RAB claims radio's growth outstrips other media. p31
FCC interim form embodies NAB commercial standards. p34
Is CATV's 'great leap forward' tripping over phone wires? p44
Bombardment begins for NAM's land-mobile invasion. p52

WHAT IS AN
Influencible®

A listener. Specifically, a Storz radio listener. Influencibles are the "in-touch" young moderns with ideas...buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the Influencibles.® On a Storz station you get action where it counts—in sales.
Don Ellington has a stubborn streak. Try to set up a shipping schedule on an upcoming Memorex video tape product before Don has given it his okay. Can't be done. Not with any number of previous approvals — from lab performance trials, field tests or production line checks. Don's job is to make sure, beyond all doubt, that when you screen a reel of a new Memorex video tape, it will look as good on the monitor as it does on paper. It's no job for a yes-man.
Have You Noticed The New Why’s In The West Today

Here
The B-9 Class,
and the Teacher asking Why is life
and the boy asking Why am I.
And perhaps the questions
are the same.

and Hear
KRLA,
the sort of sound that
makes you feel
why it is, why are we, why...
Oh, but why is a groovy word.

KRLA / Los Angeles' listened-to radio station
Sold Nationally by H-R Representatives, Inc.
Channel 8 is one of the country's most effective color stations. Its multi-city market—including Lancaster, Harrisburg, York, Lebanon—has reached 19% color penetration. All local programs are colorcast live, on film, or via color tape recorders. It is an NBC full color affiliate.

*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.

**Steinman Television Stations**
- KOAT-TV Albuquerque, N.M.
- WTEV New Bedford-Fall River, Mass./Providence, R.I.
- KVOA-TV Tucson, Ariz.

**Channel 8 • Lancaster, Pa.**
Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Budget up at Colgate

Fourth-quarter TV spot budget of Colgate-Palmolive has been boosted 35% over spending in similar quarter last year, and good deal of gain is said to be caused by new system of centralized buying for C-P brands at Ted Bates agency. At current rate of spending, C-P could pour $36 million into spot TV for full year, up $9 million from last year's billing of $27 million. There's also word out of Bates that centralized buying system has been debugged. Since system was set up, TV stations and reps have been coping with snarled traffic instructions and delayed delivery of commercials.

C-P spot broadcast buying unit at Bates is reported to be largely responsible for agency's solid endorsement of Station Representatives Association advisory on commercial traffic instructions, telling agencies to notify stations of spot orders directly and in writing (Broadcasting, Oct. 10). Anything Bates agency does in spot TV carries lot of weight. Bates claimed to handle close to 10% of all national spot TV billing.

Big bite

Proposed AT&T long-lines rate increase, now pending before FCC, would entail five-fold increase in charges for home schedule of baseball telecasts in 1967 over 1966 charges, while line and connection charges for road schedule might nearly double. This was finding of TV station in major market in projecting tabular cost-comparison of its major-league home-team games.

For stadium-to-station circuits for home games, in which actual 1966 costs were compared to proposed 1967 increase, comparison showed jump of from about $1,150 to nearly $6,000 for 20-game schedule. For pickup of 28 road games, projection shows increase from about $57,000 to more than $91,000 or nearly $35,000 additional. Figures, it was said, do not include costs of about $20 per game for local cue lines or higher loop charges.

More money, please

FCC, whose officials picture its responsibilities as outstripping its manpower resources, is reported readying request for $23,143,171 budget in fiscal 1968, which begins next July 1, almost $6 million more than Congress appropriated for it in fiscal 1967. Commission is also considering request for supplemental appropriation to help tide it over for rest of current fiscal year. Commissioners will present request for fiscal 1968 to Bureau of Budget officials in meeting this week. Decision on whether to seek supplemental presumably would hinge on how well commission fares with Budget Bureau on 1968 request.

Additional funds would provide for 250 more employees distributed throughout commission. Burden of CATV is evident in commission plan to use some 40 individuals in that field. However, only some 25 would be assigned to CATV task force; others would be represented by work of staffers doing other work as well, such as hearing examiners. Only four new staffers would be hired for CATV. Rest would come from existing staff. Most new employees would be used in planned major effort to regulate citizens band radio. Use of those frequencies is said to be chaotic (Closed Circuit, Sept. 26).

Teamwork at SSC&B

Television figures prominently in not-yet-announced realignment at Sullivan, Stauffer, Colwell & Bayles, New York. Senior Vice President Harry G. Ommerle, TV-radio director, will take charge of media department, of which programming now becomes part, and commercial TV production will be absorbed by creative department under Senior Vice President Richard R. Uhle. Revamp, told to agency staff only few days ago, is further progression of interlocking TV function: For some time art-copy-TV production "teams" have handled campaigns, though programming and media were separated. Mr. Ommerle, former CBS program executive, joined agency in 1959, has directed TV-radio at SSC&B for several years.

Ford's future set

One item on agenda of National Community Television Association board meeting in Carmel, Calif., this week apparently won't give members much trouble. That's renewal of contract with Frederick W. Ford, former FCC commissioner, who took over as president of cable association two years ago at $50,000 a year salary. New contract is expected to call for same salary.

Other topics sure to be discussed at NCTA board meeting, in addition to attack on telephone companies (see page 44): proposed code of practices for CATV origination; effectiveness of regional meetings; status of public relations campaign; preliminary look at budget (association is operating at $750,000 annual level).

Million-dollar baby

WNAM Neenah-Menasha, Wis., is being sold to Miles Kimball Co., mailorder house in Oshkosh, Wis., for $1 million, subject to FCC approval. Sellers are James A. McKenna Jr., partner in McKenna & Wilkinson, Washington communications law firm, 90% owner, and Don Wirth, manager since its inception in 1947, 10%. Station operates on 1280 kc with 5 kw-D, 1-kw-N.

Where's Henry?

Former FCC Chairman E. William Henry, who was involved in management of unsuccessful campaign of John J. Hooker Jr. for Tennessee Democratic gubernatorial nomination, is at Washington home pondering his future. He is considering two current propositions: (1) to enter administrative law practice in Washington with established firm that would include but not be confined to communications; (2) to join substantial business enterprise in New York in executive-administrative capacity.

Mr. Henry, who left FCC April 30 after three-and-a-half year tenure (almost three as chairman) maintains his legal residence in Tennessee but owns home in District of Columbia where he resides.

Price break

There's silver lining ahead for U. S. distributors of programs abroad who have been suffering this season from Australia's "boycott" of American programs because of alleged high prices. Inside word is that Australia will begin to buy within fortnight, probably on compromise basis. Australian station operators had held to line of $3,000 for one-hour and $1,500 for half-hour segments.
Who gets top billing with Central Iowa viewers?

WHO TV

...that's who!

COLORFUL 13 • DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.
RAB estimates radio sales for first six months were up 13% over 1965 to $477.4 million. Calls rise biggest in many years for radio and sees medium's growth probably outstripping all others. See...

**RADIO'S GROWTH ... 31**

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Twelve-year-old contest over pay TV resumes with FCC filings. Maximum Service Telecasters join NAB, networks, theater owners in fight against subscription TV. Parties argue over Hartford test results. See...

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Opening NAB regional fall conference in Dallas hears new appeal from manufacturers for broadcasting support of additional land-mobile frequencies. Survey also shows public favors live legislative coverage. See...

**PITCH TO NAB ... 52**

FCC Commissioner Loewinger assails not only TV programming but also critics. Says critics lack understanding of field, defends broadcasters' right to schedule programs of mass appeal. See...

**TV'S STRONG POINTS ... 72D**

Station executives from all over country gather for "shirt-sleeve" seminar on management and programing. NAB chief, Westinghouse Broadcasting head address 120 participants at TV Stations Inc. parley. See...

**HOW TO SUCCEED ... 72B**

Department store ad chief urges TV to try harder. Tells Chicago Broadcast Ad Club newspapers run circles around TV in servicing clients' needs, cites TV's advantages. Medium should aid shift to TV, he says. See...

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In January 1966 WMAZ-TV began telecasting from its new, nearly 50% taller tower... a new RCA Traveling Wave Antenna, and increased power... to the maximum 316,000 watts ERP. Our Grade B Contour now reaches...

39 RICH MIDDLE GEORGIA COUNTIES
"BOOM MARKET OF THE SOUTH"
WITH...

Population 707,000
Incomes $1,174,063,000.
Retail Sales $748,559,000.

WMAZ-TV NOW OFFERS
COLOR TAPE, FILM AND SLIDES

Write now to the Station, or to Avery-Knode for facts about the dynamic Macon Market.

Signal Coverage in the Southeast...

Offering advertisers coverage of more than 1-million homes in six southeastern states.
Culligan named to command MBS

Matthew J. Culligan, former chairman and president of Curtis Publishing and before that with Interpublic Group of Companies and head of NBC Radio Network, is being named president and chief executive officer of Mutual Network in announcement today (Oct. 17).

Robert F. Hurleigh, who suffered heart attack this past summer but returned to duties as president of Mutual several weeks ago, resigned as president Friday (Oct. 14) but could not be reached immediately for comment. Mutual ownership was acquired in July by newly formed corporation, Mutual Broadcasting Corp., composed of business group headed by John P. Frain, for estimated $3.1 million (BROADCASTING, July 11).

It's understood new owners are interested in acquiring radio stations (Mutual now owns none) and it's believed under Mr. Culligan this interest will also include other communications media, including CATV, program production and, perhaps eventually, TV stations.

Mr. Culligan is widely known in broadcasting, having served in key TV posts at NBC as well as head of NBC Radio during his nine years there. He moved to Interpublic in 1960 and into top post at Curtis Publishing in January 1965. He is still consultant to Curtis under contract that has nine years to run. He has served—and will continue to serve—as consultant to William J. Burns International Detective Agency.

Mr. Hurleigh has been president of MBS since 1959. He joined Mutual in 1948 as director of Midwest news and rose successively to director of news and vice president for Washington operations before assuming command of network. He began in radio as newscaster for WOT in Washington in 1933.

Mr. Hurleigh is generally credited with having held Mutual together ever since 1957 when network went through series of sales that involved six owners.

Spectrum managers become lively topic

Bureaucratic competition seems to be looming as discussions on utilization of radio spectrum and how it should be managed moved to front burner.

FCC commissioners and top staff people and other agencies were given preview of Department of Commerce report earlier in week. Report, recommending establishment of committee of top scientists to look into use and management of spectrum, was made by telecommunications science panel of Commerce's Technical Advisory Committee. Panel was headed by Dr. James Hilliyer of RCA. Report is scheduled to be submitted to Commerce Secretary John T. Connor this week or next.

At same time, memorandum from Presidential Telecommunications Advisor James D. O'Connell was being circulated emphasizing that spectrum study involving use and management should be undertaken by his office and FCC—suggestion he has made before.

Loevinger plumps for CATV origination

Creation of public service channel on CATV systems and creation of professional code for broadcasting were suggested Friday (Oct. 14) in Dallas by FCC Commissioner Lee Loevinger. Commissioner spoke in morning to National Association of Broadcasters regional meeting and made luncheon address at National Community Television Association regional meeting.

Although reserving right to vote against any proposal he made, commissioner said CATV can best serve this need. If congressmen realize such service is free, he observed, "they'll see that this facility is protected and they won't let anyone touch it."

He told CATV operators that in establishing such service, "you might find a lot of other problems you now face will disappear and you'll get a lot of help you didn't have before." Commissioner said CATV operators are serving smaller communities since there is no sign of "viable TV stations" outside top 250 metropolitan markets.

It's "unrealistic, uneconomical and inefficient" to expect TV stations to do job of presenting candidates, civic officials and myriad local issues since metro areas encompass many small geographic entities with diverse local interests, he said. Technically speaking, he added, CATV can best serve this need. If congressmen realize such service is free, he observed, "they'll see that this facility is protected and they won't let anyone touch it."

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CAR with 36 channels offered Seattle

It all seemed rather routine, just another application for CATV in Seattle area. But broadcasters and others opened eyes wide when they read proposal of Seattle Cable Vision Inc. to deliver up to 36 channels to customers.

Principal Seattle Cable Vision owner is Philip Hamlin, onetime Jerrold Electronics sales engineer, now operating high-fidelity shop in Seattle. Seems he has invented converter that will bring main carrier and two subcarriers to single channel on TV set.

Initially, Mr. Hamlin's application says, he proposes to bring customers six Seattle TV stations, plus Tacoma, Bellingham, news and weather. If FCC permits, he hopes to bring in two to three Canadian stations, also lease one circuit to newspaper, and give another to local school system.

For remainder of triple-dozen channels, he plans taping of network programs, retransmitting them one hour later, eight and 16 hours later.

Seattle has large night work force, so there's substantial audience for delayed programs.

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who propose exceeding time standards of National Association of Broadcasters would be asked to explain why their proposals are in public interest (see story page 34).

**NBc still claiming lead in average night rating**

NBC-TV led in average nighttime rating and movies took huge chunk of audience in Nielsen multimarket ratings report for week ended Oct. 9, according to NBC and ABC analyses issued Friday (Oct. 14). NBC said its average rating in 7:30-11 p.m. period, was 18.1, CBS's 16.8 and ABC's 16.4. In wins by half-hour periods and nights of week: NBC, 20 half-hours, Tuesday, Wednesday, Friday and Saturday; CBS, 19 half-hours, Thursday; ABC, 10 half-hours, Monday and Sunday.

ABC noted that movies won 19 out of total 20 half-hours programed with features. But of total 49 half-hours of network programing that week, 39% was won by motion pictures.

**McIntyre withdrawal is seen in hypoing**

Broadcast Rating Council subcommittee was reported Friday (Oct. 14) to have come up with recommendation that in effect would have American Research Bureau and A. C. Nielsen Co. stop using Metromedia-owned O. E. McIntyre mail-order firm's lists in drawing samples used in their rating services. At same time other reports said McIntyre firm was itself considering dropping its contracts with ARB and Nielsen. Both reports circulated as hushhush continued over audience-promotion contest planned by Metromedia's WNEW-TV New York, which used McIntyre firm to handle mailing of contest coupons (see page 79; also BROADCASTING, Oct. 10).

BRC subcommittee recommendation is understood to have been submitted to Donald H. McCannon of Westinghouse Broadcasting, BRC chairman, and Dr. Kenneth Baker, executive director. Subcommittee reportedly included Melvin Goldberg, John Blair & Co.; Dr. Thomas Coffin, NBC, and Paul Sonkin, ABC.

**Color TV ahead of schedule**

Color-TV-set production at RCA's new Memphis plant is four months ahead of schedule President Robert W. Sarnoff said Friday (Oct. 14) in noting before business luncheon group in Memphis that firm expects total dollar sales volume of home instruments and components this year to show 40%
Communications,
Singular and Plural

The ten thousand people who visited Dean Landfear's *Voice of Iowa* program this year included third graders from the area's Madison School. Probably with teacher encouragement, they took pencil in hand and thanked us.

Tom wrote, "Do you know what I like the best? I like Mr. Lampheres show thank you." David liked it "where Jerry was," wherever that is. Becky was more specific: "Thank you for giving us the bloons." Bobby was "surprise when we saw it owely took one man" (to be Dean Landfear). Doug allowed himself a note of envy: "Steve the one that got the candy liked it very much." David L. was matter-of-fact: "Steve got a big toseroll." Steve himself got down to essentials: "I thank you for the gint tootsie Roll . . . hope we can come back."

Dean, a reformed fiddler from southern Iowa, is at least as well known in WMTland as in Heifetz, having been on WMT's air for twenty years. An estimated 60,000 people have been heard on the *Voice of Iowa* since it began in 1932 with sidewalk interviews. Now Dean entertains guests inside, with fifteen minutes of noontime "audience participation."

There's a better name for it. Darold, one of our third-grade visitors, summed it up: "Thank you very much for Showing the Voice of Iowa We saw Communications."
Variety! Color! Local interest and appeal! That's what typifies the broad spectrum of Avco Broadcasting's live programming. Remotes . . . studio shows . . . specials are conceived, produced and originated to fit the market. From farm news to audience participation, from basketball to toe-tapping music, Avco Broadcasting stations offer more in local service. This practice has many benefits, such as providing advertisers with a personal, effective selling vehicle. The climate's right. That's part of THE FORWARD LOOK.
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<td>TV-5 Color News</td>
<td>Saturday &amp; Sunday</td>
<td>6:00-6:30 p.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>Your Zoo</td>
<td>Monday thru Friday</td>
<td>11:00-11:30 p.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>Signal Three</td>
<td>Mondays</td>
<td>7:00-7:30 p.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>Farm Front</td>
<td>Saturdays</td>
<td>8:30-9:00 a.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>Mr. Hop</td>
<td>Saturdays</td>
<td>7:00-7:30 a.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>Midwestern Hayride</td>
<td>Sundays</td>
<td>6:30-7:30 p.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>UC Horizons</td>
<td>Sundays</td>
<td>10:30-11:00 a.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>Our City</td>
<td>Sundays</td>
<td>11:00-11:15 a.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>Community Corner</td>
<td>Sundays</td>
<td>11:15-11:30 a.m.</td>
<td>(C)</td>
</tr>
<tr>
<td></td>
<td>World Front</td>
<td>Sundays</td>
<td>11:30-12:00 Noon</td>
<td>(C)</td>
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<tr>
<td></td>
<td>Bandstand</td>
<td>Sundays</td>
<td>12:00-1:00 p.m.</td>
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<td></td>
<td>It’s Academic</td>
<td>Sundays</td>
<td>5:00-5:30 p.m.</td>
<td>(C)</td>
</tr>
<tr>
<td>WOAI-TV / San Antonio</td>
<td>The Ed Dunn Show</td>
<td>Monday thru Friday</td>
<td>11:30 a.m.-12:30 p.m.</td>
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<td></td>
<td>Early Evening Report</td>
<td>Monday thru Friday</td>
<td>12:00-12:15 a.m.</td>
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<tr>
<td></td>
<td>Midnight News</td>
<td>Monday thru Friday</td>
<td>12:00-12:15 a.m.</td>
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<td></td>
<td>TV 4 News – 6 PM Edition</td>
<td>Saturday thru Sunday</td>
<td>6:00-6:30 p.m.</td>
<td></td>
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<td></td>
<td>TV 4 News – 10 PM Edition</td>
<td>Saturday thru Sunday</td>
<td>10:00-10:30 p.m.</td>
<td></td>
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<tr>
<td></td>
<td>Conversation</td>
<td>Saturday thru Sunday</td>
<td>5:30-6:00 p.m.</td>
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<td></td>
<td>Meet The Professor</td>
<td>Saturdays</td>
<td>9:15-9:45 a.m.</td>
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<td></td>
<td>RDF Newsreel</td>
<td>Saturdays</td>
<td>7:45-8:00 a.m.</td>
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<tr>
<td></td>
<td>(C) Color</td>
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**Broadcasting Corporation**

**Television:** WLW Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio


KYA & KOIT San Francisco / Represented by Edward Petry & Co.
A calendar of important meetings and events in the field of communications.

**Indicates first or revised listing.**

### OCTOBER

Oct. 15-24—MIFED, International Film, TV Film and Documentary Market, Milan, Italy.


Oct. 16-19—1965 Western Region Convention of the American Association of Advertising Agencies. Speakers include Robert Keim, president, The Advertising Council Inc.; John R. Caples, vice president, BBDO; Gordon Webber, vice president, Benton & Bowles Inc.; Sherwood Dodge, president, Advertising Research Foundation; Robert Ross, vice president and creative director, Leo Burnett Co.; Charles T. Lipscumb Jr., chief executive officer, Bureau of Advertising; American Newspaper Publishers Association; and William A. Martsteller, board chairman, Marsteller Inc. Hotel del Coronado, Coronado, Calif.


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


Oct. 20-26 — The 10th annual San Francisco International Film Festival. Masonic Auditorium, San Francisco.

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


Oct. 21—Second National FM Sales Seminar sponsored by the National Association of FM Broadcasters. Key Largo hotel, Fort Wayne, Ind.

Oct. 21—Annual college conference of IBS-Southern, the southern region of the Intercollegiate Broadcasting System. Program participants include Richard Compton, IBS; Elmo Ellis, WSB Atlanta; A. T. Cline, FCC; Dr. E. J. Arnold, Protestant Radio-TV Center and Jack Williams, Georgia Association of Broadcasters. Emory University, Atlanta.


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

Oct. 22—Meeting of the Education TV station affiliated with National Educational Television. N.E.T. President John F. White will be principal speaker. Hotel Muehlebach, Kansas City, Mo.


Oct. 23-26—The 57th 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 regulation and the social responsibilities of business. Also on program: Jules Backman, economist and research professor, New York University, who at ANA’s request is examining 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 products to be held concurrently on Oct. 24 afternoon; session Oct. 26 morning: “Our customers and our media for reaching them,” with Julian Goodman, NBC president; Milton Rokeach, professor of psychology at Michigan State University, and Robert Lewis, president and executive editor, The Reader’s Digest. Sessions Oct. 26 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), Alls Chalmers Manufacturing (Charles W. Parker Jr., vice president-public relations and marketing division) and Mattel Inc. (Herbert Holland, vice president-marketing, and Jack Jones, vice president-advertising), and Stan Freberg on “How Good Are Today’s Ads?” Broadmoor hotel, Colorado Springs.

Oct. 23-26—Forty-second annual convention of the National Association of Educational Broadcasters. Keynote speaker is Fred Younger, consultant to the Ford Foundation and Edward R. Murrow professor at the school of Journalism, University of California, Muehlebach hotel, Kansas City, Mo.

Oct. 23-28—Sixth public-service conference in radio and television programing sponsored by Westinghouse Broadcasting Co. will examine the problems of urban America. A “Mayor’s panel,” including John V. Lindsay, New York: Jerome Cavanaugh, Detroit; Alfonso Cervantes, St. Louis; A. V. Sorensen, Omaha; Milton Graham, Phoenix, and Glenn Hearn, Huntsville, Ala., will be a highlight of the program. 1959 National Convention of Communications, University of Pennsylvania, Philadelphia.


Oct. 26-29—Nineteenth annual convention of the Tennessee Association of Broadcast-
Moving can be madness.
Maybe we can help a little.

Arranging for phone service in your new home won’t be the biggest chore you’ll face on moving day. But if our new plan works as well as expected, it’ll be one less detail for you to worry about.

We call it the Easy Move Plan, and here’s how we hope it will make your job easier:

Let’s say you’re moving from Sacramento, California, to Rye, New York. Just one call from you will now take care of phone service at both ends of your move.

You simply ask your Sacramento representative to discontinue present service and arrange for it at your new address. She contacts the Rye representative who calls you back to handle your request.

If you don’t yet know your new address, or if you’re moving to a non-Bell area, your Sacramento representative will tell you how to get service started. In any case, she will offer to refer callers to your new locale.

Like any other new idea, this one may have a few wrinkles that will need ironing out. When we’re through, we hope we’ll have succeeded in making your move a little bit easier—and your phone service faster, more convenient and more personal than ever.
How do we know how a quarter-million Americans feel about teen-age marriages?
They told us!

It was the largest poll of its kind ever conducted on a highly-explosive subject. And one of the most dramatic demonstrations of the true meaning of two-way communication ever achieved by a mass medium.

On a recent Tuesday evening, the five CBS Owned television stations presented "Feedback: Marriage—A Game for Kids?"—a searching look at the pros and cons of teen-age marriages, as seen mainly through the eyes of young marrieds themselves. In the concluding portion of the hour-long color program, home viewers were asked a series of sixteen questions to determine how they felt on the subject, to be answered via special ballots which appeared in newspapers and TV Guide on the day of the broadcast. No prizes. No premiums. Nothing was offered but a unique opportunity to be heard on a matter of major public concern.

The response was overwhelming. At final count, a quarter of a million viewers cared enough to register their opinions painstakingly and to mail their ballots to us.

Returns were analyzed and reported on a special follow-up broadcast. But one fact was apparent almost immediately: how strongly so many people feel about what they see on the CBS Owned television stations. It is this deep sense of active involvement that, year-in and year-out, makes such a vital difference to our audiences, to our advertisers, and to us.

CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. ©CBS Television Stations
NO MAGIC!
NO MYSTERY!
NO GIMMICKS!

IT'S JUST
TALENT

SIGN-ON TO SIGN-OFF—
THAT MAKES WSYR
THE BEST RADIO BUY IN
CENTRAL NEW YORK!!

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

WSYR

5 KW  SYRACUSE, N.Y.  570 KC

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

ERS. Speakers include FCC Commissioner James Wadsworth; Robert Pauley, president, ABC Radio; Miles David, president, Radio Advertising Bureau; Arthur Meyhoff, president, Arthur Meyhoff & Associates; Paul Comstock, vice president for government affairs, National Association of Broadcasters; Governor Frank Clement, Sherman-Peabody hotel, Memphis.


Oct. 29-31—Bible Communication Congress sponsored by the Educational Communications Association. Bud Collier, of CBS-TV's To Tell the Truth, will speak at the broadcasting and film luncheon. Hotel Washington, Washington. Registration details may be received from ECA, P. O. Box 7712, Washington.

NOVEMBER

Nov. 1—New deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three TV stations, not more than two of them VHF's, in the top 50 television markets.

Nov. 2-13—4th (International Film Trade Fair) Film forum sponsored by Ceskoslovensky Filmexport, Brno, Czechoslovakia. For information contact Jerry Rappoport, 630 Ninth Ave., New York.

Nov. 3—Third annual FM Day of Georgia Association of Broadcasters. Riviera motel, Atlanta.

Nov. 4—Fall meeting, Mid-America CATV Assn. Skirvin hotel, Oklahoma City.

#Nov. 7-9—1966 convention of the Association Canadienne de la Radio et de la Tele- vision de Langue Francaise. The keynote speaker will be the Honorable Daniel Johnson, premier of the Province of Quebec. Westbury hotel, Toronto.

Nov. 8-10—Seminar on computers in marketing and market research, spotlighting computer-based forecasting and sales analysis, sponsored by Computer Usage Education Inc., New York, educational subsidiary of Computer Usage Co. Marketing seminar will be led by Henry Stone, technical director, Computer Usage Co. Waldorf-Astoria hotel, New York.

Nov. 9-12, 1966 convention of Sigma Delta Chi, professional journalistic society. Pittsburgh.

Nov. 10—New deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay TV.
You'll stand alone in your market—way up on top—when you log UAA's WARNER BROTHERS and RKO features.
...now No. 100 joins the

RCA ships 100th TK-42

"Big Tube" Color Camera

No. 100 went to WLBW-TV in Miami—one of an order of five. Sixty have gone to independent stations, the remainder to network-owned stations, TV-station groups, the U.S. Government and foreign broadcasters.

To keep pace with the unprecedented demands for these new cameras, facilities have been expanded so that RCA is now turning out the TK-42 at a rate of 30 per month. Nearly 300 are expected to be in service by the next NAB in April 1967.

Use of a 4½-inch image orthicon in the separate luminance channel is an exclusive feature. Besides improving color picture quality, the "big tube" assures highest quality pictures on black-and-white sets.

Broadcasters everywhere who are now using the TK-42 tell of its superiority in producing consistently better color pictures—including ability to handle details too fine to be passed by the chrominance circuits. No wonder color pictures are getting better and better!

For more information about the TK-42 Color Camera call your RCA Broadcast Representative.
Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.

THE MOST TRUSTED NAME IN ELECTRONICS
Big Parade!
Follow the YOUNG MEN WITH IDEAS TO ST. LOUIS
November 14-16, 1966

11th Annual Seminar of the Broadcasters Promotion Association
Chase Park Plaza Hotel

The annual seminar of the BPA, open to the promotion-minded people in broadcasting.

This year it will stimulate ideas on such provocative subjects as:

* THE CREATIVE APPROACH
* TRENDS IN TRADE ADVERTISING
* BUILDING BETTER TV AND RADIO PROMOS
* SELLING WITHOUT NUMBERS
* PSYCHOLOGY OF MOTIVATION
* PROMOTING COLOR

GET YOUR REGISTRATION IN NOW... WHILE YOU ARE THINKING ABOUT IT!
EARLY REGISTRATIONS SAVE YOU MONEY!

Name ____________________________________________
Station or Firm _____________________________________
Address __________________________________________
City __________________________ State ___________

Attached is my check for $________ as my advance registration fee.

NOTE: Hotel reservations must be made separately.

Mail this registration form with your check to Broadcasters Promotion Association, 1812 Hempstead Road, Lancaster, Pennsylvania 17601.

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 television and for comments on FCC notice of inquiry into the possibility of pay TV by wire. Former deadline was Oct. 1.

Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; Charles A. Sweeny, director of bureau of deceptive practices, Federal Trade Commission; George W. Armstrong, vice president, Storz Broadcasting Co., Hilton hotel, Portland, Ore.


Nov. 14—Twelfth annual promotion seminar sponsored by Edward Petry & Co. The theme of the session will be "Promotion clicks of '66." Chase-Park Plaza hotel, St. Louis.


Nov. 28-Dec. 2—Second management seminar sponsored by the National Association of Broadcasters, Purdue University, Lafayette, Ind.


Nov. 30—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

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**DECEMBER**

Dec. 5—New deadline for reply 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.

Dec. 5—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Robert E. Kintner, secretary to the cabinet and special assistant to President Johnson. Waldorf-Astoria hotel, New York.

Dec. 9—Annual winter meeting and election of officers of the Arizona Broadcasters Association. Speakers include FCC Commissioner Robert Bartley; Doug Anello, chief counsel of the National Association of Broadcasters; and Mike Wallace, CBS newscaster. Del Webb's Town House, Phoenix.

Dec. 30—New deadline for further comments regarding material submitted to FCC by November 30 on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

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**JANUARY**


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

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**FEBRUARY**

Feb. 6-8—Board of directors, National Community Television Assn. (open).

* Indicates first or revised listing.
Congratulations!

TO THE WINNERS OF THE 1966 BMI COUNTRY MUSIC ACHIEVEMENT AWARDS!

ALMOST PERSUADED
Glen Sutton
Billy Sherrill
Al Gallico Music Corporation

ARTIFICIAL ROSE
Tom Hall
Newkeys, Inc.

BABY
Ray Griff
Blue Echo Music, Inc.

BEHIND THE TEARS
Ned Miller
Sue Miller
Central Songs, Inc.

BELLES OF SOUTHERN BELL
Don Wayne
Tree Publishing Co., Inc.

BUCKAROO
Bob Morris
Blue Book

DEAR UNCLE SAM
Loretta Lynn
Sure-Fire Music Company, Inc.

DISTANT DRUMS
Cindy Walker
Combine Music Corp.

DON'T TOUCH ME
Hank Cochran
Pamper Music, Inc.

ENGLAND SWINGS
Roger Miller
Tree Publishing Co., Inc.

EVIL ON YOUR MIND
Harlan Howard
Wilderness Music Publishing Co., Inc.

FLOWERS ON THE WALL
Lewis DeWitt
Southwind Music, Inc.

GET YOUR LIE THE WAY YOU WANT IT
Buddy Mize
Blue Crest Music, Inc.

GIDDYUP GO
Tommy Hill
Red Sovine
Starday Music

GREEN GREEN GRASS OF HOME
Curly Putman
Tree Publishing Co., Inc.

HELLO VIET NAM
Tom Hall
Newkeys, Inc.

THE HOME YOU'RE TEARING DOWN
Betty Sue Perry
Sure-Fire Company, Inc.

I LOVE YOU DROPS
Bill Anderson
Moss Rose Publications, Inc.

I WANT TO GO WITH YOU
Hank Cochran
Pamper Music, Inc.

IF I TALK TO HIM
Dolores Edgin
Priscilla Mitchell
Vector Music

IT'S ALL OVER
Harlan Howard
Jan Howard
Wilderness Music Publishing Co., Inc.

I'VE BEEN A LONG TIME LEAVING
Roger Miller
Tree Publishing Co., Inc.

KANSAS CITY STAR
Roger Miller
Tree Publishing Co., Inc.

THE LAST WORD IN LONESOME IS ME
Roger Miller
Tree Publishing Co., Inc.

LIVING IN A HOUSE
Full of Love
Glen Sutton
Billy Sherrill
Al Gallico Music Corporation

LOVE BUG
Wayne Kemp
Curtis Wayne
Glad Music Company
Black Jack Publishing

LOVIN' MACHINE
Larry Kingston
Window Music Publishers

MAKE THE WORLD GO AWAY
Hank Cochran
Pamper Music, Inc.

MAY THE BIRD OF PARADISE
Neal Merritt
Central Songs, Inc.

NOBODY BUT A FOOL
Bill Anderson
Stallion Music, Inc.

THE ONE ON THE LEFT
Neil Diamond
Central Songs, Inc.

ON THE ROAD AGAIN
Harlan Howard
Jan Howard
Wilderness Music Publishing Co., Inc.

OURS TO HOLD IT
Bill Anderson
Stallion Music, Inc.

PUT IT OFF UNTIL TOMORROW
Dolly Parton
B. W. Owens

SOMEBODY BEFORE ME
Bob Hicks
Sure-Fire Music Company, Inc.

STANDING IN THE SHADOWS
Hank Williams Jr.
Ly-Rann Music

THE STREETS OF BALTIMORE
Tompall Glaser
Harlan Howard
Glaser Publications

SWINGING DOORS
Merle Haggard
Blue Book

TAKIN' ME TO THE CITY
George Jones
Leon Payne
Glad Music Company

THINK OF ME
Estella Olsen
Don Rich

TIPPY TOEING
Bobby Harden
Window Music Publishers

TRUE LOVE'S A BLESSING
Sunny James
Carol Smith

WAITIN' IN YOUR WELFARE LINE
Nel Stucky

WOMAN ENOUGH
Loretta Lynn
Sure-Fire Music Company, Inc.

WHAT KINDA DEAL IS THIS
Wayne Gilbreath

WON'T YOU HOLD IT
Against Me

WOULD YOU HOLD IT
Against Me

YOU AIN'T WOMAN ENOUGH
Loretta Lynn
Sure-Fire Music Company, Inc.
MONDAY MEMO from HAROLD KAUFMAN, Needham, Harper & Steers Inc., Los Angeles

Finding what's different, then selling it

Let's suppose you're not the biggest. ...Yours is a fine, middle-sized company and you're in the same business—air transportation—as some very formidable competitors, giants like United, TWA and American Airlines. On your major long-haul routes you compete directly with all three.

Of all the major trunk line carriers, you're the second smallest, yet you use the same sky to go to the same places with the same types of planes as the giants do. Indeed, there are no important visible differences between your airline and their airlines or any airline. They're all good. They all provide similar services. Even the cost of a ticket is the same for the same route and comparable equipment and class of service.

You can't get into a "more" battle—more equipment, more flights, more destinations or more advertising dollars.

This was the problem faced last fall by Continental Airlines and its new advertising agency, Needham, Harper & Steers.

Solving the problem began with a great deal of traveling by members of Needham's task force on Continental and its competitors in order to try to discover a difference. They did.

They couldn't see the difference, they could feel it, and it was based on the one exclusive Continental had—something the task force had known about all along—smallness.

Is Biggest Best? The trouble was, as research and experience helped point out, most people automatically equate "bigness" with "best," especially when it comes to airlines (reinforced by all the fears, hidden and otherwise, people have of flying). Also, Continental is not as well known and this was another illogical "reason" to assume that the better-known giants were better airlines. But bigness-best is really a superficial, snap judgment.

The agency recommended that Continental focus its campaign on the advantages to the customer of doing business with a relatively small airline. Continental accepted the recommendation.

Advertising was developed to do two things: to create favorable awareness for Continental and to invite the potential traveler to think a minute and go beneath the surface, snap-judgment level.

Needham's traveling task force discovered, as many loyal Continental customers already knew, that there is a difference between airlines. It isn't so much what Continental's people do, but rather how they do it. The whole thing added up to "pride," the pride Continental's people have in their jobs, in themselves, in their airline.

Why do Continental's people have this extra measure of pride? Once again the smallness of the airline is the reason. So the circle is completed. Because Continental, as major airlines go, is not a great big impersonal one, Continental's people can and do maintain their individuality, their sense of importance, their interest and involvement in how their airline is run. That's the story—and that's pretty much the way Needham's advertising tells it.

Invisible as pride may be, it's real. And it's generated in many ways, including the fact that Continental's management, from President Robert Six on down the line, is close to the day-by-day operation of the airline and to the people who operate it.

Not Lost • Continental's people are not lost in a big shuffle...and neither are Continental's customers. In a very real sense, Continental's people are not employees of an airline—they are the airline.

The short theme statement that nets all this out is: Come travel with us and feel the difference pride makes.

Because it is a relatively small airline and thus relatively little known, a signature line was designed to help Continental be remembered and thus become better known. "Continental—the proud bird with the golden tail." "Come travel with us and feel the difference pride makes" and "The proud bird with the golden tail" were put to work in an unusual, highly visible print campaign in national magazines, newspapers, Sunday supplements and television. All advertising for Continental was planned so that it communicates one image and one personality. It was designed to break the pattern for airline advertising, to visualize the difference between Continental and its competitors simply and dramatically and to focus single-mindedly on the simple selling idea. All collateral materials have also been coordinated into the program so that every communication with the public bears down on the same target in the same way.

TV Variety • In television, Continental's "feel the difference pride makes" story is told in a variety of ways. The 60-second commercial called "Music," as its name implies, uses a fully orchestrated version of Continental's original "Proud Bird Theme" (composed by William S. Walker of Chicago) to accompany color motion-picture photography of a Golden Jet from take-off to touch-down and on to the end of the commercial, the very straightforward invitation, to "come travel with us and feel the difference pride makes—Continental Airlines...the proud bird with the golden tail," are the only words spoken. The voice is that of Barry Sullivan.

In other commercials, Mr. Sullivan narrates a more explicit pride story against several unique graphic concepts (a model of a jet being painted, a night-time arrival at the terminal, a jet making contrails at 32,000 feet). In all cases, no attempt is made to sell anything to anyone. The difference between Continental and competition (pride) is clearly stated in a manner which invites each person in the audience to think about what has been said and to decide for himself.
Woodshedding

takes the sass out of youngsters
... puts it in a new product

WOODshedding means testing your product in one of the country's ten most-used test areas before spending a lot of money nationally. The WOODshed is Greater Grand Rapids, so close to the U. S. averages that it makes an ideal place to shake down a promotion, product or marketing program. In the WOODshed market, you'll want to use the preferred stations. WOOD-TV is 2 to 1 over the No. 2 and No. 3 stations combined. WOOD Radio equals all other stations combined.* Wail at your Katz man. He's the expert on WOODshedding.

*Northwood Institute Preference Study (June, 1966)
to total system
JERROLD
will satisfy all
your CATV needs

Only Jerrold offers a complete line
of more than 500 compatible CATV
quality products. And we'll design,
produce or modify any component
you require. Phone (215) 925-9870,
or write CATV Systems Division, Jer-
rold Electronics Corporation, 401 Wal-
nut St., Philadelphia, Pa. 19105.

JERROLD
FIRST
IN
CATV
OVER 16 YEARS CATV
EXPERIENCE

OPEN MIKE®
Research memo
EDITOR: The Monday Memo in Broad-
casting of Sept. 26 is an unusually
excellent one. I applaud you for its
publication. In the ratings research
business we are always having differ-
ences with so-called sharp analysts. I
hope this does help correct some points
of view.—Sydney Roslow, president,

(The memo, "Help needed!" from Paul Kel-
ler, of Beach, McClintock & Co., New York,
urged that, as ratings research becomes
professionalized, the industry should seek schol-
arily, rather than "sharp" analysts. The
purpose of the column is to spotlight issues,
and BROADCASTING welcomes provocative
and thoughtful comment from contributors.)

Reporting on the report
EDITOR: Your Sept. 19 special re-
port on the Spanish market was both
interesting and gratifying to us. As rep-
sentatives of WCIU(TV) Chicago we,
of course, have experienced much non-
awareness among advertising agencies
as to the size of the Latin market in
Chicago, and especially that portion of
the market which is Mexican.
WCIU is continuing its expansion of
Spanish programs, and our list of
happy clients is growing.
Please advise if we still can obtain
500 reprints of this article.

Thanks again to BROADCASTING for
continuing to provide the industry with
in-depth coverage of its many facets.—
Harry G. Meline, vice president and
eastern sales manager, Eastman TV

(Movies in the home
EDITOR: Congratulations on your edi-
torial, "The movie machine." The issue
of license responsibility to the motion
pictures brought into the home is be-
coming increasingly important. While
we agree with your plaudits to CBS for its
action in "postponing" the showing of
"Psycho," we cannot help but won-
der where that responsibility was in the
network scheduling of such a shocker
at such an early hour, at a time usually
designated as "family-viewing time."
Not only should a station licensee be
sensitive to the suitability of a film for
television showing, but he should be
keenly aware of his responsibility to the
young viewer . . . This has been a pro-
blem of long standing, but it becomes
even more difficult in the light of the change
in the code of the motion pic-
ture industry.
We are always delighted with your
The package that rides like people!

It's there in hours and costs you less when you ship by Greyhound Package Express

Every Greyhound bus is a package carrier as well as a people carrier. When you specify Greyhound Package Express your shipments leave and arrive on fast, frequent passenger schedules. Shipments going hundreds of miles usually arrive the next morning... frequently, the very same day. Nobody has lower rates, and you can ship anytime— at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. When fast service and low cost are important to you, look into Greyhound Package Express. Save time! Save money! Save trouble! Ship C.O.D., Collect, Prepaid... or open a Greyhound Package Express Charge Account. For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-K, 10 S. Riverside Plaza, Chicago, Ill. 60606.

<table>
<thead>
<tr>
<th>It's there in hours and costs you less</th>
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</thead>
<tbody>
<tr>
<td>For Example</td>
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<tr>
<td>NEW YORK—PHILADELPHIA</td>
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<tr>
<td>LOS ANGELES—SAN DIEGO</td>
</tr>
<tr>
<td>CHICAGO—MILWAUKEE</td>
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<tr>
<td>RICHMOND—NORFOLK</td>
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</tbody>
</table>

*Other low rates up to 100 lbs. Lot shipments, too.

One of a series of messages depicting another growing service of The Greyhound Corporation.

BROADCASTING, October 17, 1966
We thought you'd like to see the guy your wife is spending her afternoons with.

The Mike Douglas Show Monday thru Friday while you're at the office.
Husbands hunting for Mike Douglas should look in these cities:

WAST, Albany, N. Y.
KGGM-TV, Albuquerque, N. Mex.
KGN-C-TV, Amarillo, Texas
WLSD-TV, Asheville, N. C.
WAGA-TV, Atlanta, Ga.
WJZ-TV, Baltimore, Md.
WBRZ, Baton Rouge, La.
KDFM-TV, Beaumont, Texas
KXME-TV, Bismarck, N. D.
WBTV, Boston, Mass.
WGR-TV, Buffalo, N. Y.
KFSV-TV, Cape Girardeau, Mo.
WCHU, Champaign, Ill.
WCTV, Charleston, S. C.
WBTU, Charlotte, N. C.
WTVC, Chattanooga, Tenn.
WGN-TV, Chicago, Ill.
WCPO-TV, Cincinnati, Ohio
WKY-TV, Cleveland, Ohio
WTVN-TV, Columbus, Ohio
WBAP-TV, Dallas, Texas
WLW-D, Dayton, Ohio
WCID, Danville, Ill.
KOA-TV, Denver, Colo.
KRNT-TV, Des Moines, Iowa
WJZK-TV, Detroit, Mich.
KPIX-TV, Dickinson, N. D.
KDAL-TV, Duluth, Minn.
WSJZ-TV, Elkhart, Ind.
KTVG, Ensign, Kansas
WEHT-TV, Evansville, Ind.
KXJ-B-TV, Fargo, N. D.
WPTA, Fort Wayne, Ind.
KFR-M-TV, Fresno, Calif.
KLOE-TV, Goodland, Kansas
WOOD-TV, Grand Rapids, Mich.
WLUK-TV, Green Bay, Wisc.
KRGV-TV, Harlingen, Tex.
KAYS-TV, Hays, Kansas
KHTV, Houston, Texas
WSAZ-TV, Huntington, W. Va.
IWTV, Indianapolis, Ind.
WILX-TV, Jackson, Mich.
WJXT, Jacksonville, Fla.
KCMO-TV, Kansas City, Mo.
CKCO-TV, Kitchener, Ont., Canada
WATE-TV, Knoxville, Tenn.
KPLC-TV, Lake Charles, La.
WAGL-TV, Lancaster, Pa.
KARK-TV, Little Rock, Ark.
KABC-TV, Los Angeles, Calif.
WLKY-TV, Louisville, Ky.
WMTV, Madison, Wis.
WMCT-TV, Memphis, Tenn.
WCKT, Miami, Fla.
WISN-TV, Milwaukee, Wis.
WCCO-TV, Minneapolis, Minn.
KXMC-TV, Minot, N. D.
WLAC-TV, Nashville, Tenn.
WNHC-TV, New Haven, Conn.
WDSU-TV, New Orleans, La.
WOR-TV, New York, N. Y.
WOW-TV, Omaha, Neb.
WESH-TV, Orlando, Fla.
WEAR-TV, Pensacola, Fla.
WEEK-TV, Peoria, Ill.
KYW-TV, Philadelphia, Pa.
KOOL-TV, Phoenix, Ariz.
KDKA-TV, Pittsburgh, Pa.
WPTZ-TV, Plattsburgh, N. Y.
WGAN-TV, Portland, Me.
KOIN-TV, Portland, Ore.
WAVY-TV, Portsmouth, Va.
WPRO-TV, Providence, R. I.
KONW-TV, Pueblo, Colo.
WRAL-TV, Raleigh, N. C.
KCNN, Reno, Nev.
WRVA-TV, Richmond, Va.
WSLS-TV, Roanoke, Va.
WOKR, Rochester, N. Y.
WREX-TV, Rockford, Ill.
WHBF-TV, Rock Island, Ill.
KBIM-TV, Roswell, N. Mex.
KXTV, Sacramento, Calif.
WNEK-TV, Saginaw, Mich.
KCPX-TV, Salt Lake City, Utah
KONO-TV, San Antonio, Texas
KPIX, San Francisco, Calif.
KNTV, San Jose, Calif.
WNBC-TV, Scranton, Pa.
KING-TV, Seattle, Wash.
KTLA-TV, Shreveport, La.
KVTX, Sioux City, Iowa
KXLY-TV, Spokane, Wash.
WICS, Springfield, Ill.
WWLP, Springfield, Mass.
KSD-TV, St. Louis, Mo.
WNYS-TV, Syracuse, N. Y.
WCTV, Tallahassee, Fla.
WTMT, Tampa, Fla.
WSBB-TV, Toledo, Ohio
WIBW-TV, Topeka, Kansas
CHCH-TV, Toronto, Ont., Canada
KOLD-TV, Tucson, Ariz.
KOTV, Tulsa, Okla.
WMAL-TV, Washington, D. C.
KWWL-TV, Waterloo, Iowa
WTRF-TV, Wheeling, W. Va.
KTVH, Wichita, Kansas
WSJS-TV, Winston-Salem, N. C.
WYTV, Youngstown, Ohio

Produced by WBC Productions, Inc. Distributed by WBC Program Sales, Inc.

The wrong Gamble

Editor: Having returned from the Radio-Television News Directors Association international conference in Chicago, and having seen a good deal of our former president, Bob Gamble of WFBM, Indianapolis, I was rather startled to see how he had “changed” in the Oct. 3 Broadcasting.

Your magazine did a fine job in writing up the various convention activities, but I’m guessing that when it came to a picture of Bob Gamble—some other Gamble was selected. . . . Monroe Benton, chief—special events, Radio Free Europe, New York.

(The incorrect picture published was that of Robert F. Gamble Jr., Washington advertising agency executive.)

WFBM's Gamble

Adman Gamble

No longer in Tampa

Editor: In your interesting story about wcvs Springfield, Ill., sending its FCC program form to agencies, advertisers and representatives (Broadcasting, Oct. 10), there is one error. The Newhoffs have no interest in walt Tampa, Fla. which was purchased March 1, 1966, by Universal Broadcasting Co.—Bob Leonard, president and general manager, Walt Tampa.

Another problem

Editor: Now that Mr. Switzer of Lethbridge, Alberta, has solved the problem of financial support for U. S. ETV (Broadcasting, Oct. 3) perhaps he would try for a solution to public (taxpayer) support, of $180,000,000 to a commercial TV network, namely the Canadian Broadcasting Corp.—A. J. Macintyre, account executive, NBC Spot Sales, New York.

(Mr. Switzer’s letter advocated a 15% tax on advertising to support educational television.)
Represented by H-R Television, Inc.
or call
C.P. PERSONS, Jr., General Manager
Radio's growth biggest in years

RAB estimates indicate it has probably outstripped every other advertising medium in first six months of 1966 with total radio sales of over $477 million

The fired-up pace of 1966 radio sales was documented last week in estimates that business came through the first half of the year with a 13% gain—and with no letup in sight.

The estimates were offered by Miles David, president of the Radio Advertising Bureau, on the basis of RAB compilations completed for network radio and nearly completed for spot radio, buttressed by RAB soundings of local-business volume around the country.

The gains evident in all three components, he said, have given radio its biggest growth rate in "many years," probably outstripping those of any other major advertising medium in the six-month period.

Mr. David disclosed the gains estimates in meetings in Detroit and Chicago winding up what he called the "most successful" series of RAB management conferences in the bureau's history.

RAB's figures for the first half put total radio sales at close to $477.4 million, made up as follows:

- Spot radio: about $145 million.
- Network radio: $37,396,000.
- Local radio: about $295 million.

Mr. David said the RAB research department's compilations put network radio's first-half gain over last year's first half at 17% and spot radio's at 11.5% and that samplings of local business indicated this category was up 13%.

The national-sales estimates were based on final first-half figures on network radio advertising, from which the RAB is releasing today (Oct. 17) the estimated expenditures of the top 100 network radio users for the period (see list on next page), and on similar estimates nearing completion on spot radio expenditures.

Mr. David said figures on spot radio's biggest customers would be ready for publication within a few weeks.

Pace to Continue • Although Mr. David did not project radio business for the full year, all recent signs have pointed to a continuation of the full-steam-ahead pace that marked the first six months.

A roundup by Broadcasting only a month ago indicated that radio's national sales alone in 1966 would eclipse 1965's by a minimum of 10%—and on the strength of last week's estimates for the first half there was speculation that the margin might be wider.

RAB's own estimates in September envisioned national sales aggregating around $355 million for the full year, compared with $323 million in 1965 (Broadcasting, Sept. 19).

RAB President David has been urging broadcasters throughout this fall's series of management conferences not to let surging sales make them complacent and cause them to ease up in their selling efforts.

"Complacency," he said, is the "biggest danger" in the months ahead.

His list of top 100 network radio advertisers showed General Motors far out in front with an investment approaching $3.4 million—more than half of its 1965 full-year total. The top 10 and their first-half network radio expenditures as estimated by RAB:

1. General Motors $3,395,000
2. Campbell Soup Co. $1,850,000
3. Florida Citrus Commission $1,871,000
4. State Farm Mutual Insurance $1,474,000
5. Liggett & Myers Tobacco $1,313,000
6. Mennen Co. $1,154,000
7. Sterling Drug $1,035,000
8. Reynolds Tobacco $971,000
9. Wm. Wrigley Jr. Co. $970,000
10. Chrysler Corp. $962,000

RAB's network radio estimates are compiled from reports supplied by all four national networks: ABC, CBS, MBS and NBC.

Study of Spot • Its spot radio estimates are compiled by an independent accounting firm from confidential information supplied by leading stations and station-representation firms.

In making public the RAB estimates last week Mr. David took occasion to thank all who contributed to them and thus helped put radio "so solidly in the ranks of the measured media."

He said that "the easy availability of these radio figures may have actually contributed to the general gain [in billings], because they provided documentation of the extent of the radio investment of major firms and the variety of the advertisers using the medium."

He also urged stations to continue to submit their billings reports promptly, "because while most data does come in quickly, we are still lagging behind other media in the period between the actual date and the date of publication."

Highlight of Meetings • The estimates were a highlight of RAB management conferences held Monday and Tuesday in Detroit and Thursday and Friday in...
Network radio pace beats '65
Top 100 advertisers spend over $35 million in first six months compared to $67 million for all radio in '65

Investment in network radio by the top 100 advertisers of the medium reached an estimated $35,336,000 for the first six months of 1966, according to a compilation being released today (Oct. 17) by the Radio Advertising Bureau.

For the full year of 1965, network radio income from all advertisers was placed at $67,900,000.

General Motors Corp. and Campbell Soup, which have been consistently heavy network radio advertisers, led the list with $3,395,000 and $1,850,000 respectively for the first half of 1966. The Florida Citrus Commission, which spent an estimated $637,000 in all of 1965 was in third spot with a hefty $1,571,000 for the first half of this year (also see page 31).

Miles David, RAB president, said that spot radio expenditures by advertisers and brands for the first half of 1966 will be released with a few weeks. The network information was compiled from reports from ABC Radio, CBS Radio, Mutual and NBC Radio.

Top 100 network radio advertisers
(by brands)
First 6 months 1966

<table>
<thead>
<tr>
<th>Brand</th>
<th>Estimated expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oldsmobile cars</td>
<td>371,000</td>
</tr>
<tr>
<td>Pontiac cars</td>
<td>482,000</td>
</tr>
<tr>
<td>2. Campbell Soup Co.</td>
<td>1,850,000</td>
</tr>
<tr>
<td>Campbell beans</td>
<td>650,000</td>
</tr>
<tr>
<td>Campbell soups</td>
<td>499,000</td>
</tr>
<tr>
<td>Campbell V-8 Juice</td>
<td>701,000</td>
</tr>
<tr>
<td>3. Florida Citrus Commission</td>
<td>1,571,000</td>
</tr>
<tr>
<td>Citrus fruits</td>
<td>785,000</td>
</tr>
<tr>
<td>Frozen orange juice</td>
<td>786,000</td>
</tr>
<tr>
<td>4. State Farm Mutual</td>
<td>1,474,000</td>
</tr>
<tr>
<td>Automobile Insurance Co.</td>
<td>1,474,000</td>
</tr>
<tr>
<td>5. Liggett &amp; Myers Tobacco Co.</td>
<td>1,313,000</td>
</tr>
<tr>
<td>Chesterfield cigarettes</td>
<td>206,000</td>
</tr>
<tr>
<td>L&amp;M cigarettes</td>
<td>1,107,000</td>
</tr>
<tr>
<td>6. The Menen Co.*</td>
<td>1,154,000</td>
</tr>
<tr>
<td>Men's toiletries</td>
<td>1,154,000</td>
</tr>
<tr>
<td>7. Sterling Drug, Inc.</td>
<td>1,035,000</td>
</tr>
<tr>
<td>Bayer aspirin</td>
<td>512,000</td>
</tr>
<tr>
<td>Enquirer spot remover</td>
<td>70,000</td>
</tr>
<tr>
<td>Ironized Yeast</td>
<td>259,000</td>
</tr>
<tr>
<td>Phillips Milk of Magnesia</td>
<td>194,000</td>
</tr>
<tr>
<td>8. R. J. Reynolds Tobacco Co.</td>
<td>971,000</td>
</tr>
<tr>
<td>Camel cigarettes</td>
<td>606,000</td>
</tr>
<tr>
<td>Salem cigarettes</td>
<td>82,000</td>
</tr>
<tr>
<td>Winston cigarettes</td>
<td>283,000</td>
</tr>
<tr>
<td>9. Wm. Wrigley Jr., Co.</td>
<td>970,000</td>
</tr>
<tr>
<td>Wrigley gum</td>
<td>970,000</td>
</tr>
<tr>
<td>10. Chrysler Corp.</td>
<td>962,000</td>
</tr>
<tr>
<td>Chrysler cars</td>
<td>4,000</td>
</tr>
<tr>
<td>Customer Car Care</td>
<td>229,000</td>
</tr>
<tr>
<td>Dodge cars</td>
<td>4,000</td>
</tr>
<tr>
<td>Plymouth cars</td>
<td>698,000</td>
</tr>
<tr>
<td>Mine engines</td>
<td>27,000</td>
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<tr>
<td>11. General Mills, Inc.</td>
<td>943,000</td>
</tr>
<tr>
<td>Bisquick</td>
<td>767,000</td>
</tr>
<tr>
<td>Cereals</td>
<td>176,000</td>
</tr>
<tr>
<td>12. Eversharp, Inc. *</td>
<td>927,000</td>
</tr>
<tr>
<td>(Schick Safety Razor Div.)</td>
<td>927,000</td>
</tr>
<tr>
<td>Schick razors, blades &amp; shave cream</td>
<td>927,000</td>
</tr>
<tr>
<td>13. National Dairy Products Corp.</td>
<td>729,000</td>
</tr>
<tr>
<td>Kraft Foods Div.</td>
<td>729,000</td>
</tr>
<tr>
<td>Kraft marshmallows</td>
<td>44,000</td>
</tr>
<tr>
<td>Parkay margarine</td>
<td>685,000</td>
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</table>

Chicago. The Chicago sessions closed out a series of six such regional meetings, which opened in Atlanta Sept. 12-13. Others were in San Francisco, Houston and Tarrytown, N. Y.

RAB officials said the series was the most successful RAB ever had held and attributed the widespread acceptance to a general desire of broadcasters to inject more professionalism into sales management and also to the tailoring of conference programs into separate sessions for large-market and smaller-market broadcasters.

Theme of the conference series was sales management and the program featured both broadcasters and RAB executives in case histories, reports and presentations showing how billings can be advanced not only by sales techniques but also by a wide range of other factors including news, sports, community involvement, specialized programming and more effective overall management and administration.

RAB executives who participated in all of the conferences, aside from Mr. David, were Robert R. Alter, executive vice president; Maurice E. (Doc) Fidler, sales vice president; Edward A. Whitney, Jr., director of the small markets division, and Jonne Murphy, director of media services.

It's all business for panels at TVB meeting

Approximately 260 executives are expected to attend the 12th annual meeting of the Television Bureau of Advertising in Chicago at the Continental Plaza hotel, Nov. 15-18.

Three panel discussions will be held during the meeting. One will be on "the business of advertising," and speakers will be Peter W. Allport, president of the Association of National Advertisers; Thomas B. McCabe Jr., vice president and group executive of the Scott Paper Co., and Alfred L. Plant, vice president and director of advertising, Block Drug Co., Inc.

A second panel on "the business of advertising agencies" will present the views of Thomas B. Adams, president of the Campbell-Ewald Co., Detroit; John Crichton, president of the American Association of Advertising Agencies and Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co. The third panel on "the business of media" will feature a discussion by John W. Davis, senior vice president and director of media of Honig-Cooper & Harrington, San Francisco; Bern Kanner, senior vice president and director of media...
<table>
<thead>
<tr>
<th>Company</th>
<th>Estimated Expenditure</th>
</tr>
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<tbody>
<tr>
<td>33. Bobrick Corp.</td>
<td>301,000</td>
</tr>
<tr>
<td>34. Brunswick Corp.</td>
<td>279,000</td>
</tr>
<tr>
<td>35. Capezio</td>
<td>192,000</td>
</tr>
<tr>
<td>36. Central City Sports Co.</td>
<td>87,000</td>
</tr>
<tr>
<td>37. Lyle Milk &amp; Choc.</td>
<td>270,000</td>
</tr>
<tr>
<td>38. General Foods Corp.</td>
<td>231,000</td>
</tr>
<tr>
<td>39. Time, Inc.</td>
<td>267,000</td>
</tr>
<tr>
<td>40. The Kellogg Co.</td>
<td>226,000</td>
</tr>
<tr>
<td>41. Luden's, Inc.</td>
<td>226,000</td>
</tr>
<tr>
<td>42. Nationwide Insurance Co.</td>
<td>222,000</td>
</tr>
<tr>
<td>43. Retail Clerks International Assn.</td>
<td>209,000</td>
</tr>
<tr>
<td>44. Colgate-Palmolive Co.</td>
<td>208,000</td>
</tr>
<tr>
<td>45. Sunair Refining Co.</td>
<td>207,000</td>
</tr>
<tr>
<td>46. Standard Household Products Corp.</td>
<td>203,000</td>
</tr>
<tr>
<td>47. Holiday Inns of America, Inc.</td>
<td>200,000</td>
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<tr>
<td>48. Eastern Products Corp.</td>
<td>197,000</td>
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<tr>
<td>49. Florists Telegraph Deliv. Assn.</td>
<td>197,000</td>
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<tr>
<td>50. Billy Graham Evangelistic Assn.</td>
<td>197,000</td>
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<tr>
<td>51. Knox Gelatine, Inc.</td>
<td>187,000</td>
</tr>
<tr>
<td>52. Mutual of Omaha Insurance Co.</td>
<td>187,000</td>
</tr>
<tr>
<td>53. Newsweek, Inc.</td>
<td>180,000</td>
</tr>
<tr>
<td>54. Beatrice Foods, Inc. (La Choy Div)</td>
<td>178,000</td>
</tr>
<tr>
<td>55. Ocean Spray Cranberries Inc.</td>
<td>178,000</td>
</tr>
<tr>
<td>56. Mother Mfg. Corp. (Chap Stick Div)</td>
<td>169,000</td>
</tr>
<tr>
<td>57. Purex Corp., Ltd.</td>
<td>169,000</td>
</tr>
<tr>
<td>58. Water Specialties Co.</td>
<td>168,000</td>
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<thead>
<tr>
<th>Company</th>
<th>Estimated Expenditure</th>
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</thead>
<tbody>
<tr>
<td>59. Mentholatum Co.</td>
<td>166,000</td>
</tr>
<tr>
<td>60. F &amp; F Industries, Inc.</td>
<td>165,000</td>
</tr>
<tr>
<td>61. ChapStick Co.</td>
<td>162,000</td>
</tr>
<tr>
<td>62. Hopp's</td>
<td>162,000</td>
</tr>
<tr>
<td>63. 3M Company</td>
<td>155,000</td>
</tr>
<tr>
<td>64. National Brew Co.</td>
<td>149,000</td>
</tr>
<tr>
<td>65. Masfadden-Bartell Corp.*</td>
<td>137,000</td>
</tr>
<tr>
<td>66. Quaker State Oil Refining Corp.</td>
<td>133,000</td>
</tr>
<tr>
<td>67. North American Van Lines Inc.</td>
<td>132,000</td>
</tr>
<tr>
<td>68. Church &amp; Dwight Co.</td>
<td>130,000</td>
</tr>
<tr>
<td>69. Arm &amp; Hammer Baking Soda</td>
<td>128,000</td>
</tr>
<tr>
<td>70. Holtzman's Products Corp.</td>
<td>128,000</td>
</tr>
<tr>
<td>71. E. C. Dewitt &amp; Co., Inc.</td>
<td>119,000</td>
</tr>
<tr>
<td>72. Adolph's Ltd.</td>
<td>117,000</td>
</tr>
<tr>
<td>73. Meredith Publishing Co.</td>
<td>109,000</td>
</tr>
<tr>
<td>74. Technical Chemicals, Inc.</td>
<td>106,000</td>
</tr>
<tr>
<td>75. K2R spot lighter</td>
<td>106,000</td>
</tr>
<tr>
<td>76. Miller Brewing Co.</td>
<td>106,000</td>
</tr>
<tr>
<td>77. National Biscuit Co.*</td>
<td>102,000</td>
</tr>
<tr>
<td>78. R. C. Elgerton, Inc.</td>
<td>101,000</td>
</tr>
<tr>
<td>79. Field Enterprises, Inc.</td>
<td>99,000</td>
</tr>
<tr>
<td>80. Dunn &amp; McCarthy, Inc.</td>
<td>94,000</td>
</tr>
<tr>
<td>81. American Home Products Corp.</td>
<td>92,000</td>
</tr>
<tr>
<td>82. The O'Brien Co.</td>
<td>90,000</td>
</tr>
<tr>
<td>83. Savings &amp; Loan Foundation, Inc.</td>
<td>88,000</td>
</tr>
<tr>
<td>84. Kellogg</td>
<td>88,000</td>
</tr>
<tr>
<td>85. United Carbid Co.</td>
<td>85,000</td>
</tr>
<tr>
<td>86. Prestone Oil Mfrs.</td>
<td>85,000</td>
</tr>
<tr>
<td>87. The Reader's Digest Assn., Inc.</td>
<td>83,000</td>
</tr>
<tr>
<td>88. Alcan Aluminum Corp.</td>
<td>82,000</td>
</tr>
<tr>
<td>89. Block Drug Co.</td>
<td>80,000</td>
</tr>
<tr>
<td>90. National Broadcasting Co.</td>
<td>79,000</td>
</tr>
<tr>
<td>91. Sunbelt Smokers Corp.</td>
<td>79,000</td>
</tr>
<tr>
<td>92. California Prune Advisory Board</td>
<td>78,000</td>
</tr>
<tr>
<td>93. California Prune Advisory Board</td>
<td>78,000</td>
</tr>
<tr>
<td>94. Testor Corp.</td>
<td>78,000</td>
</tr>
<tr>
<td>95. Spra-Pla &amp; household cement</td>
<td>78,000</td>
</tr>
<tr>
<td>96. Lindsay Rippey Co.</td>
<td>75,000</td>
</tr>
<tr>
<td>97. Safeway Raisin Growers of Calif.</td>
<td>73,000</td>
</tr>
<tr>
<td>98. Lutheran Laymen's League</td>
<td>67,000</td>
</tr>
<tr>
<td>99. Voice of Prophecy</td>
<td>67,000</td>
</tr>
<tr>
<td>100. CIBA Corp.</td>
<td>66,000</td>
</tr>
<tr>
<td>101. Antivox poison ivy spray</td>
<td>65,000</td>
</tr>
<tr>
<td>102. Lockheed Aircraft Corp.</td>
<td>65,000</td>
</tr>
<tr>
<td>103. U.S. Tobacco Corp.</td>
<td>65,000</td>
</tr>
<tr>
<td>104. Wallace &amp; Tiernan, Inc.</td>
<td>55,000</td>
</tr>
<tr>
<td>105. WTS Pharmacist Div.</td>
<td>55,000</td>
</tr>
</tbody>
</table>

Source: Radio Advertising Bureau, Inc. Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS and NBC networks. This makes them comparable to data for other media including spot radio, spot TV and network TV.

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy. More complete brand data are anticipated in the future.

Management, Benton & Bowles, and Herbert D. Manelove, vice president and media director, BBDO.

In a separate announcement, TVB said that by the time of the organization's annual meeting, a total of 94 TV stations will have received special visit presentations since the start of the program on April 25. More than 850 station sales offices and staffs have attended these meetings, at which TVB executives discuss TV trends, presentations in the retail field, low-cost production methods and proven sales techniques.

**Pepsi to pour it on with new 'cold' slogan**

Pepsi-Cola Co., New York, which for years has "poured in on" about Pepsi's warm public acceptance—"come alive, you're in the Pepsi generation" (since 1964), "be sociable" (1950's), and "12 full ounces, that's a lot" (1940's)—is now literally turning on the "cool" with a new multimillion dollar "cold" taste campaign: "taste that beats the others cold... Pepsi pours it on."

Last month James B. Somerall, president and chief executive officer, announced Pepsi-Cola Co. would budget $30 million for advertising during 1967 (up 15% over this year). The new "cold" campaign represents its first step in that direction. Pepsi said the campaign objective is to "pre-empt coldness' in the soft drink business."

Over half the 1967 budget will filter into advertising the "Pepsi-Cola" drink, according to a company spokesman. (The company also will advertise "Mountain Dew," "Patio" flavors, "Team" and "Diet Pepsi." ) Heaviest Pepsi advertising will be in TV and radio, he said. Pepsi is arranging its radio schedule through some 520 bottlers. In network TV, Pepsi has already purchased participations on 30 separate programs (Oct. 12-Dec. 31): 13 on ABC-TV, 10 on CBS-TV and 7 on NBC-TV.

Six different TV commercials are being programed in lengths of 60, 40 and 20 seconds. Each features a vigorous exercise, then the participant "pours it on" with Pepsi Cola. In 20-second intervals the topics include such exercises as frugging, tree topping, auto speed racing and threshing wheat.

Radio spots feature a rock-'n'-roll beat performed by three singing groups: the Four Tops, Trade Masters and the Hondells.

Pepsi's agency is BBDO, New York.
A new rein on commercials?

FCC votes to get commercial promises now from all radio and television stations—and explanations from all those that exceed NAB code standards

The FCC last week took a long step toward adopting as its own standards the commercial time restrictions in the National Association of Broadcasters' television and radio codes—although commission officials denied that they wanted to become a code-enforcement agency.

The commission gave preliminary approval to a questionnaire requiring that every radio and television licensee who proposes to exceed the code limitations must justify his excess in the public interest.

The questionnaire would establish 18 minutes of commercials per hour for radio and 16 minutes for television as the FCC standard. The NAB radio code prescribes 18 minutes as the maximum commercial time per hour. The NAB television code prescribes 16 minutes and 20 seconds in all time periods other than prime time, during which the code prescribes 10 minutes and 20 seconds of commercials per hour.

Licensees proposing to carry more than 18 minutes of commercials per hour on radio and 16 on television would be required in the questionnaire to "state the basis on which licensee concluded that such proposed commercial practices will be consonant with the needs and interests of the community which the licensee serves."

Oh, No • Commission officials went out of their way last week to make the questionnaire appear as a retreat from former practices that had been criticized as oblique methods of enforcing the commercial time standards in the industry codes. One said this would take the commission "out of the code business."

Their assertion was evidently based on the opportunity that licensees will have to exceed code limits—with acceptable justification. At this point, however, no one at the FCC knows what kind of justification will be acceptable.

The questionnaire, which must be approved by the Bureau of the Budget before it can be sent to licensees, is designed primarily to put all renewal applicants on an equal basis—those who file renewal applications on the old AM-FM and TV program-reporting forms and those who are filing on the new ones.

The question on future proposals is taken directly from the AM-FM form, used for the first time by applicants whose renewal date was April 1, and the TV form, which was issued by the commission two weeks ago and is to become effective for renewal applicants filing after Jan. 1, 1967.

Radio renewal applicants who filed up until the end of last year and TV licensees who are still filing renewal applications, are reporting on forms that request information not in terms of all commercial matter (spots and continuity) but in terms of numbers and lengths of commercial spots.

Under the normal course of events, many of the nation's broadcasters would not be shifted over to the new basis of reporting proposed policy for more than two years. The questionnaire will get all of them shifted over at one fell swoop.

No New Standards • The questionnaire states that the commission is not proposing any new standards of commercialization. But the document, approved 7-to-0, is a step toward establishing a new policy on commercials.

The expectation now is that the commissioners "will formulate instructions" to the staff as to what kinds of commercialization questions are to be brought to them, a staffer said. A station's performance will be checked against its promise, as in the past. But no rule of thumb has been established as to the amount that will warrant a commission inquiry.

Commission efforts at policing over-commercialization have been stalled since August, when the commissioners decided to rethink their policy in hopes of coming up with a procedure that a substantial majority could support. The commission frequently split 4 to 3 on overcommercialization questions, and the implementation of the policy itself depended on the makeup of the commission at any given time.

The commission began its case-by-case campaign in January 1964, when congressional pressure forced it to abandon a proposal to adopt a rule limiting commercial time. Staff members were instructed to check station performance against promise, and later to question stations that proposed commercial policies that appeared excessive.

Troubles for NAB • Commission examination of stations' commercial proposals caused pain to NAB code officials on two counts. The commission queried code members who proposed more time than permitted by the code. How, commission letters asked, could the station represent itself as a code member and then exceed the code's limits? This was regarded by some as commission enforcement of an industry code.

And while radio-code members were thus reined into an 18-minute limit (as prescribed by the code) by the commission, noncode radio stations were

The loot that got away on four-game World Series

If the World Series had gone a full seven games instead of four straight to the Baltimore Orioles, NBC-TV would have collected $427,-500 more from each of the advertisers who bought a quarter sponsorship in a baseball package that included the series, the 1966 All Star Game and the Game of the Week.

If the series had gone seven games, the games in the package would have totaled 36, or a cost to each of the major sponsors (Chrysler, Gillette and R. J. Reynolds Tobacco) of $5.13 million. This is calculated on $28,500 per five minutes worth of commercial time per game, or 180 minutes for 36 games.

With the series cut to four games, the package total came to 33 games, bringing the total paid by each of the three principal advertisers to $4,702,500. The other fourth sponsorship of the package was sold to a number of advertisers, including two-Motorola and Humble Oil—on a national basis, plus seven others on a regional basis.
Atlanta is sold on WSB Radio

Atlanta . . . a major market on the move. Busy people going places, doing things and spending money. Almost $3 billion annually.* Right in the midst of it all is beaver-busy WSB Radio . . . meeting the needs, wants and desires of Atlanta's largest radio audience† . . . 93% adult . . . the audience with purchase power. Sell in company with America's top advertisers — put the WSBeavers to work for you today!

† Mediasat, June-July, 1966

WSB RADIO ATLANTA

wsb-am 750 . . . wsb-fm stereo 98.5

NBC affiliate. Represented by Edward Petry & Co., Inc.

COX BROADCASTING CORPORATION: stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOE AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC-TV, Pittsburgh.

BROADCASTING, October 17, 1966
Are small market radio commercials tops?

Radio's creativity was demonstrated forcefully in Kansas City Wednesday to advertisers and agencies in that area when Radio Advertising Bureau's Miles David talked before the Advertising and Sales Executives Club there. Some 300 attended.

As guests arrived at the luncheon meeting their names were voice recorded on tape. Later the tape was played fast and stopped down to regular speed at random to announce the names for door prizes—transistor radios, of course. There were also free public service announcements on local stations for the charity of the winners' choice.

Pams Productions, Dallas, also donated a free musical commercial for a grand prize. A demonstration version welcomed Mr. David and the special radio event there.

Mr. David explained it is the "customer creativity" of local agencies and advertisers which has produced the selling messages and business momentum of radio today. He noted market size or budget weight have little to do with truly creative use of the medium and played examples of small market commercials which he considers matches any on the air today.

The RAB president reported another sidelight of the all radio methodology study. He said it showed that the auto radio audience today "is reminiscent of prime night time television."

He said 60% of the time an auto with radio is being used the radio is in use too, exclaiming "you don't get penetration numbers like that very often in any medium."

Chairman of the club's radio day committee was George W. (Bud) Armstrong, executive vice president-general manager, WHB Kansas City. Club president is E. K. Hartenbrower, vice president-general manager, KCNO Kansas City.

free to propose up to 20 minutes before the staff suggested a letter of inquiry. The effect of this double standard, NAB officials said, was to cause defections from the code. (No rule of thumb had been devised for noncode television stations.)

But the new questionnaire is designed to meet both complaints, commission officials said. The questionnaire, it was pointed out, is addressed to all stations, whether code members or not.

The Budget Bureau, which must approve all such government questionnaires, received a copy last week. Commission officials hope for clearance soon, possibly this week.

NAB cigarette ad guide called a step forward

Senator Warren G. Magnuson (D-Wash.), who has maintained a close watch on cigarette-advertising practices and has sponsored legislation on the subject, has called the National Association of Broadcasters TV code board's new guides on cigarette ads "a step in the right direction."

But, the chairman of the Senate Committee also warned he intends "to carefully examine the actions taken by the various groups such as the television and radio industry to determine whether additional legislation may be necessary in this field." A few months ago Senator Magnuson introduced a bill requiring all cigarette packages and advertising to display notices of tar and nicotine contents (Broadcasting, Aug. 1.)

The proposed NAB guidelines (Broadcasting, Oct. 10) would seek to curb cigarette advertising appealing to young people, prohibit the use of sports figures and persons in uniforms in advertising and allow factual nicotine and tar statements, among other things. Senator Magnuson also reiterated a previous stand on the matter. He has said any adult should have "the right to choose his own poison," but that he also had the right to know the risk he was taking.

Agency appointments . . .

- Glamorene Products Corp., Clifton, N. J., has appointed Daniel & Charles Inc., New York, as agency for the company's line of rug cleaners, cleaning appliances, accessories and other household specialty products.
- Pearl Brewing Co., San Antonio, Tex., has appointed Tracy-Locke Co., Dallas, to handle subsidiary Judson's candy advertising.

make-up department of the film company, cosmetics are said to be same professional product used by on-screen performers. First year's budget is estimated to be in excess of $1 million.


How special lineup can outrate networks

Xerox Corp., Rochester, N. Y., last week claimed success for its hour documentary special, Storm Signal. The program was broadcast during prime time on an independently organized 105-station line-up during the week of Sept. 4. Donald L. Clark, Xerox vice president for corporate advertising, quoted the A. C. Nielsen Co. to the effect that Storm Signal was available to 92.1% of the nation's television homes and reached 38% of them. Mr. Clark also said the show achieved the fourth highest rating among the 56 documentaries televised in 1966—12.1-million homes, with a total audience rating of 22.1. During the average minute, the show was tuned in by 9.55-million homes for an average audience rating of 17.4.

Mr. Clark said: "This record proves once more it is possible to assemble a group of stations and present a program to a national audience as large and good as that delivered by any network. We plan definitely to follow the same procedure under similar circumstances in the future."

A Xerox spokesman in New York commented that even if Xerox was able to buy prime network time, as it was not for Storm Signal, "we might decide this fourth network was the best buy anyway."

Storm Signal, winner of the first prize for TV documentaries at the Venice Film Festival this year, was produced for Xerox by Bob Drew Associates. The show deals with the daily life of a young couple addicted to heroin.

Rep appointments . . .

- WKNR Detroit: Metro Radio Sales, Detroit.

No, we're not an airline.

Worldwide distribution of the best film programs in all television—that's our line. From the ground up, it's a first-class operation.

Case in point: our Operations Department. It's the best in the syndicated film business. Also the largest. And the most experienced. And the most completely automated. There's expert domestic and international routing from both U.S. coasts. Plus direct telex to overseas offices... painstaking print quality control... automated master inventory control... inventory maintenance in Toronto, London, Zurich, Sydney, Tokyo, Sao Paulo, and Miami, as well as Los Angeles and New York. It adds up to superlative service. From sales agreement to print delivery to sales service to billing—smooth, professional, trouble-free.

So buy CBS Films for the best syndicated product and the best service. Come air time, you'll be flying high!

CBS Films
TV exhorted to run harder
Chicago retailer, about to begin extensive color tests, cites TV's strong points but points to areas where newspapers are doing better job

The chief advertising executive of Carson, Pirie, Scott & Co., major Chicago department store, called upon television last week to put forth much more effort in helping retailers make the transition into the newer medium.

Richard B. Schlesinger, vice president for sales promotion and advertising at Carson's, told the Broadcast Advertising Club of Chicago that newspapers have run circles around broadcasters in both serving and servicing the marketing needs of retailers. But after all, he admitted, the print medium has been around much longer and retailers are staffed with people steeped in print traditions.

Carson's this fall is undertaking an extensive test of color TV in cooperation with WMAQ-TV Chicago. Special low cost yet quality-image video tape commercials using a fast and flexible format have been devised by Carson's special television agency, Powell, Schoenbrod & Hall, for use in the test that is expected to attract wide attention in the retail field as well as in broadcasting (Broadcasting, Aug. 8).

There is a Difference • "We know well that television is the first true communications innovation since the invention of movable type," Mr. Schlesinger said, "and we know that television is today a relevant medium. What we ask is that you stop trying to sell us in the same way that you sell other advertisers."

He suggested that television "sell us with much more constructive ideas, against a background of your own thorough knowledge of department store merchandising and advertising problems."

TV must develop techniques that take into account "the very special problems" of the department store, he said.

Mr. Schlesinger explained that in using TV a department store must pay to reach many people who cannot conveniently go to the store or its often very few branches. "Further, we must pay to reach others who may live within our shopping areas but who are outside of the economic bracket we are set up to serve," he said.

Another problem in TV, and also in radio, he continued, is how to create the equivalent of the double-spread newspaper ad containing 80 different products. The reader of the paper can read when he wants to and what interests him, he noted.

Even licking this, he said, another hurdle is to make the local TV commercial match the quality of the store image as well as the quality of other commercials. The big-budget national advertisers, he noted, can put a lot of money on just a few spots and use them a long time on the networks but the local store must make a great many spots whose life and exposure are very limited and do it with much less money.

Newspaper Offerings • "We hope you will understand how we come to wonder when we go into television just what we will use to take the place of the traditional newspaper tear-sheet," Mr. Schlesinger observed. "What are we going to use instead of the other point-of-sale material which the newspapers have always provided for us?" he asked. "Will we have to produce something ourselves or will you give it to us as the newspaper does?"

He said retailers from experience can predict precisely the amount of sales a page of newspaper advertising will generate. TV will have to come up with equivalent measures, he said.

Mr. Schlesinger hoped television would examine closely all of the varied marketing research and sales services that newspapers have given retailers "and then duplicate or even improve on those services." Suggesting broadcasters have no idea how extensive they really are, he explained "we often invite top-level newspaper personnel to key meetings at which basic development and planning is conducted."

Further, he said, "it is not unusual when we are informing the financial community of our progress and prospects, we bring along one of these newspaper ad experts, so highly regarded are their opinions. Obviously television has a long way to go before the opinions of their personnel attain similar respect."

Limitations of Newspapers • But newspapers are not the ultimate answer to the retailers' problems, he acknowledged, indicating perhaps why TV and especially color TV are getting a more favorable consideration.

"Newspapers are getting thicker in...
Welcome Bud Neuwirth, Bill Dallmann, Harry Durando, John Brady, Pat Norman, Jack Murphy, Dick Ullman, Mike Wiener, Dick Hammer, Jack King, Kevin Cox, Bob Williamson, Jim Fox, Mickey Luckoff, Red Rizor, Glenn Gilbert, Carl Lanci, Tom Marks, Gordon Copeland, Bruce Johnson, and Ray Padden.

It’s good to have you on our team.
47.88 a month?
Look again.

Look under the “88.” There, set in type for all the world not to see, are the words “semi-monthly.”
Ye gads! Semi-monthly! How many readers do you think would be tricked into thinking $47.88 is a monthly payment? Too many.

Chalk one up to deception! Chalk up one more smear of guilt-by-association against the name of every honest man in your business... and ours.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing everything in its power to erase advertising like this. But we can't do it alone.
We need the help of everyone in publishing, broadcasting and advertising.

You have the biggest eraser of all.
You can refuse to have anything to do with dishonest and deceptive advertising. It takes some doing. But in the long run, a “say no” policy will benefit you, the consumer, and the vast majority of new-car dealers who deal only with the truth.

Send for your free copy of “Recommended Standards of Practice for Advertising and Selling, Rental or Leasing of Automobiles” published by N.A.D.A. in cooperation with the Association of Better Business Bureaus International.
content, increasing the competition for
the reader's interest,” he said, noting
also that newspapers are getting pro-
portionally smaller in circulation too.
“They are increasingly unable to reach
out to suburban areas where some of
our stores are located,” he said, and
costs for ad space are rising.
“Finally,” he said, “they are not
able to capture any audience as large
as that of TV, as you have told us.”

TV-station
research is blah

That's what 4A's says
in new report; networks,
TVB, reps score higher

Television stations were given poor
marks as researchers in a report issued
last week by the American Association
of Advertising Agencies.
The report said research produced by
the networks and the Television Bureau
of Advertising “is generally well re-
garded” and that “certain station repre-
sentatives” have also produced “some
fine studies,” but that “among stations,
there are only a few whose research
attempts are taken seriously” by agen-
cies.

In fact, the report said, “perhaps the
best use stations can make of their re-
search budgets is to concentrate virtual-
ly all of it on the support of larger
sample sizes for the syndicated rating
reports covering their markets.”

This, the report continued, would not
only permit better demographic and
other breakdowns of rating figures but
would also result in the research being
conducted by organizations, “such as
Nielsen or American Research Bureau,”
whose work has good agency accept-
ance.

Better Data • It would also give sta-
tion salesmen “a lot more useful and
acceptable data with which to make a
sale and at the same time would give
the buyer a much sharper tool for
matching audiences and product users,”
the report added.

The report, “How Advertising Agen-
cies Evaluate Various Types of Research
Issued by Television Stations, Networks
and Representatives,” was prepared by
a subcommittee of the AAAA research
committee under the direction of Paul
Keller of Reach, McClinton & Co.
Copies are being made available to
broadcasters through industry associa-
tions.

The report said agencies look to the
TV industry to supply some types of
research but not others, although they
are glad to get the latter, too, if the
work is done right.

“In general,” the committee said, “the
TV industry is looking to for help in
areas germane to media evaluation and
selection. Thus, development of cover-
age data, special audience studies and
qualitative research investigations are
—in that order,—of most help to agen-
cy researchers and media people.”

The committee also said:
“On the other hand, stations are not
really expected to supply sales data,
marketing facts and statistics. This is
not to say that this type of information
is not helpful. It is just that marketing
facts and statistics are relatively easy to
obtain from standard sources, and sales
data are generally best left to the adver-
tiser or his agency.”

The report stressed the need for
standardization and called upon agen-
cies to let broadcasters know what re-
search they need and how they want it,
particularly through a continuation of
standardization work by the AAAA but
with active support by broadcasters.

Filmexpress to speed
up quality color film

Filmex Inc. announced last week it
has formed a new division called Film-
express to assure quality color prints
and rapid delivery.

Robert Bergmann, president of Film-
ex, said the guaranteed service and prior-
ity treatment to Filmex clients is made
possible through an arrangement made
with the Universal Studio Optical Di-
vision and the new plant of Technicolor
Corp. at Universal City, Calif.

New appointments to Filmexpress's
staff are Stephen Kambourian, vice
president; Patricia Linburn, general
manager, and Jacki Vaden, head of
client services department.

Also in advertising...

Music for spots • Randy Van Horne
Productions Inc. has been formed at
4758 Lemona, Sherman Oaks, Calif., to
produce music for radio-TV commer-
cials, recordings, motion pictures and
television programs. Officers are Randy
Van Horne, president and treasurer,
and Aime Vereeke, vice president.

More facilities • Video Editors, New
York, has opened a second East Side
annex at 30 East 40th Street, consisting
of an editorial complex, a screening
room and film storage room.

Are advertisers missing best bet in January?

Harrington, Righter & Parsons
Inc., New York, contends in a re-
vised presentation that the month of
January is the top television viewing
month but paradoxically advertisers
reduce their budgets during this peri-
od instead of capitalizing on the high
sets in use, a choice of top spot
availabilities and a substantially low-
er cost-per-thousand. HR&P fashion-
ed a similar presentation in 1960 that
was less detailed.

The national representative firm,
which has given the presentation to
some agencies and advertisers, re-
ports the information stirred the in-
terest of media executives who had
not fully grasped the implications of
a January spot-TV drought during a
period of high viewership.

HR&P points out that January
1965 and January 1966 were two of
the lowest billing months in the past
six years. In January 1965, the presen-
tation states, there were 60% few-
er dollars spent by national advertis-
ers than in October 1965 although
the January sets in use were 21%
higher than the October level.

The presentation notes that Janu-
ary traditionally has been a slow ad-
vertising month because of the be-
 nefit that families do not have post-
Christmas budgets to invest in high-
cost merchandise. But HR&P em-
phasizes that 82% of all products in
spot TV are low-cost items that are
purchased in either drug or gro-
cery stores, and are not the big-
ticket items advertised in the printed
media.

The representative firm plans to
continue its efforts to urge advertis-
ers and agencies to start their cam-
paigns in January and has made its
presentation available to the Tele-
vision Bureau of Advertising. It esti-
mates that as much as an added $50
million could be directed into spot
TV if its “start in January” campaign
gains momentum.

During 1960-61 when HR&P
made its original presentation on the
need for a January beginning, more
than $15 million was added to spot
TV during January 1961, according to
James Parsons, partner. But when the
effort abated, he added, the vol-
ume began to drop again. So HR&P
plans a continuous campaign now.
Change is theme at AWRT meet

Radio-TV women hear of growing audience sophistication; east-central conference panel also stresses creativity

The changing patterns of audiences and commercials as the broadcast media focus on more specialized and more personal communication were among topics explored before the East Central Conference of American Women in Radio and Television Oct. 8 in Chicago.

Everett Nelson, vice president and media director, Tatham-Laird & Kudner, Chicago, noted the importance to sponsors of listener and viewer sophistication in 1966 and said there is therefore a need for both better audience research and better use of that research in media planning. He also felt more information is needed on fundamentals such as the communications effect and advertising effectiveness.

Mary Porter, timebuyer at J. Walter Thompson Co., Chicago, noted too that audiences are becoming much more discriminating. She also pointed out the growing importance of the specialized audiences such as Negro and Spanish and how stations are programing to them to better serve their needs as well as those of advertisers.

The audience is many parts making up a whole, thus no longer mass, according to William Wyatt, vice president of A. C. Nielsen Co., New York, who explained how modern research makes the significant delineations. Feature films in television are one example of how new program interest can shake habitual viewers as well as nonviewers out of their usual routines, he said.

Demonstrates Range • Carl Hixson, vice president of Leo Burnett Co., Chicago, screened typical current TV spots to demonstrate the great range of creativity in contemporary commercials. The musical minute today is like a Broadway musical compressed into 60 seconds, he noted, while the story-telling spots for small children are good educational material for our “consumer trainees.” Since change is so constant he said his best advice is to “go do something new.”

Carl Nelson, vice president of Wilding Inc., Chicago, explained that the positioning of a TV commercial can be important to the making of the spot in certain cases to achieve extra impact. He showed one for Purina Dog Chow featuring a school band which was used in the telecast of the film “Music Man” just before the “76 Trombones” number.

Dick Marx, head of his own Chicago commercial music firm, acknowledged that music is not recommended for all commercials. But, he said, music can create an image or set a tone instantly when necessary.

The Toni Co.’s radio-TV director, Nancy Williams, related how the broadcast media have been a major tool over the past dozen years in winning acceptance for the home permanent and in selling her firm’s products.

Kremlin Threat • Lucy Jarvis, television documentary producer for NBC-TV, related personal experiences in Russia making the special on the Kremlin. She said it took place during the Cuban missile crisis and when she got back to the U. S. she telegraphed “why didn’t you wait?” to President Kennedy. She recalled he replied with: “I told Khrushchev if he’d take the missiles out of Cuba I’d take you out of the Kremlin.”

Terry Turner, radio-TV director of the Peace Corps, cited how broadcasters’ support of the volunteer program at both the network and station level is second only to their support of National Safety Council. He said free time last year alone was in excess of $20 million for the cause.

Mr. Turner also reported the success of educational television projects, especially in Colombia. He said the use of the TV set in the classroom there is cutting down the student dropout rate sharply in addition to being an unusually effective teaching tool.

Percy wants more money for TV

Backers of Charles H. Percy for U. S. Senator from Illinois have asked voters for more contributions since it is very likely “much more” television time will have to be purchased.

They indicated this is because of the shortened campaign caused by the political moratorium following the murder of Mr. Percy’s daughter. Republican Percy is running against incumbent Senator Paul H. Douglas (D-Ill.). The campaign was rejoined by both candidates last week.

The chairman of Mr. Percy’s finance committee is Arthur C. Nielsen Jr., president of the A. C. Nielsen Co. The agency is Gerson, Howe & Johnson, Chicago.

In the Douglas camp, meanwhile, television buys of the best-available five-minute program openings on stations about the state “is status quo,” no more and no less than originally planned, it was explained. The TV exposure will be concentrated in the final weeks before election day and as many as five shows will be bought on some outlets. The Agency is Frank McNaughton Associates.
The soundest sound in Broadcasting is the new sound of GATES

Gates Executive, 10-channel stereophonic, fully transistorized console, meets the critical needs of stereo or monaural dual-channel broadcasting.

Gates Diplomat, 10-position dual-program channel, completely transistorized console, provides all of the audio system facilities of the Executive with exception of stereo.

Gates President, dual-channel, completely transistorized console, provides 8 input mixing channels, has totally new 12-position control center. Program selection is by individual illuminated touch-control keys for precise finger-tip control. Eight ladder-type mixers accommodate 28 inputs for exceptional versatility in AM, FM or TV dual channel broadcasting.

Gates Ambassador, completely transistorized 5-channel console. 22 medium- and high-level inputs are provided with input expansion potential to 30 by using all of the 3-position utility switches.

The "Solid Statesmen" of Broadcasting...
Gates Fully Transistorized Consoles

Transistor amplifiers for superb sound reproduction. Precise finger-tip control. Ease and versatility of programming. These are the features you'll like in Gates Audio Control Consoles. And there are infinitely more. To name them all takes 24 pages in our four new illustrative brochures. "Must" reading for the progressive broadcasting engineer or executive. Write for "Solid Statesmen" console brochures.
NCTA says AT&T violates antitrust
Claims telephone company is trying to strangle community antenna TV as independent business

CATV may be poised on the brink of its own "great leap forward" and some of the activities last week in the TV antenna industry point to a significant shift in the public position of cable leaders.

The direction in which CATV seems to be moving was implied in two of last week's actions. On the one hand, Frederick W. Ford, president of the National Community Television Association, once again sounded a call for CATV operators to begin originating "public service" programs. And in the other, the trade association filed a voluminous complaint against AT&T and its associated Bell companies, charging antitrust violations and attempts to strangle CATV as an independent business.

But in both Mr. Ford's speech at the first regional meeting of the association he heads, and in the NCTA complaint to the FCC—and in several other instances—a hint of the future of cable TV is seen.

Item: Mr. Ford vigorously defended the right of CATV systems to originate programs. Although he again referred to so-called public service programming, the thrust of his speech was that no inhibitions at all should be imposed on CATV origination.

Item: In its complaint to the FCC, the NCTA in a number of instances hints at the possible uses of coaxial cable for other than off-the-air TV program service. The implications are round-about, it's true, but they're there nonetheless. One of the principal charges is that the telephone companies prohibit CATV operators who lease telephone circuits, or use telephone company poles to attach their own cables, from engaging in pay TV or other communications services.

Item: In the little town of Lakewood in Southern California the town fathers are faced with a CATV application that implies pay TV. A real estate developer aims to bring to his customers top professional sporting events, and he's going to give it to them free for the first year.

A New Course • But beyond the actions and events of last week are the reports that some CATV operators are prepared to urge the NCTA board, meeting in California this week, to chart a new course—a publicly declared policy that CATV can and should be used to furnish all types of services, including pay TV, advertising and even twoway circuits that might be useful for department stores, banks and other businesses.

Perhaps the most significant move taken by the CATV industry in years was the challenge to AT&T in the complaint filed by NCTA last week before the FCC. In it the cable industry took on the Goliath of the communications industry when it asked the commission to order AT&T and its Bell affiliates out of the CATV business.

Even as the NCTA filed its charge, the FCC itself was ordering a hearing in California on many of the issues presented by the CATV industry. The California case involves the tariffs and practices of a subsidiary of General Telephone & Electronics Co.

The challenge to AT&T was made by the CATV industry's trade association in a petition to the FCC complaining that the Bell companies and AT&T were violating the antitrust laws.

NCTA also charged that some Bell telephone companies had purposely dragged their feet on agreeing to permit CATV franchise holders to use telephone poles to attach their own cables, and in some instances had promoted competing CATV companies to lease circuits.

Cancel Tariffs • The NCTA pleading asked the FCC to cancel all Bell operating company tariffs for CATV, or, in the alternate, force the telephone companies to secure from the FCC certificates of convenience and necessity under the requirements of the common carrier section of the Communications Act. Presumably, this would enable CATV protagonists to seek and secure hearings in each instance where a telephone company proposes to furnish CATV facilities.

NCTA claimed that Bell and other telephone companies are now furnishing CATV service to 343 cable companies, either on a rental or ownership basis, and that Bell operating companies are providing this service, or have contracted to provide CATV service on a leased basis only, to 175 CATV's.

The trade association said that there are 1,707 CATV systems now operating, with 346 under construction, for a total of 2,053.

Besides the Bell companies furnishing CATV circuits, other major telephone companies in both the leasing and ownership field are GTRE and United Utilities Inc. The NCTA complaint does not, however, allude to them.

As an example of the burgeoning CATV activity of the Bell system, NCTA relates that in September 1965 the Bell system had only two leased CATV circuits operating, one in Pultaski, Va., and the other in New Palitz, N. Y.

Two Issues • The complaint by NCTA raises two major issues against the involvement of AT&T and its operating companies in CATV. The first, and most significant, is the charge that the Bell companies are violating the antitrust laws, and most particularly the 1956 consent order. The second complaint is that the Bell systems have failed to comply with Section 214(a) of the Communications Act requiring certificates from the FCC.

In its charge that the entry of Bell systems into CATV violates the antitrust laws, NCTA maintained that "it provides a method whereby CATV underwrites the construction of coaxial cable capacity which can be converted to Bell System use, while at the same time producing profit to the Bell System; and it provides a method by which the Bell System can limit uses of coaxial cable to prevent present or future com-
CATV universe still expanding, even in major markets

Any idea that the CATV industry is withdrawing its promises of multiple TV programs, including those from outside the larger cities, is being dispelled as more and more franchises are granted and bids are made for the major markets.

Only two weeks ago a group of West Virginia business and professional men received a CATV franchise for Charleston in that state. The Charleston-Huntington area is considered 45th in the FCC's list of top-100 television cities.

And last Thursday, three applicants argued for CATV grants before the Indianapolis board. Among the top 100 markets restricted under the FCC's CATV rules from importing distant signals without special permission from that agency is not new. Already such major metropolises as New York and Los Angeles have CATV grants outstanding, as have other top-100 markets like Dayton and Akron, both Ohio.

In Charleston the winning applicant, and in Indianapolis, two of the applicants, propose to bring in outside TV signals, the FCC willing.

The grant of the 15-year, nonexclusive franchise in Charleston was made by the city council Oct. 3. It went to Kanawa Television Cable Co., following a year-long proceeding that at one time saw over 15 applicants on file.

The city council asked all applicants to bid for the franchise. Kanawa's successful bid is based on a sliding scale that promises the city 3% of revenues when sales reach $300,000 a year. Other council observers estimated that the city could be the recipient of $100,000 a year in six or seven years.

Only two other applicants were considered under when the council voted. One was G-M Cablevideo Inc., a joint venture by the Charleston Gazette and the Mail; the other was National Trans-Video of Dallas, Inc., a new venture.

The Owners: Kanawa Television has 15 stockholders, each holding equal shares. Among them is Joseph L. Smith Jr. of wklr and wbkw (FM) Beckley, W. Va., a one-time owner of a UHF grant in Charleston, and M. William Adler, Weston, W. Va., CATV operator with interests in other cable systems.

The Charleston system, with an estimated top potential of 28,000 homes, plans to furnish its subscribers 12 channels from 140 miles of cable. The system will bring in not only the four "local" TV stations, but also, with FCC permission, other state television signals, as well as TV from New York, Philadelphia, Pittsburgh and Washington and the customary time-weather-news, and some local public services.

Bid Opening: The Indianapolis hearing ostensibly was for the purpose of opening bids, submitted by three applicants for CATV there. None was publicly opened. The board instead heard pro and con arguments on the merits of permitting CATV in Indianapolis.

Applicants are GE Cablevision Inc. (multiple CATV owner), Circle City TV Inc. (Time-Life, also a multiple CATV owner), and Metropolitan Cablevision Inc., principally owned by Telecis Corp., Chicago (also a multiple CATV owner). GE and Time-Life are also broadcasters, with the latter the owner of WFMJ-AM-FM-TV there.

Both Joseph Hanna, for GE Cablevision, and Eldon Campbell, Circle City, conditioned their applications on approval from the FCC permitting them to bring in outside TV signals. Richard Shively, the Telecis spokesman, said that he would be content with providing local signals to subscribers even if the FCC denied requests allowing the importation of outside signals.

Speaking in opposition to any CATV in Indianapolis were Robert B. McConnell, wiss-tv that city (a Corinthian station), John M. Slocum of wlvf(ty), an Avco station; theater interests, and TV-set retailers. Favoring CATV was the president of the Indianapolis Board of Education.

The president of the Board of Works committee, Hugh G. Baker, said that a decision would soon be reported to the city council.

petition for services which the Bell System presently offers or may offer in the future.”

Among the specifications of restraint of trade, NCTA charged that the tariffs filed by the Bell companies require a minimum contract of 10 years; that if a CATV contractor wants to terminate before that period he is liable for the entire cost of the construction of the system, less amortization. Also that the tariffs require the CATV operator to reimburse the telephone company for its costs, equipment, cost of removal of equipment less salvage if the system is not completed.

Other Uses: NCTA also contended that allowable uses of constructing the CATV circuit is on the CATV operator, who is strictly confined to providing traditional off-the-air TV programs plus certain other incidental services—music, time, weather—the telephone company may use the system for other uses.

“There is a specific ban on use for pay TV,” the NCTA complaint stated. “There is a specific ban on use of the system for the collection, transmission, or dissemination of other types of communications, and the resale of the use of any of the facilities is forbidden.”

These same restrictions, NCTA noted, are contained in pole-line attachment agreements, where the CATV operator uses telephone company poles to string his own cables.

“These restrictions,” NCTA contended, “are for the purpose of controlling present or future competition for services which coaxial cable can or will make possible.” NCTA does not, however, specify what other uses CATV operators may intend to make of these capabilities.

Another restraining device, NCTA claimed, is the policy that only one pole-attachment contract will be entered in to in any given community. Since virtually all CATV franchises are nonexclusive, NCTA said, this puts the Bell company in the role of judge, because the Bell pole attachment agreements state that where more than one request is made for attachment rights, the telephone company will choose among the applicants. This restriction is used for market entry and foreclosure of competition, NCTA contended.

Equipment Monopoly: And furthermore, NCTA maintained, because the telephone companies are becoming major purchasers of CATV equipment, the specifications established by Bell Laboratories and Western Electric Co. go far to “freeze” design and have caused CATV manufacturers to design their equipment to meet these specifications.

In 1956, NCTA related, AT&T and affiliated companies signed a consent order with the Department of Justice. This order forbids AT&T and its com-
panies from entering into any business other than the furnishing of common-carrier communications.

The furnishing of CATV services violates this order, NCTA maintained. "The proposed tariff service [for CATV] constitutes essentially the entire means of doing business for the user," NCTA said. What happens, the association said, is that the telephone companies assert "virtual control over the business of the would-be customer, leaving to the CATV operator only the ownership of the equipment at the antenna site and permitting him to act as the collecting agent for the telephone companies vis-a-vis the subscribers." If this is successful, NCTA stated, "there will no longer be an independent and direct CATV industry."

There are already court decisions, NCTA said, holding that CATV is not a common carrier. The furnishing of CATV services, the trade association contended, is therefore prohibited by the consent decree.

**FCC Certificates** In discussing the fact that the Bell companies have failed to secure certificates of convenience and necessity from the FCC, the NCTA claimed that in some communities Bell companies have built or are constructing systems for CATV operators who do not have franchises or permits from local authorities.

Among the examples, NCTA cited situations in Michigan, Maine and Alabama. These show, generally, that in some instances CATV operators are escaping the need to secure local authorization by contracting with the telephone company for the physical plant. In other examples, it is claimed that the lease-back venture is undertaken to thwart local councils that already may be considering applications for such franchises. The telephone companies claim, NCTA said, that their state franchises obviate the need for local permits.

The NCTA pleading indicates also that in some instances the telephone companies allegedly failed to make quick decisions on pole-line attachment applications because another CATV operator is negotiating for a leased circuit.

Through its monopoly position in the telephone industry, NCTA said, the Bell system it attempting to "invade, take over and control coaxial cable used by CATV operators." And, NCTA continued, "if this advantage is being abused by attempts to extend the telephone monopoly," the antitrust laws are being violated.

**FCC Tariff Hearing** FCC concern over the potential danger of telephone operations in CATV was indicated last week in a commission action ordering a hearing on a tariff of the California Water & Telephone Co. providing for CATV services.

The issues involve the technical question of whether the tariff conforms with the form and content requirements of commission rules, as well as the broader ones of whether it is just and reasonable and nondiscriminatory. The tariff, which was to have become effective Saturday (Oct. 15), was suspended until Jan. 15.

The commission acted after the California Community Television Association asked for an investigation of its charge that the tariff would permit the utility, a subsidiary of GT&E, to take control of the CATV industry, which "the FCC has ruled to be an extension of the broadcast industry."

The commission dismissed the petition on a technicality. But it permitted the state association to intervene in the hearing, and it framed the issues broadly enough to cover the association's allegations.

**Significant Action** Commission officials made clear they considered the action significant, and said the hearing could have far-reaching implications as to commission policy dealing with the role of telephone companies in CATV.

Commission concern with the question has been growing steadily, with increasing reports of telephone company involvement in CATV, either through lease or ownership of systems. This concern erupted last April in the commission's decision to take jurisdiction over common-carrier tariffs providing for intrastate services to CATV customers (BROADCASTING, April 11).

That decision, in turn, made possible last week's hearing order, since the tariff involved provides for service within the state of California.

Commission officials said the questions raised by the California association in its petition are among those the commission feels should be studied.

The association, composed of "over 70 member companies" that own and operate more than 120 systems in the state, noted that access to the poles on which CATV systems string their wires is controlled by the telephone companies, and added:

"The real issue here to be decided is whether or not the telephone company, using the combination of its control of those poles, its common-carrier status, and its monopolistic powers, shall be allowed to gain absolute control of a noncommon-carrier industry, which industry the FCC has ruled to be an extension of the broadcast industry."

The association said the tariff at issue would give GT&E power to cancel pole-attachment agreements and to force CATV companies either to accept a leaseback operation or to sell to GT&E's CATV subsidiaries.

**Discrimination** The company would also be in a position, the association said, to discriminate between CATV operators and to force CATV systems to subsidize construction of coaxial cable plant that would have more capacity than the system would need; "the balance ... will be converted to the profit of GT&E subsidiaries."

The association also warned that if GT&E gains control of the CATV operation, whether by outright ownership or by restrictive control of a leased system, "GT&E will be in a position to exercise censorship of broadcast material by its choice of what will and what will not be allowed to be carried over the lines."

CATV's will not only relay programs but will originate them—that's clear "to all but the most naive," the association said. And to allow this medium to fail to the control of the telephone industry will be to give the telephone company a censorship power beyond present comprehension."

**Copyright** Mr. Ford, addressing NCTA's first regional meeting in New York, struck at the provision of a House bill that would deny certain copyright exemptions to CATV systems should they originate programs of

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*At New York: L-R Messrs. Malin, Stern and Lee.*

48 (THE MEDIA) BROADCASTING, October 17, 1966
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their own.

The proposal in H.R. 4347 he characterized as a "punitive weapon" that would protect broadcast stations against the competition of public-service programming by CATV's at the expense of the public.

The NCTA president said it was specious to argue that CATV's originating programs would be taking unfair advantage of the stations whose programs they carried, using the audiences built at no copyright expense to watch their own origination. "When a new UHF station goes on the air," he asserted, "it capitalizes on the television audience built with copyrighted material, and no one claims they should pay the copyright owner of the programs on existing stations for the audience they divert."

At a panel discussion on public-service origination by CATV operators, Jack W. Lee, an NAB director and vice president and general manager of wsaz-tv Huntington, W. Va., argued radio's case against CATV's influence in the local community. CATV, he said, competes with radio by importing distant TV and radio signals, and often originates program elements serviced by radio. Although radio welcomes competition, he observed, CATV's method of taking a product from one area into another to establish an economic base isn't fair and open. Without the "crutch subscription TV provides," CATV systems can't compete with radio for advertising and programs, he said. He added that regulating CATV goes beyond private interest right to the public.

Albin J. Malin, NCTA director, said radio's concern over CATV is premature, that the medium can adjust to any new service, and since it can do "something" a cable system cannot perform, it will never be supplanted. As a program originator he suggested CATV might be a "better mousetrap" than the nearest local broadcaster. The CATV system can tailor its programming to community needs, he said. Since CATV doesn't depend on ratings or advertising, he stated, it can program on a selective basis to the particular needs of the area it serves. Its multi-channel range permits local inserts into "black spots" or it can accommodate a politician who can't pay high metropolitan time rates but wishes to reach a CATV community.

Pay TV in Disguise? The city of Lakewood in Southern California was asked last week to grant a franchise for what would amount to a CATV service — with strong pay television overtones — that would be offered to all comers free of charge for a year. Metropolitan Development Corp., a Beverly Hills-based subdivider and builder, said the CATV system would primarily broadcast top professional sporting events.

Room for everyone

Sol Schildhause, chief of the FCC's new CATV task force, advised the National Community Television Association that answers to all of its problems wouldn't be supplied quickly, but he said CATV is not "in need of deliverance," in spite of its difficulties with copyright, program origination and microwave.

In his first public appearance before the industry in his new role, at the New York NCTA regional meeting, he advised that although CATV's problems have their own urgencies, there are other national requirements imposing economies on the FCC, particularly satellite communication developments and the AT&T rate inquiry.

But, he told the industry, "there's room for everybody," broadcaster and CATV. "Television is a vast business and this is a big country," he added.

The very existence of problems, he concluded, "certifies to the genuineness of your status as a significant new force in America's communications network."
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relaying such distant signals into any of the top-100 markets. Holding that wood-tv's grade B contour did not penetrate into Jackson, the commission ordered the CATV to cease relaying the station's signals to subscribers in that city. The order, however, permitted Jackson's carriage of wood-tv's signals in Blackman township.

Time-Life claimed it would suffer economic damage if wood-tv's signals were not carried in Jackson and said that it was not adequately informed of the legal aspects in the dispute. Commission announcements prior to the order didn't mention that wood-tv and location of its grade B contour would be at issue in the subsequent proceedings, Time-Life contended.

The group broadcaster also argued that Jackson Cable should have been treated as a single system that provides an integrated service to the communities of Jackson and Blackman township, thereby allowing it to carry wood-tv signals to both. The commission had previously decided that although the communities are served by Jackson Cable from the same headend, the CATV apparatus serving each is a separate system for the purposes of the rules.

Hearing ordered on Buffalo CATV system

The FCC has ordered a hearing to determine the effect that CATV expansion in the Buffalo, N. Y., market will have on television service in that area.

The commission acted on the petition of Ultrasvision Broadcasting Co., an applicant for channel 29 in Bufalo, to halt the expansion of Courier Cable Co.'s CATV system in that city.

Ultrasvision's competition for the channel is WBBR Bufalo which, like the cable company, is owned by the Buffalo Courier Express.

Courier Cable has actually been blocked from expanding since April, when the commission issued a stay order. The stay was to remain in effect until the commission decided whether or not to hold a hearing (Broadcasting, May 2).

In ordering the hearing the commission said that Courier could continue to connect subscribers to its cables already in place but could not extend its lines. The commission vote was 5 to 2, with Commissioners Kenneth A. Cox and Robert T. Bartley dissenting. Commissioner Cox objected to placing on Ultra vision the burden of proof regarding impact of CATV on television service and of demonstrating the limits that should be imposed on the cable system. Commissioner Bartley restated the position he took in opposing the stay—that the system was "grandfathered in"

under the CATV rules and was free to extend its service without a hearing.

The system was operating before the Feb. 15 date on which the rules became effective. However, the commission said in adopting the rules that new systems should not be allowed to expand into new areas until questions of impact have been resolved.

California group opposes obscenity proposition

The board of directors of the California Broadcasters Association last week took a strong stand against controversial Proposition 16, the so-called antiobscenity measure up for vote in the state in November.

Meeting at San Diego's Del Coronado hotel, the 15 board members of the CBA, with member stations throughout the state, passed a resolution urging broadcasters to editorialize against the proposition, which would broaden the powers of censorship groups. The CBA feels the proposition is well-meaning, but poorly worded and not constitutionally able to accomplish what it has set out to do.

In a separate action, the board also appointed a special committee to establish an emergency state broadcasting network to be implemented in the event of any statewide disaster, including racial violence.

Are radio and TV the only mass media?

As periodicals—magazines and newspapers—in most metropolitan areas have evolved into specialized media, radio and television remain the only true mass media, according to Lawrence H. Rogers II, president of the Taft Broadcasting Co.

Before an audience of 300 industrialists, lawyers, bankers and businessmen at an Oct. 8 dinner of the Newcomen Society in Cincinnati honoring the Taft Broadcasting Co. and Hubert Taft Jr., the company's board chairman, Mr. Rogers hailed broadcasting as "the only form of communications that now permits a diverse and continuing dialogue between the people and all levels of their government in our self-governing society."

Speaking of the need for fairness in broadcasting, he observed that "the fairness doctrine is actually a reflection of what all responsible and thoughtful broadcasters have practiced instinctively from the very beginning. Being fair is about as basic as you can get. When you demonstrate an unwillingness to expose a contrary view you immediately reap the mistrust of your public," he noted.

After being introduced to the society by Bob Considine, syndicated columnist and radio commentator, who noted that "radio today is greater than ever, reaching more people than in the palmedays of FDR, Amos 'n' Andy and Kraft Music Hall," Mr. Rogers noted that much of the growth of Taft Broadcasting can be attributed to the "rejuvenation of [the Taft] radio stations."

License renewed, sale approved in Ohio case

An FCC examiner's August initial decision recommending approval of the transfer of control of WOEL-AM and WBEA-FM (formerly WOEL-FM) Elyria, Ohio, to the Lorain County Printing and Publishing Co. (Broadcasting, Aug. 22) became effective on Oct. 6, the commission announced last week. Examiner Jay A. Kyle's recommendation that the stations' pending license renewal applications also be granted became effective on the same date.

The commission on June 25, 1964, had approved the transfer of control, which involves the sale of 13.1% of the stock in the Elyria-Lorain Broadcasting Co. from the Loren M. Berry Foundation to Lorain County Printing. But the FCC set the grant aside and designated the application for hearing as a result of a petition filed by the Lorain County Journal, a competitor both of the stations and of Lorain County Printing's Elyria Chronicle-Telegram.

Principal issues in the Elyria-Lorain case were whether an unauthorized transfer of control of the stations to the publishing company had occurred and whether the grant would result in a concentration of control of media in the Elyria-Lorain area.

The dimensions of TV

According to R. H. Bruskin Associates, market researchers, New Brunswick, N. J., 95% of all American homes have a television set, and 29% of all homes have two sets or more. Bruskin also disclosed last week a finding that 12% of U. S. families own a color-TV set. The company said its figures were taken from a series of studies it conducts on a regular basis.
Dick Pinkham takes it home to read.

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

Richard St. B. Pinkham, Senior Vice President in Charge of Media and Programs, Ted Bates & Company
NAB gets land-mobile pitch

First fall conference hears business radio users appeal for more spectrum space; also reported:
a split in public's attitudes toward live coverage

Manufacturers made another plea to broadcasters last week for “understanding and cooperation” in getting more land-mobile frequencies for business radio. Speaking at the opening fall conference of the National Association of Broadcasters, Robert M. Wertz, vice president, U. S. Steel Communications Co., chairman of the National Association of Manufacturers communication committee, continually reminded his small audience that the NAM represents big business. “We’re your good customers,” he repeated.

The NAB in turn said the business operators should be looking for frequencies that would not cause serious dislocation of existing operations. Douglas Anello, NAB general counsel, also hit at the possibility of frequency sharing as the answer, adding even some proponents of such plans have doubts of its success. Referring to the planned test of sharing channels 6 and 12 in Los Angeles, Mr. Anello said he couldn’t understand “why the commission got on this kick of sharing V’s. If you can share anything, it should be the UHF’s. On this thing they’ve been blind.”

The give and take on land mobile’s desire for spectrum space came Thursday afternoon (Oct. 13) at the closing TV session of the first of eight fall conferences. There were 206 registered from 13 states on Thursday, but only about 20 TV operators attended the session.

The conferences continue this week in San Francisco and Denver.

Jump for Joy • Opening the conference Thursday morning, Vincent Wasilewski, NAB president, gave broadcasters cause to rejoice when he reported most people favor live radio and television coverage of congressional and city council meetings. He gave them cause to reflect in announcing that less than half of the public feels radio-TV should be allowed live coverage of courtroom trials.

The figures came from NAB’s 2,500-person survey of public attitudes, information and behavior toward broadcasting. It was conducted in January and February by the National Opinion Research Center, Chicago, and prepared by Lieberman Research, New York. The report was labeled a continuing study designed to provide “trend measures . . . benchmark data against which changes in future years can be measured.”

Put on Back • In his opening remarks Mr. Wasilewski called the NAB’s survey of “broadcasting and the public, 1966” one that will “solidly document broadcasting’s importance to, and contribution to society.” The survey was conducted at 75 sampling points to reflect attitudes and opinions in the 48 continental states.

Live congressional coverage was favored by about three-fourths of the respondents. Live coverage of city council meetings was supported by some two-thirds of the interviewees. But less than half felt cameras and microphones should be allowed in courtrooms for live coverage.

The NAB president noted that in the first two instances, where radio and TV “have had an opportunity to prove our case, we have done so to the satisfaction of the great majority.” In the case of courtroom trials, he said, “most people have obviously never seen or heard a courtroom trial covered by radio or television because of the restriction imposed by Canon 35. Therefore, they have formed an opinion without ever having experienced the actual results of such coverage.”

This was not discouraging, Mr. Wasilewski said, because it is inevitable that the courtroom doors will be open to live broadcasts. But, he pointed out, “the figures do suggest that we broadcasters have a good deal of educating to do and, in the relatively few instances where we have the opportunity to cover court trials, we have a great responsibility to do an absolutely impeccable job.”

Touching on the demographics of the survey, the NAB president reported that it was the better-educated people who have the “greatest reservations” about live radio-TV coverage. General opposition to live coverage of public events, he said, includes these reservations:

• The participants might be distracted.
• The dignity of the proceedings might be affected.
• The coverage might be biased.

Even in these feelings he found encouragement because they are not insurmountable—they can be dealt with.

Technical advances plus planning in advance, he said, can “minimize, and probably eliminate entirely, and distraction to the participants or any detrimental effect on the dignity of the proceedings.” As for biased coverage, he added: “All we need here is a chance to show what we can do . . . Fair and honest reporting has been a watchword” in broadcasting.

Press Favored • Other aspects of the study, he said, show no sharp distinctions among the public between radio coverage and TV coverage. The study does show, however, that electronic media are “well behind newspapers in public acceptance of coverage of public events,” with 89% feeling newspapers should have direct access to city council meetings and 83% affording newspapers this right in courtrooms.

These figures, Mr. Wasilewski said, reflect the decades newspapers have had to acclimate the public to their

Vincent T. Wasilewski, NAB president, tells how public is divided on broadcast access to courts.
William Carlisle, NAB vice president for station services, who moderated the session, said broadcasting "is somewhat unaware of this problem and its possible solutions" and he noted that "pressures on our portion of the spectrum are mounting rapidly."

The conference had a shiny new face this year. Instead of speeches and reports at the opening morning session, the mark of previous fall conferences, the Dallas meeting opened with a lively roundtable discussion, which in the past had been a sometimes listless closing item on the day-and-a-half agenda.

The broadcasters spent about half of the morning session on a timely topic as they questioned Douglas Anello, NAB general counsel, on the whys and whereabouts of the FCC's fairness doctrine, Section 315 of the Communications Act, and political programming and advertising in general. There were no revelations in this area, which is a continually troublesome one for broadcasters. Listening in while the radio and TV men, most with many years experience in broadcasting, expressed their omnipresent confusion with regulations in this area were FCC Commissioner Lee Loewinger, who spoke the next morning and Robert Rawson, chief of the FCC's renewal and transfer division, which processes complaints on political broadcasting.

One question, which Mr. Anello labelled "one of the most misunderstood points" in political advertising, concerned the necessity of adding disclaimers to political spots. They are not legally needed, he said, although most stations use them. All that is required, he pointed out, is an identification of who pays for the spot.

Among the other items covered in the morning session were chances for longer licenses, questionable lyrics on radio, American Bar Association proposed restrictions on criminal-trial coverage and satellite broadcasting.

During the roundtable discussion, the NAB president said he felt the ABA's report went too far in its contempt recommendations against media (Broadcasting, Oct. 3, 10).

Mr. Wasilewski also observed that the chances of gaining a longer term for broadcast licensees, probably five years, is "as good as our determination to get it." Although the original plan of attack was to seek seven-year terms, he said, most support at the FCC and in Congress has been for five years. He reminded the broadcasters that a grass-roots job was needed to convince the legislators of the validity of longer terms and that the next few weeks during the campaigning are "the ideal time" to get the point across.

Radio Report: Broadcasting has moved into a "one-rádio concept" with FM no longer considered an "oddity" but now a partner with AM as a radio selling team, Sherril Taylor, NAB vice Mrs. Wasi-
president for radio told the Thursday afternoon session.

National penetration is "conservatively estimated at 45%, a figure that would have been incredible just a few years ago," he said. He noted that more than one-third of the 24 million radios sold in the U. S. last year could receive FM and this year the one-out-of-three ratio is continuing.

There are more than 1,500 FM stations on the air, a 71% increase over 1960, he pointed out. Yet with all the new stations, there's "substantially more income—and even more profit." He said many stations, even those not required to separate AM-FM programing by the FCC rule, are programing separately and are going after new audiences with "creative new sounds and they are selling FM with vigor and believability."

He predicted radio is on the threshold of its ultimate form: "a mass medium with a solely personal message delivered in an individual environment by means of personal radios."

As the audience grows, Mr. Taylor said, radio will get bigger cuts of the advertising pie, and total advertising budgets for all media will rise faster than ever. "Rather than produce a financial squeeze," he said, "radio's inevitable growth will make it an incredibly effective advertising vehicle, unique among all mass media. It will balance its audience with limitless combinations of pinpoint audiences in specific selling environments... Radio will be more flexible and economical than ever."

Research Tips: The seemingly simple task of finding out how many people are listening to a given station at a given time "is an extremely complex" task when done accurately, radio broadcasters were told at the Thursday afternoon session.

Howard Mandel, NAB vice president for research, went into "Do It 'thoroughly'" and unveiled the NAB's new 62-page Broadcast Research Primer, designed primarily for operators of small stations. The booklet, written by Joe Belden, president of Joe Belden Associates, Dallas, in cooperation with the NAB research department, is aimed at giving stations a basic manual on research.

It discusses in plain language how research can help in formulating policy, types of research that require outside professional help and those the broadcaster can do himself, and it spells out step-by-step how the broadcaster can conduct simple surveys.

Through research, Mr. Mandel said, a station can profile the people in its market learning their buying and living habits, likes and dislikes and other demographic information. It can also provide competitive data, tell what the audience's reaction is to programming and develop marketing information.

He urged broadcasters to avoid the "difficult or complex areas" of surveys and cited "ratings" as the area to be most avoided. Ratings ought to left to the professional rating services, he advised.

Public Relations: Leading off the radio session, John M. Couric, NAB vice president for public relations, described a "good station image" as one evolving from "a total communications program, one that embraces all the objectives of the full selling job—from deep in the heart of the business community, to the many special publics which make up our communities."

The people responsible for this program, he added, "must remain alert to both the direction and velocity of the winds of change" in the community for it becomes too costly to have a program "that is not in step with the times."

Discussing how public relations can help revenues, Cliff Gill, KRLM, Carmel, Calif., described how he had operated at KEZY, Anaheim, Calif., and KCEE, Tucson, Ariz., stations he has since sold. At KEZY, he said, the station went in the black in nine weeks with everyone trying "a little harder to make our commercials as well as our programs more listenable. Think how much the image of a station can be improved if occasionally a commercial actually entertains the listeners." In addition, he added, the station pushed community events, its personnel served on boards of charitable organizations and were members of local civic and social groups.

At KCEE, he said, the station had a sales staff of 45 persons on one day. They were 45 members of the Tucson civic chorus and they sold advertising for a full day's programing with all the money going into their own treasury. "That not only helped our image," he said, "it even had a direct effect on sales as some of the one-day sponsors became permanent."

Public Service Pays: David Morris, KNUZ Houston, described several ways in which his station performs a public service and makes money. However, he cautioned the broadcasters not to enter a PR program just to make money. Among the KNUZ approaches: a 60-second school news report sponsored by Pepsi-Cola with just a brief opening and closing jingle; a welcome home report that announces the names and high schools of servicemen home on leave; the use of the KNUZ mobile unit as a public-address system with turntables and records to charitable organizations.

A bright future for separately programed FM stations was foreseen by William D. Greene, director CBS/FM, New York. Noting an increase in retail sales of FM receivers, he said he expects FM revenue to make a real breakthrough in a few years and to those broadcasters who will conscientiously program their FM as a separate entity, he said: "You're going to make money with your new station."

FM, he said, "is about to explode. Advertisers can no longer overlook it."

Mr. Greene described the CBS/FM approach to separate programing in its "young sound" format. When the FCC announced its rule calling for 50% nonduplication two years ago, he reported, CBS began a "comprehensive program of research" to come up with a format for its owned properties. Music was chosen to exploit FM technical prowess and broad-appeal music was chosen to attract a large audience, he said.

A roundtable discussion on small-market radio potential and problems was moderated by Julian Haas, KAHU, Crosett, Ark., a member of the NAB small-market radio committee.

Television Session: Roy Danish, director of the Television Information Office, told the NAB conference that the time and environment are appropriate today for television stations and local business enterprises to make possible the presentation of TV programing of a civic and social nature.

He prefaced this recommendation by noting that two of the main criticisms leveled at TV today are the "sameness" of programing and its reputed lack of appeal to the better-educated, affluent segment of the community. Mr. Danish challenged the accuracy of the latter allegation but acknowledged it has gained currency.

Mr. Danish traced the growing stature of television as a medium of news and pointed to a developing trend on the part of the nation's businesses to become more actively involved in the social problems of the community, and added: "It seems to us that you have on the one hand a much-expanded capability to do information programing. On the other there is a growing desire among concerned and responsible leaders to make a contribution going beyond the sponsorship of entertainment for your viewers. I think ways can be found to translate that growing interest into informational programing—even controversial programing—in ways that will yield obvious benefits to both you and your advertisers."

Help Wanted: The need for more recruits in broadcasting employment was pointed out by Roy Morgan, Wilkes-Barre, Pa., president of the Association for Professional Broadcasting Education. He told the Friday morning session that there are now over 101,000 people directly employed in the industry, about five times as many as 25 years ago. The yearly turnover in radio is about 33% and in TV about
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*Nomes of sponsoring companies available through this magazine.
28%, he said, noting that many were leaving broadcasting for other fields. “There is considerable evidence,” he said, “that ours is not the glamour business it was once, and consequently we are faced with a more difficult job in persuading young people to go into broadcasting.” The number-one source for broadcasting talent, he added, is probably the more than 5,200 broadcasting students in colleges and universities. Even this number won’t fill all the needs, he said.

Mr. Morgan said the climate between broadcasters and broadcast educators is “favorable.” He pointed to an increase in internship, programs covering work fellowships, scholarships, part-time jobs and summer employment. He also cited as weaknesses a lack of industry advisory committees and a lack of formal or informal in-service training programs.

Code trots out testimonials

In new recruiting pitch
code gets endorsements
from government, business

The National Association of Broadcasters Code Authority trotted out recruiting talk last week from key figures in government and advertising. FCC Chairman Rosel H. Hyde said the codes could be strengthened if there were “more code subscribers.”

Mr. Hyde’s remarks were presented as part of the code authority’s “Something of Value” taped-slide presentation at the NAB fall conferences.

Howard Bell, director of the code authority, said representatives of government, advertising, broadcasting and education were sought out to learn whether the codes were valuable. The answer appeared to be a resounding yes, although the members of the advertising fraternity had some differences of opinion with the code on practice, not principle.

The FCC, Chairman Hyde said, “feels strongly that it should support efforts to improve broadcasting, and I would consider any action that discouraged membership in the code as being inimical to that purpose.”

Referring to reports that the commission sometimes singles out code members for more rigorous examination than noncode subscribers get, he said that the FCC “has been misunderstood. Code members have voluntarily assumed a high standard of performance and for this I congratulate them. We’re re-examining our procedures because we do not want to penalize broadcasters who undertake to maintain high standards.”

Government regulation can be kept down, the chairman implied, by broadcasters “exercising leadership and by exercising restraint and eliminating or discouraging any demands for regulation. Once you have done that, my problem will be simplified and freedom of expression will be well understood and appreciated.”

The public should know more about the code, Mr. Hyde said. Broadcasters should “receive credit in the public mind for their interest in maintaining codes,” he added, “and I think the public will recognize efforts to improve standards.”

Boosts from Congress: From Capitol Hill, Senator John O. Pastore (D. R.I.), chairman of the Senate Communications Subcommittee, described broadcasting as a mature industry.

“The government itself should not permit,” Senator Pastore said. “We should not interfere or interfere in this area. This is the responsibility that belongs to the industry itself. They should police it; they should have strong codes and they should make sure, where relaxation has taken place, that these instances are cured. . . . I know that they have the quality and the statesmanship to carry out this great responsibility.”

Representative Harley Staggers (D-W.Va.), chairman of the House Commerce Committee, saw self-regulation as a difficult task. He said he has been “heartened by the determination of broadcasters to find solutions” to such problems as program content, commercial scheduling and advertising time standards.

Buyers’ side: Self-regulation is an inherent responsibility of all businessmen, James Fish, vice president for advertising and marketing service of General Mills, said in his taped comments. Although some parts of the NAB codes seem to advertisers to be “a little arbitrary or unduly restrictive,” he said, “the very fact that you have hammered out a code is most commendable.”

Business, Mr. Fish said, must do more than it has in the past in the area of self-regulation because presently “we’re fighting a rear-guard action and I think we’re actually losing ground” to the various bureaus and departments in Washington.

He, too, supported membership in the NAB codes especially for those who disagree with parts of the codes. “Make yourself known and bring these things out in the open,” he urged. “It may be that modifications are truly needed, but merely to stand in the background, and carp and criticize and not join the forces, is not to me a way to make forward progress in this area of self-regulation.”

 Agencies don’t always agree with code rulings, especially if they affect one of their commercials, but James Crichton, president of the American Association of Advertising Agencies, said the AAA’s does agree with the principles of the codes and of self-regulation. However, he noted, “there will inevitably be questions of taste, questions of our changing contemporary scene which have to be arbitrated, adjusted case by case.”

Peter Allport, president of the Association of National Advertisers, called the NAB codes an “important and invaluable” element of self-regulation. He noted there have been instances when the ANA “has not been at the forefront of those who applauded the NAB. . . . As far as advertisers are concerned, the NAB code, on occasion, comes closer to regulation, perhaps than self-regulation. And it comes closer in a very sensitive area—namely, the company products and the product claims.”

When the NAB code asks for a commercial to be withdrawn or modified radically, he added, ANA feels this is more regulation than self-regulation since “we are not party to the NAB any more than the NAB is party to ANA. So that you are telling us what to do; and because the code has become virtually a universal thing, it is a very strong and effective instrument.” In time, he said, these problems will

Ford revising ETV plan

A revised Ford Foundation plan for a TV domestic satellite is reported in draft form—and the estimate that its system can produce $30 million yearly for ETV is being reduced to $15 million.

At the same time, it’s understood, Ford is raising its estimates of the yearly operating cost of its proposed satellite system from about $20 million to $30 million. Ford originally proposed a special satellite system for TV, with the profits going to educational television, last August (Broadcasting, Aug. 8).

The revised figures, it’s understood, come from a series of conferences during the last 30 days with technical experts of the Communications Satellite Corp.

Ford is expected to submit its new figures when it files reply comments with the FCC. These are due Nov. 30.
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probably be worked out.

Among other speakers via tape were: Thad Sandstrom, WSBW-AM-FM-TV Toledo, Kan., who found the "code can make you money" when he reduced the number of commercials in a news block and wound up with a larger audience and increased billings; Ralph Stufflebeam, KTV(TV) Springfield, Mo., who has found that keeping within code commercial limitations has drawn more viewers and produced advertising that is "effective—far, far more effective"; Peter Bardach, vice president of Foote, Cone & Belding, who writes to TV stations that join or withdraw from the code because "we wanted to be sure that stations realized that agencies and clients do indeed pay attention to which stations do and which stations do not choose to or are not able to meet the standards" of the code; Dr. Bruce Linton, University of Kansas, who has found "more broadcast educators and students think more highly of the code than do the broadcasters themselves" because the codes "stand for professionalism."

**Carnegie group's lips are sealed**

The Carnegie Corp.'s special commission, set up last winter to conduct a major inquiry into the current and future status of educational television, met in Beverly Hills, Calif., last week (Oct. 13-15) for three days of deliberations and appraisal. The meeting, attended by all 12 commission members, was held at the Beverly Wilshire hotel behind a curtain of secrecy that would do the Central Intelligence Agency proud. Commission and staff participants were under strict orders not to make any comments about the subjects being discussed.

Among those participating in the discussion sessions was commission head, Dr. James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology. Also present were three members who are associated with broadcasting: Otava Culp Hobby, president of KPRC-AM-TV Houston and of the Houston Post; J. C. Kelham, president of Texas Broadcasting Corp. (owned by the Lyndon Johnson family); and Dr. Lee A. DuBridge, president of the California Institute of Technology and also board chairman of KCET(TV) Los Angeles, an educational station.

The original commission consisted of 13 members. John S. Hayes, president of Post-Newsweek stations and executive vice president of the Washington Post, was one of the charter members, but last month Mr. Hayes was sworn in as ambassador to Switzerland (Broadcasting, Oct. 10) and as a result resigned from the ETV study group.

Dr. Killian said last week that no successor to Mr. Hayes has been named and that "it would be my anticipation that there will be no replacement at this late date."

There have been reports that the Carnegie commission hoped to present its recommendations by the end of this year.

**WXHR sale hit a snag at FCC**

The proposed sale of WXHR-AM-FM-TV Boston-Cambridge, Mass., to WKBG Inc., owned by Kaiser Broadcasting Corp. and the Boston Globe Newspaper Co., for $1.75 million has run into problems at the FCC.

An initial complication is whether the commission will indeed grant the exception that would be needed to its policy of requiring hearings on applications which would result in a broadcaster owning more than three television stations in the top-50 markets.

This has been compounded by apparently conflicting representations concerning the efforts of Harvey Radio Laboratories, owner of the properties, to sell to persons without top-50 market problems.

The policy would come into play in connection with Kaiser, because of its UHF stations in four major markets—Los Angeles, Burlington, N. J.-Philadelphia, Detroit and San Francisco.

The commission staff had recommended the sale to WKBG Inc. without a hearing, in part because of Harvey's representations that it had attempted without success to sell the properties to persons without top-50 market problems.

**Disagreement** - In the commission's first discussion of the item two weeks ago there was considerable disagreement as to whether the exception should be granted. It was noted that three exceptions had already been granted and that no hearings had been ordered on sales to multiple owners. There was some concern, officially stated, as to how many exceptions could be granted without the policy withering away.

The situation became more complex when the commission received a wire from Aaron J. Katz, WPHL-TV Philadelphia, one of those Harvey Laboratories mentioned in relating its efforts to sell the station.

Mr. Katz said his talks with Frank Lyman, head of Harvey, had been limited to merger and that he would be willing to buy the station. He said he was offered the opportunity to buy in the event the station was put up for sale.

Mr. Lyman, in response, wired the commission that he didn't recall saying Mr. Katz would be offered an opportunity to buy the station. In any event, he said the earlier talks had shown him and Mr. Katz so far apart in their concept of the value of WXHR assets "as to make future discussions useless."

He said he doesn't understand commission policy to require negotiations with a third party "which we reasonably regard as wholly fruitless before permitting sale to WKBG Inc.

Last week, Mr. Katz sent the commission a letter elaborating on the points he made in his earlier wire and saying others could corroborate his account of his conversations with Mr. Lyman. But he didn't mention any price he would offer for the station.

And the commission discussed the case again last week, but to no conclusion.

**Burden of proof in WLBT case in court**

The United Church of Christ has asked the U. S. Court of Appeals in Washington to place the burden of proof on WLBT(TV) Jackson, Miss., in the FCC hearing on the station's license-renewal application.

The church, along with Mississippi civil rights leaders, pressed the "light leading to a court order last March directing the commission to hold a hearing on the renewal (Broadcasting, March 28). The hearing issues primarily involve charges that the station discriminated against Negroes in its programming and violated the commission's fairness doctrine.

The church, Aaron Henry, Robert L. T. Smith and the United Church of Christ at Tougaloo, Miss., went back to court after the commission refused to revise its hearing order placing on them the burden of proof on most issues (Broadcasting, Sept. 14). The court has retained jurisdiction over the proceeding.

The church said that the commission "has failed to grasp the significance of the court's statements in its opinion that a renewal applicant must run his record and must bear the burden of reconciling the public interest with that record."

The church also noted that the court in its precedent-setting opinion had opened the doors to members of the public wishing to be heard in license-renewal hearings. "If public intervenors are to have the whole burden of proceedings as such as these thrust upon them," the church said, "public participation will be discouraged and will be rendered ineffective."
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BROADCASTING, October 17, 1966
ETV stimuli outlined by agency president

Four ways in which the commercial television networks could stimulate the development of noncommercial educational television were suggested last week by Charles R. Standen, president of Tatham-Laird & Kodner, New York.

Mr. Standen made the proposals in a speech as an open letter to Newton N. Minow, former chairman of the FCC. He addressed an International Radio & Television Society's newsmaker luncheon in New York. He said his letter was addressed to Mr. Minow "only because you seem to be a symbol of those who criticize commercial television while seeming to ignore the progress and increasingly significant contributions."

Mr. Standen said he felt commercial television has improved considerably in programming and mentioned a number of dramatic and cultural presentations that networks have presented or will carry. He suggested that it was not fair for commercial networks to present programs that often go unsponsored and reach a minority audience. He observed that educational TV was set up to appeal to the "selected few."

He proposed that each of the networks carry a 12-hour telethon to raise funds for National Educational Television (NET) and its affiliated stations; commercial networks lend some of their key production personnel to educational TV outlets for sabbatical periods of three to six months; TV networks and the Advertising Council provide publicity assistance to educational TV to reshape its image, and commercial networks carry on joint promotion of important noncommercial programs.

Changing hands...

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

- KTXL-TV Sacramento-Stockton, Calif: Majority interest in construction permit sold by Jack F. Matranga, Foster A. Bullock, Charles L. Bowman and Irving J. Schwartz to Community Cablecasting Corp., Pacific Palisades, Calif., for out-of-pocket expenses plus commitment of $550,000 for construction. Consideration starts with 60% interest and includes option to acquire 15% additional over period of time. Financing is by Electronics Corporation, San Diego (Charles Salik, former San Diego broadcaster, president). Community Cablecasting (Leon Papernow, president) is the parent company for multiple CATV operations, including two systems in Florida, three building in Ohio, and 10 franchises in Washington state. KTXL holds construction permit for channel 40.

- WCNS and WCGN-FM Canton, Ohio: Sold by Mrs. Agnes J. Greer to Donald C. Keyes for $275,000. Mr. Keyes is programming chief of the McLendon Stations. Mrs. Greer also owns stations in Dover, Ohio; Morgantown, W. Va., and Pittsburgh. WCNS, founded in 1947, is daytime on 940 kc with 500 w. WCGN began operating in 1961 and is on 106.9 mc with 27.5 kw. Broker: William T. Stubblefield.

- KATY-AM-FM San Luis Obispo, Calif.: Sold by Maynard F. Marquardt and Glenn O. Porter to W. John Grandy, former vice president of KDAL-TV-Duluth, for $200,000. KATY is on 1340 kc with 1 kw day and 250 w night. KATY-FM is on 96.1 mc with 3.8 kw. Broker: Blackburn & Co.

- WJJJ Christiansburg and WWVV (FM) Blacksburg, both Virginia: Sold by A. H. Griffith and associates to Fletcher Smith, Robert Hilker and James Keel for $127,500. Messrs. Hilker and Keel also have interests in WZXY Albemarle, WCOC Belmont, WEGO Concord, WFVN Valdese and WPEQ Winston-Salem, all North Carolina. The sellers own WLL Lynchburg, Va. WJJO operates daytime only on 1260 kc with 1 kw. WWVV is on 104.9 mc with 2.9 kw. Broker: Blackburn & Co.

APPROVED: The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 86).

- WPTR Albany, N. Y.: Sold by Patroon Broadcasting Co. (Schine interests) to William Rust Jr. for $1,250,000. Mr. Rust's broadcast holdings include WHAM and WBFM (FM) Rochester, N. Y., and WABE-AM-FM Allentown, WNWO-AM-FM York and WRAW Reading, all Pennsylvania. Commission, with Commissioner Robert T. Bartley abstaining, and Commissioners Kenneth A. Cox and Kenneth Johnson not participating, did not pass on initial decision of last July recommending renewal of station's license (BROADCASTING, July 25). The initial decision becomes effective Oct. 19. Renewal of the license of WPTR was challenged by the commission because of antitrust violations in which Schine interests were involved. WPTR operates fulltime on 1540 kc with 50 kw.

- KSFR (FM) San Francisco: Sold by H. Allen Levitt to Metromedia Inc. for $380,000 plus $240,000 to Mr. Levitt as salary for five years as general manager and vice president of MM's Metropolitan Broadcasting Radio Division. In addition, Mr. Levitt will receive $25-
Missouri ex-broadcaster loses in Supreme Court

A newspaper publisher and former broadcaster received a setback in his defense against alleged libel suits when the U. S. Supreme Court last week declined to review the lower-court ruling.

The publisher is William H. Weldon of the Jefferson City (Mo.) Capital News and Post-Tribune. Mr. Weldon at one time owned KXOS and KRCG(TV) Jefferson City and KMOS-TV Sedalia, also Missouri.

Two years ago, the Weldon newspapers carried an editorial protesting tactics used by the city council in issuing a CATV franchise. One of the men named in the editorial brought an action for libel and won an award of $1,000 actual damages and $50,000 punitive damages. Thereafter, three city councilmen, also named in the editorial filed suits, asking $200,000 in both actual and punitive damages. Mr. Weldon fought these new actions on the ground that he was being put in double jeopardy for the same single publication of the editorial. He argued that the councilmen's suits be blocked. A lower court refused. The refusal by the Supreme Court to accept the petition for review affirms the lower court ruling.

Copley Press getting full ownership of KGU

Sale of KGU Honolulu to a newspaper group was reported Oct. 7. The new owner, subject to the usual FCC approval, will be Copley Press Inc.

The transfer of station ownership is part of a transaction involving Copley's withdrawal from minority ownership in Honolulu Advertiser, present owner of KGU. Copley, which owns 34% of Advertiser, is selling a portion of stock to the publishing company and the remainder to Thurston Twigg-Smith and family. Total consideration to Copley is estimated at $1.8 million plus KGU.

Copley Press directly and through subsidiaries owns newspapers in California and Illinois.

KGU, founded in 1922, operates fulltime on 760 kc with 10 kw, and is affiliated with NBC.

Pay-TV picture still scrambled

Supreme Court gives green light for California systems, but principals there are still in battle disarray

Although the Supreme Court's refusal to review the California pay-TV question gives a green light for subscription plans in that state, a review of the situation finds that all systems are far from go.

Subscription Television Inc., New York, welcomes the Supreme Court move but has no funds available to start anew a pay-TV operation in California.

This was the position offered in New York last week by an STI spokesman, John N. Steele, secretary of the firm. Mr. Steele indicated, however, that STI would continue with negotiations to acquire Shasta Telecasting's assets (KJEO [TV]) Fresno, Calif., and Shipstads & Johnson ("Ice Follies") in return for which Shasta would become a substantial owner in STI, and presumably also administer the pay-TV firm (BROADCASTING, March 28).

Mr. Steele also said STI intended to press a $117-million damage suit against theater owners who fought against pay TV and for the state referendum. The suit charges antitrust violation in the theater-owners' campaign against pay TV. STI said that the theater owners conspired to put it out of business by financing the anti-pay-TV campaign in California. STI has also sued the state for $14 million in damages.

STI's arrangement in the U. S. District Court for the Southern District of New York last February with unsecured creditors to come out of bankruptcy, has been confirmed by the court. STI reportedly has assets that include some 25,000 program selectors (conversion devices), two computer systems for use in billing and viewing information, grid systems that had been installed in San Francisco and Los Angeles and an inventory of programs acquired for pay-TV use that's said to be worth more than $1 million as well as exclusive rights to the Skiatron Electronics and Television Corp. patented pay-TV system. The latter rights include both on-air or wired use in the U.S.

Sylvester L. (Pat) Weaver Jr., who had led STI during its battle with Cali-

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Serving town of 15,000, cable installed for entire system, several hundred users now with 3,000 potential at good rate. In development stage but ready to take off with little promotion and hard work. Fine equipment, color, eight channels. Also in this package we can offer franchises for two nearby towns which can be handled with one headend installation.

Price of existing system and two franchises, $275,000, excellent terms. Listed exclusively.

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

(Information on this property and other broadcast facilities will be available from our representatives attending the NAB Fall Conferences in San Francisco and Denver this week.)
According to observers close to the STI operation, the company now has several avenues open to it. Among these, in addition to refinancing or reorganizing through a route such as the Shasta negotiation, would be to lease the system until its franchise to sell the equipment or assets it now has or resume at some later date with the Los Angeles and San Francisco systems it gave up on in November 1964.

Though the court's termination of the appeals process seems to have cleared at least the legal way for the resumption of pay television in California, Shasta Telecasting Corp., Palo Alto, STI's heir-apparent in the state, is also far from ready to move. Conditions that would permit subscription TV and Shasta to go ahead with an arrangement for the reorganization of the pay-television company still are not resolved after some six months of negotiations. Under this tentative arrangement, STI would absorb Shasta's UHF station, KJEO(TV) Fresno, and its Shipstad & Johnson "Ice Follies." In turn, Shasta was to acquire 25% control of Subscription TV.

Some of the major obstacles to this accord have been overcome. STV's filing of an application to the FCC for assignment of the license of KJEO(TV) was approved. STI's bankruptcy situation is on its way to solution, with unsecured creditors approving a reduction in their claims from $1.8 million to $600,000. Yet the financial conditions of the agreement continue to be uncertain.

Shasta was to buy STI stock below the current market price from the company's major shareholders. After the Supreme Court's ruling, STI stock jumped 1 1/2 points on the over-the-counter market to 3 1/2 bid from 2. Other partners in the tentative deal include Lear-Siegler Inc., equipment manufacturer, and Reuben H. Donnelley Corp., directory publisher and direct-mail house. Each of these companies, original shareholders in STI, would have 8.7% of the stock at the completion of the deal.

Shasta Telecasting said late last week that it can't speculate about future pay-TV plans until it actually gets into the subscription business. It hoped to have concluded the STI deal by Sept. 1 but now is aiming at a Nov. 1 deal. Still the company gives indications that the agreement may never come off as planned. Says Shasta Vice President Russell K. Olson: "We have to look at this thing based on the situation as it is today and not the way it was back in March."

Shasta Telecasting is principally owned by George C. Fleherty, president and general manager, and Carl R. McConnell. Besides the TV station and the ice show Shasta owns the franchise rights for the new national hockey league team in Oakland-San Francisco. If the STI deal goes through as currently negotiated it would not involve the sports franchise.

The refusal of the court, issued last Monday (Oct. 10), to review the California pay-TV question let stand a ruling of that state's supreme court that the ban on subscription TV was unconstitutional.

The petition for review was filed by Frank M. Jordan, California secretary of state. He sought reversal of the March state supreme court decision upholding a lower court ruling that a resolution passed by state voters in 1964 is a violation of the First and 14th Amendments (BROADCASTING, March 7).

By denying review, the U. S. Supreme Court in essence upheld the California state supreme court, as well as the ruling of the lower court.

**Meanwhile at the FCC**

**Pros and cons of establishing off-air pay TV are received**

The FCC should abandon its proposal to authorize a nationwide system of over-the-air subscription television on the ground the pay-TV test under way in Hartford, Conn., demonstrates that subscription television lacks appeal and offers little that is not available on free television.

The commission should abandon the proposal, also, because pay television might succeed to the point where it would seriously weaken free television's ability to maintain its current standards of service.

With these seemingly contradictory arguments, filed with the commission last week, the networks, the National Association of Broadcasters, and motion-picture-theater owners resumed their 12-year-old fight against pay television. They were joined for the first time by the Association of Maximum Service Telecasters.

Support for the proposal came from the manufacturers of subscription systems who see the Hartford test as demonstrating that pay television would provide a "beneficial supplement" to free television and not a threat to it. They were joined by 10 licensees and applicants, several of whom hope to engage in pay-television operations. The Screen Actors Guild and the American Civil Liberties Union also supported the proposal as a means of increasing the diversity of programming.

**Latest Round** The commission last March, in the latest of a series of pay-television proceedings dating back to 1955, indicated it felt pay television "may well be in the public interest" and asked for comments on rules it suggested for regulating such a service on a regular basis (BROADCASTING, March 28).

The rulemaking, issued at the request of Zenith Radio Corp. and Tecno Inc. was based on evidence provided by the test, which RKO General's WHCT (TV) Hartford, Conn., is using Zenith's Phonlevision system of over-the-air pay television. The test has been underway since 1962. Last week Zenith and Tecno Inc., which is a licensee of Zenith's system, said that "subscription has earned the right to now take its new service to the public market place."

But ABC, CBS, NBC, NAB, the Joint Committee against Toll TV (the theater owners) and AMST argued that the Hartford test was too limited to prove anything. They noted that the maximum number of subscribers during the first three years was less than 5,000. (RKO General, which says it limited the number of subscribers during the first three years of the test, for "prudent" business reasons, now says the number is approaching 7,000.)

The Joint Committee finally called the test a failure, asserting that it provided no indication of what an economically viable pay-television system would do to free television. The committee said Zenith's projections, based on the Hartford test, of a system with a 10% to 50% penetration of television homes, are no more valid than the calculations offered the commission in 1954.

And NBC, calculating that the average audience for all WHCT's pay-television programs was less than 1/50 of 1% of the television homes in the station's coverage area (151 out of 676,100 homes) said that establishment of a nationwide system of pay television would constitute a waste of frequencies. The commission's policy, the network said, is "that the widest possible use should be made of the limited number of television channels."

**New Programming?** The opponents stress also what they called the "duplicitous" nature of the programming in the Hartford experiment. Where the commission talked of pay television as a "beneficial supplement," CBS said, the Hartford trial "shows that subscription television furnished programming aimed almost exclusively at the mass.
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From their European headquarters in Amsterdam, for example, Bonded will be able to send and receive material through customs with no delays (as in a free port) and with great savings for clients. This is true for prints, tapes, scripts and other material for all of Europe, Africa and Near East. Offices in Mexico City and Sydney, Australia, will provide a completely international service, custom-made for each territory.

American companies can now deal with one distribution service organization in the U.S. to handle prints everywhere. As a result, service will be better, faster and cheaper.

Other advantages: 1) tighter inventory control, 2) more effective use of prints, and 3) improved station service.

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The network noted that 86% of WNET's pay-television time was devoted to feature-length motion pictures (each one, "on the average broadcast more than 3½ times") and that much of the remainder of the time was devoted to sports. CBS noted that both categories are available on free television and that in the case of movies, increasingly recent and top-quality releases are becoming available on the networks.

But the key question disturbing AMST—the one invariably cited by pay television's opponents—is not whether pay television would fail but what will happen if it succeeds. Along with the other opponents, AMST expressed the fear that pay television, through revenues paid in by subscribers, would be in a position to outbid advertiser-supported television for many of the program staples—such as movies and sports—that the public has become accustomed to watching free. AMST said 10% penetration of TV homes in the top-100 markets would produce nearly $500 million of revenue.

NAB, which noted that "the bold promise" of unique programming once held out for pay television by its proponents, has proved, in Hartford and other cities where it has been tried, "more myth than reality," is nevertheless worried about a successful pay-television system also. Such a system "would mean the complete destruction of the present system of free television." And, NAB said, although the commission says it would take steps to protect free television if it ever appeared seriously threatened, "once a system of pay television has been established ... there can be no turning back. The camel will already be in the tent." NAB asked the commission to terminate the Hartford test.

**Tight Rules**

- The opponents said that if pay television service is authorized the commission should adopt rules to protect free television. The theater owners suggested a regulatory pattern that would include rules requiring applicants proposing pay television in the top-100 markets to prove in hearings that free television would not be harmed.

Proponents of pay television, on the other hand, contended subscription television would be no threat to free television. Teleglobe Pay-TV, developer of several over-the-air and wire pay-TV systems, said subscription television would have no choice but to present programming different from that now offered; "no sane viewer will want to pay for present-day programs," Teleglobe said.

Furthermore, Zenith and Teco argued that pay television could never win a pocket-book war with advertiser-supported television. They said that based on 10% penetration of TV homes, pay television would earn $125,125,000 for subscription programs; networks and their owned-and-operated stations in 1965 spent $686,752,000 and the total television industry, $953,251,000 on conventional programing.

They also said that the "historical mobility of talent" from one medium to another would prevent subscription television from "siphoning" such talent for its exclusive use.

**Broad Rules**

- Skiatron Electronics & Television Corp., whose system of cable pay television was used by the ill-fated Subscription Television Inc. in Los Angeles and San Francisco, urged adoption of rules to encompass all existing systems and permit "unhampered development" of pay television.

Some of the talent who would be eyed by both advertiser-supported and pay television—members of SAG—said pay television is needed as an alternative to the present advertiser-supported system whose "inherent limitations ... seriously restrict the quality, variety, scope and diversity of the programs which it is capable of offering." The limitations, SAG said, in a letter signed by its president, Charlton Heston, stem from the fact that commercial TV is an adjunct of advertising business; it isn't pure entertainment.

ACLU said that pay television should not be considered merely a "beneficial supplement" but an "independent system" of communications. Accordingly, ACLU urged the commission not to put any limit on the size market in which pay TV could operate—but said broadcasters should be required to engage in both free and pay systems: The two should be operated separately so that each will have "the greatest freedom to develop," ACLU said.

Most proponents, however, based arguments on the belief that pay-television operations would be available as revenue producers for hard-pressed UHF and unaffiliated VHF stations. The assumption has been that broadcasters would be able to operate their stations part free and part pay. Teleglobe says such a system would be a boon to educational stations, which are always seeking new sources of support.

**Hopefuls**

- And last week the commission heard from some broadcasters who already have firm plans for pay-television operations. Among those filing were RKO General Inc. (which, besides the Hartford operation, has options on the Zenith system for New York; New Haven, Conn.; Philadelphia; Washington, and San Francisco), Field Communications Corp. (which has a similar option for the Chicago area), Kaiser Broadcasting Corp. (which has one for Los Angeles) and Springfield Television Broadcasting Corp. (which has acquired franchises from International Telemeter Corp. for pay-TV systems in Boston; Worcester, Mass.; Providence, R.I.; Pittsburgh, and Washington).


Other broadcasters supporting the proposal were Taft Broadcasting Co., Communication Corp. of Indiana, an applicant for channel 43 in Richmond, Ind.; Acorn TV Corp., holder of a construction permit for a station on channel 22 in Clearwater, Fla.; Comet TV Corp.; applicant for channel 31 Denver; Beacon TV Corp., applicant for channel 41 Tulsa, Okla.; WAIM-TV (ch. 40 Anderson, S.C.); John M. McLendon, holder of a construction permit for a station on channel 16 in Jackson, Miss.; and Trigg-Vaughn Stations Inc. (KOSA-TV Odessa, KXOD-TV El Paso, and KXRT (TV) Dallas, all Texas).

A commission inquiry, issued along with the notice of rulemaking, as to what role the government should play in connection with the establishment and operation of wired television drew a variety of comments. CBS reasserted its position, stated in the com-
mission CATV rulemaking proceedings, that the commission lacks jurisdiction over a wired system. Taft and Springfield Television said the commission should bar pay television from any connection with CATV; Taft wants to prevent pay television from “hitchhiking” on a wired system established to relay free television signals. Teleglobe said pay television should be authorized both over cable systems specially constructed for transmission of subscription programs as well as over CATV systems.

Jerrold Corp., manufacturer of electronic equipment and major CATV operator, also supported the pay-television proposal, and urged the commission to provide for cable as well as over-the-air systems. Jerrold, in addition, used the proceeding as a vehicle for urging removal of the commission rule banning CATV relay into major markets without a hearing.

Jerrold noted that that rule, based in part on the fear that CATV systems would convert to pay television, with adverse effect on competing TV stations, was adopted at almost the same time that the pay-television notice of rulemaking was issued, last March. And in the notice of rulemaking, Jerrold said, the commission expressed the view that even a 10% penetration of audience in major markets by pay television wouldn’t hurt free television.

Jerrold said it was “improper” to have different standards for measuring impact by television and by CATV systems.

The comments made clear the question of commission jurisdiction remains a controversial one and will probably be taken to court in the event the agency authorizes pay television on a national basis.

The commission contends its authority stems from the fact that pay television is broadcasting. But ABC said that the Communications Act of 1934 defines broadcasting as the dissemination of radio communications intended for the public. Pay television doesn’t meet that definition, ABC said. The network also thinks it unlikely that a Congress during the first 18 months of the New Deal would have given the broadcaster complete authority “to charge listeners whatever the traffic would bear, had it thought . . . it was conferring on [the commission] authority to substitute” a system of pay broadcasting, ABC said.

The theater owners said the court decision on which the commission relied in authorizing the Hartford test does not answer the question as to whether the commission may authorize regular pay-TV service. The legislative framework to support such a service, the theater owners argued, is far different from the kind needed to support a “small experiment.”

**NBC Radio affiliates convene in New Orleans**

The NBC radio affiliates convention will be held at the Royal Orleans hotel in New Orleans today and tomorrow (Oct. 17-18).

Speeches will be given by Walter D. Scott, NBC board chairman; Julian Goodman, NBC president; Stephen B. Labunski, president, NBC Radio Division and A. Louis Read, president, WDSU New Orleans.

Delegates will hear a news-panel discussion today. Participating are Chet Huntley, NBC News; Barbara Walter, NBC Radio’s Emphasis and NBC-TV’s Today; Robert Kelly, president, KCRA Sacramento, Calif., and Russ Tornabene, manager, NBC Radio News. A service panel discussion tomorrow will feature Robert Wogan, vice president of programs for NBC Radio; Grover C. Cobb, vice president and general manager of KVNB Great Bend, Kan.; Michael Laurence, director of marketing and creative services for NBC Radio, and Ludwig Simmel, manager of sales, services and station clearances for NBC Radio.

Dr. Thomas Coffin, NBC research vice president, will give a presentation on cumulative radio audience method (CRAM) tomorrow.

**FTC turns down background plan**

The Federal Trade Commission has advised a radio station that its proposed plan to supply background music and in-store commercials to retail establishments would not meet the requirements of the Robinson-Patman Act.

Under the plan participating stores would pay for the music, depending on the number of speakers. Participating suppliers would pay retailers, depending on the number of persons exposed to the commercials and based on a fixed rate per thousand estimated weekly transactions with the consumers.

The FTC said the plan would be unlawful because it would not be available to all competing customers in a “practical business sense.” In the opinion of the FTC the plan would discriminate against such retail outlets as drug and department stores because the products advertised would be primarily grocery store items. Secondly, retailers already receiving background music from other sources would find it difficult to participate in the plan. Finally, food stores not carrying all participating brands could not be expected to carry commercials of competing products.

Under the FTC’s policy the identity of the station was not disclosed.
The ratings: a photo finish
First Nielsens put networks in virtual tie with NBC ahead followed closely by CBS and ABC; agencies call new season dull

The first national Nielsen ratings had advertising agency program officials tuned up in full voice last week, but the song they sang sounded wondrous sad.

Dreadful, disappointing and dull are common adjectives being applied to the quality of new season programing and the dissatisfied tone seems to have been intensified by dissatisfying Nielsen numbers.

The first regular NTI report covering Sept. 12-25 made NBC the leader on average with an 18.4 rating. CBS was second at 18.1 and ABC third with 17.9.

An agency programer, disgusted with "maniac devotion" to numbers, noted the difference separating the three networks fell within the statistical margin of error for any single program achieving a rating average of 20 over two weeks. That margin, acknowledged by Nielsen, is 1.1 rating points in either direction.

The same programing man, however, when asked how the season competition would end, said his agency expected CBS to "edge out" NBC for the leadership, both finishing ahead of ABC.

For the season average, ABC was called by the same program official for lack of continuity programing. Putting The Time Tunnel, Milton Berle and 12 O'Clock High in sequence on Friday night, he said, is an example.

CBS was mentioned by several agency men as more consistent in this respect, generally blocking out two or three programs of the same nature, with situation comedy the old reliable backbone of such periods.

Dependence on movies by the networks took a number of sharp critical comments from the agency men in spite of their extraordinary ratings. The movies' rating success, led by a 38.3 for ABC-TV's Bridge on the River Kwai, was unquestioned, but as one program director said: "They've been detrimental to the healthy development of series programing this season." He thought the movie surge, coupled with attendant series declines might act as a "shot in the arm" that would shock networks into better program development.

CBS To Move Up • Most said it was too early to be definitive about results for the full season, but all thought CBS would eventually come to the ratings forefront and win in full-season averages.

A Wall Street analyst of the television business, who also saw CBS as the season winner, called it a terribly dull season, and said it ought to be obvious that "the second season is now a television fact of life." The term "second season" was applied to a batch of new programing, led by Batman, injected into the ABC-TV schedule in midseason last year.

This analyst felt sure ABC would be going to a second night of movies before the current season ends. He thought they would be placed in the Wednesday night lineup.

He also noted that first Nielsen NTI figures show much more "leveling" of program strengths than earlier overnight rating reports from American Research Bureau and Trendex.

One agency program official, who predicted CBS would end the season with a 19.5, NBC with 18 and ABC with 16, said he was giving CBS that much advantage on the strength of its large number of returning programs with established audience appeal.

While ABC-TV took no general congratulations for its new series efforts

TV audience up slightly this year

Audience figures in the first two full weeks of this fall's network television season were running a bit higher than in the same period a year ago.

A. C. Nielsen Co.'s estimates on percentage of TV homes using television during an average minute in each hour from 7 p.m. to 11 p.m. this season ranged from 49.9% for the 7-8 p.m. period to 60.8% at 9-10 p.m. hour, as against a range from 48.2% to 60.1% in September 1965. From 8 p.m. to 9 p.m. the average this year was 59.7% as against 58% last September, while between 10 p.m. and 11 p.m. the average declined from 52.9% to 51.6%. The estimates are from Nielsen reports for the two weeks ended Sept. 25, 1966, and Sept. 26, 1965.

For the four-hour span the percentage of TV homes using television averaged out to 55.3%, as opposed to 54.8% in September 1965. Since the number of TV homes has increased from 53.8 million a year ago to 54.9 million now, these percentages translate out to 30,359,700 homes viewing in the average minute this September as compared with 29,484,400 a year ago—an increase of almost 3%.

What does it mean? One network researcher, recalling that early season reports a year ago indicated a decline of about the same magnitude, summed up his view this way: "Reasonably intelligent people who didn't pay any attention to the so-called 'decline' a year ago are certainly not paying any attention to the 'increase' this year—both are so small as to be insignificant."
Dog bites man...that's news?

Yes, when rabies is a threat.
And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal.
Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.
Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the country. And, if additional quantities are needed, the Pearl River headquarters is ready — night or day — to provide the serum as fast as planes can fly it.
Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.
its Rat Patrol (8:30-9 p.m., Monday) was widely accepted as the most promising of all new shows on the networks. Its two-week Nielsen average of 25.1 and a share of 39.1 gave it second place among all new-season programs, topped only by Bridge on the River Kwai.

On the first Nielsen NTI book, NBC could claim to have won three programming nights—Tuesday, Wednesday and Saturday—while CBS took Thursday and Friday and ABC won Monday.

CBS which could claim 10 of the top 20 programs in the first Nielsen, also had 20 half-hour wins against 18 for NBC and 12 for ABC.

No Big Overhaul • The networks were cautious in reading wholesale show shufflings or substitutions into the early Nielsens. One network official's reaction was that, to the contrary, the report had calmed the nervousness of advertisers who saw "all kinds of things" on the basis of overnight ratings and the multimarket Nielsen reports.

Two shows this season have already been affected. ABC's Tammy Grimes Show, which started the season in the Thursday, 8:30-9 p.m. period, has been replaced with a game show, The Dating Game, a nighttime version of a show that achieved popularity in ABC's daytime schedule.

CBS said last week it'll replace The Jean Arthur Show on Dec. 12 with To Tell the Truth on Monday, 10:10-10:30 p.m., coupling it with another panel show, I've Got a Secret, that follows at 10:30. Truth, a veteran CBS panel show, was presented in the most recent years back-to-back with Secret on Mondays, starting at 7:30 p.m. Advertiser General Foods, through Young & Rubicam, had backed the Arthur show, which ranked in the bottom third in the Nielsens. It will also sponsor Truth.

ABC said no further shifts were pending at this time but that "some changes" could be expected in January. Officials refused to elaborate, noting they were not in a position to discuss "specific shows."

The network is known to have programmed in the wings for possible substitution duty. Among these are the hour The Invaders, two British produced film series (the one-hour The Avengers and half-hour McGill), the one-hour Off to See the Wizard, and two half-hour Aaron Spelling-Danny Thomas productions: Ringo and The Walter Brennan Show (Broadcasting, Sept. 12).

CBS Stanis Pat • CBS spokesmen said its nighttime schedule appeared firm at this point. The Garry Moore Show, which came up with low numbers in the national Nielsen, is taken on a guest-star sheen. The Sunday, 9-10 p.m., variety show is being injected with such audience-building names as Phil Silvers, Dick Van Dyke and Jack Benny with back-up talent such as Ella Fitzgerald, Godfrey Cambridge, Barbara McNair, Myron Cohen and others. Moore, they said, was assured of its berth at least through the first quarter.

The network noted that Mission: Impossible (Saturday, 9-10 p.m.) appeared secure in the lineup. It also was reported that Jericho (Thursday, 7:30-8:30 p.m.) had been renewed for another cycle. Candid Camera and What's My Line?, which appear weak in the Nielsen report, were said by CBS sources to be showing their usual "slow start" before a conventional build-up as the season progresses.

CBS's midseason potentials include Smothers Brothers, a one-hour variety series being produced, and a selection of Perry Mason one-hour shows that have not been released for syndication.

NBC appeared to be concerned mostly over its Roger Miller Show (Monday, 8:30-9 p.m.) and The Hero (Thursday, 9:30-10 p.m.) but there was no indication that decisions had been made on these or other shows. "No shows on the schedule have been cancelled," an NBC spokesman said. Among the most-mentioned replacement shows in the wings at NBC: The one-hour Saint series newly produced in color and the Dick Tracy series.

Also being watched closely is Hey, Landlord (Sunday, 8:30-9 p.m.), which is backed by Procter & Gamble.

The Nielsen nighttime list (6 p.m. to 1 a.m. EDT) follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program and Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bridge on the River Kwai (ABC)</td>
<td>36.3</td>
</tr>
<tr>
<td>2</td>
<td>Green Acres (ABC)</td>
<td>25.3</td>
</tr>
<tr>
<td>3</td>
<td>Rat Patrol (ABC)</td>
<td>25.1</td>
</tr>
</tbody>
</table>
Celler still balks at football merger

With the tenacity that earned him a reputation as guardian of this country's antitrust laws, Representative Emanuel Celler (D-N.Y.) continues to resist attempts to produce a bill that would clear the way for the proposed merger of the two major football leagues.

Representative Celler, whose House Antitrust Subcommittee is considering legislation that would exempt the merger from antitrust laws and prohibit the telecasting of Friday-night football games, clearly showed last week that he planned to scrutinize the bill to his satisfaction before letting his committee report on it. The committee chairman showed this resolution against the appeals of professional football and committee members during a sometimes heated hearing on the legislation.

National Football League Commissioner Pete Rozelle again stated his reluctance to proceed with the merger unless the bill, which already has passed the House, is approved by the Senate. He cited the threat of antitrust suits by the Justice Department and disgruntled franchise seekers as jeopardizing the financial structure of the league if the exemption is not passed. Representative Celler, however, said that although he would try to work out a compromise bill, "no great harm" would result if it did not pass before Congress adjourns, perhaps this week. Most observers give the bill little chance of passage this year.

During the hearing, questioning paid close attention to the television practices of football. The exchanges disclosed that although the league does not contemplate any pay-TV for the championship games, the individual clubs have reserved the right to use pay TV under certain circumstances. The club owners might try pay-TV or closed circuit television for home games that are blacked out. However, Mr. Rozelle said he was not seeking antitrust exemption for the league's pay-TV practices or any other policies. He said he was willing to specifically exclude pay TV from the proposed exemption.

Questions Unsettled • Mr. Rozelle also pointed out that certain arrangements still have to be settled over game schedules and television in areas that would have two teams in the combined league. These would be New York and San Francisco-Oakland. In the New York situation, the teams have agreed that the league would try to schedule one team at home and the other away in another time zone so the away game could be broadcast without conflicting with the home game. The San Francisco and Oakland teams still have to agree on such a plan. (Presently teams only broadcast games played away from their home cities.)

He also noted the league may have to use two television networks when the merger is finally accomplished. Currently the National and American Football League each have sold the TV rights to their games to CBS and NBC respectively.

It was over such uncertainties that Representative Celler and the subcommittee's staff counsel balked at giving approval to the merger legislation. They said the bill passed by the Senate and sought by the leagues would give football a blank check. They said the bill would immunize not only the merger itself, as the leagues say, but all the merger teams, which would include such broad issues as television, player drafts, territorial agreements and other antitrust questions.

Compromise sought • Mr. Rozelle and his assistants countered with the assertion that football seeks only to have the act of combining the two leagues exempted from antitrust considerations but not the agreements resulting from the merger. They said they would be glad to meet with the subcommittee staff to work out a compromise.

Several subcommittee members have also sought to work out wording agreeable to Representative Celler only to be rebuffed. Representative William C. Cramer (R-Fla.) also chided the chairman for saying he wanted to proceed with the hearings even in fact stalls in progress. To this Representative Celler replied that "when two men ride on one horse, one of them has to be up front—and I'm leading this committee."

He also said he wanted to hear all sides of the controversy including those who opposed the merger and the legislation. He said he might call representatives of the Justice Department and Federal Trade Commission. No date was set for holding the hearings.

In its report on the Senate version of the measure, the Senate Judiciary Committee said its bill was intended only to permit the leagues to go forward with their merger plans. It added that it would 'maintain a delicate balance' on the threat that professional telecasts pose for high-school games.

Abridging the 1st Amendment
That's effect of court rulings and ABA guide, says veteran newsman

A call for news media to unite in combatting the 'forces pre-empting our prerogatives' was issued last week in Dallas. James A. Byron, news director of WBAP-AM-FM-TV Fort Worth-Dallas told a meeting of the Texas Association of Broadcasters that abridgement of First Amendment rights by courts, attorneys and law enforcement officials calls for 'positive action in which our position is clearly stated.'

Mr. Byron, a member of the Texas commission to study reporting of court proceedings, said an 'alliance' of the National Association of Broadcasters, Radio-Television News Directors Association and Sigma Delta Chi, professional journalism society, would be able to accumulate data on First Amendment abridgements. This material could then be circulated among the media and be used "to generally publicize, editorialize, criticize, and eventually exercise this unwelcome spirit."

The action of the courts and law enforcement officials is 'equally oppressive for newspapers and broadcasters," he said, and all must open up an editorial campaign serving "the dual purpose of informing the people of this country about what is happening and enlisting their support for corrective measures."

Mr. Byron was a panelist at a session on "The Relationship of Medical Examiners, Law Enforcement Officers, Attorneys ... and the Press."

Aura of Fear • Recent court decisions ordering new trials because of trial and pretrial news coverage and the latest recommendation of the American Bar Association's Advisory Committee on Free Press and Fair Trial that would further restrict pretrial information, (Broadcasting, Oct. 10), Mr. Byron added, have made most persons in law enforcement "afraid to speak or move except in the narrowest of circles lest the wrath of the ABA or Supreme Court descend upon him."

Henry Wade, district attorney of Dallas county, said the issue has be-
come a clear one of a conflict between two constitutional rights, that of free press and the public’s right to know and that of a fair trial. He said he didn’t agree with ABA and court moves on limiting pretrial information, adding that the “courts have gone completely overboard” in this area.

Charles W. Tessmer, Dallas attorney, pointed out that the ABA for all its admonitions can enforce them only among member attorneys. “If the ABA tells you to do something,” he said, “you don’t have to do it because you’re not a member.” If a court rules there shall be no talking about a case, he added, it’s not the newsmen who face contempt, but the defense and prosecution attorneys who are officers of the court.

The panel seemed in agreement that conviction reversals in courts and ABA rules are being taken too literally by most judges and law-enforcement officials and that eventually the Supreme Court will be called upon to spell out just how restrictive these sanctions must be to uphold both constitutional amendments.

Talbot Rain, Dallas attorney and chairman of the Texas Bar Association committee on trial-news coverage, said the attempts by the bar association to meet with media representatives is bearing some fruit.

However, he laid squarely in the lap of the news media, the responsibility for a convicted criminal walking the streets because a court has reversed his decision or ordered a new trial because of prejudicial publicity. The responsibility will be on the broadcast media and press, he said, not lawyers who have pleaded for no pretrial prejudicial publicity.

For election of new TAB officers, see page 84.

GOP upset over LBJ’s TV coverage

Lamenting the anticipated exposure President Johnson’s Asian trip will receive on television during the crucial political period just before the election, the Republican Party has been seeking air time from the television networks.

Thus far, only NBC is making a half-hour program available to the Republicans. However, even that will be twinned with another half hour for the Democrats on Nov. 6, the Sunday before election day. Of the other two networks, CBS rejected the appeal and ABC reportedly is still considering it.

While maintaining an appearance of nonpartisan support for the administration’s Vietnam war effort, many individual Republicans have been grumbling that the President is trying to upstage them in the news media with his Asian junket. They feel that while the activities of the President and the cabinet members can justifiably be classified as news, they also anticipate that Republican statements will not be given as much weight or exposure during that critical period.

The Republican party therefore purchased five minutes time on What’s My Line? for $14,000 recently. And party leaders wrote the networks asking for special efforts to insure that Democrats would not dominate the air because of their activities and news value. They also say that a preliminary survey has estimated that Democratic spokesmen and positions have been getting 10 to 15 times more exposure.

Ah, so, Led Baabaa to do pray-by-pray

Red Barber, veteran play-by-play baseball broadcaster, whose contract for next season was not renewed by the New York Yankees was back in the catbird seat last week—at least temporarily.

He has been signed by ABC Sports to cover the Los Angeles Dodgers-Yomiuri Giants baseball game in Tokyo, to be carried on the network’s Wide World of Sports Oct. 29 (5-6:30 p.m.).

Mr. Barber has indicated that several major league baseball teams have expressed interest in his services for the next baseball season, but he has received no definite commitments.

Political-contribution bill passes Senate

A tax bill that includes an amendment that its sponsor claims will solve the problem of equal television time for presidential candidates passed the Senate last week.

The amendment, which Senator Russell B. Long, (D-La.), majority whip and chairman of the Finance Committee, says would end the equal-time dilemma, was attached to a bill relating to tax credits on foreign investments. The amendment would allow taxpayers to donate $1 automatically with their tax return, thereby creating a treasury fund of from $60 million to $70 million to be spent by major presidential campaigners.

The candidates would be eligible to funds for each vote above 1.5 million their party received in the previous presidential election. It is felt that only major parties would thereby become eligible for the funds, which would be enough to defray any TV advertising expenditures. Opponents argued the amendment was not relevant to the bill under consideration. But the Senate defeated efforts to eliminate the proposal and passed it along with the bill. The entire package now goes to a Senate-House conference that will work to iron out differences between the two bills. The House version did not include a provision similar to Senator Long’s.
Look carefully at every issue of *Time*, *Life*, *Newsweek*, and *U.S. News & World Report*. For a year.

Count the microphones you see in every picture.

You'll find more E-V microphones than all other U.S. brands combined.
You'll find more E-V microphones than all foreign brands combined.
You'll find E-V microphones shown 3.77 times more often than any other brand.
When the chips are down, professional sound engineers for radio, TV, motion pictures, and critical sound reinforcement choose Electro-Voice.
What's new about that?
Nothing.
It's been going on for years!
Computers readied for the fastest vote count in the West

California newsmen and wire service representatives were given an advance peek at the electronic election coverage of the future at a news conference held by executives of the News Election Service in Los Angeles last week. J. Richard Eimers, executive director of NES, a co-operative vote-collecting and tabulating agency formed by ABC, Associated Press, CBS, NBC and United Press International, demonstrated how the organization will use twin computers to tabulate election returns from 11 western states on Nov. 8.

Mr. Eimers pointed out that the system to be used to report and tabulate returns on the coming senatorial, gubernatorial and congressional races is a prototype of a plan that will be used to cover the entire country during the presidential elections of 1968. It's expected to result in the fastest and most accurate vote counting in history.

Also attending the news conference and demonstration was Frank J. Jordan, NES board of managers member and manager of election planning for NBC. Mr. Jordan explained that NES will have a reporter in each of the 411 counties of the 11 states and in each of some 24,000 precincts. Under the new NES system each of these reporters will phone information and vote-count tabulations directly to two large collection centers in Los Angeles, instead of to the individual state capitals. Twin RCA 301 computers, located at Tabulating Consultants Inc., Los Angeles, will digest the information and, through a network of seven high-speed teletypes, relay the latest count (every five minutes) back to the individual states and to NES subscribers.

NBC is responsible for NES coverage of California and for operation of the computer center in Los Angeles. Responsibility for organization and coverage in the 10 other western states is divided among ABC, AP, CBS and UPI.

Standing before newsmen, Frank J. Jordan (l), NBC's manager of election planning, and J. Richard Eimers, executive director of the News Election Service, explain the technical hookup for reporting the Nov. 8 vote tabulation from 11 western states.

Program notes...

Problem, please man back • John J. Anthony, whose Goodwill Hour was once carried by several hundred stations on Mutual network, was signed last week to a regular program on KLAC Los Angeles. Mr. Anthony, who will have a weekend evening show, was first given a several weeks tryout by the Metromedia-owned station (CLOSED CIRCUIT, Sept. 12).

Vietnam • The U. S. Pacific Fleet, San Francisco, has announced that sounds of the U. S. Navy at war in Vietnam are now available as a series of 10 five-minute radio public-affairs programs. The reports were recorded on location in Southeast Asia by the radio team from Pearl Harbor.

Whiteman encore • WPHS Philadelphia brought Paul Whiteman out of semiretirement for a four-hour salute to the King of Jazz on Pat Landon's Big Bandwagon Oct. 15. The 76-year-old Mr. Whiteman is now semiretired and lives in Bucks county.

Radio series sales...


Easter the Beginning and July 4, 1776 (Woroner Productions): WAVA Washington, D. C.

Tips on Tots, Points on Pets and Your Green Garden (Woroner Productions): WECL Eau Claire, Wis.


Doctor's House Call (Signal Productions): WBMI Meridien, Conn., and KODY North Platte, Neb.

Point of Law (Signal Productions): KJLV Huron, S. D.; WLEC Sandusky, Ohio; KATY San Luis Obispo, Calif., and WDBO Orlando, Fla.

Bird Watching Society (A.R.B. Productions): WKBW Youngstown, Ohio; WRRR Rockford, Ill., and WPTF Raleigh, N. C.


Joe Pyne Show (Hartwest Productions): KORO San Diego.

Barry Farber Show (Syndicated Features Inc.): KISS El Paso; KUDL Kansas City, Mo.; KERG Eugene and KLIO Portland, both Oregon.

BROADCASTING, October 17, 1966
AN OPEN LETTER TO CAPITAL CITIES BROADCASTING

(Owners of WJR-Detroit, Michigan; WKBW-Buffalo, New York; WPAT-Paterson, New Jersey; WTEN-WROW-Albany, New York; WTVD-Durham, No. Carolina; WPRO-Providence, Rhode Island; WSAZ-Huntington, West Virginia; and KPOL-Los Angeles, Calif.)

Tom Murphy, President

Dear Mr. Murphy:

It is with a great feeling of disappointment that we address this letter to you. We of AFTRA had high hopes that once your company assumed the management of radio station KPOL in Los Angeles, sanity would once again be the order of the day, and that the almost paranoic dedication to anti-unionism, displayed over the past 18 months by the former owner and manager, would be replaced by sound business judgment.

Your company and AFTRA have established good relations in other markets and we had reason to believe that the same policies would be extended to Los Angeles. In reliance thereon, we withheld appeals to new sponsors on KPOL hoping not to prejudice them against your new management.

Unfortunately, we are now advised that a policy of decentralization prevents you from entering into normal, friendly relations with the only union representing radio performers in Los Angeles. Frankly, we find this attitude almost inconceivable. A company of your stature cannot balance its reputation on each of its toes separately.

AFTRA is obliged, as long as the station's hostility to unions endures, to appeal once more to all sponsors and advertising agencies to refrain from patronizing KPOL. A commercial on KPOL is now an identification with anti-unionism and elicits resentment from all pro-union consumers who are acquainted with the facts. Many thousands of Southern Californians have acquired the impression that KPOL is an unpopular four letter word. If this continues unchanged, will not KPOL become increasingly a bad buy for advertisers? You know it will.

We offered, and we now renew our offer, to sit down with you to work out a long-range policy designed to restore collective bargaining to KPOL; and once that is done, AFTRA will do its best to help restore a favorable consumer image of KPOL. Until then, you leave us no alternative but to resume the informational campaign that once reduced the paid spots on KPOL by 50%. That can be done again.

We offer peace and cooperation; but until you concur, we must urge all of our friends in the industry and the buying public not to buy products advertised on KPOL. Will Capital Cities pursue the course plotted by the previous owner and manager, or will you bring to the Los Angeles area your proven enlightened labor relations policy?

Sincerely,

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS

Donald F. Conaway,
National Executive Secretary, and
Claude L. McCue,
Los Angeles Local Executive Secretary
How to succeed in TV: stations get some tips

Accent at management/programming seminar is on local, nonnetwork problems and operations

Television station officials from High Point, N. C., and Yakima, Wash., exchanged views with executives from Bangor, Me., Honolulu and points in between at a management programing seminar held in New York last week under the auspices of TV Stations Inc.

The two-and-a-half-day meeting, billed as a "shirt sleeve" conference covering various phases of station operations, consisted of panel discussions spotlighting specialists in particular areas and subsequent bull-session periods in which the 120 registered station executives asked questions, offered criticism and voiced suggestions.

Herb Jacobs, president of TV Stations, program consultant and market analyst firm, framed an agenda with the assistance of the organization's member stations to advance the conference theme: "What makes a station a success? And what it must do to achieve it." The panels covered the subjects of station image; news: agency/client/representative; local origination; future program supply and trends, and promotion.

Wasilewski Speaks • The keynote address of the seminar, which was held Oct. 10-12, was given by Vincent T. Wasilewski, president of the National Association of Broadcasters. On Tuesday evening Donald H. McGannon, president of Westinghouse Broadcasting Co., was the man on the spot during a discussion-in-the-round in which he fielded a series of questions that ranged over a wide spectrum of industry topics.

Mr. Wasilewski said the seminar represents, "the best impulses of broadcasters, not only to run their stations better, but in the larger sense, to improve broadcasting through improving themselves and their stations.

"Your participation in this seminar," he said, "is documentation that you in your stations have not been willing to stop growing. You and your stations are committed to progress."

The NAB president noted that the nation's 60 million TV sets are turned on an average of five hours daily, to receive television's "most important product," programing.

The picture gets to the screen through engineering miracles, he said, and sales keep it there. But, he continued, it must be remembered that it is the "picture itself that has determined television's phenomenal success and it is the picture which will determine television's future role."

Lou Friedland, vice president for syndication for MCA-TV, reported that a study made by his company shows there are 562 feature films still unreleased to TV from major studios but he indicated that at least 150 cannot be distributed because they are mediocre or are films with unclear rights. He stressed that the vast majority of major studio features will be channeled to networks, and stations will have to rely on off-network features; movies from libraries that have been issued in the past and to a growing number of films made especially for TV.

James T. Victory, vice president, domestic sales, CBS Films, predicted that off-network syndicated product will be in short supply over the next few years because of the high rate of casualty of product on the networks and the soaring prices of residual talent payments. He urged TV Stations members to consider the problem of residuals and to think in terms of a new formula that could make such payments more equitable and thereby lead to a larger supply of off-network product.

The outlook for production of first-run syndicated programing lies in the area of modestly budgeted programs aimed for daytime or even fringe periods and not for prime-time, high-cost series, according to W. Robert Rich, executive vice president of Seven Arts Television. The era of the expensive, action-adventure series of the mid 1950's cannot be revived at present, he stated, but pointed out there are opportunities for personality shows, animation programs, musical telecasts and entertainment and documentary specials.

Hal Golden, president of ABC Films, indicated there will be more product available to U. S. television from abroad, but he cautioned that the amount would be modest in the foreseeable future. He added that producers in Europe and other parts of the world are eager to co-produce with their American colleagues to take advantage of U. S. technical know-how.

A panel on promotion consisted of David Linden, administrator, client presentations, NBC-TV; Kenneth Philo, art director, KYW-TV Philadelphia, and John H. Taylor, president, Taylor-Walker Associates, New York. Mr. Linden spoke on the elements needed to create an effective presentation to a client; Mr. Philo, on the value of a TV station's symbol or trademark and Mr. Taylor, on the various free programming materials available to stations.

A tight focus on local "network quality" news, public-affairs and service programs marked the opening sessions. In a seminar on community involvement, Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, noted that community activity is a responsibility of broadcasters who have been too modest too long about their influence. We are stage center in American life today, and I only hope we don't blow our lines."

Grams Agrees • Mr. Campbell was joined by Harold Grams, general manager, KSD-TV St. Louis, in praising community involvement as "good business." He pointed out that strong, locally oriented programing "can make a bad network season a problem instead of a disaster." Mr. Grams stressed the importance of a strong local news operation, stating that this helps build viewer habits and is a key to station leadership.

Richard Borel, president, WBNZ-TV Columbus, Ohio, and George Comte, general manager, WTMJ-TV Milwaukee, were also on the panel, moderated by A. Louis Read, president, WDSU-TV New Orleans.

In a question period, executives who agreed in principle with the major-market station executives' emphasis on community involvement and local origination nevertheless asked them how big their news departments were. The lowest number of full-time staffers cited was 20. At that point, a member of the seminar remarked from the back of the room: "Hell, I wouldn't have a news staff of 20 if I counted my stringers and my wife's relatives."

The problem of local origination with limited resources was covered in another session that spotlighted a presentation by Rush Evans, executive vice president, KKTV-TV Colorado Springs-Pueblo. With color slides and kinescope, and staff and financial data, Mr. Evans displayed high quantity and quality production with a news staff of one full-timer and costs of about $4,000 a month, including film processing. KKTV shares a mobile reporter-photographer and a car with a local radio station and employs parttime a retired brigadier general to cover the area's extensive military news.

Professor William A. Wood, Columbia Graduate School of Journalism, New York, spoke of his trip around the country to survey TV news operations

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for a forthcoming book. He cited "a breakthrough in quantity and quality of local news in the last two or three years. It has become the key to stations' local individuality, the basis of their image." He found a trend away from "tabloid-type TV journalism. The ratings show this trend is what audiences want."

Broadcast editorials as a means of community involvement were discussed by John O. Gilbert, vice president for ABC-TV affiliate relations and a former editorizer on ABC-owned stations in Detroit and New York. "They [the editorials] don't hurt the station with sponsors," he said. "Rather, they result in the kind of community respect and identification that can sell more advertising." The panel, which also included John Corporan, news director of WDSU-TV New Orleans, was moderated by Bill Leonard, vice president of CBS News.

Westinghouse Broadcasting's Mr. McGannon answered a wide range of incomplete solution since an organization such as Westinghouse requires 100 new films a year to replenish its present supplies. "I don't see any easy solutions," Mr. McGannon observed.

In reply to a question on the potential for success of a fourth TV network, Mr. McGannon said that programming is the key and station clearance is a vital factor. He indicated that a fourth network would face a formidable challenge and he referred briefly to the old Du Mont Television Network, which he once served as a top executive, as an example of a fourth network plagued by programming and station clearance problems.

In a panel on "What the customer wants," Arch O. Knowlton, director, General Foods Corp., and Albert J. Petcavage, media vice president of Doyle Dane Bernbach, New York, agreed that what advertisers want is flexibility and freedom.

They favored piggybacks and cut-ins but opposed clutter and juxtaposition of competing products' commercials. They were perhaps most constructively in agreement on the commercial value of local news.

They were seconded by Jack Fritz, Blair-TV vice president, who praised news as "the most salable local product, in terms of product compatibility, demographics (mainly adults) reach, especially attracting the quality audience, its local orientation, and its stable audience pattern."

Mr. Fritz opposed piggybacks and "too-low prices for cut-in services," however, and urged the establishment and firm adherence to "reasonable trade standards."

Cris Rashbaun, research vice president, Harrington, Righter & Parsons, New York, in a documented presenta-

A. Louis Read, president, WDSU-TV New Orleans (speaking) moderated a panel on "station leadership" which consisted of (l. to r) Eldon Campbell, vice president and general manager, WFBM-TV Indianapolis; Richard A. Borel, president, WBNS-TV Columbus, Ohio; George Comte, vice president of WTMJ-TV, Milwaukee; and Harold Grams, general manager of KSD-TV, St. Louis. Involvement in community affairs was stressed.
forts of local stations. Local TV must develop, must localize. The very idiom of television is waiting for you to develop it."

Richard C. Dreyfuss, program manager, WPRO-TV Providence, R.I., and director of program development for Capital Cities Broadcasting, spoke on the "Large Individual Station Effort," stressing his reliance on "the three P formula: people, product, and promotion," in developing new programs.

Radio-TV get most seats at Sheppard trial

Eight of the 14 seats assigned to newsmen at the hearing on the change of venue petition by Dr. Sam Sheppard in Cleveland were occupied by broadcasters. The other six seats went to the wire services and the two Cleveland newspapers.

The hearing on the Sheppard petition began last Wednesday, Oct. 12. A ruling was scheduled to be issued Friday (Oct. 14).

In imposing stringent news-coverage rules, Criminal Court Judge Francis J. Talty banned outright from the courtroom itself all cameras, tape recorders and microphones. He also prohibited private telephone lines, or teletype machines in the courtroom and forbade any interviews with Dr. Sheppard, lawyers, court attendants, witnesses or police officers. In banning interviews, Judge Talty went much further than Chief Judge Roy McMahon last month who had indicated he would permit interviews, but only by reporters taking notes with pad and pencil (Broadcasting, Sept. 12).

Each of Cleveland's three television and five radio stations were permitted to send one reporter to the trial. Two seats each went to the Cleveland Press and the Cleveland Plain-Dealer, and one seat each to the Associated Press and United Press International.

Dr. Sheppard's conviction in 1954 for the murder of his first wife was overturned earlier this year by the U.S. Supreme Court, which held he had been denied a fair trial due to the "circus" atmosphere of the trial.

Imperial TV formed; Frieberg is president

The formation of Imperial Television Inc. as a producer and distributor of feature films and syndicated product to TV was announced last week. Hardie Frieberg, formerly president of

Loevinger: TV's strong points outweigh weaknesses

FCC Commissioner Lee Loevinger, who makes no secret of his own low opinion of television, used some finely honed phrases last week in suggesting that most of those who criticize the medium don't know what they're talking about.

"It seems to me that there is more nonsense, garbage, and hogwash spoken, written and printed about television than about any other single subject with the possible exception of sex."

He called television the "golden goose that lays scrambled eggs" and said it's futile to beat it "for not laying caviar. Besides," he said, "more people like scrambled eggs than caviar."

Commissioner Loevinger talked on "The Limits of Technology in Broadcasting" at the New Jersey Broadcasters Association, in Atlantic City. He concluded that the system of broadcasting is already approaching the limits of a technically perfect system, but that the limiting factor for broadcasting in the future is not technology anyway—"it's human appetite and endurance."

And as for quality of programing, he asserted that while there will probably be more programing appealing to minority tastes, "the general quality of most programing will be about what it has been and will change only as the public taste changes—for better or worse."

What TV Is • Commissioner Loevinger feels this is natural, given what he perceives television to be—and not to be. "Television is not and has no prospect of being either the salvation or the damnation of mankind," he said. "It will not and would not take the place or perform the function of the school, the church, the home or even the parents—though it is sometimes a most useful babysitter."

"The significance of television is that it is a mass medium; and it has become a mass medium because it purveys primarily entertainment, and secondarily news and advertising. To deprive television of its mass is to destroy its significance."

He said television is not for him. But he sees it performing a vital function as "the literature of the illiterate; the culture of the lowbrow; the wealth of the poor; the privilege of the underprivileged; the exclusive club of the excluded masses."

Common Man • In his view, the piece of realism that all those who comment on radio and television should keep in mind is that "the common man has every right to be common . . . to prefer and demand entertainment that meets his common taste."

"In the current lingo," he said, "television is the cool of the squares and it cannot exist if inverted. The square of the cool equals nothing."

Commissioner Loevinger had some kind words for radio, which he personally prefers to television. He conceded that some music on radio "is abominable to my ears." But he finds enough that is pleasing, he said, adding: "Radio soothes my nerves and brings me news without straining my eyes. It doesn't strain my brain either—but it does permit me to get mental exercise by reading (a practice I commend to those who are concerned about their minds)."

He suggested a new aphorism to characterize radio: "Radio is the opiate of the middle-classes."

The commissioner, who has written and talked frequently on scientific subjects, cautioned his audience not to adopt "the myth of this age, that science and technology will solve all mankind's problems."

In suggesting that broadcasting is approaching the limits of technical perfectability, he pictured a system that would provide for the broadcasting of three-dimensional pictures in color and of stereophonic sound, with the quality of reproduction as perfect as human senses can detect; one that would provide for the recording and instant replay of the broadcast; one that would not be subject to a significant limitation of channels; and one whose cost would be minimal.

"If we examine how close we are to these limits and what effect further advances toward them will have," he said, "it becomes apparent that technology will not solve or eliminate the problems, the pseudo-problems or the complaints. These, being human dissatisfactions with human action, must be met by human decisions and human responses." The commissioner concluded.
Where Broadcast Advertisers influence Media Planners and Buyers
Telesynd, a division of Wreather Corp., has been named president of Imperial TV.

The company is distributing 52 half-hour animated color cartoons, *Frankie Future—Super Jetter*, 15 foreign-produced features including such performers as Vittorio de Sica, Lili Palmer and Curt Jergens and a travel-adventure series, *Faces of Man*. In production is a series titled *Women of the World* with John Daly as host-narrator. The company is at 635 Madison Ave., New York.

**TV series to study federal government**

Plans for a series of 60 educational television programs depicting the machinery of the federal government were announced last week in Washington by Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., and a group of congressional wives that worked for three years to create this project.

The series, the first 30 programs of which will be ready by the fall of 1967, will be produced at a cost of slightly under $250,000, according to Mr. McGannon. The series will be broadcast on Westinghouse stations and be made available without cost to TV stations throughout the country. In addition, a film version and textbook will be available for classroom use.

This project is the outgrowth of efforts by the wives of several congressmen, a Supreme Court justice, members of the executive branch assisted by a political-science professor and congressional aides.

Heading this group were Mrs. Charles A. Vanik, wife of a Democratic representative from Ohio, and Mrs. Gerald Ford, wife of the House Republican leader from Michigan. The group, known as Operation Government, was aided by Mark E. Talisman, administrative assistant to Representative Vanik, and Nick Zappile, communications counsel for the Senate Commerce Committee. They and other group members worked for some three years on the project. They were also counseled by WETA-TV, the educational station in Washington.

The series may mark a significant breakthrough in that congressional sessions and House hearings may be filmed and broadcast for the first time. Although details have not been worked out, House Speaker John W. McCormack (D-Mass.) hinted this may be possible. He added, however, that there can be "an exception without being a precedent." Both chambers prohibit photographs or films of sessions and the House also forbids such coverage of committee hearings.

A team of political scientists will serve as consultants. The series will be produced for Westinghouse by Michael Sklar under the supervision of Richard M. Pack, senior vice president for programming of Westinghouse. Mr. Sklar has produced documentaries for National Educational Television, CBS and Westinghouse.

Although many details still have to be worked out, the series will explore the functions of the three branches of government, revealing many behind-the-scenes aspects.

**CBS-TV sets Burnett series for fall '67**

CBS-TV last week pinned another TV star to its program development board, announcing the signing of Carol Burnett to appear in a one-hour musical variety series in the fall of 1967.

The show will be produced in Hollywood under the supervision of Joe Hamilton, Miss Burnett's husband, who has produced most of her specials. The series will be a coproduction of Bob Banner Associates and Burngood Inc. in association with CBS-TV.

The star has a long-term contract with CBS. She has been in six specials during the past several years. In the negotiation for the series, Miss Burnett and the Bob Banner firm were represented by Ashley-Famous Agency.

**'Griffin' station list hits 60 mark**

The signing of 11 more TV stations in six weeks has brought the total carrying the *Merv Griffin Show* to 60 in the U.S. and Canada, Jack E. Rhodes, vice president and general sales manager of Westinghouse Broadcasting Co.'s program sales, announced last week in New York.

Latest to sign for the WBC variety program are: WCTV(TV) Tallahassee, Fla.; Wgal-Tv Lancaster, Pa.; WMCT-TV Memphis, Tenn.; WCHS-TV Portland, Me.; WLBZ-TV Bangor, Me.; WBFC-TV Greenville, S. C.; KCNB-TV Pemba, N. D.; WFAM-TV Lafayette, Ind.; KMTV-TV Tacoma, Wash. These nine stations will be programming Griffin five days a week, WBC said, adding that another two stations, WSSX-TV Nashville and WHTN-TV Huntington, W. Va., have signed for six shows per week (includes one selected replay).

The Griffin show has been in production a little more than a year.

**Affiliates to receive CBS's VPA analysis**

CBS outlets will receive by affiliate-relations teletype service the full data and analysis print-out of CBS News' Voter Profile Analysis (VPA) system for their election-night coverage Nov. 8.

VPA was developed after the 1960 elections by CBS News, Louis Harris & Associates, and the IBM Corp. as a means of predicting election results from a small number of key returns.

"As VPA information is processed by analysts," said Av Westin, executive producer of the CBS News Election Unit, "it will be delivered to affiliates' newrooms almost as quickly as it is to Walter Cronkite at the other side of our election studio." CBS affiliates will be able to use national and state VPA information in their own seven-minute local segments at 23 and 53 minutes past the hour.

**LBJ pickup from Manila on the doubtful list**

Hope that President Johnson's appearance at the Manila conference next week could be televised live via satellite to U.S. viewers has been dashed with the definitive launch schedule of the next communications satellite.

The satellite, which is planned for the Pacific Ocean, will be launched Oct. 26. Because it usually takes two or three days to position the satellite properly in its synchronous orbit, it may well arrive on station just at the tail end of the President's swing through the Far East.

And, Communications Satellite Corp. sources emphasize, there's no certainty that the satellite launched Oct. 26 will be stationed over the Pacific; because of various factors, it may find itself over the Atlantic instead (Broadcasting, Oct. 3). It had been hoped that the launch could be made on Oct. 19, which would have allowed plenty of time for Oct. 24-25 Manila conference.

But the National Aeronautics and

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Space Administration balked at overtime that would be required for the launch crew, which has been on the West Coast preparing for a meteorological satellite launch.

Other factors that made the proposal problematical from start: transportation of ITT’s portable satellite sending and receiving station from Nutley, N. J., to Manila and payment for shipping; and modification of the Hawaiian ground station and payment.

L.A. plans to counter NYC’s producer lures

Los Angeles has taken steps to counteract New York City’s recent determined efforts to woo the television and motion-picture film industry to the East Coast. Councilman Paul H. Lamport, chairman of the Los Angeles Economic Development Board, appointed a special motion picture-television subcommittee to study how best to help the TV and movie film industries solve some of their cost and logistics problems in the city.

Mr. Lamport claimed some film-production studios, particularly 20th Century-Fox and Metro-Goldwyn-Mayer, are being “caught in a residential squeeze” that may force them to sell their property and find larger quarters elsewhere. With this situation in mind, the subcommittee also is studying the possibility of constructing a special film-production center somewhere in Los Angeles. The center would house the major studios and would provide all the facilities they require, such as helicopters, film-processing laboratories, offices and sound stages.

Explaining his concern, Councilman Lamport said: “It would be a travesty if the pioneer industry that made this the second largest metropolis in the U. S. left because city government didn’t do all in its power to help them to stay.”

Sheets sets up Kristom

Barr Sheets, who recently resigned from Walt Disney’s Buena Vista Distribution Co., has formed his own production and syndication organization.

Kristol Productions Inc., with Mr. Sheets as president, has established offices at 5800 Sunset Boulevard, Hollywood.

FINANCIAL REPORTS

RCA 3d quarter sets records

9-month net is 28% over like ’65 period; quarter shows 22d consecutive gain

RCA greeted stockholders last week with a report showing earnings had increased for the 22d consecutive quarter over comparable previous-year figures. The report indicated nine-month profit had gained 28% over the same period last year.

Both sales and earnings were at record highs for the third quarter and nine months. Profits after taxes for the third quarter were ahead of last year’s third period by 29%. Gross revenues for nine months were up 20%.

Elmer Engstrom, chairman of the executive committee, and Robert Sarnoff, president, cited sustained growth in all aspects of the color-television-equipment business and record sales and earnings for NBC as two factors contributing to the record totals.

Other sales-and-earnings growth boosters mentioned by the RCA executives included government sales and the company’s components-and-devices business as well as international communications and electronic services.

They said RCA has more than doubled its color-TV-set-production capacity since the middle of 1965 with additions to its Bloomington, Ind., color-receiver plant.

The company indicated it was “in excellent position,” to meet an expected record demand for home-entertainment products in the final months of this year.

It was noted that RCA’s electronic data processing business had an operating loss in the third quarter, the first such loss since the last period of 1963.

Domestic orders for RCA computers, however, were at an all-time high.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.44</td>
</tr>
<tr>
<td>Sales</td>
<td>1,738,300,000</td>
</tr>
<tr>
<td>Operating cost</td>
<td>1,627,800,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>50,500,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>59,303,000</td>
</tr>
</tbody>
</table>

Swiss bank offers to buy Columbia stock

A Swiss bank has announced that it is offering to buy 350,000 common shares of Columbia Pictures at $33 a

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

50 East 58th Street
New York, N. Y.

Eldorado S-045
share. The tender offer brought a reply from Columbia management advising stockholders to “go slow” in accepting the proposal.

The Banque de Paris et des Pays Bas, Geneva, said it was making the offer for its own account. The 350,000 shares represent approximately 18% of Columbia Pictures’ outstanding shares.

A. Schneider, Columbia president, said the company does not know who is behind the Swiss bank’s offer. He added that “the true value of the company’s assets are far in excess of the value which the offer price would indicate.” The stock is traded on the New York Stock Exchange and its closing prices have ranged from 30 to 32 in recent weeks.

The offer expired Oct. 14, unless it is extended. Shares will be taken on a pro rata basis if less than all shares tendered are purchased.

Columbia Pictures is the parent company of Screen Gems Inc., producer and distributor of TV programing.

Subsequently the Swiss bank assured Columbia Pictures that the tender offer for the stock was for investment only. Mr. Schneider later said he was accepting the bank’s statement “in good faith.”

Columbia net improved by Screen Gems TV activity

Consolidated net earnings of Columbia Pictures for the fiscal year ended last June rose comfortably over the previous year, the company reports.

A. Schneider, president, attributed the gains to the success of several feature films and the continued high earnings from its television activities through Screen Gems. Columbia did not reveal its worldwide gross for the year.

For the year ended June 25:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.11</td>
<td>$0.67</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>4,496,000</td>
<td>4,522,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,592,000</td>
<td>2,588,000</td>
</tr>
</tbody>
</table>

McCall stock offering would convert into ABC

McCall Corp., which owns a reported 332,000 shares of ABC stock has filed with the Securities & Exchange Commission in anticipation of a $20 million preferred stock offering that would be convertible into the broadcasting company’s common shares.

McCall intends to sell 200,000 preferred shares that would be convertible into ABC’s common over a 10-year period beginning in November 1968. The publishing company’s holding in ABC had a paper value of more than $21 million last week. With the expect-
ed merger of ABC into ITT the stock would be convertible into ITT shares.

The underwriting is headed by the Wall Street house of Goldman Sachs & Co.

McCall said it plans to use the funds raised in expansion of its printing plants.

The McCall interest in ABC was acquired within the past several years while industrialist Norton Simon of the McCall finance committee was understood to be aiming for a seat on the ABC board of directors and perhaps eventual control of the company. Such speculation ended when ABC announced its plan to merge with ITT.

Seven Arts’ proxy reveals Stark contract

A proxy statement accompanying the notice of the annual meeting of stockholders of Seven Arts Production Limited, Toronto, spelled out in detail last week the settlement conditions made with Ray Stark, who resigned last June as executive vice president and director.

Mr. Stark, who was paid at the rate of $125,000 a year until May 31, is employed by the company for the period June 1, to Dec. 31, 1966, at a salary of $86,500 to serve as producer for the motion picture, “Reflection in a Golden Eye,” which Seven Arts is making for an unabashed studio. The proxy noted that if Mr. Stark produces the feature within a set budget, he will receive an additional sum of $65,000. In addition, Mr. Stark’s agreement with Seven Arts also calls for his employment as a parttime consultant at $50,000 per year for five years, starting Jan. 1, 1967.

The proxy also points out that Eliot Hyman, Seven Arts president, is employed at a salary of $125,000 a year through May 31, 1968. His agreement calls for him to serve as a consultant for a period of eight years thereafter at a salary of $50,000 per year.

The annual meeting will be held in the Royal York hotel, Toronto, Nov. 9 at 2:30 p.m. Stockholders will vote on the establishment of a pension plan for fulltime employees and on the election of a board of directors.

Four Star has red ink for fiscal year

Four Star Television, North Hollywood, reported last week a net loss of more than $1.5 million in the fiscal year ended June 25. The loss incurred after a $1,085,000 tax credit had been effected. In the preceding fiscal year, by comparison, the television production and distribution company showed a net profit of more than $350,000.

In their annual report sent to shareholders, Thomas J. McDermott, president, and George A. Elber, executive vice president, attributed the loss (despite an increase in gross income) to the “high cost of developing and producing film shows for network television and to a more conservative evaluation of the company’s film library which resulted in a substantial write-off.”

Shareholders, however, were told that domestic and foreign syndication remains profitable. Additional profits also are expected for the current fiscal year through the second season sale of The Big Valley series to ABC-TV, the renewal of the comedy game show PDQ by the NBC-TV-owned stations and the distribution of Winchell-Mahoney Time and Something Special programs.

For the fiscal year ended June 25:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.54</td>
<td>$0.54</td>
</tr>
<tr>
<td>Gross Income</td>
<td>20,442,720</td>
<td>18,101,568</td>
</tr>
<tr>
<td>Net profit (loss)</td>
<td>(1,540,965)</td>
<td>358,838</td>
</tr>
</tbody>
</table>

Video Color owner loses bakeries

Noramco Inc., Queens Village, N. Y., a bakery firm that owns Video Color Corp., Inglewood, Calif., a TV programing, last week closed three of its bakeries while negotiating for funds from factoring concerns to pay long-term debts.

The company the week before had filed in New York for court protection to continue operations under Chapter II of the Bankruptcy Act. Charles L. Lewis, president, said Noramco’s petition was made because “our factors cut off the money over the weekend.”

In the filed petition, Noramco estimates its assets at $4,880,000 and liabilities at $6,150,000. (Sept. 14) Noramco reported a net operating loss of $946,078 for a 52-week period ended June 11. Its long-term debt reportedly amounts to $2,116,999.)

The Chapter II petition does not relate to subsidiary Video Color Corp., which continues to operate profitably, according to Mr. Lewis.

PKL earnings up 10%

Papert, Koenig, Lois, New York advertising agency, reports a 10% increase in per-share earnings through the nine months of 1966.

Nine months ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.42</td>
<td>$0.379</td>
</tr>
<tr>
<td>Gross billings</td>
<td>29,044,240</td>
<td>22,747,340</td>
</tr>
<tr>
<td>commissions and fees</td>
<td>4,112,212</td>
<td>3,581,454</td>
</tr>
<tr>
<td>Net income</td>
<td>337,243</td>
<td>300,027</td>
</tr>
</tbody>
</table>
INTERNATIONAL

World TV writers compare problems, pay

U.S. HEADS THE FEE LIST WITH CANADA CLOSE BEHIND

A five-day examination of mutually shared problems of pay scales, censorship, production quotas, credits, translation rights and fees, copyrights and frozen currency occupied the delegates to the first world congress of the International Writers Guild held in Hollywood last week (Oct. 11-15). Delegates from 13 countries including the U.S., attended the congress. Alexis Kapler, secretary of the Soviet Cinematographers Union and president of the USSR Screen Writers Union, and Budimir Metalnikov, head of the Moscow Film Writers Guild, sat in during the sessions as observers. The Soviet Union currently is not among the 17-member nations of the IWG.

The total of some 50 delegates and observers attending heard talks by Fitzgerald Smith, president of the Writers Guild of America/East; Christopher Knopf, president of the Writers Guild of America/West and James R. Webb, president of the IWG. Mr. Webb, who was reelected to an unprecedented second term as president of the global organization, said that Hollywood was chosen for the site of the first convention because "there is still magic left in the name." He was quick to add that "knowledgeable people in the entertainment industry throughout the world still want to see the place and not for the same reasons they want to see the ruins of ancient Rome."

Pay Scales • Each of the member nations gave an account of working conditions for writers in their country. In Australia TV writers get $300 for an hour dramatic script and $200 for a half-hour play. Canada pays $1,000 to $4,000 for a half-hour film on a network and $4,000 to $6,000 for an hour film. There's no firm minimum scale for TV writers in Finland. British writers get $2,100 for an hour play, $2,800 for a 90-minute play, $700 for writing a half-hour series segment and $1,400 for an hour series. In France writers receive about $1,500 for a half-hour teleplay, $3,000 for an hour. Czechoslovakian writers were said to receive about the same pay scale as French TV writers. In Holland TV writers get $200 for a half-hour play and $500 for an hour. Japanese writers get as much as 5% of the production cost of the TV script they write. Danish TV writers get about $1,000 for 45-minute TV plays. Guild TV minimums recently established in Sweden call for writer fees of $1,200 for 45-minute dramas and $1,700 for longer scripts.

The U.S., of course, by comparison, was shown to have by far the highest minimum scale for writers. Ernest Kinoy, a former president of the Writers Guild of America/East, reported that WGA's contract sets $2,400 as the minimum for an hour script and a $1,321 minimum for half-hours. For practical purposes, though, the going rate is $4,500 for an hour and about $3,000 for a half-hour.

The WGA/W and the WGA/E were cohosts for the international meeting. They provided an interpretation system that translated the proceedings into Russian, Japanese and French.

Nations represented at these sessions included Australia, Canada, Czechoslovakia, Denmark, Finland, France, Great Britain, Holland, Israel, Japan, Sweden, USSR, Yugoslavia and the U.S.

 Brazilians don't like TV Globo-Time-Life deal

The Brazilian Association of Radio and Television Broadcasters (ABERT) has approved by a two-thirds vote a motion condemning a financial agreement between Brazil's TV Globo and Time-Life Inc.

Joao Calmon, the association's president, a federal deputy and part owner of the country's largest media group, which competes with TV Globo, opened the ABERT national convention with an attack on the infiltration of foreign capital into the country's media. Later, the convention adopted the motion criticizing the Time-Life-TV Globo arrangement and urging Brazilian President Castelo Branco to expedite a final decision on the matter.

A parliamentary commission and the CONTEL (Brazil's FCC) have already ruled against the arrangement but a presidential fact-finding committee suspended a 90-day order for corrective action pending a decision by the president (BROADCASTING, Sept. 26). During the convention, however, CONTEL Chairman Quandt Oliveira indicated that the Time-Life-TV Globo controversy would not be settled by emotion, but by facts, in an obvious reference to Mr. Calmon's campaign against the agreement.

Saul Haas, chairman of the board of KIRO-AM-FM-TV Seattle, who was an invited observer at the Brazilian meeting, reported that among the voting delegates there were two predominant schools of thought on the issue. The decided majority, while not against foreign capital in general, supports Mr. Calmon in his contention that foreign influences should be kept out of Brazilian mass media.

The second school agrees that foreign interests should have no measure of control in domestic media but foreign capital offered in ways that do not entail control should be welcome, as in other sectors of the Brazilian economy. Both groups criticize the existing law on the subject and new legislation is suggested that would encourage financial assistance without direct control.

Quimet to relinquish CBC presidency in '67

J. Alphonse Quimet, president of the Canadian Broadcasting Corp., has confirmed his plans to resign as chief executive some time in 1967.

Mr. Quimet's intentions were revealed in a letter to Canadian Prime Minister Lester Pearson in which the CBC president stated that he would remain in his $40,000-a-year position until proposed legislation to revise broadcasting becomes effective. He said that he hoped this would be "early next year," and added that if the proposed legislation was delayed for some reason, he would have to consider leaving before it was passed.

Mr. Quimet said that he had told the government of his intention to retire at the time of his reappointment to another seven-year term as CBC president last year.

Mr. Quimet, who is 58, said he would like to "return to a more normal private and family life." He stated that in view of his personal plans, it would be "unfair" to the CBC and himself to accept the responsibilities which the new legislation will impose on the president's office.

The proposed legislation is an outgrowth of a government white paper issued last July which called for radical revision of CBC functions (BROADCASTING, July 11).

Mr. Quimet has served the CBC and its predecessor, the Canadian Radio Broadcasting Corp., for 32 years, nearly half of those years as chief executive.
CBS signs with Israel for TV system

CBS will help Israel build a television system, under a two-and-one-half-year, $300,000 contract signed by CBS in New York and effective Nov. 1. Officials of the Israel Broadcasting Authority, a public corporation formed last year along the lines of the BBC, had already signed the agreement in Jerusalem.

Israel plans to build a television station in Jerusalem with microwave relays on Mount Carmel, in Haifa, and in Beersheba. The authority by 1968 expects to telecast two-and-a-half hours daily (two hours in Hebrew, 30 minutes in Arabic) with 100,000 sets available. Initially, programs will include news, public affairs, and service broadcasts, but no entertainment.

After surveying Israeli needs, the CBS-TV Stations Division will provide a full range of technicians, programing, management and training advisers.

Israel's present TV facility consists only of a closed-circuit educational pilot project. Some 30,000 sets said to be in use in the country receive broadcasts from neighboring Arab countries. A spokesman for the broadcasting authority said in New York that an additional estimated 70,000 sets would be assembled in Israel from parts imported from Europe.

Radio-TV in 5 nations reviewed in new journal

A study of five European broadcasting systems by Dr. Walter B. Emery, professor of radio and television at Michigan State University, is contained in the first issue of Journalism Monographs, published by the Association for Education in Journalism.

The study in the new publication of the professional organization of college teachers and researchers is part of a book on European broadcasting Professor Emery is working on. It covers governmental broadcasting in Belgium and Portugal, commercial broadcasting in the Netherlands and behind the Iron Curtain in Hungary and Yugoslavia.

The history and evolutionary development of both radio and television broadcasting in each country, together with legislation and other forms of regulation, the size and nature of the audiences, programing, commercial aspects and future outlook are reviewed for each nation.

The new publication is edited by Professor Bruce H. Westley of the University of Wisconsin and financed by a grant from the University of Texas offered by Dean De Witt C. Reddick of its school of journalism who is president of the association.

Coverage 'interference' prompts CTV resignation

Peter Reilly, executive producer of news and public affairs for CTV television network in Canada, has resigned because, he said, of interference from a CTV director.

Mr. Reilly charged that John Bassett, a CTV director who is also president of cfto-tv Toronto and publisher of the Toronto Telegram, had asked that reporting of author Isobel LeBourda

datain for CTV be shared with the Telegram. The particular assignment sought involved coverage of the Supreme Court rehearing of a murder conviction of Truscott Stevens, about which Mrs. LeBourdaine wrote a book said to be responsible for the high court rehearing.

Mr. Reilly said that CTV had arranged exclusive rights for Mrs. LeBourdaine's reporting from the court and refused Mr. Bassett's request. The Telegram claimed that earlier agreement for double coverage had been arranged in exchange for research and other help, but that Mr. Reilly later reconsidered and told Mrs. LeBourdaine she could not work for the paper.

Mr. Reilly charged that Mr. Bassett threatened to withhold certain programing and facilities from cfto-tv from the network.

Gordon Keeble, president of CTV, said it was difficult to understand the resignation since the network had backed Mr. Reilly's decision. He also noted: "We have a contract with Mr. Bassett and I have no reason to believe he won't honor it."

Bonded Service begins overseas distribution

An overseas expansion project is in progress at Bonded Services, New York, with the establishment of Bonded Services International, New York, to handle the physical distribution, storage and servicing of TV syndicated programs abroad.

Chester M. Ross, president of Bonded Services, reported that offices have been opened in Mexico City and Sydney, Australia, and another branch will be established in Hong Kong shortly. A European office has been functioning in Amsterdam for the past several weeks to fulfill the requirements of program producers and syndicators operating in Europe, Africa and the Near East.

Donald Hine, who resigned in August as director of sales for Screen Gems International, has joined Bonded as vice president for sales and marketing and will supervise development of the company's foreign operations. Mr. Hine said that Bonded Services International will move gradually into the TV film commercial field abroad and subsequently into the educational, religious and public service film program areas.

Mr. Hine observed that Bonded's expansion was prompted in part by the emergence of color TV in overseas markets and the ensuing need for centralized locations in strategic areas to store, ship and perform post-production func-

Compton adds Venezuelan agency

Compton Advertising Inc., New York, reports it has added a 16th international partner, Alberto Betancourt y Compañia S.A., and has renamed it Alberto Betancourt-Compton S.A.

The Caracas agency, fourth largest in Venezuela, with billings of $2,025,000, handles accounts for Procter & Gamble, Plough Inc., The Mennen Co. and Electric Storage Battery.

Compton's acquisition was said to place it in seventh place in international billings among U.S. advertising agencies.

Compton billed a total $135 million in the U.S. and abroad in 1965. Its offices are in Chicago; Toledo, Ohio; Los Angeles; San Francisco, and Honolulu. Partner agencies are operated from London; Brussels; Paris; Heidelberg, West Germany; Rome, Melbourne and Sydney, both Australia; Tokyo; San Juan, P.R.; Santo Domingo, Dominican Republic; Mexico City; and Jamaica, Barbados and Trinidad, all British West Indies.

Covered
Religious programming
big business in Japan

Religious broadcasting fills 88 hours weekly on Japan's 45 commercial radio networks, according to a survey by the Nishosha Advertising Agency of Kyoto, reported by the Maryknoll Fathers in New Jersey.

The Maryknoll Fathers, an American Roman Catholic missionary society, is the first-ranking religious broadcaster, with 22 hours weekly. Those hours are given almost exclusively to two five-minute service spots, The Light of the Heart, and The Smile of the Sun.

Second and third-ranking religious broadcasters are the Lutheran Church, broadcasting 20 hours, and the Buddhist Church, 12 hours weekly.

The 45 radio networks covered by the survey broadcast on more than 200 stations with an estimated reach of almost all of Japan's 97 million people.

Xerox TV specials
praised by UN official

The United Nations' desire to "stimulate and foster" productions with international and UN-related themes was underlined by Jean D'Arcy, director of radio and visual services for the UN office of public information, at an international conference of radio, television and film writers in New York.

Mr. D'Arcy cited the "customary naivete and frequent boredom" of UN-sponsored productions and praised the TV specials sponsored in past seasons by the Xerox Corp. as "remarkable and worthy efforts."

Mr. D'Arcy was seconded by Roberto Hurtematti, associate director of the UN's development program, who praised "information and materials, liaison and facilities in countries around the world, and help with sponsors and distributors" to independent productions dealing with his agency's program.

In another session of the conference, John McCarthy, president of the Television Program Export Association, New York, spoke on the obstacles to distribution of U.S. programs overseas. Legal and "gentlemen's agreement" quotas on foreign programs, capricious and arbitrary decisions by government buyers, and "ideological problems in the [Communist] bloc countries" were the most important, he said.

The conference, dealing with international understanding through radio and visual media, was sponsored jointly by the International Film and Television Council with the International Writers Guild, organizer of the event.

International film sales...

Charlie Chaplin Comedy Theater (Prime TV Films): Australia Television Network, Sydney; New Zealand Television Corp., Wellington; Telefilms Import. & Exp. Ltda., Sao Paulo, Brazil; Tele-Organizacion Americana S. A., Buenos Aires; Tele-Sistema Centro Americano, Central America and East Germany.

FANFARE

'Hypo' charges
still ring

WNEW-TV promotion
furor rages on
in New York

The to-do over an audience-promotion contest by Metromedia's WNEW-TV New York (Broadcasting, Oct. 10) bubbled on last week.

WNEW-TV was presenting announcements that invited participation in the contest but also made clear that viewers didn't have to watch WNEW-TV in order to win. The winning numbers, it was explained, would only be carried on the station but also be published in newspapers.

This move was clearly intended to answer charges that the contest would "hypo" ratings by requiring viewers to watch the station if they wanted to win. It did not satisfy at least one competitor, however.

WPIX(TV) sent a letter to the Broadcast Rating Council saying that "while this [newspaper publication] might make the contest technically legal," the contest would "still be contrary to the spirit" of BRC regulations unless WNEW-TV makes "a reasonable effort to notify all homes that received the contest material that it is no longer necessary to view WNEW-TV in order to win." WPIX suggested this might be accomplished in a second mailing to all homes that received the original material.

No RKO Letter * A number of other stations, including network-owned outlets, have submitted informal complaints. However, earlier reports of a protest by attorneys for RKO General, owner of WOR-TV, proved incorrect, although it was noted that the RKO research department had written to the rating council regarding the contest.

The WPIX letter, by Martin McAndrew, research director, told the council that the contest could have repercussions "going far beyond the New York market" because the O. E. McIntyre direct-mail firm, a subsidiary of Metromedia, not only handled the mailing of contest numbers for WNEW-TV but is also the source from which come the rating samples used by both the A. C. Nielsen Co. and the American Research Bureau.

Spokesmen for Metromedia, and WNEW-TV meanwhile contended that

Why is WRVA
THREE-WAY RADIO...A THREE-WAY RIDE FOR ADVERTISERS?

Get the facts ... in WRVA-Radio's new market data brochure. Call your PGW Colonel today.
charges of "hypoing" were "like the patient screaming before the needle hits the arm". They said the contest dates, Oct. 18-31, coincide with Nielsen and ARB rating periods only by accident and that in any case WNEW-TV is "measured every day" by the overnight rating services of those companies, so that it would be impossible to pick a date on which the station was not being rated.

They said that in distributing the contest numbers WNEW-TV "took a free ride" on mailings that McIntyre was making for advertisers. The advertisers, they said, picked the addresses and the mailing dates, and the mailing dates dictated the choice of contest dates because WNEW-TV wanted to allow time to give viewers not on the mailing list a chance—through on-air promotion—to write in for their own set of contest numbers.

This promotion started Oct. 7 and with it an explanation that winning numbers would be published in newspapers as well as flashed on WNEW-TV ID's.

Drumbeats...

Award to Pullen = Annual Distinguished Service Award of the Radio-Television News Directors Assn. has been presented to Weston C. Pullen Jr., president of Time-Life Broadcasting, New York, for a series of three conferences and resulting books on various aspects of TV news conducted by Time-Life and RTNDA. Frederick Gilbert, T-L Broadcasting executive VP-general manager, accepted award for Mr. Pullen at RTNDA's Chicago convention (Broadcasting, Oct. 3).

McKenna cited = James A. McKenna Jr., with law firm of McKenna & Wilkinson, Washington, has received the 1966 John Dubois Medal from Mount Saint Mary's College, Emmitsburg, Md. Award is for Mr. McKenna's efforts in the communications field and as a Catholic layman.

Nessen honored = In a ceremony at Walter Reed hospital, Washington, Ron Nessen, NBC News correspondent wounded under fire in South Vietnam, has been presented with an honorary Combat Infantryman's Badge by the commanding officer and men of Army unit, First Battalion of 327th Airborne Infantry, which he covered.

EQUIPMENT & ENGINEERING

Live TV set for first Apollo shot

When that first manned satellite reaches the moon, American astronauts may have a TV camera with them, and people at home will be able to view "live" the era's greatest exploration scene.

This was the implied promise of the National Aeronautics and Space Administration last week when it became known that a TV camera is to be included in the first of the three-man Apollo flights, an earth orbit scheduled to be launched in mid-December.

The word was first given by William McAndrew, president of NBC News. It was quickly confirmed by Julian Scheer, NSA public affairs chief.

The TV camera to be carried in the Apollo space capsule will be operated on a slow scan—320 lines at 10 frames a second. At Cape Kennedy, these signals will be put through a scan converter to produce pictures with the standard 525 lines, 30 frames a second. These will then be furnished to the television networks for transmission to the public. There is the possibility, Mr. Scheer said, that a five-second tape delay will be imposed on release of the pictures to the networks.

Cape Kennedy is the only NASA ground station equipped with the scan device for converting the TV pictures to commercial standards. The TV pictures from Apollo, however, will also be received at three other North American points (Goldstone, Calif.; Corpus Christi, Tex., and Guaymas, Mexico), but their recordings will be shipped to Cape Kennedy for conversion. If the new Pacific communications satellite is

operating at this time, it is believed the Apollo TV signals could be transmitted to Kennedy more quickly.

RCA has big backlog for color-TV cameras

RCA expects that more than 300 of its four-tube studio live color cameras (model TK-42) will be in broadcast service by the time of the National Association of Broadcasters convention and equipment exhibit on April 2, 1967.

C. H. Colledge, vice president and general manager of the RCA Broadcast and Communications Products Division, said there's a current backlog of $30 million in orders for the cameras. Mr. Colledge's estimate was given last week in announcing that the 100th camera was delivered to WLW-TV in Miami for the station's new color studios. The camera is priced in the $80,000 range.

Mr. Colledge said the present backlog and the rate of new orders indicated a "continuing high level of color-camera business, along with other color broadcast equipment, at least through 1967." He noted that RCA's camera-assembly and test facilities in Camden, N.J., have been enlarged twice to keep pace with demand.

Westinghouse wants digital meters

Westinghouse Broadcasting Co., licensee of KGO-TV San Francisco, last week asked the FCC to dismiss its application for a new tower on Mount San Bruno, also in San Francisco.

Chronicle said it would not file an appeal with the U.S. Supreme Court and would abandon its quest for a tall tower because there is "no reasonable possibility" that the Mount San Bruno application could be granted.

The case goes back to 1956 when both KGO-TV San Francisco and KRON-TV sought to increase the height of their respective antennas. The commission set both applications for hearing and then in 1961 a division of the newly organized Federal Aviation Agency ruled that the proposals were aeronautical hazards. A formal hearing before the FAA resulted in a 1964 administrative report holding that the KGO-TV proposal was acceptable, but that the KRON-TV application was not. KGO-TV
Films head for old soldiers' home as TV tape takes over

Remember those old training film sessions at basic training in the 1940's? And how men used to fall asleep when the lights went out? No more. The Army's using TV now and the lights never go out completely.

This is what came out of one of the presentations at the meeting of the Army of the United States Association in Washington last week. In place of the old World War II training films, the Army is using video tapes transmitted to standard, commercial 23-inch TV sets and has found them more effective than films.

They're fantastic attention holders, according to Brigadier General Frank Meszar, who's in charge of individual training at the U. S. Continental Army Command (CONARC). "Even when a trainee drops his pencil," the general said the other day, "he'll bend down and pick it up without taking his eyes off the TV screen." Something to do with American youth today having been brought up on TV, the general observed.

More than 80,000 Army recruits a year are being trained to perform their military specialties through the use of this specialized version of ETV. The Army has 24 video-tape-equipped installations, ranging from basic training camps to technical schools where Army enlisted men and officers are taught the complexities of computers, rockets and radar. As well as how to drive a truck. Each installation has a seven-channel system, although some have several systems—up to the 21 channels available at Fort Gordon, Ga., where the southeastern signal school is located and where the Army military police and civil affairs school as well as the Army Training Center are also located.

Until very recently only seven ETV-equipped Army installations were in existence. Last year, Ampex Corp., Redwood City, Calif., won a $1.6-million contract to wire up 17 installations and also to build and equip five mobile video-tape production centers. This project, which involved full, turnkey installations, is almost completed.

Previously, the Army had invested about $4 million for seven installations, including that many production centers. The Army's ETV program began in 1953, and its tape catalogue now contains 1,300 titles.

The advantages of video tape and televised instruction, according to General Meszar, are extreme flexibility and "fast production." When a TV tape is made of an exercise, for example, he said, it can be played back almost instantly; there are no wails for processing as in film. Also, he added, when a change in a training program is made, a new tape of that segment can be made, and spliced into the old tape.

So successful have the program been, General Meszar said, that the Army is exploring the possibility of establishing a nationwide network (via leased lines), and the use of video-taped instruction for ROTC and Army reserve units.

During the presentation of a program on the Army ETV program at the Washington meeting, an instantaneous replay of the talk by General Paul L. Freeman Jr., CONARC commander, was viewed by more than 100,000 enlisted men and officers throughout the country.

Granik has new vote tallying system

An electronic system of instant voting taking is being introduced by Theodore Granik Enterprises, New York. A prototype version of the "Granik Televote System" has been demonstrated in New York.

At one such demonstration last week, GTS was employed to record, on tape that can be then "read" by a computer, the votes of an audience. The process was completed in seconds.

According to Mr. Granik and Ira Kamen, the system's developer, it has application for broadcast studio use on an opinion-taking program, for vote tallying by networks or stations or by independent pollsters. It also could be adapted for program or TV commercial testing.

The system can be used within a studio or as an opinion-taker of people who are at home. The in-home application is achieved through connection of the system with the home telephone.

The Granik firm has licensed the system from Charger Electronic Systems Inc., New York, and, Mr. Granik said, the company seeks to lease GTS
to users. Mr. Kamen is Charger's president and Harold Walker is a company vice president.

The basic components of the system include a "voter box," a central receiving center, a scanner rack and a datalog recorder. The latter may be a telepunch device, and arrangement of electronic counters or a magnetic memory-tape system, according to the system's developers.

Using a sequential system, tallying may be obtained of a multiplicity of installations with data collected at the receiving center. It was said that GTS would have the capability of scanning a group of 2,400 respondent signals in 16 seconds, or a total of some 12,000 in 80 seconds.

Mr. Granik's CATV Enterprises holds the franchise for a CATV system in the Riverdale section of the Bronx in New York City. Mr. Kamen, an electronics engineer, is active in CATV and broadcasting.

Technical topics . . .

Portable lights • Motion Picture & Television Division, Berkey Technical Corp., Burbank, Calif., has available two new 30-v. battery-operated quartz iodide Colorotran lights: multibeam "30" for full focusing from spot to flood, and quartz-king "30" for medium flood with fixed focus. Both are supplied with a new Colorotran 30-v. nickel cadmium battery and detachable recharger for 30-minute operation.

Visual in Atlanta • Visual Electronics Corp. has opened a southeastern regional office at 4246 Peachtree Road, Atlanta. Telephone: (404) 237-9202.

Marine TV • JFD Electronics Co., Brooklyn, N.Y., announces its specially designed JFD Marine TV Antenna for pleasure boats. The unit is an offset, omnidirectional V-dipole unit, equipped for side or top mounting. Maximum signal is produced through a six-position clarifier and interference from ignition and motor is suppressed by a 25-foot shielded coaxial cable. The model (MTV-222) sells for $27.95 with mounting bracket.

Broadband UHF amp • Jerrold Electronics Corp., Philadelphia, announces a new, fully solid-state UHF amplifier, featuring flat gain across entire UHF band. The unit, Gibraltar Model 5330, can be used as a broadband amplifier and as a companion for the company's UHF amplifier for store systems, apartments and schools. The UHF amplifier can be cascaded both at the headend and for line reamplification when required.

TV camera viewer • "Add-a-Vision," a newly developed electronic conversion pack that replaces standard optical viewfinders on movie cameras with a TV picture, is being offered in the U.S. by The Livingston Group, Communications Division, North Watford, Hertfordshire, England. Priced at $27,000, the pack contains a zoom lens (Angenieux 24 mm-240 mm), electronic viewfinder, electronic unit, interconnecting cables and video signal processing unit. Using a Plumbicon pick-up tube and a 7-inch flat-faced picture tube, the equipment can check focus and framing, and provide instant playback on a video tape recorder. The unit provides capability to allow producers to follow the filming action on TV monitor screens.

Lots of color • Meredith Broadcasting Co. has ordered three PE-250 live color cameras from General Electric Co. for WHEN-TV Syracuse, N.Y. It also ordered five GE PE-240 four-vidicon color film cameras; two of them going to WHEN-TV and one each to WOW-TV Omaha, KPHO-TV Phoenix and KCMA-TV Kansas City, Mo.

FATES & FORTUNES

BROADCAST ADVERTISING


Robert B. Phillips, executive VP at LP&W, succeeds Mr. Lynch as president.

Jackson D. Waterbury, formerly with Batz, Hodgson, Neuwoehner Inc. and D'Arcy Advertising, both St. Louis, joins LP&W as executive VP.

William T. Dawson, president of National Bank of Commerce at Los Angeles, resigns to become VP and administrative director of Brewer/Holzer/Taylor Inc., that city.

Bruce Butler Jr., supervisor of office services at kmox-tv St. Louis, appointed national sales service manager.

Paul O'Bryan, account executive at kvtv(tv) Sioux City, Iowa, named sales manager.

Philip Zoppi, broadcast sales executive, joins whct(tv) Hartford, Conn., as commercial sales manager.

Henry R. Scheck, art director, Dreher Advertising Inc., New York, named senior art director in charge of entire studio.

Jack E. Sausman, manager of local sales for wtvw(tv) Chattanooga, appointed commercial manager.

Philip Benblatt, director of television research, Adam Young Inc.; Joseph T. Hoffman, senior media analyst; J. Walter Thompson, and Eugene P. Klimek, senior research analyst, ABC-TV, all New York, join Edward Petry & Co., same city, as group research managers.

Kenneth G. Fuller, sales representative, NBC Spot Sales, San Francisco, rejoins The Katz Agency, same city, as office manager. He succeeds Franklin Wheeler, who joins khvn-tv Honolulu.

Don Sawyer, group products manager for Mr. Factor & Co., joins Erwin Wasey Inc., Los Angeles, as account executive.

Wallace Littman, executive art director of Hicks & Greist, New York, appointed senior art director for LaRoche, McCaffrey and McCall Inc., that city.

James P. Gillis, account director, McCann-Erickson, New York, elected VP. He has been in account service and radio-TV programming.

William B. Conklin, creative director of BBDO, San Francisco, named VP.

Sanford E. Reisenbach, associate media director, Grey Advertising, New York; Randall W. Hackett and Stephen K. Zimmerman, account supervisors, and John A. Adams, manager, Detroit office, elected VP's.

John E. Meegan, appointed national advertising manager for Admiral Corp., Chicago. Richard C. Glaw, with Norge division of Borg-Warner Corp., Chicago, succeeds Mr. Meegan as national promotion manager. Philip S. Nelson, merchandising planning manager for General Electric's Hotpoint division in Chicago, joins Admiral there as sales promotion and advertising manager for firm's distributing branches.

Jerry Zarin, researcher manager for...
Lever Brothers Co., New York, appointed advertising analysis manager. John Burke, research analyst with Lever, and Mike Naples, account executive with Scherwin Research Corp., named research managers for Lever Brothers.

L. Roy Wilson Jr., account supervisor at Ketchum, MacLeod & Grove Inc., Pittsburgh, elected VP and assistant group manager.

Sylvia Harris, senior account executive, Doyle Dane Bernbach, New York, joins Smith/Greenland Co., same city, as senior VP and account supervisor on Beaunit account.

Thomas Maney, local sales manager for KTTV(TV) Los Angeles, appointed general sales manager for WTG(TV) Washington. Both are Metromedia stations.

Carl Tracy Thrumston, with KMJ Fresno, Calif., appointed sales manager, succeeding Roy Swanson, who becomes manager of KBBE Modesto, Calif.

Clifford N. Taylor, salesman at WHRB-AM-FM Portsmouth, N. H., appointed sales manager.

William J. (Pete) Peterson, with Mark VII Commercials, joins Campbell-Mithun, Chicago, as business manager of television department.

Irl W. Rose II, senior VP of Kastor Foote Hilton & Atherton, New York, joins Ruberoid Co. there as director of advertising and sales promotion.

Grady C. Priggen Jr., sales representative for WBT(TV) Charlotte, N. C., named assistant sales manager.

Herb Moskowitz, sales promotion director, WNEW-TV New York, joins H-R Television, same city, as promotion manager. Fred Cohen, sales executive, Adam Young Inc., New York, and Jim Bisagni, sales executive, Venard, Torbett, McConnell, same city, appointed to western and eastern sales division, respectively, H-R Television, New York.

Paul Davis named account supervisor at Campbell-Ewold Co., Los Angeles, succeeding Dick Mahoney, who joins Major Market Radio.

Richard L. Munson, account supervisor at Needham, Harper & Steers, New York, joins Ross Roy Inc. there as marketing supervisor.

Joseph P. Foley, with Bernard Howard, New York, and Frank DeMarco, with Compton Advertising, New York, appointed television account executives at George P. Hollingbery Co., that city. Thomas R. Blose, general sales manager of WELM(FM) Fort Lauderdale, Fla., named account executive in Atlanta office of Hollingbery.

William R. Gerler, partner in PR firm of Healy, Baker, Bowden & Gerler, Chicago, and president of its advertising, sales promotion and special communications subsidiary, General Communications Inc., joins Racine, Wis., office of Geyer, Morey, Ballard as account executive.

Robert T. Aissa, with Broadcast Communications Group, New York, appointed account executive.

Joe Hildebrand, general sales manager at WJBK Detroit, joins WKBD-TV there as account executive.

Edwin E. Tracey, with KBUZ-AM-FM Mesa, Ariz., appointed account executive.

John T. Malloy, formerly with Harold Cabot & Co. and BBDO, joins Quinn & Johnson Advertising Inc., Boston, as account executive.

William E. Davis, account executive with Speer & Mays Inc., Los Angeles, appointed account executive with Martin Klitten Co., that city.

Harold I. Weinsheim, southern regional sales manager for Miller Brewing Co., Milwaukee, named administrative assistant to director of marketing.

Joseph Stuart, associate programing director, Benton & Bowles, Hollywood and New York, joins Compton Advertising, New York, to work on TV program supervision and development.

Morris Kinnan, from Needham, Lewis, Brorby, joins Sullivan, Stauffer, Colwell & Bayles Inc., New York, as television producer.

Rona M. Levein, with Fuller & Smith & Ross, New York, joins Foote, Cone & Belding there as copywriter.

Shawn F. McGreedy, with The Katz Agency, appointed to sales staff of Storer Television Sales, Chicago.

Charles W. Young, director of personnel for Ogilvy & Mather, New York, joins Ted Bates & Co. there as VP in charge of personnel operations.

Lea Glazer, with Sifton, Callaway & Hoffman, Boston, joins Bill Creed Associates there as director of sales development.

Norman Alpert, with H-R Representatives, New York, joins sales staff of Robert E. Eastman & Co., that city. Mark Hurd, with KCBS San Francisco, joins staff of Eastman, that city.

MEDIA

Lewis H. Avery, VP and general sales manager of KYA and KOR(TF) San Francisco, elected VP of parent Avco Broadcasting of California and appointed general manager of KYA and KOR, as well as VP of Avco Broadcasting Corp.

O. P. Bobbitt, radio station manager and general sales manager of KTBC-AM-FM-TV Austin, Tex., also named senior VP. Charles Howell, TV station manager of local sales, named VP. Elmo Brown, administrative assistant, also appointed television operations director. Joe Roddy, news editor, named radio operations director. Pat Nugent, son-in-law of President Johnson, has been employed part time in administrative training program. Mr. Nugent is currently doing graduate work in business administration at University of Texas.

Adalbert von Gottardt Jr., associate publisher of Diplomat magazine, named client relations VP for media divisions.

EXECUTIVE SALESMAN WANTED
Top-Flight Radio & TV Shows
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HARTWEST TELEVISION, INC.
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For Appointment Call Claire Olivier at 212 JUDSON 6-7272

BROADCASTING, October 17, 1966


Ronald A. Stratton, news director at WREB Pittsfield, Mass., named VP in charge of station operations. He succeeds Ira I. Hewey, who resigns as station manager.


John F. Bayliss, general manager of WONE Dayton, Ohio, named VP - general manager of WSLR Akron, Ohio.

D. C. (Doug) Sutherland, general manager of KBLL-AM-TV Helena, Mont., joins KRIZ Phoenix, as general manager.

Dave Button, manager of KFIF Tucson, Ariz., named general manager of KSVP Artesia, N. M. Mark Parr, sales manager of KFIF, succeeds Mr. Button.

Robert Harris and William Watts, account executives with WSAZ-TV Huntington, W. Va., named co-managers.

Michael J. Sherlock, administrator of pricing and financial evaluation for NBC-TV, New York, appointed manager, television network budgets. Joseph L. Kubin, assistant controller, West Coast, NBC, named controller.

Pat O'Halloran, VP and general sales manager of KBOI-AM-FM Boise, Idaho, named manager.

William Nuzum, with WTRF-TV Wheeling, W. Va., named station manager of WTRF-FM.

Monroe Berkman, business manager of WRCP-AM-FM Philadelphia, named assistant general manager.

Leonard Mosby, program director of WJXT(TV) Jacksonville, Fla., appointed assistant manager.

Thomas M. Mayers named manager of GT&E Communications Inc.'s CATV system at Angola, Ind.

Reynard A. Corley, promotion manager for WIS-TV Columbia, S. C., named administrative assistant to general manager of WTOR-TV Toledo, Ohio. Both are owned by Cosmos Broadcasting Corp.

Richard McDonald of Moab, Utah, named manager of Sterling Community TV Co., Sterling, Colo., succeeding Charles Pope, who resigns.

Norman Solomon, controller of Seven Arts Associated Corp., New York, also appointed treasurer.

Phillip J. Bahakel, formerly assistant general manager, and national and regional sales manager of Cy N. Bahakel Network, and manager of Bahakel's WKNK Kingtons, Tenn., leaves that organization. No future plans announced.

Edward Wooten, producer and national sales manager of Poole Productions, Atlanta, named administrative assistant to Randolph S. Brent, general manager of noncommercial WWHO-TV Hampton-Norfolk, Va.

Homer Harmon and Andy DeSario, with Malibu Cable TV, Sherman Oaks, Calif., named director of operations and manager of direct sales, respectively. Douglas Shank, chief accountant, becomes controller.

Howard W. Moffat, manager of CATV division of Triangle Publications, Philadelphia, joins community operations division of Jerrold Electronics there as field representative on special assignment.

**TAB officers elected**

Ray Herndon, KMID-TV Midland-Odessa, elected president of Texas Association of Broadcasters at TAB meeting last week (see page 69). Also elected: Roy Bacus, WBPB-AM-FM-TV Fort Worth-Dallas, VP, and Clint Formby, KPIA Hereford, secretary-treasurer.

Mr. Bayliss

Mr. Solomon

Mr. Moffat

Mr. Button

Mr. Sherlock

Mr. Bayliss

Mr. Caldwell

Ralph Curtis, producer at WCBS-TV New York, appointed supervisor of production. Richard Martin, officer in charge of television division of Army Transportation School, Fort Eustis, Va., named associate producer. Raymond Schultz, facility coordinator with CBS-TV broadcast services, appointed assistant manager of broadcast operations at WCBS-TV.

Calvin A. Bollwinkel, director of programs and operations at KXYW Philadelphia, appointed director of TV projects for KXYW-TV.

E. V. Lewis, international representative, American Federation of Musicians, AFL-CIO, appointed assistant to president Herman Kenin, with headquarters in New York.


Charles Cohen, assistant advertising and publicity director, Allied Artists, New York, named to newly created post of advertising and publicity director, Official Films, same city.

Raymond A. Hellkamp, with WLBC-AM-TV Muncie, Ind., joins WROW-FM Albany, N. Y., as assistant program director.

Mel Phillips, with WALT Tampa, Fla., named producer for WREO-FM Boston.

J. Nathan Tucker, assistant program operations manager of WBTV(TV) Charlotte, N. C., named program operations manager.

William H. Shupert Jr., assistant program director of WEEI Boston, named director of broadcast operations.

Jordam Caldwell, executive producer for Elektra Films, New York, named VP.

Ben Norman, producer - director for Filmfair, elected VP.

Louise Crest, VP of Janus Films Library, joins Showcorporation, New York, as director of sales and services.

James C. Hilliard, with WABC Indianapolis, named program manager for WFIL Philadelphia.

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two newly formed Warner subsidiaries: Warner Bros. Cosmetics Inc. and Warner Bros. TV Services Inc. Latter is community antenna TV firm.

Bruce Talford, with WHDH Boston, joins KEZY Anaheim, Calif., as operations manager.

Joni Baillon, program director, KJAM Madison, S. D., named women's director, KMA Shenandoah, Iowa.

NEWS

Ted Biggs, newsman with KALK-TV Little Rock, Ark., appointed director of news and public affairs department.

Thomas J. Dygard, chief of bureau, AP, Little Rock, Ark., named chief of Indianapolis bureau to succeed William H. Richardson, killed Sept. 30 in automobile accident (Broadcasting, Oct. 10). John R. Starr, Arkansas news editor, follows Mr. Dygard as chief of Little Rock bureau. Paul H. Finch, chief of bureau, Caracas, Venezuela, appointed to Mexico City, replacing Morris W. Rosenberg, who was named chief of Paris bureau.

Alan Perkinson, with news department of WGBS Miami, named news director of WOBN, that city.

Pete Noyes, news director for KTV (TV) Sacramento, Calif., rejoins news department of KNXT(TV) Los Angeles, as editor of station's The Big News program. Rick Davis, news reporter for KGO-TV San Francisco, named news correspondent of KNXT's newly established news bureau in San Francisco.

Robert L. Markowowitz, writer-producer at WOR-TV Boston, named associate producer in news department of WCBS-TV New York.

Henry Phillips, manager of RCA's special computer systems project, who was in charge of computer operations for Electronic Vote Analysis system used by NBC in election coverage, was injured in motorcycle accident Oct. 8 and is expected to need about six weeks to recuperate. Albert Posner, who has worked with him for past two years, has been named acting manager to handle EVA for Nov. 8 elections.

Ross Porter, sports director for WKY-AM-TV Oklahoma City, joins KNBC(TV) Los Angeles as sports reporter.

Ted Knight, from KHLF-TV Chico, Calif., joins news staff of KATU(TV) Portland, Ore.

Angela Smith, news reporter for WGN-AM-TV Chicago, joins news staff of KGW Portland, Ore.


FANFARE

James K. Ward, with True Temper Corp., Cleveland, named publicity director for WJW-TV, that city.

Charles C. Coane, PR executive for The First National Bank of San Jose, appointed publicity director for KPIX (TV) San Francisco. Barry Corten, assistant promotion director for San Francisco Chronicle, named assistant advertising and promotion manager of KPIX.

Rayu Sproull, promotion manager of KTBS-TV Shreveport, La., joins WBRZ (TV) Baton Rouge, as promotion manager.

EQUIPMENT & ENGINEERING


Matthew J. Lysak named national sales manager for Craftsman Electronics Products, Manlius, N. Y. Also appointed: Bob Monroe, Far West regional manager; Robert Griner, eastern regional manager; Richard Spencer, midwestern regional manager, and Annette Andrusyszyn, credit manager.

Dr. Emanuel R. Piore of International Business Machines Corp., appointed member of eight-man Joint Technical Advisory Committee (JTAC), succeeding late Dr. William H. Radford. JTAC is sponsored by Institute of Electrical and Electronics Engineers (IEEE) and Electronic Industries Association (EIA).

Richard J. Wakefield, manager of engineering and construction for RCA Ballistic Missile Early Warning project at Riverton, N. J., joins Jerrold Electronics Corp., Philadelphia, as assistant manager of CATV construction division.

ALLIED FIELDS

Charles W. Besosa, VP and account supervisor, national services, media research division, A. C. Nielsen Co., New York, named VP in charge of national services for that division.

Harold P. Fleig, service executive for Nielsen in Chicago, appointed account executive, national services, media research division.


Henry M. Teles, newsman for WTVL-TV New Orleans, joins Tulane University there as head of corporate relations in office of sponsored projects.

Thomas W. Moore, president of ABC-TV, and Connie B. Gay, group
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Oct. 6 through Oct. 12 and based on filings, authorizations and other FCC actions. (Several applications of Oct. 7 and 10 were not yet available and will be reported next week.)

Abbreviations: Ann.—announced; ant.—antenna; aur.—aural; CATV—community antenna television; CH—critical distance; CP—construction permit; D—Day; dir.—directional; ERP—effective radiated power; kw—kilowatts; LA—local area; mc—megacycles; mod.—modification; N—night; SCA—subsidary communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authorization; trans.—transmitter; UHF—ultra high frequency; U—unlimited hours; VHF—very high frequency; vis.—visual; w—watts; ——educational.

New TV stations

APPLICATIONS


ACTIONS


Mitchell G. Heller (15 1/2%), Charles Hausman and Frank Fowler (each 12 1/2%). Messrs. Glickman, Eisenmenger and Tideller are all associated with Sound Studios Inc., recording and associated, radio-television producers. Hausman and Fowler are both physicians. None of principals have other broadcast interests. Ann. Oct. 10.


Rawlins, Wyo.—Frontier Broadcasting Co. By memorandum and order and commission (1) granted application of Frontier Broadcasting Co. for channel 11 in Rawlins, Wyo.; ERP 1,250 kw vis., 251 kw aur. Ant. height 900 ft. to operate as a Class B station. (2) denied opposing petition of Harris-Donovan Co. which contended that Commissioner Bartley acted without jurisdiction to issue a license. (3) denied opposing petition of Fitness Broadcasting Co. which contended that Commissioner Bartley acted without jurisdiction to issue a license, and (4) denied opposing petition of New AM stations

APPLICATIONS


ACTION

Gordon, Ga.—Heart of Georgia Broadcasting Inc. Granted 1560 kc, 1 kw. Ant. height 700 ft. P.O. address: c/o 1700 W. 9th St., Manitowoc, Wis. Estimated construction cost, $60,000; operating cost, $60,000; revenue, $45,000. Principals: Voice of the Hills Foundation Inc. (60%), J. P. B. Moon (30%), and Elmer Rice (1%). President of Voice Foundation, non-commercial, is Rev. J. Byrd Sessions. Ann. Oct. 6.
New FM stations

APPLICATIONS

Birmingham, Ala.—McLendon Broadcasting Corp. to the Federal Communications Commission, 260, 1,000 kw. nt., 250 ft. P. O. address: 1248 Fifth Avenue, Birmingham (10501). Estimated construction cost, $18,280; first-year operating cost, $5,000. McLendon Broadcasting Corp., Inc. is wholly owned by Frank E. Wood, Mr. Wood is company's president and is also president of McLendon Broadcasting Co., but has no financial interest in it. He has a long-time association with the company. The station will be operated by McLendon Broadcasting Co., Inc. whose estimated construction cost, $32,436; first-year operating cost, $4,000, revenue $6,000. Applicant is licensee of WUPB, Utuado. Ann. Oct. 6.


Actions

Clarscanit—B. F. C. Inc. Granted 102.7 mc, channel 274, 30 kw. Ant. height above average terrain 440 ft. P. O. address: 800 Trolley State Bldg., Cincinnati 45302 Estimated construction cost $62,925; first-year operating cost $22,335. Applicant is AAA Radiocraft, Inc., of Cincinnati, Ohio, with no financial interest in the station. Applicant is solely owned by Frank E. Wood, Mr. Wood is a founder of AAA Radiocraft, Inc., but has no financial interest in the station. The station is to be operated by AAA Radiocraft, Inc., whose estimated construction cost is $78,576; first-year operating cost $27,890. Applicant is licensee of WBMX, Springfield, Mo.—Ozarks Broadcasting Co. Granted 96.7 mc, channel 254, 100 kw. Ant. height above average terrain 406 ft. P. O. address: 1210 S. Glenstone, Springfield, Mo. Estimated construction cost $78,576; first-year operating cost $27,890. Applicant is licensee of WBMX, Springfield, Mo.; add. P. O. address: 1210 S. Glenstone, Springfield, Mo. Estimated construction cost $78,576; first-year operating cost $27,890. Applicant is licensee of WBMX, Springfield, Mo.; add. P. O. address: 1210 S. Glenstone, Springfield, Mo.

Licensees and Lenders


WWIL-AM-FM Fort Lauderdale, Fla.—Seeks assignment of license from Federal Communications Commission to Patrick Engineering Co. Inc. for $350,000. Purchasers are Van George Milner, Robert E. Milner, 30% each. Mr. Milner is director of sports for Mutual Broadcasting System. Mr. Milner is former 25% owner of WTLF Flint, Mich., and has applied to transfer of one-third interest in 25% interest in KSO Des Moines, Iowa. Ann. Oct. 11.

KQCM Columbia, Mo.—Seeks assignment of license from Barrington Broadcasting Co. to Triple Broadcasting Co. for $350,000. Purchasers are (16.6% each): William M. Bryan, owner KQMO Cape Girardeau, Mo.; Robert Neathery Jr., manager KKKU Will Spring, Mo.; Ronald L. Thompson, engineering, KKWFM West Plains, Mo.; M. Richard Bailey, manager Magic Circle Advertising Agency, Springfield, Mo.; Ralph J. Bittner, manager WCWV Crawfordsville, Ind., and

Summary of Commercial Broadcasting

Compiled by Broadcasting, Oct. 13

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<tr>
<th>Liq.</th>
<th>ON AIR</th>
<th>CF's</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>1,079</td>
<td>102</td>
<td>75</td>
<td>1,256</td>
</tr>
<tr>
<td>FM</td>
<td>1,151</td>
<td>50</td>
<td>235</td>
<td>1,436</td>
</tr>
<tr>
<td>TV</td>
<td>474</td>
<td>20</td>
<td>24</td>
<td>528</td>
</tr>
<tr>
<td>TVUHF</td>
<td>93</td>
<td>10</td>
<td>104</td>
<td>203</td>
</tr>
</tbody>
</table>

Authorized Television Stations

Compiled by Broadcasting, Oct. 13

<table>
<thead>
<tr>
<th>WVF</th>
<th>UNF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>315</td>
<td>238</td>
<td>553</td>
</tr>
</tbody>
</table>

Commercial

Noncommercial

Commercial Station Boxscore

Compiled by FCC, July 31, 1966

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,059</td>
<td>1,498</td>
<td>559</td>
</tr>
</tbody>
</table>

Licensees and Lenders


WEBY(AM-FM) Bayamon, P. R.—Seeks assignment of license from Carlos Pirallo Lopez and Manuel Pirallo Lopez to Radio Aeropuerto Inc., Hato Rey, P. R. for $75,000. Messrs. Pirallo Lopez each own 37.5% of purchasing corporation. Jose Luis Pirallo Lopez and Henrique de Gaulier own 12.5%. Same group owns Abacoa Radio Corp., licensee of WHAW Rio Piedras, and WMAA Arrecife, all Puerto Rico. Carlos Pirallo Lopez owns 10% of WAEI Mayaguez and 14.7% of WISO Ponce, both Puerto Rico. Manuel Pirallo Lopez owns 68.75% of WAEI Mayaguez 75.62% of WAEI Ponce, 74.48% of WAEI San Juan, 74.28% of WAEI Puerto Rico, and 74.28% of WAEI Ponce.

KOHN Logan Utah—Seeks assignment of license from KLGN Radio Inc. to G. S. Merritt for $3,000. Consideration is for license only of Kohn, which is off the air. Physical property of station is involved in lawsuit. Mr. Merritt is licensee of KVSI Montpelier, Idaho. Ann. Oct. 11.

KOWB Laramie, Wyo.—Seeks assignment of license from KWGB Radio Inc. to Curt Gowdy Enterprises Inc., 100% owned by Curtis E. Gowdy, for $94,000. Mr. Gowdy is television sportscaster and owns WCCM AM-FM Lawrence, Mass. He is also minority stockholder in Frontier Broadcasting Co., licensee of KFSP-AM-FM Cheyenne, and KYSH Rock Springs, both Wyoming, and KSTF TV Scottsbluff, Neb. Ann. Oct. 6.

KSF(R(FM) San Francisco—Seeks assignment of license from KSF(R) Inc. to Metropolitan Broadcasting Co. Los Angeles, Calif., KLAC Los Angeles; KMBC AM-FM and KMBR(FM) Kansas City, Mo.; KMET(FM) and KTTV(TV) Los Angeles;
Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Include new subscription or renew present subscription.

Subscription rates on page 7.

SUBSCRIBER SERVICE

BROADCASTING

1735 DeSales St., Washington, D. C. 20036

88 (FOR THE RECORD)

BROADCASTING, October 17, 1986

Cheyenne, Wyo. He is also in insurance and investments business. Consideration $100,000.


**CLASSIFIED ADVERTISEMENTS**

*(Payable in advance. Checks and money orders only.)*

- **SITUATIONS WANTED**: 25¢ per word—$2.00 minimum • **HELP WANTED** 30¢ per word—$2.00 minimum.
- **DISPLAY ADS**: $25.00 per inch • **BUSINESS OPPORTUNITIES**: rates display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word • **$4.00 minimum**.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1733 DeSales St., N.W., Washington, D. C. 20036.

**APPLICATIONS**: If tapes, films or packages submitted, $1.00 charge for each handling. (Forward remittance separately please) All items must be returned with self-addressed stamped envelope.

---

**RADIO**

**Help Wanted—Management**

Require immediate general manager with sales experience for local N. Y. daytimer.

Top salary. Box H-247, BROADCASTING.

Large group operator looking for management candidates. Dynamic sales manager to become manager-in-charge of prime market. Genuine opportunity with real future. Send complete resume, recent photo, proof of performance and references. Box K-125, BROADCASTING.

Manager wanted for country and western radio station. Individual only who is interested in the profits or owning part of station. Marion Jenkins, Carlsbad, New Mexico. Area Code 505 TU 5-5321 or TU 5-7179 or after 6 pm TU 7-3469.

**Sales**

Detroit—Solid salesman—proven track record—management capability—multiple group experience. Must have immediate opening. Box K-179, BROADCASTING.

Group has openings for salesmen in two of south's hottest markets (Houston and Memphis stations) with good selling story. Excellent guarantee, commission, bonus arrangement. We're looking for "pro" salesman who want opportunity to make top money. Box K-164, BROADCASTING.

Ambitious, creative salesman looking for a good future! Progressive station in new England market has immediate opening. Complete details. Box K-178, BROADCASTING.

Radio time salesman for really going small market station. We guarantee $600 monthly; you must have $500 to $600. You must be up and at 'em and know your business. Reply in confidence with complete details. Box K-238, BROADCASTING.

America's original C&W needs experienced man with proven record. Group operation, top commission, incentives. Rush resume to KDAV, Box 270, Lubbock, Texas.

A good account list and plenty of prospects are waiting for you. Beautiful opportunity. You'll never want to leave us. WBES, Canton, Illinois.

Experienced salesman-announcer wanted—WHVL, Hendersonville, North Carolina.

Need A-1 salesman, could be salesman or station manager combination for WTOA-FM. New Jersey. Fast growing, in black. Selling involves also for sister station, WYES-AM in Princeton. Excellent opportunity right man. Herbert Holber, Box 1336, Princeton, N. J.

Knoxville, Tennessee, WIVK-AM-FM needs two good announcer-salesmen, who like movement, to complete staff. (WIVK-AM will increase power to 50,000 watts by January lst). If you want to move up to a winner send complete resume of sales experience and tape of air-work to James Dick, Box 10267.

Ready to step up to 100,000 market? Ready to bust into the five figure income group? Nation's hottest market has the opportunity. If you have the experience, ability and desire call 617-874-3335.

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**Announcers**

**Top 48 dj, medium market, New England.** Immediate opening for announcer with recent photo, resume and tape. Box H-181, BROADCASTING.

Immediate opening for announcer with first phone. East coast, near Baltimore. Send tape and photo. State salary. Box J-283, BROADCASTING.

Wanted—1st phone announcer. No maintenance. Better than average on news and commercials. Radio right board. Must have 2 years experience. Send complete confidential. Send tape, resume to Box J-381, BROADCASTING.

Midwest group new scouting for boss jocks & salesmen. Includes Chicago, St. Louis, Minneapolis, & St. Paul. Send resume and salary requirements to Box K-18, BROADCASTING.

Opportunity in one of nation's fastest growing markets for experienced announcer. Must have third class ticket. No rock or C&W. Top of-the-road good music. Must be good commercial man. We want toes on top news and will train you in news if you have the voice. Opening in top time segment. If meeting requirements will start minimum $125.00/week. Send picture, tape and resume to Box K-58, BROADCASTING.

Midnight to 6 top 40 dj, University city in midwest medium-large market. Above average salary with proven talent. Send resume to Box K-70, BROADCASTING.

Afternoon drivetime, top 40, chance to do some TV if desired. Hops, money, retirement plan, life and health insurance. In exchange for stable, professional, qualified air personality. Great Lakes. Box K-72, BROADCASTING.

Mid-day opening at contemporary station in quarter million plus midwest market. Send tape, & resume to Box K-78, BROADCASTING.

Experienced announcer with first-class ticket for excellent small market top 40 daytime position in N.J. Pennsylvania. Send resume and tape with reply to Box K-77, BROADCASTING.

Wanted: Controversial talk personality. Experience. Good voice, tape, photo, salary requirements to: Box K-83, BROADCASTING.

Announcer for MOR station, northern lower Michigan. Well established network group; fringe benefits. Send resume audition tape and salary requirements to: Box K-93, BROADCASTING.

Announcer-production supervisor starting $450 and up in Great Plains college community. Heavy talk, MOR, financially stable. Write Box K-104, BROADCASTING.

Mature voice New England market immediate opening for announcer. No talking—strict "Beautiful Music" format. Must have tight board. Salary $130.00 per tape and resume to Box K-108, BROADCASTING.

Announcer who can also do play-by-play, Impressive salary. Box K-109, BROADCASTING.

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**Announcers—(co'd)**

Immediate opening Northwest Indiana station. MOR music. Paid vacation, insurance. Mid-morning or afternoon—evening available. Excellent opportunity for the right young man to really learn the business in above average market. Box K-178, BROADCASTING.

South Alabama opening—announcer with first ticket. Working and environment conditions excellent. Send tape, resume. Box K-188, BROADCASTING.

Good announcer-salesman can make good move to this fast-growing Florida market of 100,000. Join the success trend of country radio. Box K-205, BROADCASTING.

First phone night dj. Must know C&W or rock. Opportunity for sales. Ideal sportswoman or man. Send full info into first letter. Box K-209, BROADCASTING.

Small-market east central Illinois station needs experienced announcer, 3rd class with ticket. Send complete resume. Middle-of-the-road music. Box K-212, BROADCASTING.

You may have MOR, top 40 or C&W experience for his job with a good future in Florida. Tight but pleasant-sounding modern country format. Box K-216, BROADCASTING.

Young man with ambition. May be in a small market and may want to work for good future in Florida market of 100,000. Box K-225, BROADCASTING.

Wisconsin medium market MOR full-timer needs a good morning man and a good newsman immediately. Send complete resume. Box K-227, BROADCASTING.

Wanted—announcer/salesman with 1st ticket. No maintenance for 5 day evening air, and sales in midwest. Salary for announcing, liberal commission for sales. Box K-228, BROADCASTING.

Experienced broadcaster. Morrisey's man wanted by small market station in Minnesota. We offer top wages and a wonderful opportunity to live and raise a family. Box K-232, BROADCASTING.

Plus rated number one top 40 within 100 miles of NYC. . . . Adult oriented format lock and new man. Box K-240, BROADCASTING. Need is immediate.

Western Pennsylvania member of employee conscious group is systematically screening applicants for 4 to midwest tour. A draft exempt, bright individual who will take future radio new man. He correctly handles a tight musical format will be selected. If you think you qualify send tape and resume to Box K-256, BROADCASTING.

Aggressive #1 contemporary southwest station seeks two first phone jocks. We have an outstanding format and community. Great working conditions . . . future. College town. Want experienced, creative resume, tape, references to KBHM, Roswell, New Mexico.

Experienced first phone, KLO, P.O. Box 1490, beautiful Ogden, Utah. Number one station—tape, resume.

Immediate opening for young announcer who wants a top 40 show to call his own. Fully sponsored, need a good man. Write full details to KVER, Brainerd, Minnesota.
Announcers—(cont'd)


Immediate opening for young man with class and style for Western AM-PM-FM station. Pays 90% plus regular extras, for versatile, creative deejay. Best of Denver, Colorado. Write, call or wire. No phone. Box 2720.

Immediate opening for 3rd personality for AM-FM-PM-AM-FM station in Midwest.DX into the heartland. Write or phone, Box 2760. Must be experienced and available immediately. No phone calls.

Immediate opening for 3rd personality for AM-FM-PM-PM-FM station in Midwest. DX into the heartland. Write or phone, Box 2760. Must be experienced and available immediately. No phone calls.

Immediate opening for AM-FM-SAT-night personality for ABC TV station in Chicago. Must be highly qualified. Must be experienced. Must have strong TV personality. Must be capable of filling in for morning host. Write resume, ID and recent photo. No phone calls. Box 2770.

Immediate opening for AM-FM-SAT-night personality for ABC TV station in Chicago. Must be highly qualified. Must be experienced. Must have strong TV personality. Must be capable of filling in for morning host. Write resume, ID and recent photo. No phone calls. Box 2770.

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Immediate opening for young man who would like to move up to job as program director. Must be commercially oriented to sell. Manager of station increases, pleasant, prosperous suburban: Call Glen Devenney, area code 419.

Newsman. Good opportunity for all-around newsmen in New York metropolitan area. Must have two years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small time operation. We employ fifty people. Only applicant with experience in news gathering and writing samples, resume required. Box K-167, BROADCASTING.

Program director who is willing to work. Excellent opening for an announcer or program man who wants to work into programming. Must have some editing ability, good on the air quality, assume responsibility and carry through. Good starting salary. We want a working person with ability to make decisions and operate on his feet. Box K-124, BROADCASTING.

Ambitious top 40 trained young man who would like to move up to job as program director. Excellent opening in south of 500,000. Ideas, gimmicks, contests, promotions, knowledge of music plus ability to produce selling spots important. Senior person with sizable bonus if you produce results. Box K-185, BROADCASTING.

Announced:—suburban Chicago, 1st class. Ability to supervise others. Complete information, tape, WEA, Evanston, Illinois.


Chief announcer—suburban Chicago. 1st class. Ability to supervise others. Complete information, tape, WEA, Evanston, Illinois.

Technical

Announcer—station is looking for experienced announcer who can also do play by play sports. Must be able to start work by December. Send resume immediately to WLEC, Canton, Illinois.

Immediate opening for AM-FM-SAT-night personality for ABC TV station in Chicago. Must be highly qualified. Must be experienced. Must have strong TV personality. Must be capable of filling in for morning host. Write resume, ID and recent photo. No phone calls. Box 2770.

Newspaper. Good opportunity for all-around newsmen in New York metropolitan area. Must have two years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small time operation. We employ fifty people. Only applicant with experience in news gathering and writing samples, resume required. Box K-167, BROADCASTING.

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Ambitious top 40 trained young man who would like to move up to job as program director. Excellent opening in south of 500,000. Ideas, gimmicks, contests, promotions, knowledge of music plus ability to produce selling spots important. Senior person with sizable bonus if you produce results. Box K-185, BROADCASTING.

Production—Programing, Others continued

Farm director - Man should have 1 or 2 years experience in farm broadcasting on an extensive farm background, a working desire for full time sales work & a revenue producing department. We are open on educational background but would prefer a college graduate. Prefer newmex or midwest. Location in good midwestern farming area in southern Illinois. Will relocate. Resume and tape to: C. R. Griggs, WVLN, P.O. Box J, Olney, Illinois.

UNUSUAL OPENING FOR CREATIVE PRODUCTION ANNOUNCER. If you have writing, news or first class ticket—all the better—although not required. 5 kw with WM. Call Moss, or Herb Hobler, Princeton, N. J. 603-524-5006.

Sales

Situations Wanted—Announcers

Sports announcer—experienced, strong on play-by-play, New York, New Jersey area. Box K-95, BROADCASTING.

Talk personality, voluntary, controversial, well versed, market entertaining, Box K-111, BROADCASTING.

Experienced first phone announcer desires positive position with 190 market networks. Prefer west, Box K-114, BROADCASTING.


Highly rated personality announcer w/1st. MOR-rock-PI. Box—News-$175.00. Box K-199, BROADCASTING.

Young man—21 years old, interested in broadcasting, no experience. Box K-161, BROADCASTING.

Looking for warm winters. Experienced pd-announcer/announcer. Tight board, relaxed style. ORC production techniques. If you need a boost in ratings, I'm available. Contact Box K-182, BROADCASTING.

Young man—24, married, 21/2 years experience. Looking for announcing position. 3rd phone. Box K-195, BROADCASTING.


DJ-announcer, authoritative newscaster. Experience—and travel. Box K-189, BROADCASTING.

Beginner. Some experience. College graduate Communication Arts, Draft exempt. Third class endorsed. Desire work immediately 200 mile radius New York City. Box K-181, BROADCASTING.

Reasonably well informed. Pleasant sincere sound. Three 1/2 years radio announcer and some TV experience. Service completed ... 35, single. Wants to associate with good music radio or affiliate radio-TV station in populated NY area or northeastern U.S. Box K-192, BROADCASTING.

Experienced sportscaster. All major sports. First phone. College. Box K-197, BROADCASTING.

AM/FM/PM drivetime lock/PI. Top top-40 rock'er, production! Production! Production! Production! For all. Sharpsville. Box K-247, BROADCASTING. Will trade my talent/skill for bread. Box K-209, BROADCASTING.

Pro-announcer. dj. personality, strong news, 3 years experience, best references, first phone, married, available now! Box K-202, BROADCASTING.


Major market mature R-TV personality wants out of jungle. Will consider any market anywhere. Ex. refs. Box K-219, BROADCASTING.

Chicago area ... Ex-network pro announcer now working for ad agency wants to keep hand in Saturdays, Sundays and more. Salary and arrangements modest. Personal character preferred. Pro would like to get this man through many of the years above; know him when he talked. Want easy to work with; recommend him absolutely with qualification. He is a pro. Contact: Econo City Agency, Highland Park Village, Dallas 5, Texas.

Sales

Southern California, High income successful broadcast available January 1 for top station. Let's talk. Box K-195, BROADCASTING.

Announcers—(cont'd)

Manager's right hand. Pay me $100.00 a week to pull morning trick plus 15% on sales. Is family man. Box K-207, BROADCASTING.

DJ announcer operates tight board. Authoritative news and sports experience. Prefer Florida. Box K-241, BROADCASTING.


Announcer—3d phone beginner (2 months experience) middle west top 40. Young, hard working and ambitious, draft exempt. Located on east coast—atlantic states. Box K-245, BROADCASTING.

E冰箱ed dj-announcer. Commercial, sales authoritative newscaster, not a star or floater. Family man. Box K-246, BROADCASTING.

Announcer—Authoritative newscaster. Experience, tight production, sales, draft deferred. Married. 3rd endorsed. Box K-247, BROADCASTING.

Young dj-announcer. 3rd endorsement, experienced. Braft. Sound. Light board. Desires relocate N.Y. area, 212-382-2825 or Box K-248, BROADCASTING.


Girl Friday. Well trained for air work — copy writing. Tape + resume available. Contact Box K-251, BROADCASTING. Munster, Indiana. Phone 219-TE 6-2206.

Announcer-pd. Now in small market looking for broader horizons. 2 years in radio—3 years liberal arts-broadcast school graduate. Wounded 3 times in 7 years; will relocate where with a future—experienced in production, announcing, remotes, newscasting, interview, sales and all phases of broadcasting. Contact Tony Tallman, WIRA, Ft. Pleasontown, N.J.


Technical

Consulting engineer seeks permanent position—working chief. Box K-98, BROADCASTING.

First phone presently employed. Wishing to relocate in southeast or middle-west preferred. Box K-180, BROADCASTING.

Transmitter shift, 1st telephone, 2 yrs dir. experience. No announcing. Prefer west-south. Box K-179, BROADCASTING.

Engineer, announcer, sales—4 yrs experience. 23 years old, service behind, sober, reliable, hard worker, college, experience in all phases radio-TV announcing, maintenance—Presently employed combo in 500-000 market, number 1 station—Desire combination or after market salary $125-150. Prefer smaller town with greater advancement potential. Box K-268, BROADCASTING.

Announcers—(cont'd)


DJ announcer operates tight board. Authoritative news and sports experience. Prefer Florida. Box K-241, BROADCASTING.


Announcer—3rd phone beginner (2 months experience) middle west top 40. Young, hard working and ambitious, draft exempt. Located on east coast—atlantic states. Box K-245, BROADCASTING.

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NEWS—(Cont'd)

Technical—(Cont'd)

If you have years of TV transmitter experience and would like to earn good money and live in a place of your choice, send your application and salary requirements to Box K-1, BROADCASTING.

Experience engineer, 3-5 years, for supervisory position in Florida. Send resume and recent photo to Box K-106, BROADCASTING.

Chief engineer—Excellent opportunity for an experienced chief engineer to take complete control of the engineering department of a television station. Must have local station, twenty-five year background including extensive sales, studio and control experience. Send complete resume, references and salary requirements to Box K-305, BROADCASTING.

Immediate opening for experienced studio counselor with first class license. Position will involve operation and maintenance of studio equipment. Will be trained for complete control of a full eastern location. Box K-305, BROADCASTING.

Experienced television broadcast engineer. Replies confidential. Send resume and phone number to Jerry KIMA-TV, Box 702, Yakima, Washington.

Immediate opening for experienced transmitter engineer. RCA TTSB transmitter full power transmitter for Rocky Mountain region. Call collect Ken Renfrow, KAOA-TV, Pueblo, Colo. 263-544-5783.

KREX-TV has immediate openings at three western California stations. First class license required. Television studio and transmitter experience not necessary. Send complete resume to James H. Meyer, F.O. Box 789, Grand Junction, Colorado.

One permanent opening for television studio technician with first class license to work with newest RCA color equipment. Previous experience desirable, but not essential. Contact E. M. Thirk, KXWL-TV, Waterloo, Iowa.

Transmitter technician for high power midwest UHF group station. Full color, clear sound, high quality equipment. Jerry Mersiott, WITS-TV, 2600 East Cook St., Springfield, Ill. 317-529-0465.


TV maintenance engineer—First phone, color experience, good references. Write Mr. J. G. Rogers, Manager of Technical Operations, WRC, Washington, D.C. Give full background and references. Only capable maintenance experience considered.

TVOIC-AM-FM-TV, Savannah, Georgia, has openings for experienced first class engineer with experience. Reply by letter to Chief Engineer, F.O. Box 361, Savannah, Georgia 31409.

New ETV station has openings for experienced and well trained FCC I. Send resume and salary requirement first class letter to: Spokesman Public Schools, West 85th Trent Avenue, Spokane, Washington 99201.

NEWS

Need experienced newsman to direct radio-TV news department of growing midwest station. Send resume and radio tape or 16 mm film audition. State salary requirements. Box J-226, BROADCASTING.

A News Director is the key man in a television station's news room. An opportunity for the right news director will soon open on the west coast of the prestige station in a three-station market. Write to Box K-18, BROADCASTING.

Midwestern news oriented station has open positions for on-camera newsmen. You must be experienced as a competent, professional on-camera newsmen as the market is highly competitive. Station is located in a growing group, top salary is available. Send resume to Box K-31, BROADCASTING.

Midwest TV station seeks newcomer for expanding market. Will consider anyone except "phony fireballs". Send complete resume to Sales Director, Box K-90, BROADCASTING.

Production—Programing, Others

Art director wanted! Color-oriented, network-minded, Vitaminized, highly competitive midwest market has immediate opening for artist with talent, enthusiasm, and organizational ability. Excellent opportunity. Send resume and salary requirements to Box K-171, BROADCASTING.

Personable, attractive gal wanted to do kid show and women's show daily for midwestern group TV station. Will also be assigned office duties. Send VTR or film if possible, or photo plus letter, first step leading to personal interview. Excellent working conditions. Box K-190, BROADCASTING.

Commercial artist to head 3-man depart- ment. Hand-art and story-telling is a television opportunity with salary depended on your training. Box K-190, BROADCASTING.

Weather man and commercial staff announcer—Major market location. Wide range of company benefits. Send resume in confidence to Box K-252, BROADCASTING. Please include a snapshot and video tape if available.

Production/operations manager—Excellent opportunity to grow with a very old Philadelphia UHF station. Desire man with basic knowledge of all operations, production and direction assignments. Must be a self starter and able to work well. Prefer good supervisor who knows how to handle people. Send full background information including photo, when available and expected salary to: Mr. William Vogt, General Manager, WTVY-TV, Benson East, Jenkintown, Penna. 19068.

TV director—Produce own shows. Heavy live, VTR production. Send resume, picture, reference, and financial information to Box K-64A, TV Lima, Ohio or phone 419-225-3010.

Need young, hard-working, experienced director/producer, Call or write: Production manager, WTCN-TV, Minneapolis, Minn.

New 2560 megacycle ETV installation needs director temporarily. Student help for studio and control room. City School District, Box 111, Newburgh, New York.

TELEVISION

Situations Wanted

Management

General Manager of station or group. Thoroughly experienced in administration, sales, programing, production and promotion in small and large markets. Television—10 years; radio—13 years. Have developed five years into profitable stations in southeast and midwest. Now selling VHF investment to increase and develop much responsibility. Capable of developing profitable, quality, prestige station or group anywhere. Box K-1, BROADCASTING.

Well known manager available within 30 days due to sale of station. Complete knowledge of overall management, both VHF & UHF. Superb listening and programing, Budget minded. Twenty years experience with growth medium, national, reps and networks both radio and television. Box K-206, BROADCASTING.

NORTHWEST.

TV studio engineer wanted. Experience secondary to ability, but must be capable of handling top on-camera work. Rush all audition materials, including photo, to KXVL-TV, Sioux City, Iowa.

Radio-TV engineer, 25-35 years old. Upbeat, outgoing, with a creative, adventurous spirit. Opportunity for good radio man to get into TV. Send audition including music show, complete resume, pix and salary requirements to WSVA-TV, Harrisonburg, Virginia.


Immediate opening for engineer with first class license for full power VHF station, experience not required. Write Box J-126, BROADCASTING.

BROADCASTING, October 17, 1966
FOR SALE—Equipment—(Cont’d)

FOR SALE—Equipment—(Cont’d)

FOR SALE—Equipment—(Cont’d)

FOR SALE—Equipment—(Cont’d)

INSTRUCTIONS—(Cont’d)

INSTRUCTIONS—(Cont’d)

INSTRUCTIONS—(Cont’d)

INSTRUCTIONS—(Cont’d)

INSTRUCTIONS—(Cont’d)

INSTRUCTIONS—(Cont’d)

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**FM AND TV PRODUCT MANAGER**

Excellent opportunity for a sales-minded and capable individual who is responsible for administration and coordination of all activities for the sale of broadcast equipment and accessories. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40, 85 degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

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**ANNOUNCER**

Immediate Opening

WHEC in Rochester, the 37th market in the country, has an immediate need for a mature, voiced announcer experienced in all phases of his trade. Send tape and resume to:

Manager
WHEC - Radio
191 East Avenue
Rochester, N. Y. 14604

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**WANTED**

By Radio and TV Executive

a Girl Friday, between 20 and 30 years of age. Must have top shorthand and typing, pleasant personality, enjoy travel, be able to handle executive details.

This is a stimulating job involving travel throughout the U. S. and Canada, opening for a month in Paris every Fall. Send resume of experience and a recent photograph with application to:

Box K-78, Broadcasting.

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**TELEVISION—Help Wanted**

**BUSINESS MANAGER**

Experienced group broadcaster seeks man qualified to assume responsibility for Accounting Department of one of its television stations.

Knowledge of broadcast accounting essential. Hospitalization, insurance and profit sharing plans. Salary open. However a resume of your qualifications, small photo, and minimum salary requirements should accompany your first letter.

Box K-132, Broadcasting.

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**SALES ENGINEER**

**BROADCAST EQUIPMENT**

Profitable, growth-minded company, leader in broadcast equipment field, located in TV center, has immediate opening for sales engineer to travel and sell broadcast equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcasting equipment. Must be sales minded, self-starter. Bachelor's degree and five 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-286, Broadcasting.

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**Radio or TV Sales-Manager or Salesmen**

Do you want to travel and see the United States? Are you tired of making $300 to $1,000 a month in a never ending fight? How would you like to earn $32,000 to $46,000 a year or more representing people like Julie London, Patrice Page, Kay Starr, Peggy Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 50 other great 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 5 years of broadcasting experience and be willing to travel from 3 to 6 states.

Call Area code 502-583-0121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood & Vine Streets, Hollywood, Calif.

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**ANNOUNCERS**

**Production—Programming, Others**

**SALESMAN**

for a major network. Must have excellent salesmanship, with high energy and ambition. Must be willing to work for a top position. Complete resume. An equal opportunity employer.

Box K-323, Broadcasting.

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**OUTSTANDING OPPORTUNITY**

for tight, swinging, M.0.R. D) who is heavy on production, promotion and program ideas. Metro Midwest. Only those with solid future and advancement need apply. Right man gets eventual promotion. Send resume, tape and picture to:

Box K-256, Broadcasting.
TELEVISION—Help Wanted
Technical—(Cont’d)

$10,000 — $18,000
Immediate openings for all broadcast engineering personnel in TV, Radio & Allied Fields. Send resume today.
Nationwide Broadcast Personnel Consultants
645 N. Michigan Ave.
Chicago, Illinois
no placement fee

Production—Programming, Others

WANTED
(Very Live)
SCENIC DESIGNER
NOV. 1, 1966

IDENTIFYING MARKS
Imaginative - Practical
Experience - Shop Drawings
Renderings

ACTIVITIES
All Live Color Productions
Large Syndication Division

$ REWARD $ EXCELLENT SALARY
LOCATION
Nation’s Number One Independent
Box K-100, Broadcasting

Large Eastern TV Station
Needs capable combination men—artistic scenic designer-set builder. Familiar with slide making procedures and tiling with experience in color television.
Box K-253, Broadcasting.
An Equal Opportunity Employer

EMPLOYMENT SERVICE

C B I
PLACEMENTS
A courteous confidential service for Broadcasters
1815 California St., (303) 292-3730
Denver, Colorado 80202

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sheree Barish, Director

ANNOUNCERS—COMBO MEN
We have good jobs available in Ky., Tenn., West Virginia, Alabama, Georgia, Mississippi, North Carolina, Missouri and Florida. Replies confidential. . . . Tape and resume to:
Personnel Placement Division
Tennessee Institute of Broadcasting
1811-A Division Street
Nashville, Tenn.
Phone 256-7028

FOR SALE—Equipment

EQUIPMENT FOR SALE
Two type C-24 Stainless 365.5 ft. Radio Towers guyed and insulated designed for 25 lb. 100 mph wind load, including insulated guy wires, CAA "A-3" lighting kit and mercury flashers. These towers are in excellent shape, hot dipped galvanized, disassembled and ready for shipment. $4,000.00 Each.
700 feet type T453 Andrew 6½" 5.15 ohm rigid coax—$350 per 20 ft. section
Two 1053M 6½" Miter Elbows 90 degree—$180.00 each
Two 2053 end seals for T453 Line—$95.00 each
400 feet type 452 Andrew 3½" 5.15 ohm rigid coax—$125 per 20 ft. section
Two 1052M 3½" Miter Elbows 90 degree—$65.00 each
Two 2052 end seals for 452 line—$22.00 each
Forty horizontal supports for 6½" line—$20.00 each
Forty horizontal supports for 3½" line—$8.00 each
Above line in excellent shape and all bullets and hardware will be furnished with line, including O rings.

For information on any of the above equipment, please contact:
Glenn Collison, Director of Engineering,
The McLendon Corporation, Dallas, Texas 75211.

WANTED TO BUY

WANTED TO BUY—Stations (Cont’d)

AM, FM or TV
Write or call Arnold Malken, Texas State Network, Box 1317 Fort Worth. (817) PE 7-6311. Your reply is confidential.

FOR SALE—School

BROADCAST SCHOOL
FOR SALE
1965 Gross over $76,000
Cash flow over $30,000
Priced at $150,000. 25% down terms
Box K-176, Broadcasting.

FOR SALE—Stations

FOR SALE—CONTROL- UHF-TV
Smaller market, Midwest with valuable allied properties, now expanding into new markets. Unusual potential for an operator. About breaking even. Priced like a radio station.
Box K-101, Broadcasting.

SOMETHING TO BUY
OR SELL?
For Best Results
You Can’t Top A CLASSIFIED AD
in
Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

WANTED TO BUY—Stations

Private Party Interested
in purchasing small to medium size radio station within 75 mile radius of Philadelphia. Please contact
Box K-163, Broadcasting.
FOR SALE

Stations (Cont'd)

Southeastern Major Market Daytimer
Just changed format.
Already grossing $10,000 monthly.
Low down payments and long terms.
Box X-172, Broadcasting.

PACIFIC NORTHWEST
Profitable AM & FM
Major market $40,000 down
Balance 10 years
Box X-255, Broadcasting.

TOTAL PRICE $30,000
California stereo FM serving sophisticated area of 70,000 good music listeners with high average income. Grossing $2,000 monthly with absentee owner. Low overhead operation. Ideal for man and wife. Terms available.
Box X-254, Broadcasting.

PAR RUE MEDIA BROKERS INC.
16 CENTRAL PARK, SOUTH NEW YORK, N. Y. 263-3430

Ga. small profitable $ 67M terms
M.W. medium UHF-TV 350M cash
N.C. medium daytime 135M 25%
M.W. metro AM-FM 1.3MM cash
N.E. suburban AM-FM 500M terms

CHAPMAN ASSOCIATES
8048 PEACHTREE, ATLANTA, GA. 30309

FOR SALE:

5 SINGLE-STATION RADIO MARKETS can be bought immediately at less than $100,000 each on terms.

(B) $21,000.00 DOWN
(C) $21,000.00 DOWN
(D) $21,000.00 DOWN
(E) $12,000.00 DOWN

$12,000.00 DOWN makes you a multiple owner of 5 single-station radio markets.

ATTENDING FALL N.A.R. CONFERENCES
SAN FRANCISCO-OCTOBER 17-18
DENVER-OCTOBER 20-21

G. BENNETT LARSON, INC.
6363 SUNSET BOULEVARD
R.C.A. BUILDING
HOLLYWOOD, CALIFORNIA Telephone HO 9-1171

G. BENNETT LARSON, INC.
BROKERS-CONSULTANTS
RADIO-TELEVISION CATV SYSTEMS NEWSPAPERS-MAGAZINES
(Continued from page 88)

ROUTINE ROUNDUP

(Continued from page 88)

ACTIVITIES ON MOTIONS

By the Office of Opinions and Review


By Chief Hearing Examiner James D. Dobbins


By Hearing Examiner Basi P. Cooper


By Hearing Examiner Thomas H. Donahue


By Hearing Examiner Charles J. Frederick

- In proceeding on applications of Adirondack Television Inc. and Northeast TV Cablevision Corp., both in Albany, N. Y., for TV construction permit, ch. 25, granted petition by Adirondack for leave to amend showing previously made in its application regarding financial qualifications, and accepted amendment. Action Oct. 5.

By Hearing Examiner Isadore A. Hong

- In proceeding on AM renewal application of Continental Broadcasting Inc. (WNJR), Newark, N. J., granted petition by Broadcast Bureau for extension of time from Oct. 1 to Oct. 18 to file proposed findings and from Oct. 25 to Nov. 4 for replies. Action Oct. 11.

By Hearing Examiner H. Gerald Irion


- In proceeding on AM applications of Iowa State University of Science and Technology (WOFI), Ames, Iowa, set aside; hearing from Oct. 19, 1966. Action Oct. 10.

- In proceeding on CATV application of Video Service Company, Atlanta, Ga., cancelled Nov. 2 hearing date and scheduled further prehearing conference for Dec. 15.

BROADCASTING, October 17, 1966

FOR THE RECORD 97

(Continued from page 88)


By Hearing Examiner Jay A. Kylos

- In proceeding on application of Wilkes County Broadcasting Co. for granted applicant extension of time until Oct. 3 to file exhibits. Action Oct. 3.

- In proceeding on applications of WTVM Telecasting Inc. (WTVM), Columbus, Ga., and Niles Broadcasting Corp. (WIFE), Athens, Ga., rescheduled hearing from Oct. 10 to Dec. 5. Action Oct. 5.


By Hearing Examiner Forest E. McLennard

- By separate orders in proceeding on AM applications of Charles W. Atkins, Costa Mesa - Newport Beach, Calif., et al., dismissed application of Bible Institute of Los Angeles, La., rescheduled hearing from Oct. 25 to Nov. 21. Action Oct. 11.

By Hearing Examiner Chester F. Naumowicz Jr.

- By memorandum opinion and order in license revocation proceeding involving Mixor Tinker Inc. (WEKY), Richmond, Ky., denied request of Tinker (made on record of prehearing conference for continuance of hearing which is scheduled to be held in Richmond, Ky., commencing Nov. 1. Action Oct. 5.

- In proceeding on TV applications of Trend Radio Inc. and James Broadcasting Inc. for AM-FM, are rescheduled in proceedings deferred to Nov. 17, and procedural dates for November, including hearing Nov. 28 set aside; procedural dates scheduled for October hearing Oct. 24 remain unchanged. Action Oct. 7.

By Hearing Examiner Herbert Sharman


By Hearing Examiner Elizabeth C. Smith

- By Order for renewal of AM license of 1600 Corp. (KBMI), application for AM CP of Joseph Julian Marandola; and assignment of AM license to Thomas L. Brennen, all of Henderson, Nev., scheduled further hearing in proceeding for Oct. 11. Action Oct. 11.

BROADCASTING ACTIVITIES

By Broadcast Bureau

Actions of Oct 11

WKY (FM) - Granted mod. of CP to change anti-trans. location, change type trans., change type ani.; increase ERP to 3 kw; cent. height 260 ft.; remote control permitted.

KTVY (TV) Fort Worth-Granted CP to add alternate visual amplifier to presently authorized alternate visual extension to provide alternate main visual trans.

KWTV (FM) Fort Worth, N. J. - Granted CP to change type trans., and for extension of completion date to April 11, 1967.

KWTV (TV) Oklahoma City, - Granted license covering changes in existing station (main tran. and ant.).

KOMO (TV) Seattle-Granted license covering changes in casting station (main tran. and ant.).

KTVY (FM) Sioux City, Iowa - Granted license covering auxiliary trans. at main tran. and ant. location.

Actions of Oct 10

WILO-FM Ray V. Hamilton and Vernon J. Kaspar, d/b/a Kaspar Broadcasting Co. Inc., Frankfort, Ind.-Granted acquisition of control of license corporation by Vernon J. Kaspar through issue from Ray V. Hamilton; consideration $72,156.54 (BTC-578).

KWE, KD-9644-S, KG-4199-200, KAM-648,
Kasper Broadcasting Co. of Missouri, Warrenton, Mo.—Granted acquisition of control of WCSP, Warrenton, Mo. by Vernon J. Wiscott through purchase of stock from Ray V. and Susanne N. Wiscott for $575,000. (BTC-3177)

WBDF Rochester, N. Y.—Granted CP to install new mast and transmiter; remote control permitted.

WQMB-FM Oak Park, Ill.—Granted CP to install new trans., install vertical polarization ant.; increase horz. ERP to 50 kw; ant. height 305 ft. (BPH-3311)

WHIS-FM Bluefield, W. Va.—Waived sec. 73.210 of rules and granted mod. of CP to permit changing station at 840 Euclid Avenue, Cincinnati, Ohio; change ant.-trans. location, change type ant. and change ERP to 150 kw; remote control permitted.

WKBK-FM Pittsfield, Mass.—Granted mod. of CP to change ant.-trans., location, change type ant., and install new 3 kw, ant. height 300 ft.; remote control permitted.

KRCB-TV Athielen, Tex.—Granted CP to install new mast and transmiter at main ant.-trans. location; condition.

KQBE-TV Monroe, La.—Granted license covering changes in existing station.

Applications of October 7

WTVY Richmond, Va.—Remote control permitted while using non-DA.

WBNM-SF Greenville, Miss.—Granted CP to install new ant. and increase ERP to 30 kw, decrease ant. height to 285 ft.

Applications of October 8

WPUG(FM) Indio, Calif.—Waived sec. 73.210 of rules and granted mod. of CP to permit changing station at 62000 Eucild Avenue, Champaign, Ill.; change ant.-trans. location, change type ant. and increase ERP to 150 kw; remote control permitted.

WPSM-FM Chester, Ky.—Granted change in remote control authority.

WHFM(FM) Rochester, N. Y.—Granted change in mod. of CP to increase power from 250 to 1 kw, change type trans. (auxiliary), change station location and change control point.

WQCM-FM Rochester, N. Y.—Waived sec. 73.210 of rules and granted mod. of CP to permit changing station at 125 E. Main St., Malone, N. Y.; increase ERP to 3 kw, change ant. height 800 ft.; remote control permitted.

WALI-TV Aiken, Calif.—Granted CP to change ant. system, install new trans. and new ant.; change freq. to c. 210 (895 mc) with ERP 20 kw; ant. height 800 ft. (BTC-3259)

Twin City Area Educational Television Corporation, St. Paul, Minn.—Granted CP for new UHF television station to operate on channel 22 at school of KFBB-TV Great Falls, Mont.; condition.

Applications of October 9

South Dakota State University, Brookings, S. D.—Granted CP for a new CPD noncommercial educational FM station to operate on ch. 202 (883 mc).

WNX-TV New York—Granted CP to install new mast and transmiter and ERP. location.

KRTV(TV) Austin, Minn.—Granted license covering changes in existing station.

SAIC—UTA university, Calif.—Granted CP to change ant. system, install new trans. and new ant.; change freq. to c. 210 (895 mc) with ERP 20 kw; ant. height 800 ft. (BTC-3259)

Twin City Area Educational Television Corporation, St. Paul, Minn.—Granted CP for new UHF television station to operate in area of school of KFBB-TV Great Falls, Mont.; condition.

Applications of October 10

Hoosick Falls Central School District No. 1, Hoosick, N. Y.—Granted CP for a new VHF television station on ch. 4 to serve Hoosick Falls by rebroadcasting programs of WTVT(TV) Schenectady, N. Y.


Lehri Television Corp., Salmon, Idaho—Granted CP for new VHF TV translator station on ch. 78 by rebroadcasting programs of KGVO-TV Missoula, Mont.

Application of September 21

WLRT-FM Jackson, Miss.—Granted CP to change ERP to 95.5 kw vis., 19.1 kw aur. and increase ant. height to 2,050 ft. (main ant. and ant.) without prejudice to any action herein as result of proceeding in Doc. 16683.

Fines

- Notified WTMIC Inc., licensee of WTMIC Ocala, Fla., that it has incurred apparent forborne violations of the FCC's rules in connection with alleged violations of rules including failure to provide data and information. Station has 30 days to pay or contest forfeiture. Action Oct. 11.
- By memorandum order and commission order denied motion of Allen C. Big- ham Jr., licensee of WTLN Trenton, N. C., for dismissal of order designating his renewal application for new.ant. system and for termination of proceeding. Commission held that factual and legal matter involved had been specified with sufficient particularity to be valid both as designation order and as notice of proposed forfeiture. Commissioner Bartley dissented and issued statement that Commission and Conlinson did not participate. Action Oct. 12.
- Commission notified KUSN Corp., licensee of KGVO-TV Yakima, Wash., that its incurred apparent liability of $500 for violations of operator and logging requirements. Licensee has 30 days to pay or contest the forfeiture. Action Oct. 13.
- By memorandum opinion and order, commission denied application of broadcasting or Corp., licensee of WCOY Columbus, Pa., to forfeit $500 for violations of technical rules and operator requirements. This amount was specified in July 13 notice of apparent liability. Action Oct. 12.

Rulemakings

ACTION BY FCC

The commission, J. Kasper, chairman, has granted CP to Kasper Broadcasting Corp., Salmon, Idaho, to serve as a translator to station KGVO-TV Missoula, Mont., and increase ant. height to 2,050 ft. (main ant. and ant.) without prejudice to any action herein as result of proceeding in Doc. 16683.

The commission, J. Kasper, chairman, has granted CP to Kasper Broadcasting Corp., Salmon, Idaho, to serve as a translator to station KGVO-TV Missoula, Mont., and increase ant. height to 2,050 ft. (main ant. and ant.) without prejudice to any action herein as result of proceeding in Doc. 16683.

In the matter of the Report and Order of the commission, J. Kasper, chairman, a Petition for Approval of Proposed Revisions of the NTIA Dangerous Interference Guide and Program for the Protection of Sensitive Federal Operations, Docket No. 69-517, WTMC, Station Licensee, Petitioner. (BTC-3177)

The commission, J. Kasper, chairman, has granted CP to Kasper Broadcasting Corp., Salmon, Idaho, to serve as a translator to station KGVO-TV Missoula, Mont., and increase ant. height to 2,050 ft. (main ant. and ant.) without prejudice to any action herein as result of proceeding in Doc. 16683.

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How come Hollywood never pictures an ad guy the way Jack Roberts is? In the movies, an actor playing an advertising executive role usually has chiseled features, smokes a pipe, talks glib, acts frenetic, swallows pills compulsively and is an All-American extrovert. John David ("nobody ever cans of a quiet-flooding Jack") Roberts, partner and executive vice president and creative director of Carson/Roberts/Inc., Los Angeles, is good-looking enough to be in pictures and smokes a pipe but that's where the stereotype ends.

For the 46-year-old, graying ad executive is not the back-slapping, bamboozling bounder the Bijou sets loves to hiss. He's a thinking man in a gray flannel suit: a creative person who prefers to think fresh instead of safe; a salesman who reflects before he pitches.

The man's office is a striking reflection of the man himself. It's full of creations: paintings on a pin board, oils, sensitive photographs, publications, sculptures, designs, graphics. There's a rich, fertile feel about the place. For a visitor it's almost like standing on the banks of a great-flowing river.

This environment is neither act nor accident. Jack Roberts cares very much where and how he lives. He doesn't think of it as a head man's prerogative. He encourages all his people to build islands of saneness amidst the swirling commercial world around them.

**People Directed** "We're a people-directed agency," Jack Roberts explains. "We believe in providing an environment attractive to creative people, in treating them with respect. We feel business will follow the good people we have and are able to keep."

And there's no arguing that business has been steadily trooping C/R's way. Its billings have grown from $100,000 to more than $20 million since 1950. These billings have more than doubled since 1962. This year alone, during a six-month hot streak, the agency picked up eight new accounts.

It's not difficult to figure out the why of the winning ways of Carson/Roberts. Advertising on the West Coast, like most everything else there, is in the jumping bean stage. It's on the move, won't be denied. Bouncing out of traditional patterns. West Coast-based, West Coast-oriented. West Coastwise and witting Carson/Roberts, pouring out a steady flow of fresh, bright advertising...is the logical choice of small but growing, new but learning, limited but willing-to-take-a-chance western advertisers looking to stir up and broaden their regionally grown pea patches.

C/R, seemingly always ready to look at things in an off-beat, free-wheeling way, is a reflection of the creative environment that exists there. itself a reflection of the taste and sophisticated viewpoint of Jack Roberts. Decisions—campaigns—are not made by committees in the time-honored, hierarchical style. Instead the agency operates on the account group system. In controlled, but still laissez-faire fashion—that pays maximum respect to the human need to be concerned with what ultimately happens—a creative group for a client will see a television commercial from start to finish, produce it as a team effort.

As creative director, Jack Roberts heads the biggest creative force in the West. It includes eight creative supervisors and two assistants, 15 copywriters and 22 art directors. Nearly half of the art directors are hyphenates, serving also as TV commercial producers, for Carson/Roberts steers more than 65% of its total billings into television.

Actually, C/R has grown almost stride for stride along with the medium and more particularly with Mattel Inc., now the leading toy advertiser on television.

The turning point for Carson/Roberts, which never started out to be the biggest agency in the West, was in 1955 when Mattel bought a quarter-hour, 52-week sponsorship of ABC-TV's *The Mickey Mouse Club* for $500,000, five times what it had been spending on advertising and equal to the company's entire net worth at the time.

Jack Roberts, then a one-man creative department, wrote the commercials, did the story boards, directed them and even acted in a few, playing a train robber in one. Within six months, the daring C/R-Mattel decision to advertise all-year-around on television, when other advertisers were treating toys as a firecracker, once-a-year business, paid overwhelming dividends. Indeed, television created a bigger demand than Mattel was able at first to supply.

**Power** Jack Roberts never has forgotten what television means to do. Recognizing it as he does, he is sometimes frightened by television's power. A person who's keenly involved in politics away from business (C/R does not accept candidates or parties as clients), Jack Roberts thinks something has to be done to "equalize and make equitable" the "overpowering force" of television in the political arena. He feels television makes high office particularly available to the handsome, the wealthy and the articulate. He'd like to see all political advertising banned on the medium. Instead, he hopes for some kind of governmental subsidy to offset the cost of television's presentation of Nixon-Kennedy-type debates.

His interest in politics was keyed during college days at the University of Washington where he was a political science major studying under Harold Lasky. In those days, Jack Roberts wanted to be a political cartoonist, a fire of spring that still flickers in him. Yet, Jack Roberts is no starry-eyed idealist. A self-styled cynic, he's all for the agency's slogan of "have a happy day." But he's ready to accept and face down the alternative.

**Free-wheeling creative adman is TV oriented**

**WEEK'S PROFILE**

EDITORIALS

Death in the test tube

A LL the arguments for and against the authorization of a national system of pay-television broadcasting have now been presented to the FCC. In our view, the arguments against it prevail.

From all the evidence at hand, primarily that collected by Zenith and RKO General in Hartford, Conn., one clear conclusion emerges: No pay-TV service could be developed on a national scale unless it acquired exclusive broadcast rights to the very programs that now command the largest audiences on free television.

The Hartford experience is conclusive. Only the hit attractions of established popular appeal—motion pictures of unusual star and story value, sports of major importance and variety shows with big names—drew meaningful numbers of subscribers. Hartford has proved that a pay-TV venture attempting to grow into a national medium would go broke offering programs that appeal only to minority audiences.

There is no way, it seems to us, that the FCC can allocate channels or channel usage for a national system of pay television that would add significant programing to that already available on the free system. If broadcasting franchises were made available for pay-TV use, they would be sought only by applicants with both the money and the expertise to start bidding for large audiences. Among these applicants, existing broadcasters would be bound to figure prominently. The stage would be set for the inevitable transfer of major attractions from free TV to pay TV. For a while the free system would retain both its weekly series that build habitual tune-in and its blockbusters, but in time the blockbusters would go to pay TV and to the audience that could afford admission charges. The audience of free TV would be left with the routine programing.

That prospect does not strike us as being in the public interest. The question here is not whether the FCC is to authorize a new mode of competition to the existing system, in the normal sense of entering the market with products or services that differ from those already being offered. The question is whether the FCC is to authorize an increase in charges to the public for programing it now receives at no cost save that of buying and maintaining its television sets.

The free-television service that has developed—and is still developing—with the allocations structure that the FCC designed would cease to grow and eventually wither if pay TV were allowed to go into business on the television channels in the spectrum that the FCC manages. Somehow that eventuality does not seem to square with the FCC’s assigned duty to oversee an expanding use of broadcast frequencies in the public’s interest, convenience and necessity.

Another myth exploded

T HERE has been a lot of talk about the higher-income, better-educated viewer losing interest in television, and it turns out to be just that—a lot of talk.

As reported in Broadcasting last week, figures drawn by NBC from the Nielsen Full Analysis study for July-August—latest period for which such information is available—show that in homes with family income of $10,000 or more, viewing was 7% above comparable 1965 levels; in homes where the household head was college educated, viewing was up 6% and in homes headed by professional or white-collar men it was 4%.

These findings will not satisfy critics who are fond of citing the recent Lou Harris & Associates survey for WNDT-(tv) New York, a noncommercial educational station, that purported to show a “boycott” of television among better-educated, higher-income people (Broadcasting, Aug. 15). But, then, it has been argued that the Harris survey itself does not satisfy the most exact research standards.

It is not necessary to get into a debate here over the technical sophistries of research. It is enough to note that the Harris finding on this point is at odds with virtually all, if not all, of the recognized studies that preceded it, as well as with this subsequent Nielsen study.

One man’s poison

F CC Commissioner Lee Loewinger last week opened the new chicken-and-peas luncheon season with a rather remarkable speech that was a sure-fire headline grabber because it labelled television as the “culture of the lowbrow”.

But there was much more to that speech than the sprinkling of droll phrases as catnip to attract the critics. What Judge Loewinger really said was that while he, personally, didn’t like the TV fare appealing to the masses, he defended the right of broadcasters to program to please the majority rather than the minority tastes.

The serious thrust of Judge Loewinger’s speech expounds solid philosophy with which no broadcaster can disagree. He believes fervently in free speech. He believes that the quality of programing will change only when the public taste changes.

You can’t dislike Judge Loewinger for mixing his metaphors with logic and law.

Small anniversary

T HIS issue marks our 35th birthday. The first issue of Broadcasting appeared on Oct. 15, 1931. We were a semimonthly then; we became a weekly 10 years later.

We observe this anniversary with no hoopla, no special issue. It isn’t that kind of anniversary. There’s work to be done in keeping pace with the remarkable advances being made both in the technology and the service provided by our mass media.

We do take this occasion to thank our readers and our advertisers for their allegiance and their patronage and to re dedicate ourselves to our free enterprise system.

Drawn for Broadcasting by Sid Hix

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