WSB-TV Atlanta, getting the station to move studio equipment and cameras out to the ball park for the TV pickup. WSB-TV carried 18 of the Braves games, but only those played on the road. The station was not prepared for play-by-play coverage that night.

Still, by 1 p.m., only two hours after Mayor Shelley initiated all the action, KTVU was able to go back to him and make a firm commitment to carry the
game that night.

With coverage assured, Mayor Shelley issued a public statement calling the public's attention to the newly scheduled telecast and expressed the hope that residents of San Francisco would remain home and watch the game. KTVU, with little time to promote the telecast, called Willie Mays in Atlanta, and with the permission of club officials and team Manager Herman Franks, had him tape a 20-second announcement over the telephone. The famous ballplayer urged citizens to see the game and root for "your team . . . I know I'll be out there in center field trying my best. He made no mention of the riot.

The tape was distributed to all radio and television stations in the area and played until game time. Meanwhile, KTVU contacted the four sponsors of the 19 games already televised and informed him of the special broadcast. Standard Oil of California, Philip Morris, E. J. Gallo Winery and Allstate Insurance all agreed to sponsor the program and pay any out-of-pocket costs, including line and pickup charges. The station defrayed its time charges.

Play-by-play announcers Russ Hodges and Lon Simmons, already in Atlanta to describe the game for KSFO San Francisco and its 17-station radio network, waived any talent fees for their part in the televised program. (This was first cleared through the American Federation of Radio and Television Artists.) Similarly, the Giants waived any rights fees for the game.

KTVU Sports Director Budd Weiner called Jack Simon, a director for the Sports Network Inc., in New York. He flew to Atlanta and handled the telecast that night.

The game itself went on at 6 p.m. San Francisco time (8 p.m. Atlanta time (EST)). KTVU programmed the ball game as it normally would. No explanations were given. The regular run of commercials were carried. The telecast ended about 9 p.m. By that time the violence had quieted.

Soccer league begins looking for TV angel

The quest for television money that proved so successful to baseball, football, basketball and countless other sports endeavours has been officially joined by soccer.

The newly organized North American Soccer League last week began kicking its ball to the three TV networks. In New York, officials from the league and its governing body, the U.S. Soccer Football Association, met to discuss 1967 and 1968 plans and ap-
pointed a TV committee to study coverage possibilities for its 1967 tour of international matches in this country and its 1968 schedule which opens in May.

Each NASL team is backed with $500,000 paid by individual owners. In New York, Madison Square Garden is supporting a franchise, while in Los Angeles, it is millionaire Jack Kent Cooke, president of American Cablevision Co., and in San Francisco, George Fleharty, president of Shasta Telecasting Corp. (KJEQ(TV) Fresno).

Other cities in the league are Boston, Chicago, Cleveland, Dallas, Detroit, Houston, Washington, Vancouver, B.C., and Toronto. The league plans to schedule weekly Wednesday night and Sunday afternoon games. NASL officials said last week more teams may be added.

Another independent group without USSFA endorsement—National Professional Soccer League—is outlining a three-year schedule with backings totaling $20 million. Its New York entry is backed by RKO General, a partner with Madison Square Garden in broadcast syndication via Madison Square Garden-RKO General Sports Presentations. Other NPSL member cities are Baltimore, Pittsburgh, St. Louis, Philadelphia, Chicago, Minneapolis, Toronto, and Vancouver.

More stations report
Spanish format success

Extensive Spanish-language programming by three stations not included in a special report on that type of format (BROADCASTING, Sept. 19) was cited last week by spokesmen for the outlets.

Knal Victoria, Tex., currently presents 90 minutes of Spanish shows daily, Monday through Saturday, for a total of nine hours weekly, according to Irwin A. Spiegel, Aven Knodel Inc., New York, station representative.

Koce Espanola-Santa Fe, N. M., is the only full-time Spanish station from Santa Fe north to the Colorado border, George Gonzales, general manager, said. Audience, he added, is more than 70% Spanish-speaking.

Angel Lerma, president of Panorama Latino TV, programer of KCOP-TV Los Angeles' Spanish offering, last week called attention to his firm's 10 years of Saturday and Sunday morning telecasts on the station. The programs, he said, had gained wide sponsor and audience loyalty.

Mr. Lerma further noted that International Panorama TV's new KXLA-TV (ch. 40) Fontana, Calif., would go on the air in early November with multilingual programming that would include Spanish. Mr. Lerma is also president of the latter company.

The directory of Spanish-language stations accompanying the Sept. 19 report listed WAPA-TV San Juan, P. R., as programming in English. The station reports it programs Spanish 100%. In addition, the listing should not have included KSJB Jamestown, N. D., KKGM-TV and KLOR, both Albuquerque, which are not programming in Spanish.

How another Kennedy used TV to win election

What if the candidate's name was Edward Moore instead of Edward M. Kennedy, his hard-hitting opponent, in the 1965 Senate race from Massachusetts would be just a joke, Edward M. (Ted) Kennedy. Kennedy left the scene of his televised debate with Edward McCormack with the impression he had been bested. At first, members of both camps shared this impression. But soon, a likely voter showed he had emerged as a possible, sophisticated candidate who could withstand heated criticism and Mr. McCormack was seen as an over-aggressive attacker.

Thus, as his brother John F. Kennedy similarly had won immense and instant popularity during a televised debate with his opponent, so had Ted Kennedy in succeeding in making his version of the TV debate the turning point in his successful 1962 Senate campaign.

This observation is contained in "Kennedy Campaigning," published by Beacon Press and written by Murray B. Levin, a professor of government at Boston University, who analyzes the "Kennedy style" of campaigning as practiced by the youngest son of the family. He said the 1962 campaign, Ted Kennedy's first bid for public office, was the acid test of this style. Before and after the unexpected success with the TV debate, Mr. Kennedy placed heavy emphasis on television, Professor Levin writes — so much so that he purchased more time on radio and TV than all the other candidates combined. He bought time on nine TV stations, including stations in New York and Rhode Island, most of it during prime time. Other facts revealed from Professor Levin's research show he bought time on 50 English-language radio stations and more than 20 foreign-language stations. He also had 139 minutes of documentary films and video tapes for showing on TV, again more than the other candidates combined. One of the programs was a morning show with his wife and mother aimed at reaching the housewives at home.

Although Professor Levin writes that the Kennedy campaign expense figures were somewhat vague, he estimates the victor spent about $152,400 on TV and radio.

Professor Levin observes that the TV debates and Kennedy-style campaign in general are indicative of a new trend in politics. This trend, he feels, stresses more importance on the public image of candidates rather than the issues involved, leading to the emergence of the "actor-politician" or "celebrity-politician."

Former 7 Arts chairman sues firm for libel

A $15 million libel suit against Seven Arts Productions Ltd., New York, was begun in Toronto last week in the Supreme Court of Ontario by the company's former board chairman, Louis A. Chesler.

Mr. Chesler, who resigned as Seven Arts chairman two years ago, claimed that statements made in a Seven Arts prospectus dated Sept. 8, 1965, were libelous in alleging that he acted dishonestly and that he violated U. S. securities laws.

Seven Arts attorneys stated that "the statements in question were added to the registration statement (filed in connection with the prospectus) based on information supplied to the company by the U. S. Securities and Exchange Commission after the original filing. The company denies any liability and considers the suit as having no merit."

Seven Arts is incorporated in Ontario but maintains its headquarters in New York.

Color TV legal series gets production OK

Broadcast Sales Inc., New York, said last week it had received a go-ahead from the American Bar Association and the National Law Center of The George Washington University to produce Law of the Land, a 52-week series of 260 five-minute shows taped in color that would feature noted lawyer discuss-
Bill White takes it home to read

TELEVISION.
The magazine that is read, in depth, by decision-making money allocators in advertising management.

William G. White, Senior Vice President, Director of Media and Television, Cunningham & Walsh Inc.
Still in the catbird seat, says Red Barber

"I will be broadcasting baseball next year: I can promise you that," Red Barber, veteran baseball play-by-play announcer offered that assurance last week after the announcement that the CBS-owned New York Yankees would not be renewing his contract.

Mr. Barber, who made $50,000 a year as the senior man on the Yankee announcing team and who had been with the Yankees for 13 years, said four major league teams, two in each league, had already inquired after his services for next season.

He made it clear that his preference would be a play-by-play assignment for the New York Mets, but said he had received no indication from the Mets that they would offer him the job and didn't expect they would.

Michael Burke, who took over as president of the Yankees two weeks ago (Broadcasting, Sept. 26), said the decision not to renew Mr. Barber's contract had been made earlier, but that he had reviewed it and executed it.

The Yankees will retain Phil Rizzuto, Jerry Coleman and Joe Garagiola as team broadcasters. Mr. Burke said there are no plans to add a fourth man to the announcing team to replace Mr. Barber.

Mr. Barber has completed 33 years as a play-by-play baseball announcer including long associations with the Brooklyn Dodgers and Cincinnati Reds.

Program notes...

Holidays of all kinds — Woroner Productions, Miami, has released The Americana Library and 13 Days, a series of 25 half-hour radio programs for national patriotic holidays, some religious and some nonsectarian observances. The patriotic days include: Memorial Day, Independence Day and Washington's birthday. Included in the nonsectarian observance category are shows for Christmas, Halloween, Easter, Hanukkah, Father's Day and Mother's Day.

TVSCC to distribute TV Cinema Sales Corp., Hollywood, film distribution company, has been appointed sales agent for the Gadabout Gaddis Flying Fisherman series and The Terrible Adventures of the Terrible Ten show. TVSCC will handle sales in all states west of the Mississippi. The Flying Fisherman series consists of 52 half hours in color filmed on location at noted fishing spots throughout the country. The Terrible Ten series, described as a modern-day counterpart of the "Our Gang" comedies, consists of 198 seven-minute films produced in Australia.

NBC on air traffic — NBC News will study congestion and safety problems facing commercial aviation in a one-hour color documentary, The Overcrowded Sky, on NBC-TV, Nov. 7 (10-11 p.m. NYT). The special will feature films of a regularly scheduled nonstop flight from Paris to New York, and interviews with airline executives, government administrators, air crews and independent experts.

Jazz coverage — In conjunction with the Intercollegiate Jazz Festival to be held in Miami, next May, ABC Radio will carry a series of six regional competitions and the May 3-6 national finals. In addition, Pryed Productions is preparing a 90-minute special in color for possible network TV use.

Lion moves his den — Metro-Goldwyn-Mayer, New York, has moved its headquarters offices into its new building at 1350 Avenue of the Americas. New phone number: (212) 262-3131.

Colorful team — WJW-TV Cleveland, which has been telecasting Cleveland Indian baseball for six seasons, will carry the tribe's games for another three under a newly signed contract. The agreement also states that all home games will be telecast in color.

Dial actuality — The Air Force Systems Command has inaugurated a new service for broadcasters called DIAL N-E-W-S which consists of prerecorded actuality reports on Systems Command activities that can be used as inserts in newscasts. The reports are revised weekdays at 12 noon EDT. The DIAL N-E-W-S number is (301) 981-6397.

Free color — The weekly quarter-hour British Calendar, supplied free to local TV stations by British Information Services, 845 Third Avenue, New York, has gone to color one week a month, starting the first week of October. The first color Calendar is "A Visit with Harold Wilson," an informal interview of the British prime minister.

Ryan to continue sitting in music-license cases

Sylvester J. Ryan, who for years has presided over music-license cases in the U.S. Southern District Court in New York, has retired as chief judge of the court upon reaching his 70th birthday, but plans to continue sitting as a trial judge.

His office said he apparently had no intention to give up presiding over the music-license cases. These include, among others, a series of suits brought by stations and networks against the American Society of Composers, Authors and Publishers in efforts to arrive at "reasonable" fees for the use of ASCAP music on television and radio.

Seventy is the mandatory retirement age for chief judges. Judge Ryan, who has been on the district court bench since 1947 and chief judge for the past seven years, was honored by his fellow judges at a dinner the night be-
L.A. media group holds charity-drive kickoff

A check for $97,500 was given to the United Crusade Fund last week as the initial 1966-67 contribution of the Radio, Television Recording Advertising Charities Inc. The presentation was made at the Hollywood Palladium where some 450 leaders and members of the joint entertainment-communications industries met to open the group's annual charity drive.

Thomas G. McCray, recently retired vice president and general manager of KNBC(TV) Los Angeles and president of RTRAC presented the check to Arthur M. Wood, head of operations for Scars, Roebuck & Co. on the West Coast and chairman of the 1966-67 United Crusade Fund drive. Mr. McCray gave out six other checks of lesser amounts to the Los Angeles Heart Association, United Cerebral Palsy Association, Crippled Children's Society, City of Hope, American Cancer Society and the YMCA.

The luncheon meeting was attended by representatives of ABC, CBS and NBC. The three networks paid for the affair.

The major speaker was John West, RCA staff vice president and campaign chairman. He told of the plans for the drive this year.

Funds collected by RTRAC are distributed directly and through United Crusade to some 268 charitable agencies. Many workers in the radio, television, recording and advertising industries contribute through a so-called gold rule plan that amounts to an automatic 1% deduction from their salaries.

Drumbeats...

Equipped ✳ KHVN-TV Honolulu found itself with more pony than it bargained for when the "docile, health-inspected, Shetland pony, completely equipped," supplied by MCA for promoting its Mr. Ed series arrived in Hawaii smitten with a clear case of pregnancy. While MCA, the station says, worried about Mr. Ed's image, the promotion staff learned enough about gestation periods of Shetland ponies to determine that Mr. Ed's frisky, female friend was in no condition to travel back to the mainland, and the animal was donated to the Honolulu Children's Zoo. MCA is reported to be sending another pony, less "completely equipped," for the station's promotion activities.

Think big ✳ Furthering its comedy theme, ad agency Kane, Light, Gladney Inc. for Screen Gems' The Monkees, broke all mail-response coupon rules in offering a "10¢ picture" for 25¢ and offering for the convenience of enthusiasts a coupon measuring ½ by ⅞ inches, billed as "the world's smallest." The mighty-microfilm coupon ad, which appeared in TV Guide, pulled 3,723 quarters, the agency reports, and 169 respondents even managed to painstakingly fold in the coupon well enough to be read.

Ad people observe WHAS-AM-TV campaign

Advertising agencies, station reps and national advertisers sent representatives to participate in and observe first-hand the 13th annual WHAS-AM-FM-TV Crusade for Children campaign of the Louisville, Ky., station.

WHAS-AM-FM-TV invited the industry representatives to participate in the fund-raising drive for handicapped children of Kentucky and Southern Indiana. Agencies represented at the WHAS 18-hour simulcast crusade included the Campbell-Ewald Co., Detroit; McCann-Erickson, Chicago and Atlanta; William Esty Co., New York; Dancer-Fitzgerald-Sample, New York; Tucker Wayne, Atlanta; Needham, Harper, Steers, Chicago; BBDO, New York; Burke, Dowling, Adams, Atlanta; Monroe F. Dreher Inc., New York, and McManus, John and Adams, Atlanta.

William F. Loader, whas-tv promotion director, reported a total of $400,749 in cash and pledges as a result of the promotion.

Send coupon and 25¢ for a 10¢ picture of 'The Monkees'
ABC's global sales tour opens in Hollywood

AUDIENCE ALSO HEARS SPACE COMMUNICATIONS PANEL

In the first of 32 such sales-whetting sessions to be shown around the world in the next two months, ABC International Television Inc. last week sought to stimulate West Coast advertising industry interest in global marketing.

Billed as an international symposium on "television and the space age," the sales presentation, held at the ABC Vine Street theater in Hollywood, was a two-hour pitch for the marketing opportunities that await the prudent advertiser who takes advantage of television's global potential. By the time ABC International spreads its message to the 32 cities on its worldwide whirlwind itinerary, the international sales representation organization will have spent more than $100,000.

During the kickoff session in Hollywood, some 100 agency, advertiser, marketing and broadcasting representatives were shown a 25-minute film and color-slide presentation that emphasized television's global growth.

"Global television is no longer the new," they were told. "It is here. It is the known. It is now."

To accentuate the point, a film simulation of how ABC-TV will telescan the 1968 Olympics from Mexico City to the rest of the world was shown. This peek into the world of 1968 suggested that international television will have a considerable degree of flexibility in serving the commercial needs of individual nations and specific advertisers.

The audio-visual presentation was followed by a panel report on the current state and future prospects of space communications. Panelists included Robert E. Button, director of policy planning, Communications Satellite Corp.; Dr. John W. Ludwig, assistant manager, communications satellite systems, space systems division, Hughes Aircraft; Ralph Carson, president, Carson/ Roberts Inc., Los Angeles; Morey Johnson, marketing executive, General Milk Co.; Carnation International Division, and Donald W. Coyle, president of ABC International.

Pacific Satellite Date • Mr. Button reported that the launching of a communications satellite over the Pacific is scheduled for Oct. 19. This vehicle hopefully will link the U. S. and Japan and have capability for live color television transmissions. It will be followed 30 days later by another communications satellite supplementing Early Bird over the Atlantic. The Comsat official indicated that these launches are achieved, and more use is made of the satellites, charges to television customers will decrease sharply.

Dr. Ludwig stressed that the technical hardware exists now to meet virtually any communications need in space. He said that there soon would be communications satellites weighing as much as 10,000 pounds, with the potential of handling more than 24 color channels plus telephonic and data transmission circuits.

The Hughes Aircraft scientist also predicted that the next generation of communications satellites will have a sufficient variety of antenna patterns to beam specific programs and commercials to a particular time zone in a country. He further explained that these satellites could be directional enough to transmit to one country in the morning and another country in the afternoon. The next generation of satellites, too, will be able to provide at least six sound tracks on one picture, he said.

Dissent • Carnation's Morey Johnson was somewhat of a dissenter on the panel. The sky he painted for the people destined to pay the bills for the use of space TV—the advertisers—was hardly blue. For such truly international, widely accepted advertisers as Esso Oil or Ford Motor Co., he conceded, communications satellites could be "an outstanding tool." For others they are fraught with problems, at the mercy of local politics, vulnerable to nationalistic customs and tastes.

Don Coyle forecast an "electronic renaissance" in all phases of life, especially in "day-to-day human under-

Valenti to Europe

In his capacity as president of the Motion Picture Export Association of America Jack J. Valenti will leave shortly on a business trip to Europe for meetings with government officials, the heads of the TV networks there and with the TV managers of MPEA member companies. He will be accompanied on the trip by Louis Nizer, general counsel, and William H. Fineshriber, Jr., MPEA vice president. Mr. Valenti also is president of the parent organization, Motion Picture Association of America. He attended a briefing session in New York last week with members of the MPEA's special TV committee.

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BROADCASTING, October 3, 1966
Broadcasters, admen on Radio Free Europe tour

Four broadcasters and two advertising executives are among 40 U.S. civic leaders, business people and communications executives who will inspect European facilities of Radio Free Europe during a two-week trip, starting today (Oct. 3). Broadcasters are Sidney D. Ansin, president of wcix(tv) Miami Beach; Joseph P. Dougherty, executive vice president, TV. of Capital Cities Broadcasting Corp., Providence, R.I., and Mrs. Dougherty; Jack Harris, president, KPRC Houston; William D. Shaw, vice president and general manager, KSFO San Francisco, and Mrs. Shaw. Among advertising executives: Ronald McCulloch, vice president, Foote, Cone & Belding, New York, and Robert Keim, president of The Advertising Council, New York.

Group will tour Berlin and meet officials, visit Iron Curtain on West German-Czechoslovak border, RFE headquarters in Munich, Germany, and its principal transmitter site in Lisbon.

FINANCIAL REPORTS

Wometco reports 15.2% per-share increase

Wometco Enterprises Inc., Miami-based diversified company with broadcast holdings, reported record earnings and revenues for the third quarter and nine months of 1966.

In the latest 12-week period, ended Sept. 10, Wometco posted a 15.2% increase in per-share earnings—43 cents a share, compared to 37 cents in 1965 based on net income of $948,213, up from $823,363 in the prior year's quarter. Revenues moved up 26.3%, to $12,241,555 from $9,689,592.

For nine months ended Sept. 10:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Gross income</th>
<th>Net income before income taxes</th>
<th>Net income after income taxes</th>
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<tr>
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<td>$28,066,801</td>
<td>2,836,560</td>
<td>2,836,560</td>
</tr>
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Seventh Arts posts net, gross gains for '66

Substantial gains in net and gross income were reported by Seventh Arts Productions Ltd., Toronto, for the fiscal year ended June 30.

Net earnings for fiscal 1966 rose by 109% over fiscal 1965. It was pointed out that excluded from the comparison with nine months of 1966, was a nonrecurring gain in 1965 of $1,276,801, or 50 cents per common share, resulting from the sale of the company's interest in the Grand Bahama Development Co., Ltd. Gross income in the year ended June 30 rose 31% over the previous year. For the year ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Income per share</th>
<th>Gross income</th>
<th>Net income</th>
<th>Number of shares outstanding at end of period</th>
<th>Adjusted to 4-for-1 stock split in Dec. 1965</th>
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ASCAP gross soars; overhead cut to new low

The semiannual West Coast membership meeting of the American Society of Composers, Authors and Publishers, held last week, in Los Angeles was full of bullish news of growth and finances.

Some 700 ASCAP members were told that for the first eight months of this year ended Aug. 31, the performing rights society grossed $31,823,426, some $2.6 million more than was ever registered for a comparable period before. It also was revealed that salaries and expenses for the organization were reduced to a new low proportional level of 15.2% of the gross. For the same period last year, expenses and salaries amounted to 16.4% of total revenues.

ASCAP President Stanley Adams reported that since the last West Coast membership meeting in February, 316 writers and 130 publishers joined the organization. ASCAP now numbers 8,468 writers and 2,836 publishers among its total membership of 11,304. Mr. Adams also announced that a new five-year contract had been negotiated with Muzak. Additionally he delivered a report on pending copyright legislation, community antenna television and educational TV and discussed how these developments might affect ASCAP members.
John R. O'Connor, assistant product manager for Miller Brewing Co., Milwaukee, appointed sales promotion manager of marketing division.


John A. deWaal, account executive, network sales, New York, elected VP-Detroit sales.

David G. Wattrous has resigned as president of Earle Ludgin & Co., Chicago, to open his own consulting firm.

James Tolford, commercial service manager, Leo Burnett Co., Chicago, joins Knox Reeves Advertising, Minneapolis, as radio-TV operations manager. Robert Gardner, from Pillsbury, joins KRA as account executive. New to KRA copywriting staff is Lanny Udell, from Carson Roberts, Los Angeles. Christopher Dahl joins KRA as media research analyst, moving from Campbell-Mithun.

Armand Belli has resigned as general sales manager of WCFL Chicago.

Alan S. Mintz, associate creative director, Needham, Harper & Steers, New York; E. Christian Schoenleb and William C. Pullman, account supervisors, respectively, on General Mills and Kraft accounts at NH&S, Chicago, all elected VP's.

William C. Aiston, VP and management supervisor, BBDO, Chicago, named regional manager. He succeeds Forrest Owen Jr., who has become president of Clyne Maxon Inc., New York (see page 32).

Bill Anthony, account executive at WMCT(TV) Memphis, named sales manager of WMC there.

Robert M. Ellis, VP at Kenyon & Eckhardt, New York, appointed account supervisor on Mercury auto account.

Sanford Roth, VP and associate creative director, West, Weir and Bartel, New York, joins Johnstone Inc., same city, as VP and creative director.

Bob Gips, director for FilmFair, Hollywood, elected VP.

Edmund Penney, writer-director-producer, joins Nides* Cini* Advertising, Los Angeles, as audio-visual consultant. Mr. Penney will also head Edmund Penney Productions, film production company, which will have headquarters at Nides* Cini.

Frank Wheeler, manager of The Katz Agency, San Francisco, joins KHVH-TV Honolulu, as local sales manager.

Thomas E. Kuhn, formerly with D'Arcy Advertising, Chicago, joins Allen, Anderson, Niefeld & Paley there as VP-account supervisor.


Stephen Wells, copywriter with BBDO, Los Angeles, named group copy chief at The Bowes Co., that city.

William W. Campbell, account executive with Chow Welland, Ont., named to a similar post at WKBW Buffalo, N. Y.

Wing Fong, art group director in Detroit and Chicago offices of N. W. Ayer & Son, appointed to Philadelphia office.


R. A. Wilson, with KPHO Phoenix, named account executive at KMVT(TV) Omaha, both Meredith stations.

John McGee, account director for Veg-All, Freshlike and La Choy foods at Campbell-Mithun, Chicago, named VP.

Larry L. Parker, director of radio-TV at William F. Geisz Advertising, St. Louis, appointed assistant product manager for Honeysuckle turkey products at Ralston Purina Co., that city.

Stanley H. Beals, with BBDO, Chicago, joins Needham, Harper & Steers there as account executive on Campbell Soup. Donald R. Allen, also previously with BBDO, joins NH&S as merchandising supervisor.

Henry V. Brennan, account executive with KOME Tulsa, Okla., appointed sales manager of KRBE(FM) Houston.

Richard Popin, with BBDO San Francisco, joins KRON-TV there as sales promotion director.

Warren Thomas named account executive at WSAI Cincinnati.

Jerry Heilman, with WFOX Milwaukee, joins WTVT(TV) there as account executive.


Richard Zagrecki, supervisor of media research at Colgate-Palmolive Co., New York, appointed to newly created position of manager, media and sales research, Liggett & Myers Tobacco Co., New York.

Fletcher F. Oakes, marketing director, and William J. Cain, account supervisor, both in San Francisco office of Cunningham & Walsh, appointed VP's.

Gordon Bellamy promoted to creative supervisor at Dancer-Fitzgerald-Sample, San Francisco. Buck Pennington, TV commercial producer, raised to executive broadcast commercial producer, heading West Coast production staff and working out of D-F-S Los Angeles.


Mike Thatcher appointed sales manager of WXCT Peoria, Ill.
Red Lion fairness case heard by 3-judge panel

A constitutional challenge to the FCC’s fairness doctrine was argued last week before a three-judge panel of the U. S. Court of Appeals in Washington. There was no indication of the judges’ attitude during the argument, although several raised questions concerning subsidiary issues.

The attack was made by Red Lion Broadcasting Co. and the Reverend John M. Norris. It involves a 1965 FCC order telling Red Lion, which is the licensee of WGCBL-AM-FM Red Lion, Pa., that it is a licensee’s obligation to present both sides of a controversial issue. The commission said it did not matter whether or not both programs are paid for, or only one of them. This is particularly true, the commission said, where a personal attack on an individual is made.

The case started during the 1964 political campaign. WOCA broadcast a paid program by Rev. Billy James Hargis in which Mr. Hargis attacked Fred J. Cook, author of “Radio Right: Hate Clubs of the Air,” published in The Nation magazine.

Red Lion said it offered Mr. Cook the right to reply at the same rates it had charged Mr. Hargis. Mr. Cook objected.

Robert E. Manuel, attorney for Red Lion, contended that the FCC’s fairness policy, based on Section 315 of the Communications Act, was an unlawful delegation of Congress’ legislative function. He also argued that the commission’s requirement that free time be given to someone who is personally attacked in a paid program was discriminatory and that the whole fairness policy is vague and unworkable.

FCC General Counsel Henry Geller defended the commission’s action and maintained that the fairness policy of the FCC stems from congressional direction in Section 315.

The argument was heard by Circuit Judges Charles Fahy, Wilbur K. Miller and Edward A. Taft.

Still pending is a lawsuit instituted by Red Lion against the FCC in the U. S. District Court in Washington. In this case, Red Lion also is seeking to overturn the fairness doctrine, again on constitutional grounds.

BROADCASTING, October 3, 1966

Advanced, Solid State

Spotmaster

Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

Introducing the Super B, today’s truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount.

Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output... all adding up to pushbutton broadcasting at its finest.

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BROADCAST ELECTRONICS, INC.

8800 Brockville Rd., Silver Spring, Md.
Area Code 301 • JU 8-4963
TV projection via laser shown

Zenith lab model screens 'black-and-red' pictures; future holds color system

A breakthrough in the primitive technology for using a laser beam to paint a television picture was demonstrated in Chicago last week by Zenith Radio Corp.

The new laser system when out of the laboratory at some unknown future date would be useful for large picture projection on a wall or other surface. It ultimately could be done in full color using two or three lasers, Zenith engineers predict, and the problems of convergence and registration would be "very simple" compared to present color TV because of the accuracy inherent in the new technique.

Zenith's breakthrough basically is its newly developed ability to control by ultrasonic sound waves the horizontal scan (15,750 times per second) and vertical scan (60 per second) of the laser beam necessary to produce a TV picture display. Up to now most experimenters have attempted this by mechanical means.

Sound Waves Modulate * The Zenith development the electronic signal elements from the composite TV signal relating to video, sweep and other synchronizing controls are translated by ultrasonic devices into sound waves that in turn manipulate or deflect the laser beam and thereby permit a controlled scanning motion.

At the Zenith demonstration Thursday the picture was projected on a large motion-picture screen using a helium-neon laser as a light source. Since the laser emitted a red beam, the picture on the screen was black-and-red.

Both motion-picture film in a closed TV system and off-the-air TV station programs were shown. A single laser cannot provide a "white" light since white light is a combination of many colors rather than one, hence "black-and-white" laser-produced TV pictures are not expected. By the time a practical laser system evolves all TV will be in color anyway, it was noted.

Dr. Robert Adler, vice president and director of research of Zenith, emphasized that the system still is in a very early stage. More efficient lasers must be developed before a practical system can be worked out, he said.

**Helium-Neon Laser** * The experimental laser display system demonstrated by Zenith uses a 50 milliwatt laser light source; an initial ultrasonic diffraction cell for intensity modulation; a second diffraction cell that acts as a horizontal deflector that provides a high degree of resolution, and a vertical deflector. They perform essentially the same functions as electron-beam control of a conventional picture tube and deflection yoke. In addition there are a number of optical components to shape and focus the beam on a screen.

"The principle of using ultrasonic waves to interact with a light beam is one that has been known for some 30 years," Dr. Adler said. "Previously it was thought that ultrasound could only be applied to intensity modulation or control of brightness."

TV signals for display by the system are provided by portions of a regular TV chassis and are processed before being fed into the intensity modulation (video), horizontal deflection and vertical deflection stages of the system.

**New version of 24-hour disk recorder marketed**

Inventor Robert (Buddy) Wagner has begun marketing a new version of his two-rpm Documentor, said to record and monitor up to 24 hours of audio material on a single, paper-thin nine-inch-diameter disk. The recorder has been sold to 60 radio stations in the U.S. and Canada, and to armed forces units in Puerto Rico, Europe and Japan, he reported.

Mr. Wagner said his new device is fully transistorized and equipped with microphone input. It is priced at $1,965. The first model, formerly called the ITA Documentor under license to ITA Electronics, was introduced at the 1962 National Association of Broadcasters convention in Chicago (Broadcasting, April 9, 1962).

The new 125-pound device (36 x 21 x 23-1/2 inches) operates at speeds of two rpm and four rpm, with frequency responses of 100-3,000 cps and 100-6,000 cps, respectively. Its vinyl Microdisks are nonerasable, and condense 12 hours of sound on each side.

Mr. Wagner's firm, Wagnasonic Development Corp., Denville, N. J., is receiving bulk orders for the disks at 40 cents per disk. A three-year supply, he claims, can fit into one foot of shelf space, a one-year-supply into four inches.

**TV set prices go up slightly**

But government sees little inflationary threat now, asks industry to hold line

President Johnson's anti-inflation campaign touched the television manufacturing industry last week—but lightly.

Meeting in Washington, marketing executives of 10 TV set makers plus representatives of the Electronic Industries Association heard pleas from government officials that they consider the public interest when making price increases. But they were also told that the few price increases announced over the past few weeks were hardly extreme enough to be significant.

In fact, in a way the industry was commended for its history of productivity and resulting price declines. Using 1957-59 as 100, all TV set prices, black and white as well as color, were at 82.2 (82.1 for color TV), according to the federal government's consumer price index in May of this year.

The price increases announced in the recent weeks were termed selective and not across the board, amounting from 2.2% to 3% according to Alexander B. Trowbridge, assistant secretary of commerce for domestic and international business.

During the past few weeks, prices of certain color receivers have been increased by RCA, Zenith, Philco, Admiral, Sylvania and Motorola. The increases have ranged from 1% to 3%. Other manufacturers have said they are studying the situation.

Mr. Trowbridge said after the meeting that the government had benefited more from the meeting because it gained more knowledge of the TV set manufacturers' problems. These principally were two, he said: a shortage of skilled labor and spiraling costs of copper, and other raw materials used in TV set components. These are similar to the "pressure points" facing other industries, Mr. Trowbridge commented, adding that meetings had already been held with such other industries as textiles, chemicals, shoes and furniture.

**No Rollback Call** Mr. Trowbridge stressed that no promises were made to the makers and none extracted from them. He added that no agreements were reached, either.

He said that it was his feeling that
TV set manufacturers were hoping to offset rising production costs by greater productivity and expansion of facilities. He added that the government would try to help in some form to secure workers for the TV set industry, but that it was too early to determine exactly how this might be accomplished. Also representing the government at the meeting, which lasted slightly over an hour at the Department of Commerce, were James S. Duesenberry, a member of the President's Council of Economic Advisers; Rodney Borhum, administrator, Business and Defense Services Administration, and F. D. Hockersmith, deputy administrator of BDSA.

Those present from industry: D. L. Mills, and Carleton Smith, RCA; Charles N. Hoffman, Warwick; Ross Siragusa Jr., Admiral; W. M. Day, Westinghouse; John T. Morgan, Sylvania; Edwin P. Vanderwicken, Motorola; George H. Fezzell, Magnavox; Richard Christie, General Electric; Philip Wood and Ralph Spang, Zenith; Armin E. Allen, Philco, and James D. Secrest and Jack Wayman, EIA.

Land-mobile forces get help from Hill

The FCC last week received a sharp rebuke from several members of Congress who charged the commission with inaction in easing the congestion on frequencies assigned to land-mobile radio users.

Representative John D. Dingell (D-Mich.), chairman of the House Small Business Subcommittee on Regulatory Agencies, led the attack. The outburst by Representative Dingell was the latest in a series he began last May when the subcommittee heard witnesses who use two-way radio complaining about the expansion of overcrowding on their airwaves. Last week the congressman charged that crime prevention, traffic safety and small business are all being hampered by the FCC inaction.

The July FCC Chairman Rosel H. Hyde said the commission was establishing a committee to study testing to determine if sharing of frequencies would be feasible. At that time he said the problem was one of either reallocating space, which would displace existing services, or of getting more efficient use out of the existing channels. He said, however, the problem could not be solved just by the commission making additional frequency space available.

However, last week Representative Dingell said the July report did not indicate the kind of all-out effort to solve the problem to which the people of this country are entitled. He added that the commission has repeatedly said it was aware of the problem but has done "very little" to alleviate it. "How can we blame the people of this country for being dissatisfied when their government moves so ponderously?" he declared.

Also urging the commission to act were Representatives Silvio O. Conte (R-Mass.), James C. Corman (D-Calif.) and John C. Kluczinski (D-Ill.). Representative Conte said decades of delay have only increased the difficulty of doing something.

Test group tested at first meeting

A proposal that channel 6 in Los Angeles be used to test sharing with mobile land services was thrown into the very first meeting of the sharing test committee, established by the FCC last summer. The proposal, made by Richard T. Buesing, GE, representing the Electronic Industries Association, was tabled, as the eight-member committee got down to deciding what it was supposed to do and how.

The committee, meeting in Washington last Thursday (Sept. 29), first decided to establish a technical planning group to determine how to commence this committee, meeting that same afternoon, decided to list all the information and data that would be needed for the test, and then to determine how much is already available.

The technical planning group plans to meet again Oct. 14.

During the morning's discussion, land-mobile service representatives acknowledged that their services faced their most critical needs in New York, Chicago and Los Angeles.

In response to the EIA Los Angeles proposal, broadcasting delegates emphasized that such a test would do nothing but prove, or disprove, that channel 6 in Los Angeles could be shared.

The EIA proposal contemplated establishing a land base station on Mt. Wilson, the site of that city's TV antenna farm, with receiving sites every five miles southward along the coast. Interference data would be gathered on adjacent channel 7 in Los Angeles (KABC-TV) and on co-channel 6 in Tijuana, Mexico (XETV[TV]).

Broadcasters also raised a question of international treaties—the Geneva convention which allocates these frequencies for television broadcasting only, and the treaty with Mexico arranging for the use of TV channels near the border between that country and the United Pacific Coast.
FM, color TV, home radios set sales up

Distributor sales of black-and-white TV sets declined 2.7% for the first seven months of the year over the comparable period in 1965, while color television sales were 9.1% ahead of the same period last year. Total TV-set sales for the January-July period were up 18.5%.

FM sales were particularly good with a 42% increase over last year. Auto radio sales, however, were down 12.7% for the January-July period. Total home radio sales were up 10.3%.

Sales figures, as reported by the Electronic Industries Association:

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CATV relay picture clouded by 2d plan

American Television Relay Inc.'s plans for a microwave system that would carry programs of Chicago television stations to communities in Kentucky and Alabama took on another dimension last week with FCC acceptance of a new group of American Relay microwave applications.

The new applications provide for a 12-hop system to relay the programs of KPLR-TV St. Louis to the same four CATV systems in Glasgow, Ky., and the Decatur-Huntsville, Ala., market that American Relay plans to serve with signals of WGN-TV and WFLD-TV, both Chicago.

Four television stations—three UHF's in the northern Alabama market and one VHF in Bowling Green, Ky.—have already filed oppositions to the first group of applications. WHNT-TV (ch. 19), WAKY-TV (ch. 31) and WMSL-TV (ch. 23), all Decatur-Huntsville, and WLVTV (ch. 13) Bowling Green say such a system, capable of serving CATV's along its considerable length, would threaten the viability of UHF's in a number of markets. The UHF's also said the system would violate commission policy on "leap frogging signals" of the Chicago stations great distances into Alabama (Broadcasting, Sept. 26).

Glasgow is some 375 miles from Chicago and the Alabama communities some 600 miles. St. Louis is somewhat closer to the areas that would be served—240 miles from Glasgow and about 335 airline miles from the northern Alabama communities.

The four protesting UHF's also say that the system, by expanding the service of the CATV's with which they compete, would hurt their ability to maintain their present standards of service. WTVT said its survival is at stake.

The CATV company to be served by both systems in Glasgow and Decatur is American Cable TV Inc., which is related to American Television through CATV entrepreneur Bruce Merrill. He is 85% owner of the microwave system and a principal in the CATV system. The two Huntsville systems, TV Distribution System and Video Cable Systems Inc., are unrelated.

Besides raising economic-injury and commission policy questions, the UHF's contend the applications for the Chicago network should be dismissed on the ground that American Relay has not demonstrated the financial ability to build the system. The plans call for an outlay of $800,000. Applications for the St. Louis-based system estimate that its cost would be $205,055.

Technical topics ...

Upgrade • WRLF(TV) Greenfield, Mass.-Keene, N.H.-Brattleboro, Vt., is taking advantage of a mishap to better its signal. The station was knocked off the air in August by a low-flying private plane that hit its tower. A new antenna and 620-foot tower are going up and transmitter adjustments are also being made. William L. Putnam, president of Springfield Television Broadcasting Corp., licensee of WRLF, said the changes should result in tripling effective radiated power. The station will continue as a satellite of WWLF(TV) Springfield, Mass.

School opens • A school offering instruction in video-tape recording and closed-circuit television methodology has been opened by Ampex Corp. at its consumer and educational products division in Elk Grove Village, Ill. Called the Ampex Video Institute, the new school will train both users of Ampex equipment and dealer sales and service personnel. Enrollment by other interested persons is also invited.

Buys VTR • The University of Nebraska's noncommercial educational TV station, KNHN-TV Lincoln, took delivery of a mobile television van built and equipped by Ampex Corp. under a $184,000 contract. The van contains an Ampex VR-1100 Videotape recorder and three Marconi Mark V monochrome cameras, along with an Ampex PR-10 audio recorder. The station will use the mobile studio for on-location production throughout the state. It's capable of beaming a TV signal by microwave transmission to the seven educational TV stations in the university's network.
New MMR names 7

Major Market Radio Inc., New York, new radio representative firm, announced following appointments:


MMR president Wilmot Losee also announced planned opening of Atlanta office, staff increase in Detroit, and plans for MMR sales executives to visit all their represented stations in Golden West Broadcasters and Storer Broadcasting Co. groups.

Larry O. Cole, in sales for WBAP-TV Fort Worth-Dallas, named sales manager of station's Fort Worth office. Arthur Grimm, with WBAP-AM-FM-TV, appointed sales manager for WBAP-TV's Dallas office.

Charles M. Pickering, with Westinghouse stations in Boston, Cleveland, and Philadelphia, appointed TV sales manager of WRGB Inc. applicant to purchase WXH-AM-FM-TV Cambridge-Boston.

Raymond G. Mendelsohn, regional sales manager of WAKR Akron, Ohio, appointed general sales manager of Regional Repr. Corp., Cleveland. Dennis A. Leonard, account executive, promoted to general manager of RRC's Penn State Reps division, Pittsburgh.


Marilyn Welan, controller for Scott/Rifkin/Rappaport, Los Angeles, appointed operations manager for Chuck Blore Creative Services (radio commercials). She replaces Joyce Shahin, promoted to production coordinator and director of public relations.

Andrew J. Quinn, assistant production manager of Doremus & Co., New York, named manager of production department.

Robert W. Waddington elected president and board member of McClain Advertising Inc., 1434 South Michigan Ave., Chicago. He joined McClain in 1956 and has been VP and general manager for three years. Also elected to board was Percy H. Russell, Washington attorney with Kirkland, Ellis, Hods-son, Chaffetz & Masters. James S. Gilmore Jr., president Gilmore Broadcasting Corp., remains chairman of McClain.

THE MEDIA

Herbert Brotz, manager, business affairs, NBC Radio, appointed director, business affairs. Michael Laurence, director, promotion and client services, appointed director, marketing and creative services. Ludwig W. Simmel continues as manager, sales services and station clearance, with additional responsibility for coordinating functions of sales and traffic department.

Eugene McCurdy, general sales manager of WFL, Philadelphia, named general manager of WRCP-AM-FM there.

William R. Rainhall, WTRG Massillon, Ohio, commercial manager, named general manager.

Norm Hankoff, account executive with KGMS and KCRA, both Sacramento, Calif., named general manager of KTHO-AM-FM Tahoe Valley, Calif.

Eddie Clarke, from Storz Broadcasting and Metromedia, named general manager of WTTF Tiffin, Ohio.

C. Howard McDonald, program manager for KURL-AM-FM Billings, Mont., named station manager of noncommercial WCTS-FM Minneapolis.

Ronald Laufer, senior research analyst at WABC-TV New York, named research director of WXYZ-TV Detroit.

Tom Galloway, commercial manager of KVOL Lafayette, La., appointed station manager. He is succeeded by Barry Thompson, sales representative.

Victoria Zeve named to research marketing division, WFRA-TV Jackson-

ville, Fla.


Joseph A. Sheridan, with WSLE-TV Springfield, Ohio, appointed general manager.

Ken Hart named president and general manager of WVND Sarasota, Fla.

George H. Duncan, account executive, WNIE-FM New York, appointed general manager.

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BROADCASTING, October 3, 1969
Lou Mahacek Jr., account executive with KOWH and KETV-TV, both Omaha, named general manager of KISD Sioux Falls, S. D., new station of Starr Broadcasting group which also owns KOWH-AM-FM.

Paul C. Brines, Communicana Group, Elkhart, Ind., elected to board of directors of Community Broadcasters Association, replacing late Gene Trace, WBBW Youngstown, Ohio.

Charles D. Fritz, WXIZ Detroit, elected president of Michigan Association of Broadcasters. Others elected: Clarence Rhodes, Panax Corp., East Lansing, VP; Raymond Plank, WKLA Ludington, sec-treasurer.

PROGRAMING

Robert L. Rierson, assistant VP and program operations manager of WBTY (TV) Charlotte, N. C., appointed program director of WJBK-TV Detroit.

Frederick C. Houghton, member of studio legal staff, appointed director of MGM Studio TV business affairs.

Ted Doyle appointed program director and Fred Cusick sports coordinator of TV operation of WXKB Inc., applicant to buy WXHR-AM-FM-TV Cambridge-Boston.

What chemical events take place within living muscle tissue? How does muscle work? Why does it waste away in diseases like muscular dystrophy? At the Institute for Muscle Disease, answers to these questions are being sought on a broad scientific front ranging from the study of single muscle fibers to an exploration of the body's complex metabolic pathways. The Institute, a tower of hope to millions suffering from disorders of the neuromuscular system, is sponsored by MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.

1790 Broadway, New York 19, N. Y.


Clifford Evans, television and newspaper journalist, named director of Washington News Bureau for RKO General Broadcasting, reporting to George Brown, director of news.

Don Picken, with KON-TV Portland, Ore., joins news staff of KRON-TV San Francisco.

Lee Polk, producer at WNDT-TV Newark, N. J.-New York, named executive producer of news and public affairs.

Bob Feriss, special investigative reporter for WVOX New Rochelle, N. Y., appointed director of news and special events.

Jim Boyd, formerly with KYTV Yankton, S. D., and WOC-AM-FM-TV Davenport, Iowa, joins news staff of KYTV (TV) Sioux City, Iowa.

Daniel R. Hackel, news director, WEWS-TV Cleveland, joins ABC News, Washington, as correspondent.

Til Ferdenzi, New York sportswriter, has joined NBC-TV sports department in New York as writer. His first assignment is American Football League Report that started (Oct. 1).

EQUIPMENT & ENGINEERING

Joseph B. Rice Jr., VP and general manager of Electrodata Division of Burroughs Corp., appointed VP, operations, for Houston Fearless Corp., Los Angeles.

Leo M. Story, manager of General Electric's closed-circuit TV sales and market development, Visual Communications Products Department, Syracuse, N. Y., named marketing manager for closed-circuit TV.

Charles J. Chatterton, in charge of production for all divisions of Brown- ing Laboratories, Laconia, N. H., communications equipment firm, named executive vice president.

Howard W. Tone, technical director of National Educational Television, named director of engineering and dis-
William S. Paley, chairman of CBS Inc., elected board chairman of Resources for the Future Inc. Mr. Paley succeeds Reuben G. Gustavson, retiring. Mr. Paley served as the chairman of President's Materials Policy Commission in 1951-52, and since 1952 has been a member of RPF's board. RPF was established in that year with a grant from the Ford Foundation. Its purpose is to advance the development, conservation and use of natural resources through research and education.

INTERNATIONAL

George Cromwell, chsj Saint John, N. B., elected president of Atlantic Association of Broadcasters, succeeding Willard A. Bishop, CKEN Kentville, N. S. Other officers elected: Morris Nathanson, cJCN Sydney, N. S., first VP; Grville Pulsifer, CHNS Halifax, N. S., second VP; and Bob Lockhart, crbc Saint John, N. B., secretary-treasurer.

Maynard D. Peterkin, general purchasing agent for Canadian Broadcasting Corp., Ottawa, appointed director of purchasing and stores, succeeding Cyril E. Stiles, who retires.

Don North, free-lance reporter for NBC, CBS, Time-Life and British Broadcasting Corp., joins ABC News, New York, as staff correspondent.

DEATHS

William F. Quinn, 41, production manager at NBC News, New York, died Sept. 21 at Memorial hospital, that city. Most recent of many special he worked on was Aug. 25 American White Paper: Organized Crime in the United States on NBC-TV. His widow, Joan, and 10 children survive.

Bernard F. Gimbel, 81, retired board chairman of Gimbel Brothers department stores, died Sept. 29 in his apartment in New York. Mr. Gimbel retired in 1961. He was with store chain beginning in 1907 and was its president, 1927-1953, becoming board chairman and executive officer. Gimbel stores in the early years of broadcasting owned WP Philadelphia, WCAE Pittsburgh, WTMJ Milwaukee and WGBS (now wins) New York, all of which were sold. A first cousin, Benedict Gimbel Jr., purchased WP in 1958, becoming president, board chairman and principal stockholder (WP Broadcasting Co.). He sold WP in 1960 to Metromedia and has continued with the station as Metromedia VP.
Fernandez, Jean G, Dinneen, Joan B, Gaines, Barbara G, & Fernandez, Joan B. (Each 16.67%). Messrs. Hartigan and Merklein, and Mrs. Allen each have 10.34% of Alpha TV Corp. applicant for ch. 86 Atlanta; Gamma Video TV Corp, applicant for ch. 24 Memphis; Delta TV Corp, CP for channel 33 Norfolk, Va.; Kappa TV Corp, CP for channel 61 Hartford, Conn.; Beta TV Corp, CP for channel 76 Buffalo, N.Y. Mr. Hartigan is VP and has 5% interest in Six Nations TV Corp, applicant for new TV in Syracuse, N.Y. Mr. Merklein is manager of production section for Time-Life Broadcasting Inc. Mr. Dinneen is pediatrician and has real estate interests. Mr. Gaines owns horse breeding farm. All stockholders in Sunstrand have interest in Lassen Center in real estate investment firm. Action Sept. 13.


APPLICATIONS

Florenc, S. C.—South Carolina Edu- cational/TV Inc. Granted CP for noncommercial educational TV station on channel 13 (358-450 me); ERP 43.6 kw vis. 165.7 kw avg. vis. Ant. height above average terrain 775 ft.; above ground 792 ft. P.O. address: c/o Charles S. Morris, 2712 Millwood Ave., Columbus, S. C. Estimated construction cost $474,310; first-year operating cost $187,900; Studio and trans. both to be located in Florence. Geographic coordinates: 34° 46' 45" north lat., 81° 36' 20" west long.; Type trans. RCA TTU-30A; type ant. General Electric Co. Legal counsel: Dow, Lohmeier & Albertson, Washington, D.C. Mr. J. B. Lamberger, Columbia, S. C. To be supported by public endowment. Application received for ETV Commission. Action Sept. 22.

Brookings, S. D.—South Dakota State University, VHF channel 8 (138-150 me); ERP 316 kw vis. 63.2 kw au. Ant. height above average terrain 793 ft., above ground 825 ft. P.O. address: c/o Charles A. Grebe, Brookings, S. D. Estimated construction cost $87,500. Studio to be located on campus of South Dakota State University, northwest of Brookings. Geographic coordinates: 44° 34' 1" north lat., 97° 22' 19" west long.; Type trans. RCA TT-35 CH(LA); type ant. RCA TT-12AH. Legal counsel Dow, Lohmeier & Albertson, Washington, D.C. To be operated by state appropriations. Application received and approved by state appropriations. Application to be administered by board of regents. Action Sept. 23.

Existing TV stations

KIEV(TV) Sacramento, Calif.—Granted waiver of rule sec 73.682 to "scramble" signals of ETV during transmission of certain medical education, the broadcasts not deemed suitable for public viewing, as experimental project only for period Feb. 3 to June 30 and Sept. 15 to Nov. 30, 1967; conditions. Action Sept. 13.

By letters, commission waived sec 73.651 of rules and granted requests by Greater Toledo Educational Broadcasters, Inc. for channel 50, Toledo, Ohio; University of New Hampshire, Durham, N.H. and Delta College, University Center, Mich., to broadcast music to accompany sides, films or other visual images during breaks and promnading schedules during broadcast day for period of one year. Action Sept. 13.

By memorandum opinion and order, commission denied petition by National Asso- ciation of Educational Broadcasters for reconsideration of June 3 action denying petition by Oregon State Board of Education to reserve channel 8 for noncommercial educational use in Medford, Ore., to which that channel was reassigned from Brookings in Dec. 1858. Commissioner Wadsworth dis- missed; Commissioner Johnson not participat- ing. Action Sept. 21.

By memorandum opinion and order, commission denied petition by Redwood Empire Educational Television Inc. for reconsideration of May 11 of Redwood proposal to reserve TV channel 23 for noncommercial educational use. Commisioner's previous decision on channel 23, both VHF and UHF, could be assigned in that area for educational use. Commissioner Wadsworth dis- missed; Commissioner Johnson not participat- ing. Action Sept. 21.

NEW CALL LETTERS ASSIGNED

WATC(TV) Fairmont, S. D.—By FCC

APPLICATIONS

By memorandum opinion and order, commission denied petition by WWIZ Inc. for reconsideration of May 18 action granting petition by Lorain Community Broadcasting Inc. for waiver of procedural rules, accepting for its application to be decided on merits. Application to be dismissed as most his petition for interim authority. Action Sept. 21.

By order, commission returned as incomplete application by George E. Olson for new call letters for channel 50, 500 W. D. in Lorain, Ohio, and designating date on which application would be considered ready for processing, and (2) returned application of Sanford A. Schaftz for new call letters on channel 25, 500 W. D., in Lorain, Ohio. Action Sept. 21.

By order, commission accepted for filing application by Alpha Broadcasting Inc. and Midwest Broadcasting Co., and approved as designed, with application of Lorain Community Broadcasting: dismissed opposing petition by The Times Herald Co. Port Huron, Mich., and Storer Broadcasting Co., Toledo. Ohio, Commissioner Bartley dissented. Action Sept. 21.

APPLICATIONS

Jacksonville, Ala.—J. Millard Lecrey, James M. Davis, Will Y. Robertson, and Thomas J. Robertson db/a Jacksonville Broadcasting Commission, Granted CP for channel 5, 550 W, D. P.O. address: c/o James M. Davis, Box 387, Centre, Ala. 35960. Estimated construction cost $12,500; first-year operating cost $25,000; revenue $46,000. Messrs. Lecrey and Davis each have 36% ownership, Messrs. Robertson (each 9.185%). Mr. Lecrey is owner of farm. Will Robertson is owner of broadcasting company. Commis- sioner Thomas Robertson is teacher at Jacksonville State College in Jacksonville. Mr. Davis is salesman with WEIS Centre. Ala. Action Sept. 22.

Prattville, Ala.—Voice of Prattville, Inc. 1550 kc, 500 w D. P.O. address: 57 Adams Ave, Prattville, Ala. 36066. Estimated construction cost $18,400; first-year operating cost $38,000; revenue $50,000. Principals: Jack L. Carlin, Francis M. Howard (10% each), Walter J. Knabe (14.35%), Edward C. Coury (50%), Jim Kimminsh (15%), Mr. L. Robert S. Richard (8%) and John H. Scott Jr. (5%). Principals are all attorneys. Action Sept. 9.

Milford, Del.—Broadcasters Inc. 930 kc, 500 W, D. P.O. address: c/o Belton H. Dennis, 10614 Delmar Rd., Milford, Del. 19963. Estimated construction cost $23,000; first-year operating cost $37,000; revenue $55,000. Principals: Thomas H. Draper, Edwin L. Fisher and Raymond W. Draper (each 33%); Mr. Frank Draper, Frank Dray and Shaver Inc. educations planning and fund raising organization. Mr. Fisher is owner of furniture and home appliance stores. Mr. Masters is owner of lumber and supply company. Action Sept. 22.

Wayne, Neb.—Melville L. Gleason and Stanford L. Gleason of Lincoln, Neb., Granted CP for channel 2, 1000 kc, 500 W. D. P.O. address: c/o Melville L. Gleason, Box 531, York, Neb. 68467. Estimated construction cost $26,000; first-year operating cost $42,500; revenue $48,000. Messrs. Gleason are each 50% owner of Prairie States Broadcasting Co., licensee of KAWL and applicant for new FM, both in York, Neb. Action Sept. 22.


Please start my subscription for (CHECK ONE)

□ 52 issues $8.30

□ 52 issues and '67 Yearbook $13.50

□ 1966 Yearbook $3.00

□ Payment enclosed

□ Business  □ Home

Name

Position

City

Company

576

BROADCASTING, October 3, 1966

1736 DeSales Street, N.W.

Washington, D. C. 20036

Please start my subscription for (CHECK ONE)

□ 52 issues $8.30

□ 52 issues and '67 Yearbook $13.50

□ 1966 Yearbook $3.00

□ Payment enclosed

□ Business  □ Home

Name

Position

City

State

Zip

Bill me
50% owners. Mr. Luts is owner of Driven-in restaurant and sporting goods store. Mr. Glenn, President of Glen Acres, is an owner of Arrowhead Cable TV Service and has interest in WERL Eagle River, Wis. Ann. Sept. 27.

Existing AM stations

**ACTIONS**

- By letter, commission granted request by WKKO Radio Inc. for waiver of sec. 135- 1, of rule and approved filing of application to increase power of WKKO Coca, Fl., from D. to U., DA, D. continued operation, 1 kw. Commission Fox abstained from voting. Action Sept. 22.
- By memorandum opinion and order, commission denied Special Temporary Authority for change to change to FM in city of KBBF and then WBBB. Commission Coates abstained from voting. Action Sept. 21.
- By order, commission granted petition by WBPX Inc. for operation on new station for waiver of secs. 135-1, of rule and approval of change to change to WBNK and then WA by city of KBBF.

**AUTHORIZED TELEVISION STATIONS**

Compiled by broadcasting, Sept. 29.

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>70</td>
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**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, July 31, 1966

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<tr>
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</tbody>
</table>

*Breakdown on UHF and VHF applications not available.*

**APPLICATIONS**

San Clemente, Calif.—El Camino Broadcast Corp. 107.9 mc, channel 300, 28.66 kw. Ant. height above average terrain 430 ft. P.O. address: c/o Frank Domenichini, 542 North El Camino Real, San Clemente 298712. Estimated construction cost $7,57,267; first-year operating cost $45,735; revenue $28,106. Principals: Mr. and Mrs. Domenichini, Kirk Munroe and David Mathews (each 33.3%).


**NEW FM STATIONS**

- By order, commission granted request by WOKO Radio Inc. for waiver of sec. 135-1, of rule and approved filing of application to increase power of WOKO Coca, Fl., from D. to U., DA, D. continued operation, 1 kw. Commission Fox abstained from voting. Action Sept. 22.
- By by memorandum opinion and order, commission denied Special Temporary Authority for change to change to FM in city of KBBF and then WA by city of KBBF.

**NEW CALL LETTERS ASSIGNED**

Estacada, Ga.—Estacoda Broadcasting Co. Assigned WXQ, Semi-Linelcans. Assigned WXM.

**APPLICATIONS**

WEPQ, Cartersville, Ga.—Miss. to change frequency from 1,048 kc. to 1,060 kc.; make changes in MEO's and change type trans. Action Sept. 27.

WENA Charlotteville, Va.—Mod. of CP, which authorized change in frequency; increase power; change anti-trans. location; install new trans. and remote control, to make changes in MEO's and change type trans. Action Sept. 27.

KVY McLinney, Tex.—CP to increase power from 1 kw to 5 kw; install DA; change anti-trans. location to State highway 121, 12 miles w of McLinney, Tex.; delete remote control; install new trans. Action Sept. 27.

**NEW FM STATIONS**

**APPLICATIONS**

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**NEW CALL LETTERS ASSIGNED**

Estacada, Ga.—Estacoda Broadcasting Co. Assigned WXQ, Semi-Linelcans. Assigned WXM.
\textbf{Ownership changes}

\textbf{ACTIONS BY FCC}

\textbf{KRIZ Phoenix.}—Granted transfer of control of Phoenix Broadcasting Co. Inc., from Reno Ferrero and Milton M. Zimmerman to Frank Flynn, Jeanette Flynn and John W. Price, Jr. (25.9%), to WJQS (72.3%), to KVOA (11.85% before, 87.85% after). Mr. Wheeler is general counsel with Sears, Roebuck and Co. Consideration unreported.

\textbf{KXOA-AM-FM Sacramento, Calif.}—Granted transfer of control of Producer Inc., parent corporation of KXOA-AM-FM and WFTL-AM, to WJQS (95%), to WROZ (100%), to \textit{News and noncompete principal stockholder in Western Broadcasting Co. to WJQS}.


\textbf{KVJN Vinilia, Okla.}—Granted transfer of control of KVJN Broadcasting Co. to Vinilia Broadcasting Inc., owned by Gene Humphries and others. No consideration, Action Sept. 23.

\textbf{WJTV-Durango, Colo.}—Granted transfer of control of Western Slope Broadcasting Co. to WJTV Televion, Inc. See above KREZ-TV-Durango, Colo.

\textbf{KRYE-Tv Montrose, Colo.}—Granted transfer of control of WJTV Televion, Inc., from the parent corporation of Western Slope Broadcasting Co. to WJTV Television Inc. See above KREZ-TV-Durango, Colo.

\textbf{WWBC Coca, Fla.}—Granted transfer of control of WWBC Broadcast Corp., from Arthur Fox, Mercer L. King, William J. Diamantinis, John Kalimatos (each 12%) and DeWayne McCutney (10%). Principals have no broadcast interests, Consideration \$153,000.

\textbf{WGLC-AM Mendoza, Ill.}—Granted transfer of control of WGLC-AM, from Oren V. Zimmerman, (Slope Broadcast Corp. to Mendenhall Broadcasting Corp., owned by Hugh Hill, Fred Ryan, James Reed, William Mendenhall, Robert H. Isenberg, Robert E. Hill. See also WBNH-TV Chicago, Ill. See also WBNH-AM Chicago, Ill. See also WBNH-FM Chicago, Ill. See also WBNH Chicago, Ill. See also WBNH-Silva Chicago, Ill. See also WBNH-Burlington, Vt. See also WBNH-Studio Chicago, Ill. See also WBNH-Station WQJS to Ann C. Zimmerman, individually and administratrix of estate of Oren V. Zimmerman (25% each before, 50% each after) and as trustee of WQJS has pending before FCC application for sale of WQJS to Oren V. Zimmerman, of which WQJS is a subsidiary of WJQS, of which Mrs. Zimmerman owns controlling interest. No consideration. Action Sept. 23.

\textbf{WTFT-FM}—Granted transfer of control of permissive corporate franchise in Kentucky to R. Eugene W. Clark (51% before, none after) to New England Broadcast Co. Inc., owned by H. Lewin Miller and A-C Broadcasters Inc. of which Mr. Miller owns 25% and Mr. Miller is president and CEO of the company.

\textbf{WSLT Ocean City-Somers Point, N.J.}—Granted transfer of control of WSLT-AM, to E. Everett Dore, of which WSLT is a subsidiary of Atlantic City-AM of which Mr. Dore owns 50% and Mr. Dore is president.

\textbf{WJQS Greenville-}—Granted transfer of control of WJQS Radio Station WJGS to Ann C. Zimmerman, individually and administratrix of estate of Oren V. Zimmerman (25% each before, 50% each after) and as trustee of WQJS has pending before FCC application for sale of WQJS to Oren V. Zimmerman, of which WQJS is a subsidiary of WJQS, of which Mrs. Zimmerman owns controlling interest. No consideration. Action Sept. 23.
by parties and extended from Sept. 27 to Oct. 25 for exchange of exhibit material and list of witnesses; date for completion of hearings extended from Nov. 1, in Richmond. Action Sept. 23.

DESIGNATED FOR HEARING

Marvin H. Osborne, Jackson, Miss.—Designated for hearing for the purpose of proceeding on application of Adiron- dack Television Corp. and Northeast 7V Cablevision Co. for license to operate channel 23 at Albany, N. Y., granted petition by Northeast 7V Cablevision Co. to operate on channel 40. Action Sept. 28.

COMMUNITY COMMUNICATORS OF OHIO INC. and Northern Illinois Radio Co. — Designated for consolidated hearing application for new AM station on channel 2172, 103.3 mc, ERP 3 kw—Community with antenna height of 360 ft. Action Sept. 28.

Commission designated for hearing application for new FM station of KTRG-MR, Houston, to operate on channel 91.7 mc, ERP 1 kw—Community with antenna height of 360 ft. Action Sept. 20.

By memorandum opinion and order, Examiner granted reopening petition by Richard Katon, chairman Hyde disssented; Commissioner Johnson concurred with statement. Action Sept. 20.

In proceeding on applications of Olean Broadcasting Corp. and Norwisty Wide Broad- cast, Inc., to operate on channel 240A, in Glens Falls, N. Y., granted petition to amend said applications to increase ERP to 4 kw, and granted request, amended application accepted by Commission, granted motion to obtain license and scheduled further prehearing conference on Oct. 6 to 12, 1967, in Glens Falls. Action Sept. 28.

By memorandum opinion and order, Examiner granted reopening petition by Richard Katon, chairman Hyde disssented; Commissioner Johnson concurred with statement. Action Sept. 20.

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By memorandum opinion and order, Commissioner Johnson concurred with statement. Action Sept. 20.

By memorandum opinion and order, Commissioner Johnson concurred with statement. Action Sept. 20.
**ANNOUNCERS—(cont'd)**

**Top 60 40, medium market, New England. Immediate opening for local newscaster. Will work 6:00 to 6:30.**

**Salesmen.** Three headed monster wanted... Need solid man who has (1) First phone. (2) Good production ability. (3) Good announcing ability. (4) Willing to work. (5) Has both English and Spanish. (6) Willing to travel. Send letter, including biographical notes. First winning entry gets the job. Box J-422, BROADCASTING.

**Announcer—immediately—desired to start at minimum $16, 900. More if ability warrants. Within 125 miles of N.Y. N.J. Box J-211, BROADCASTING or call 733-7000**

**Three headed monster wanted... Need solid man who has (1) First phone. (2) Good production ability. (3) Good announcing ability. (4) Willing to work. (5) Has both English and Spanish. (6) Willing to travel. Send letter, including biographical notes. First winning entry gets the job. Box J-422, BROADCASTING.**

Mid-day opening at contemporary station in quality market plus million plus drive time and tape, & photo for full details on this opportunity. Box K-14, BROADCASTING.

Aggressive radio salesmen wanted for progressive station seeking sales manager. Both must have third class license. Both good permanent jobs. Prefer someone from this area, KFFA, Helena, Arkansas. One of country's top rated better music stations now selling picture. Both must have third class license. Good permanent jobs. Prefer someone from this area, KFFA, Helena, Arkansas.

Want announcer with 1st phone. No maintenance. Want announcer with minimum $2,000 monthly. Send resume and photo to WLUK, Box K-225, BROADCASTING.

**Sales—(cont'd)**

**Knoxville, Tennessee, WIVU-AM FM needs two good general salesmen—salesmen, who like modern country music, to complete staff. (WIVU-AM has increased power to 50,000 watts by January 1st.) If you want to move up to a winner send complete resume of sales experience and tape of air-work to James Dick, Box 16207.**

**FM Salesmen.** Professional FM radio salesmen needed immediately. Salary plus liberal commission. Good benefits with Susquehanna Broadcasting Company. Write, calling or phone including recent photo to: Jack Herr, WSBA-FM, York, Pennsylvania 17405.

**Salesman.** If you're aggressive, would like to become part owner but genuine opportunity with station to opportunity. Contact J-106-733-9555, Joe Tyrell. **WANTED—**Sales—(cont'd)**

**KXWE, Visalia, California. 750 watts, AM. Major call, 1962.**

**WANTED—**Sales. Young fulltime salesman with experience. Must be willing to work long hours, walk a lot and follow instructions. Call or write WBIL, Station A, Meriden, Connecticut.
Announcer—(cont'd)

Needed now: Announcer with first class talking and copywriting ability required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is to work in field. Call or write to: John G. Kuch, WSSC, Bensenville, S. C.

1st phone announcer. WCRM's newly remodeled, modern station, all new equipment in the best living area in the world. Call or write George Devenney, WCRM, Clare, Wis. 53660.

Immediate opening for 3rd phone announcer modern, active community—Indiana city of 30,000. In the heart of the world's most upper class urban area. Excellent opportunity for young man. Write to Program Director, Radio Station WCTR, 5015 Washington St., Columbus, Indiana 47201.

Announcer-newman, 1st phone immediately. MOR, community oriented station serving rapidly growing northern Virginia suburbs or Washington, D. C. 33939 Oak St., Fairfax, Virginia. Phone (703) 272-4000.


Where are all the good radio announcers—We need mature, experienced announcer for exciting new station. Your career in fast growing market with well established, successful station. Send tape, photo and resume to John Garrison, WFIX, Huntsville, Alabama 35804.

Announcing & sales, 3rd class. $70.00-$80.00. Send resume—WFKO, Box C, Kokomo, Indiana.


WANTED—Announcer-Salesman combination. WSBV, Rutland, Vermont.

Program director also work air shift, assume programing responsibility. Also experienced traffic copy, announcing. WTRA, Latrobe, Penna.

Top salary for ability. 100 miles from N.Y.C. Permanence and advancement. WVOS, Liberty, N. Y.

Top 40 swingin station needs two swingin jocks, female and tape to RGBW, Conneaut, Ohio.

Midwest openings for announcers, newsmen and salesmen. AM/FM separation and expansion to admittance. No phone calls. Resume first, tape later. Box 862, BROADCASTING.

Opening for first class night-time announcer with 1st phone license. CBS affiliate Phoenix, Arizona. Salary and tape to Mr. Clay, 511 W. Adams, Phoenix, Arizona 85003.

Midwest single market chain needs announcer (radiomen) for midday road music, newscasts, remotes, and chance to move into management. Must be in Chicago area, 1st rate announcer. Salary and resume returned. Personal interview requested. Start $900.00. Write Box 863, BROADCASTING.

Announcer—(cont'd)

Alaska. Opportunity for good announcer/ copywriter. WARR is a growing organization in a state where you will have a real chance at a good future. $6,500 monthly starting. More if qualified. I will not move you if you are not ready. If you're willing to work crazy hours in an exciting and competitive environment. Please contact Warren W. Fiehler, WARR, S.E. Alaska Broadcaster, Inc., P. O. Box 299, Juneau, Alaska 99881. Air Mail please. Time is important.

Grow with us! Small market midwest station seeks announcer with 3rd, endorsed; strong on phone. Strong on phone extra on top notch daytimer, Liberty. Call Dr. James Brady, WEOF, Kankakee, Ill. 60901.

New MOR daytimer, liberty, Missouri, needs live wire with this. Send resume, tape salary needs to Bill Martin, 2115, Eagleview, Colorado Springs, Colorado.

Montana—NBC station needs first phone announcer. Excellent opportunity to advance. Call collect 406-255-7841.

Technical

First class licensed engineer with experience for well known radio station. Box J-104, BROADCASTING.

1st phone with maintenance experience preferred for dominant regional AM-FM in Massachusetts. Send resume and particulars. Call 617-925-1765 or write Box J-256, BROADCASTING.

Ohio major radio station needs immediate engineer with first class license. Box J-276, BROADCASTING or call (419) 249-6655.

Chief engineer with announcing experience. Box K-41, BROADCASTING.

Chief engineer for southwestern station. Box K-55, BROADCASTING around broadcaster. Stuart Station KMKNS 1 kwh-directional—needs a first phone engine, no announcing. Send resume to Harley Engle, KMKNS Radio, P. O. Box 17, Sioux City, Iowa 51102 or call 729-0629.

Chief engineer for WAMS, Wilmington, Delaware. 1st phone and background in studio and transmitter, straight broadcasting. Present chief being promoted within company. Excellent opportunity. Send resume to WAMS, 414 French St., 302-654-8881, ext. 208.

Engineer first phone as assistant chief 5 kwh, 1 kw FM. Send resume: Radio Station WCHV, Engineer, 910-A, Athens, Ohio 45701.

First class engineer for 5 kw AM-FM station. Must be sharp on control board operation. WDRG, P. O. Box 1369, Hartford, Connecticut 06112.

Chief engineer, suburban Chicago, Evanston, Ill. AM, 6-tower dir., 5 kw, FM, 180 kw erp, 2 multiplex sub-channels. Salary to reflect experience and ability. Send resume to WEAW, 2425 Main Street, Evanston, Illinois 60202.


Immediate opening for 1st class licenses engine- neer. Excellent opportunity. Emphasis on maintenance. Experience essential. Write: TVR, P. O. Box 308, Monroe, Michigan. No collect calls.

Need qualified first phone engineer for maintenance, some announcing. Contact WRS, Rutland, Vermont.

First ticket to announce night shift and maintain a full time. Chief salesman handle maintenance, proof and directional. Write: WWPW, P. O. Box 829, Olathe, Kansas 66061.


Technical—(Cont'd)

Engineer—First phone as assistant Chief, 5 kw AM to work transmitter; might get shift. Experience not necessary. Call Collect Jack Fliecher, 607-785-3351.

First phone, some announcing, new MOR daytimer. Excellent salary. Talk tape, salary needs to Bill Martin, 2115, Eagleview, Colorado Springs, Colorado.

NEWS

News director for new local news operation, $5400.00 per month to start. KBRZ, Freeport, Texas.

KILT Needs top newsman for forty hour week. Must be fast thinker, colorful and authoritative. Send short tape and complete resume to Brad Messer, News Director, 500 Lovett Blvd. Houston. No phone calls, please.

Need mature, responsible radio newsmen. Must be experienced and articulate on-the-spot reporter. Send brief resume and short tape to Program Department, KTSM Radio, El Paso, Texas.

Newsmen to cover local news, write copy & work short aircast. Send tape, resume, WASA, Havre de Grace, Maryland.


Wanted: Night news editor for quality station upstate New York. Excellent working conditions, fringe benefits, journalism school and or experience. Need alert newshawk "digger." No rip and read." Salary commensurate with experience. Call P. O. Box 850, Utica, N. Y. 315-776-0313.

Production—Programming, Others

Station in top 15 market has immediate opening for production director with first ticket to RGBW, Box K-17, BROADCASTING.

Attention: South Florida traffic and continuity director. New Miami good music radio station hiring first rate daytimer, liberty, fringe benefits and profit sharing. Send resume to WRITZ, 1689 Coral Way, Miami, FL.

Program director... Jack-of-all-trades must know copy, producing and be willing to work honest future. No prima donnas. Good salary, benefits, possibility of promotions. A chance to grow if you have the ability. Require picture, brief resume and samples of work. P. O. Box 249, Charleston, S. C.

Radio

Situations Wanted—Management

General Manager: 16 years radio—9 years successful management. 40 years of age, family. Successfully managing dominant station large southwestern market. Top salesman, program savy, staff leader. Desire change. Not interested below top 100 markets. Send resume with ability and integrity. Box J-261, BROADCASTING.

Situations Wanted—Announcers

Want college or professional play-by-play, Six years experience: TV, college graduate with family. Box J-265, BROADCASTING.

Somebody please give me a break into broadcasting. Excellent call, no beginner. Third class ticket, Willing to relocate anywhere. Send tape on request. Box J-259, BROADCASTING.

Christian broadcasters: Experienced announcer, broadcast school grad. Single, 3rd/ end, dedicated to Christian service. Broad knowledge of all music. Box K-2, BROADCASTING.

Show biz personality with many years experience. TV school grad. 2nd class, no amateur. Does excellent newscast. Broadcast school grad. Unavailable all summer. Must be able to fill缺口, 28. Will relocate to build good future. Box K-5, BROADCASTING.
Announcers—(cont'd)

For $125 a week, I'll hang my first phone license on your wall and do middle of the road. A small market station. No ripping manner. Fifteen years experience all phases, including program director. Time for sale, authoritative news delivery. Box K-4, BROADCASTING.

Would like announcing position in a rock formatted station. Prefer radio impersonations and have a 1st phone. Box K-13, BROADCASTING.


Announcer with good voice and mature delivery for major market in northeastern quarter, to lead into major market, classics through jazz and public affairs. No nights or early morning. Enjoys working own board. Excellent work record and references. 31 year old veteran. Box K-12, BROADCASTING.

9 years experience, creative humor, great production, program director experience, family currently employed. Box K-13, BROADCASTING.

Northeast area: DJ-announcer, authoritative newcaster, reliable, non-floater. Box K-21, BROADCASTING.

First phone morning deejay. Relaxated delivery: learning sales your way. Box K-23, BROADCASTING.

Female broadcaster, 3rd phone, desires air work. While job, Washington, D. C. area, Box K-24, BROADCASTING.

1st phone, draft exempt, married, 4 years experience. Top 40 or MOR, Desire New England, consider all. Box K-28, BROADCASTING.

Kieht months experience, some college, third, draft deferred. Box K-36, BROADCASTING.

DJ-announcer. Experienced AM-AY. Want secure job and good salary in professional station. Veteran. Box K-38, BROADCASTING.

11 years experience, all formats, Brown Institute grad., 3rd, single, veteran, available immediately. Box K-49, BROADCASTING.

Top 40 scrambler looking for a substantial station and the right break. Net the best voice, strong, lively personality, hard working, college. Small market experience. Box K-51, BROADCASTING.

Night time "Wild Child!" Definitely what happenin' baby! Box K-48, BROADCASTING.

Lo-kiss for first break as top 40 personality, 30, looking. Group city, %-123. Group city. First phone, phone, endorsed, Limited experience. Will work with young, Can learn quickly, Tight board. References, tape, photo, Box K-50, BROADCASTING.

DJ-announcer, female, Negro beginner, Any locality, Available immediately. Box K-51, BROADCASTING.

Midwest—Good DJ, production, PD looking for right move. Experienced—1st phone. 1st phone. 608-256-0384 or Box K-56, BROADCASTING.

DJ first phone, experienced, Top Forty format. Will relu to any city. Box K-57, BROADCASTING.

Young dj-announcer, Married, 3rd phone. Switch or middle of road. Will travel. Box K-59, BROADCASTING.

Matenic girl announcer—Broadcast endorsement. 215-297-3333 or Box K-60, BROADCASTING.

Meeey and talent. . . . I've got the talent (Top 40). Box K-61, BROADCASTING.

First phone with familiarity with five years medium market experience. Capable chief engineer, professional top 40. Married, will settle in medium market for fulltimer. Box K-65, BROADCASTING.

"Cousin Brule" style . . Groovie, Fab, Great. Available! Box K-47, BROADCASTING.

Announcers—(cont'd)

Announcer-3rd phone, some experience. Middle of road and top 40. Young, ambitious man draft ex. Willing to work extremely hard. Box K-71, BROADCASTING.

Young, rock dj, One year experience. No news, fast format. Production minded. Start 990, Top 40, Box K-3796, Grand Central Station, New York, N. Y. 10017.

1st phone—dj looking for immediate opening. 5 years experience. Prefer top 40. Will consider maintenance. Call 816-528-5777.


Broadcast school graduate, Ambitious, third class engineering. Call or write: Joe Sherman, 242 Orange St., Waterbury, Conn. 203-753-6856.


Production—Programming. Others


Need someone to program your C&W station? Country pro seeks top opportunity. Box K-30, BROADCASTING.

Copywriter/announcer, Quality copy. Deep voice best suited to commercials, news, lighter music. Box K-38, BROADCASTING.

12 authors read this month, Kin, Charnd, White, Fuller, Tuchman, Worth, Brazini, LeCarre, Sershagen, Portisch, Miles & Dr. Spock. Articulate, pleasantly opoluted commentator sensitive observer-reporter with empathy toward the human & creative. First, for healthy controversy. With professional end. Box K-44, BROADCASTING.

In a substantial format, journalism, assignment, documentary, productive, fast, references, civic & professional, Broad, substantial experience. Box K-46, BROADCASTING.

BROADCASTING

NEWS

Need experienced newsmen to direct radio-
TV station. Excellent position on growing
midwest station. Send resume, photo and tape
or 18 mm film audition. State salary re-
quirements. Box J-57, BROADCASTING.

News director for group station in upper
midwest. We are seeking a man who can
take charge of all news department as well as
have the ability to gather, write and deliver an early
evening news. Must have demonstrated ability to
organize, handle and develop newswriting in
south or southwest. For interview write
Box J-10, BROADCASTING.

NEWS

Chief engineer presently employed—18 years
experience, construction and operation. Ex-
pertise: Trouble shooting, building new
studio color film/video tape. Desires per-
manent position with established organization.
In south or southwest. For interview write
Box J-10, BROADCASTING.

Box J-10, BROADCASTING.

WANTED TO BUY

Equipment

Wanted immediately—1 kw or 500 watt
Gates xmt, not over 5-7 years old. Con-
tact: M. Crosby Rd, Silver Spring, Maryland 20916

Wanted—FM antenna tuned 921 mc also
harmattenn filter. WDVL Vineland, N. J. 600-
971-7550.

Need 3ft. telescoping antenna mast, pneu-
matic or hydraulic. Andrew type 3502 or
similar. Hammett & Edton, P.O. Box 68,
International Airport, San Francisco, Calif.
84126.

FOR SALE—Equipment

Television radio transmitters, monochrome
oscilloscopes, microphone, trans-istor. Electro-
find, 440 Columbus Ave., N.Y.C.

Co-axial cable—Belair, Syrroflex, Sproines,
each 250 ft. 30 in. Black. Also 100 ft. 1/2 in.
N. E. Power House, 20 ft. each. Write for list.

Tower and antenna installation—Reasonable
prices, experienced crew. Swager Tower
Corp., Fremont, Indiana.

For sale: 1 RCA TRT-11 monochrome tape
recorder. Complete with pixlock. Will be
available Jan. 2677. Call or write John A.
Carroll, Chief Engineer, WNYS-TV, Chan-
el 9, Shoppinngtown, Syracuse, N. Y. 13214
446-4780.

Used broadcast and CCTV equipment. Moni-
tors, Cameras etc. Free listing. General
Television Network, 1957 Wernows Avenue,
Ferndale, Michigan 48220.

Transmitter, Gates kilowatt, increased power
makes immediately available. Will main-
tained. Box J-29, BROADCASTING.

FOR SALE—Equipment

Technical

Consulting engineer seeks permanent posi-
tion as working chief. Box J-159, BROAD-
CASTING.

Chief engineer presently employed—18 years
experience, construction and operation. Ex-
pertise: Trouble shooting, building new
studio color film/video tape. Desires per-
manent position with established organization.
In south or southwest. For interview write
Box J-10, BROADCASTING.

Chief engineer or assistant: Experience: In-
stallation, trouble shootin', construction and
Microphone equipment. Call engi-
neer, Box K-64, BROADCASTING.

Production—Progrmming, Others

My background is different! Thoroughly
professional producer with a background of
management, coupled with suc-
cessful image as a top on-air personality just recently
from position with major station abroad. Experience
includes writing, editing, and producing for NBC
outlet. Anxious to join the "right" station as I seek added
responsibility, scope, and creative opportunities.
A 32 married, university graduate. Excellent personal
background. Box J-57, BROADCASTING.

Producers wanted immediately for扬州
three-station market. Will soon open
a group station in Indiana. Send confiden-
tial reply. Box K-43, BROADCASTING.

MISCELLANEOUS

39,600 Professional Comedy Lines! Topical
laugh service featuring deejay comment
by the famous Jerry Lewis. For sale. Urban Books
Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One
Line Gags! Customized for your use. Music
etc., $3.00—Write for "free Broadcast Com-
pany Catalog." Show-Biz Comedy Service
175 E. 73rd Street, New York 21229.

Coverage, Maps, Station Brochures, Broad-
cast Sales aids of all types custom-designed.
Koons, Moran & Co., 2506 South Avenue
Drive, Downers Grove, Illinois 60515.

Best buy $600 classified gag lines, $5.001
per 100. Send self addressed envelope,
North Hollywood, Calif. 91605.

Available: Trademark "TELEBRIEFIES", Box
K-64, BROADCASTING.

"Sponsortexts," 59 successful sales ideas per
week for hard to sell accounts—$15.00 week
plus 50% for sample week or write for free
information—Nationwide Stations, Inc. P. O.
Box 2121, Toledo, Ohio.

INSTRUCTIONS

FCC License preparation through quality
training in communications electronics. G. I.
Bill approved for home study or resident
classes. Free information. Write Dept. 6-W,
Grantham School, Elks Radio Institute, N. W.
Washington, D. C. or Dept. 8-I, Grantham School,
2800 Tenth Avenue West, Los Angeles, Calif.

Learn Radio-TV announcing, programming,
production, newscasting, sporcasting, con-
struction, management. Includes all phases of
broadcasting on the nation's only commercial
station, fully operated by the Elkins Institute.
Write today for studying procedures and
KEIR-FM. Highly qualified professional pro-
duction and laboratory studios. Elkins Institute,
7003 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School
of Minnesota offers the unmatched suc-
cess of the famous Elkins Laboratory and Theory Classes in preparation for the First
Class FCC License. Elkins Radio License
School, 419 East Lake Street, Minneapolis,
Minnesota.

Be prepared. First class FCC license in
Top quality school providing theory and
laboratory training, Elkins Radio License
School, 1139 Spring St., N.W., Atlanta,
Georgia.

The nationally known 6 weeks Elkins train-
ing for an FCC First Class License. Out-
standing theory and laboratory instruction.
Elkins Radio License School of New Orleans,
335 St. Charles Avenue, New Orleans,
Louisiana.

ELKINS has—The nation's largest—the
nation's most respected—the nation's highest
standard of all FCC course (classes) (licen-
se courses. (Well over ninety percent of all
enrolled receive their licenses). Fully
accredited. Elkins Radio License—2035 Inwood
Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—
Top quality school providing theory and
laboratory methods and theory leading to the FCC
License. 14 East Jackson St. Chicago 4, Illi-
INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 60 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 14, 21, & March 6. For information, references and reservations, write William E. Taft, Director, Taft School of Radio and Television, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.


"Warning" accept no substitute. REI is #1 in success—guaranteed lowest tuition—highest of all five (5) week schools. FCC 1st phone license in five (5) weeks, $265. Room and apartments $10-$15 per week. Over 85% of REI graduates pass the FCC exams. Classes begin: Oct. 10—Nov. 14—Jan. 2—Feb. 8. Write Radio Engineering Institute, 1536 Main Street in beautiful Sarasota, Florida.


Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing schools.

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 Broadcast Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs-finest accommodations available close-by. Call or write: Don Martin School, 1005, N. Cherokee, Hollywood, Calif. (213) 231-5390.

Train for a career in professional broadcasting in exciting music city. Courses in advertising, management, Finance, Job guaranteed . . . Tennessee Institute of Broadcasting, 1911-A Division Street, Nashville, Tenn. 255-1912.

Help Wanted—Management

ATTENTION!

If you have been successful in Broadcasting and if you want more remuneration than the industry can offer please send full particulars as to age, background to:

Post Office Drawer 1151
Shreveport, Louisiana

Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. 85 degree or comparable. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-259, Broadcasting.

SALES—(Cont'd)

SALES ENGINEER

BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the low-expense base immediately opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

REGIONAL SALES MANAGERS

$25,000—YEARLY

AA-1 rated, 18 year old Nat'l Promotional Advertising Firm has openings for Regional Sales Managers. Must have Car, Travel Tri-State area. Duties consist of hiring, training and supervising sales people selling special low priced Radio Contract to local merchants. Company will assist during training period. $300.00 per week drawn to start. Finish resume and 3 references.


Radio or TV Sales-Manager or Salesmen . . .

Do you want to travel and see the United States? Are you good enough to sell $1 an hour a month in a new area? How would you like to earn $3,000 to $5,000 a year or more representing people like Julie London, Patti Page, Kay Starr, Peggy Lee, Carol Franke, Frankie Laine, Louis Armstrong, Vaughn Monroe plus all other great stars? For the first time in history, you can represent those people all under one group for both radio & TV programs. All materials plus you can at home every week with your family. We are an A&M and well-established firm who have been working with the top stars for many years. Graduate University or college. Young men interested must have at least 3 years of broadcasting experience and be willing to travel from 5 to 8 states.

Call area code 502-583-2121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood, Calif. and Vene Streets, Hollywood, Calif.

SALES—(Cont'd)

ANNOUNCERS—(Cont'd)

Need an Agent? Announcers and announcers for all formats move up faster with our service. Send size and resume to:

No Placement Fee
Natiowide Broadcast Personnel Consultants
145 N. Michigan Ave.
Chicago, Illinois

Radio
Situations Wanted
Management

ATTENTION!

38 year old executive with 20 year major market Radio & TV experience. Currently employed as Vice President in charge of sales for major Corporation. Background includes: Station manager of high rated New York station, director of marketing, announcer and Sales Exec. Contact:

Box K-52, Broadcasting.

ADMINISTRATIVE-MANAGEMENT

ATTRACT, personable gal, exq. in broadcast administration. Company requires to cooperate co-ordinator. Personnel exp. Public contact. Hard worker, asset to any company. Write Box BPN-2, 41 W., 41 St., N.Y. or call (212) LE 2-6412.

WANTED

opportunities to manage small or medium market radio stations in Arizona, Oklahoma, or Texas. Experienced broadcaster, presently in network management position in East wants to return to home area. Family man, knows small market radio. Top references. Contact:

Box K-26, Broadcasting.

HIGH LEVEL EXECUTIVE

with excellent background in creating, producing, recording and directing both in radio and TV for the nation's No. 1 network. Is your company looking for someone young enough to still give the job everything he has, mature enough to have sifted of top people, bright enough to adapt to any circumstances?

I'm after a good job with lots of responsibility, . . . and a salary to match. Best references.

Box K-34, Broadcasting.

Production—Programming, Others

Mature Announcer

Wishes to supplement income by recording commercials and formates on a regular weekly basis. Also available quality radio station with adult appeal. Mail sample copy for audition tape and rates. Contact:

Box K-59, Broadcasting.

NEED HELP?

Place Your AD in Broadcasting

where it receives nationwide display.
SALESMEN'S PLACEMENT CENTER

Immediate Openings for young TV and Radio Time Salesmen on the Way! Our Station Clients Will Offer Up to $35,000 per year.

CALL RON CURTIS AT AREA CODE 312-337-7075 NOW!

Nationwide Broadcast Personnel Consultants
645 North Michigan Avenue
Chicago, Ill.
Area code 312 337-7075
Ron Curtis—President

TELEVISION—Help Wanted—Sales

Do you want to travel and see the United States? Are you tired of making $800 to $1,000 a month in a never ending fight? Now would you like to earn $55,000 to $60,000 a year or more representing people like Julie London, Patti Page, Kay Starr, Perry Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 80 other stars? For the first time in history you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 6 states.

Call Area Code 503-638-0121 for Mr. Grady Sanders or write Star Ads., 1010 Vine Street, Hollywood & Vine Streets, Hollywood, Calif.

Help Wanted—Technical

EXPERIENCED TECHNICIANS

Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas:

Color Video Control Maintenance
VTR Operation

If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact Don Collins, Chief Engineer, Videotape Center, 101 West 67th St., New York, N.Y. 10023 (212) TR 3-5800

An Equal Opportunity Employer

EMPLOYMENT SERVICE

Radio or TV Sales-Manager or Salesmen...

Are you tired of making $800 to $1,000 a month in a never ending fight? Now would you like to earn $55,000 to $60,000 a year or more representing people like Julie London, Patti Page, Kay Starr, Perry Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 80 other stars? For the first time in history you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 6 states.

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An Equal Opportunity Employer
FOR SALE—Equipment

TV TRANSMITTER
Hi-Band Hi-Power
75% DISCOUNT
G.E.—TT65-Skw Air Cooled
and/or
G.E.—TF4A-20 kw Amplifier
Complete with consoles, monitors, controls, filters, dummy loads, breakers, spare parts.

EXCELLENT CONDITION
Director of Engineering, WTTW,
5400 North St., Lincoln Avenue
Chicago, Illlinois 60625

FOR SALE—Stations

MAJOR MARKET
FM FULL TIMER
EXCELLENT GROWTH AREA
ATTRACTIVE TERMS
Box J-284, Broadcasting.

$2,000,000
West Coast AM/FM with substantial growth potential. 29% down. Principals only.

Box J-273, Broadcasting.

PACIFIC NORTHWEST
DAYTIMER NETTING
$25,000 YEARLY
REAL ESTATE INCLUDED
ASKING $250,000 WITH TERMS
Box K-69, Broadcasting.

FOR SALE—Stations

Small single market 5KW day-
timer deep south. $65,000.00
29% down—Balance 5 years.
Box K-8, Broadcasting.

Ga. small profitable $ 67M terms
M.W. medium UHF-TV 350M cash
N.C. medium daytime 135M 29%
M.W. metro AM-FM 1.3MM cash
N.E. suburb daytime 500M terms

FOR SALE—Stations

(Continued from page 80)

(Continued from page 80)
to U. S. highway 19, south of city limits, Monticello, Fla.; conditions.

LOCAL: Evansville, Ind.—Granted mod. of license to permit remote control operation; conditions.


KT10-FM Tahoe Valley, Calif.—Waived sec. 73.210 of rules and granted CP to change studio location and remote control point to Stateline, Calif.; change ant.-trans. location, and increase ant. height to 159 ft.

Guy Christian Flagstaff, Ariz.—Granted mod. of CP to change type ant. make changes in ant. system; decrease ERP to 50 kw. and ant. height to 159 ft.

K34N(FM) Reno, Nev.—Granted mod. of CP to change type trans.; type ant., and make changes in ant. system; conditions.

WFDR-FM Manchester, Ga.—Waived sec. 73.210 of rules and granted CP to permit main studio to be located at site 2.6 miles north of Manchester; change trans. and install ant.

WMR(FM) Philadelphia—Granted mod. of CP to change type ant.

KROB-FM Robstown, Texas—Granted mod. of CP to change type trans. and type ant. and decrease ERP to 36 kw.; ant. height 185 ft.; condition.

WBP-FM Newark, N. J.—Granted CP to install aux. trans. at main ant.-trans. location; ERP 3 kw.

WKJ(FM) Pittsburgh—Granted CP to make changes in transmission line, condition.

Actions of September 22

Remote control operation permitted WSK Savannah, Ga.

Granted change of remote control authority for following stations: WDIN(FM) and WNLK both Norwalk, Conn., while using nondirectional ant. WAMR Venice, Fla.—Granted CP to change ant.-trans. location: remote control permitted.

WWOS(FM) Orlando, Fla.—Granted mod. of CP to change ant.-trans. and studio location; ant. height 350 ft.; condition.

WGAN-FM Portland, Me.—Granted mod. of CP to change type trans. install dual polarized ant.; ERP 100 kw.; ant. height 1,470 ft.; condition.

Granted renewal of licenses for following

FOR SALE—Stations

(Continued)

FM:
Top ten market.

EAST:
Full-time, doing $300,000.
$75,000 cash flow. Own land and building $500,000

FLORIDA:
Day-time. Excellent frequency. 3rd choice. under $250,000.
Terms. FM available

TOP TWENTY
Will do $700,000 this year.

MARKET:
Depreciation assmts. $300,000.
Asking $1.5 million.

EAST:
Over one million in coverage area AM and FM.
$140,000 fixed assets. Asking $550,000.

La Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265.3430

STATION MANAGERS:

If you invest $15M in a radio station @
21% down, this would buy you a $50 million
property. Not much of a station. Whereas
the same $15M investment can return $52M a
year net to you in a Columbia School of
Broadcasting franchise for your area.

Beautifully documented descriptive booklet
forwarded to seriously interested broad- casters. Air Mail:

Mr. V. R. Good, Vice President, Colum- bia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Sept. 28. 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.

Trenton, Fla.—Bobby Little has applied for CATV franchise. The proposed monthly service fee will be $5 for dwellings and $8 monthly.

Momence, Ill.—Momence Radio and Apparatus Co. (Robert J. Monheir, owner) has been granted a nonexclusive franchise. The firm proffers a monthly charge of $6. Kewanee Telephone Inc. was the other applicant.

Cleora, La.—Cleora CATV has been granted a nonexclusive franchise. The firm produces a monthly charge of $7.50. Kansas Telecable Inc. was the other applicant.

Batch, Me.—Bartlett Media Corp., and the New England Cable, both in Maine, have jointly been granted a franchise. The system will pay 4% of its annual gross receipts to the city. Louisiana Cable TV Inc. withdrew its application.

Construction will begin in a few months in Brunswick, Fairfield, Windham, Rockland.

Cammed and Rockport, all Maine.

Warren, Mass.—Pioneer Valley Cablevision Co. will take over the franchise from Central Cablevision Corp. of Ware, Mass. The system will be in operation within the next six months with an installation fee of $19.95 and a monthly charge of $4.85.

Belmont, Mass.—Good Video Inc. has been granted a franchise. The firm will charge $4.50 per month.

Bridgewater, Mass.—Central CATV Corp. is seeking a franchise. The firm will pay 3% of its gross revenue to the town and will have a $4.55 installation fee.

Plymouth, N. C.—Peninsular Broadcasting Co., Norfolk, Va., has been granted a franchise. The firm will pay the city 5% of its annual gross receipts. Monthly charge will be $5.

Fort Shawnee, Ohio—Reynolds Cable Television Inc. has been granted a franchise.

Wheelah, Okla.—Oklahoma Cable Systems Inc., El Reno, Okla., has been granted a franchise. The firm will have a 16-channel system. UHF, educational television and a weather-information channel. The city will be paid 2% of the firm's annual gross receipts. Installation fee will be $15 with a monthly service charge of $6.

Edimboro, Pa.—Co-Ax Cable TV, Cambridge, Pa., has been granted a franchise. The firm will install a 9-channel system and system installation fee will be $15.95 with a $4.95 monthly service charge. During inaugural year the company will only charge $14.95 for installation.

Glen Gardner, N. J.—Alleghany Video Inc. has been granted a franchise.

Belmont, Mass.—Good Video Inc. has been granted a franchise. The firm will charge $4.50 per month.

Coralville, Iowa—Central Cablevision Inc. of Marse, Mass. The system will be in operation within the next six months with an installation fee of $19.95 and a monthly charge of $4.85.

KIKI Honolulu, to forfeit $1,000 for radio advertising on license. As amount stated in commission's July 27 notice, KIKI, owned by Chairman Hyde, voted to reduce amount of forfeiture. Action Sept. 26.

A memorandum order and opinion, commission ordered XX Broadcast Corporation, licensee of KXXL, Boise, Mont., to forfeit $200 for failure to make yearly equipment performance measurements in violation of sec. 73.47(a) of rules. This is amount is specified in opinion, of apparent liability. Commissioner Johnson abstained from voting. Action Sept. 21.

**DENIED**

- By memorandum opinion and order, commission denied present CATV channel assignments at Palm Springs, Calif., by adding UHF channel 29 and 41 to present sole assignment, channel 27. Commissioner Johnson not participating.
- By memorandum order, commission rejected amendment of rules so as to assign channel 27 to Rushville, Ind., 19.
- WCBT Roanoke Rapids, N. C.—Request CATV channels 27A and 27C, as to give Roanoke Rapids channel 27C instead of present 27A, and give Goldsboro, N. C., the present 27A and 245C. Received Sept. 13.

**NEW CALL LETTERS REQUESTED**

Melbourne, Fla.—Custom Electronics Inc. requests WPCT(TV). X-ray TV San Francisco.—D. H. Overy Communications Co. requests KEMO(TV). Rosenberg, Tex.—Fort Bend Broadcasting Inc. requests WFTX(TV), El Paso, Tex.—Rio Grande Broadcasting Inc. requests KPAK(FM). Pineville, La.—Holladay Broadcasting Inc. requests WPTF-FM. Wilmington, N. C.—Holladay Broadcasting Co. requests KRSP-AM/FM.

**CATV REQUESTS FOR WAIVERS**

- The Charlotte, N. C.—KAYTV(TV)-San Francisco.—D. H. Overy Communications Co. requests KEMO(TV). X-ray TV San Francisco.—D. H. Overy Communications Co. requests KEMO(TV). Rosenberg, Tex.—Fort Bend Broadcasting Inc. requests WPCT(TV). X-ray TV San Francisco.—D. H. Overy Communications Co. requests KEMO(TV). Rosenberg, Tex.—Fort Bend Broadcasting Inc. requests WPCT(TV). Pineville, La.—Holladay Broadcasting Inc. requests WPCT(FM). Wilmington, N. C.—Holladay Broadcasting Co. requests KRSP-FM.

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DAN Goodman is only 45 but his association with broadcast syndication spans more than 30 years.

Mr. Goodman, currently vice president of syndication for Screen Gems Inc., wasn’t running afloat of child labor laws back in the mid-1930’s when he was introduced to the industry. His father, the late Harry S. Goodman, a pioneer radio program syndicator, used young Dan as an actor on a five-minute show he produced. (“I was once cast as a newsboy,” he recalled.)

As a second-generation syndicator, the SG vice president added television to the Goodman coat-of-arms. His father, who died four years ago, concentrated overwhelmingly on radio.

Piggy Bank Start = “My father stumbled into the field,” Mr. Goodman related. “He manufactured different kinds of novelties for banks, which they gave to depositors. A big item was piggy-banks. With the depression and the closing down of financial institutions throughout the country, he had an enormous inventory of these banks.

“He decided to offer them to insurance companies and agencies to give away to their customers. He produced five-minute radio shows for these insurance firms, promoting the piggy banks. From this start in 1932, my father branched out into the program syndication business.”

Dan Goodman had aspired to a career in the advertising agency field when he returned from naval service after World War II. But his father convinced him that “there was plenty of money to be made in radio as a salesman.”

After seven years of selling transcribed radio properties throughout the country, the younger Goodman decided that although he enjoyed the association with his father he wanted to spread his wings into TV. He operated his own syndication-production firm for one year, was a salesman for Walt Framer Productions for another and moved to Screen Gems early in 1956 as a New York salesman.

“It was a wise decision,” Mr. Goodman commented. “Screen Gems has been a growth company and I have grown with it. I’ve never wanted to do anything but sell.”

Trademark = Mr. Goodman is a man who exudes enthusiasm. His trademark is a hearty and booming laugh.

His generally cheerful disposition becomes ecstatic when he discusses the future of the syndication industry. Mr. Goodman contends that the UHF station holds the key to an upsurge in the sales of feature films, cartoons and half-hour and one-hour programs.

“We are beginning to see this upswing right now at a time when UHF is just starting to spread,” Mr. Goodman pointed out. “Our domestic syndication has increased about 100% over the past two years and this is with the advent of some U’s in major markets. When other big cities add stations and as medium-sized markets become serviced with UHF, there’ll be a bonanza for the film syndicator.”

He derided the notion that UHF outlets cannot afford to pay reasonable prices for syndicated and feature films. He insisted that major-market U’s now are paying the same or more than was commanded from VHF stations in the same cities.

Also Buys Films = Though Mr. Goodman’s primary function has been supervision of the sales activities of SG’s syndication division, his responsibilities have been widened to include the acquisition of feature films from both foreign and domestic sources.

“For the past two years we have been busy buying features in England, other parts of Europe and the U. S. and I guess we have acquired about 100 features which have cost us several millions of dollars,” Mr. Goodman observed. “We have to replenish our supply constantly. The number of features that is available to us from Columbia Pictures, our parent company, simply cannot fill the demand from networks and TV stations.”

Mr. Goodman challenges an oft-repeated assertion that eventually the feature film well will dry up:

“Just from the major motion-picture studios we keep getting anywhere from 200 to 250 films a year, plus other top attractions from abroad. This number alone could keep current network feature film slots alive, with provisions for re-runs for at least a portion of the movies. And there is still a backlog, a dwindling one, I admit, but it’s there.”

Trend = Mr. Goodman indicated that a growing trend will be the sale of major features to networks and their subsequent release to syndication. The era of first-run exposure of well-known movies is at an end, he suggested.

“It’s purely a matter of economics,” Mr. Goodman explained. “Only a few years ago, before CBS-TV’s move into the feature-film area, movies were bringing in an average of about $250,000 each. With the ratings movies are getting, the average price has jumped up to well over $500,000 for two runs or less. It makes sense then that syndication will get these films after their network run. And I must say that they will still be valuable properties for stations since there’s always a large untapped audience for re-run features.”

With syndication activities at Screen Gems progressing at a peak pace, Mr. Goodman singled out The Flintstones, Dennis The Menace and the NFL Game of the Week as the company’s “hottest properties” this fall. He noted that Flintstones has 166 half-hour episodes in color and the half-hour NFL highlight programs are running in more than 100 markets.

After more than a decade with Screen Gems, Mr. Goodman is delighted that he is a key executive of a company that acccents growth through diversification. He observed that SG is involved in TV-radio stations, a record company, an audience research organization, a TV-film commercials firm as well as continuing with its basic enterprise of producing and distributing programs.

“There’s no telling where our diversification moves will take us,” Mr. Goodman remarked. “We are looking into the educational publishing field but this doesn’t rule out any acquisition in the broad field of communications.

“We’ve come a long way from 1956 when I was happy to sell Celebrity Playhouse in Philadelphia to alternate-week sponsors—Ronzoni Macaroni and Stenderella.”

**WEEK’S PROFILE**

The movie machine

The fantastic prices being paid these days by television networks for motion pictures that may not be played on the air for years are a sure sign that movies will continue to be a standard form of television programming for the foreseeable future. Hence broadcasters must take more than a casual interest in the new motion-picture code.

Whether the new movie code will be a help or hindrance to broadcasters in their selection of feature films remains to be seen. To some extent it may prove helpful. Certainly a motion picture that eventually comes to television after having been stamped "for mature audiences" by the code officials of the Motion Picture Association of America is one that any broadcaster will want to preview before he buys it for presentation on the air.

But in the new artistic freedom that is apparently granted by the movie makers' new code, there are implied for television problems that may not be tagged with the "for mature audiences" label. The film that may be suitable for showing in a theater may not be suitable for showing in the living room. Television broadcasting cannot select its audience as the theater exhibitor can.

With the new movie code, as with the old one, the individual broadcaster must exercise judgment in the choosing of motion pictures. CBS-TV's decision two weeks ago to postpone the showing of "Psycho," a film with some fictional similarities to the real-world death of Charles Percy's daughter, was an example of private broadcasters exercising sensitive restraint. In the day-to-day operation of any television network or station there will always be many decisions that the broadcaster must make for himself, no matter what may be written in a code.

The great game of politics

They're getting with it early in this off-election year. And in modern politics, to be with it means to be with the news media—notably television and radio.

The signs are plentiful. Since the Democrats are in, the GOP is out to make hay. The House Republican Task Force on Congressional Reform has criticized discrimination against radio newsmen and is bucking for revision of congressional rules to give television and radio . . . the same full access to congressional activity enjoyed by the print media.

Although the Republicans have no titular head, Citizen Richard Nixon has hit the hustings once again in behalf of party candidates everywhere. Last week he affably told a televised news conference that he wanted to be friendly with the press, radio and TV. Then, apparently alluding to the Great Debates of 1960, he came through with: "And you know what TV did to me!"

This was in contrast to Mr. Nixon's bitter farewell to public life four years ago when he was defeated for the California governorship by Edmund G. (Pat) Brown. He then assailed the press for the way it reported his campaign but had high praise for TV and radio.

Whoever wins, we hope that Republicans and Democrats alike will remember after the elections next month that broadcasting is modern journalism and it should get all of those privileges of access in Congress and elsewhere.
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