What is an **influencible**?

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influenceables.* On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

© 1965 Storz Broadcasting Co., Inc.
"Millions for TV advertising but not one cent for color!"

(Hooray!)

We'll cheer loud and long for that. WFGA-TV doesn't charge a cent extra for airing commercials in color. Why should we? We try to air everything possible in color...a natural thing to do if you happen to be a color station, built from the ground up for colorcasting. We've had nine years of color experience, by the way. Talk to your PGW "Colonel" about getting some free color on WFGA-TV.

WFGA-TV/JACKSONVILLE
JACKSONVILLE'S AWARD-WINNING STATION—NATIONALLY, REGIONALLY, LOCALLY.
On the Go!

KTRK-TV abc HOUSTON

JONES HALL FOR THE PERFORMING ARTS
beautiful, color-full sales scene... WGAL-TV

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.

WGAL-TV CHANNEL 8 Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.
Week that is

Some seven weeks after holding its unprecedented “oral hearing” FCC this week (Wednesday) is expected to consider action on $400-million merger of ABC with ITT. Item, with draft of proposed majority opinion, it’s understood, will be before commission at regular Wednesday meeting.

In addition to proposed majority opinion approving merger, there will be at least one detailed dissent by Commissioner Robert T. Bartley, who has had staff working on it. Which way two doubts (Commissioners Kenneth Cox and Nicholas Johnson) will go and whether they’ll want more time to write either concurring or dissenting views, is factor in timing. Hence action could come Wednesday by 6 to 1, 5 to 2 or 4 to 3 vote or it could go over possibly another week to allow time for completion of opinions.

No labels, please

Concern is being shown at FCC policy level because broadcasters, depending upon their orientation, are beginning to label FCC branches. For example, some CATV operators have pinned “Anti-CATV” badge on FCC’s Broadcast Bureau and some anti-CATV telesalers charge that newly created CATV task force has become protagonist of cable operations.

At FCC level, position is taken that commission alone decides policy and that neither Broadcast Bureau nor CATV task force can or should become advocate of particular services subject to their jurisdiction. Under FCC’s broad plan, CATV task force, once it completes its “ad hoc” assignment, is to be absorbed in Broadcast Bureau as part of overall broadcast services. Sol Schildhause, FCC examiner on special assignment as chief of CATV task force, now is reporting direct to FCC rather than to George S. Smith’s Broadcast Bureau as master plan provides.

British White Paper

When British government issues its White Paper on future of broadcasting, it will deal not only with proposed establishment of commercial radio, to drive out off-shore pirate stations, but also its judgment on creation of second commercial TV service to compete with state-controlled noncommercial BBC 1 and BBC 2.

Word leaked last week of new “Popular Music Authority” with advertising sponsorship will be recommended to compete with noncommercial BBC radio, pre-empting BBC’s “light program” facilities. It would operate alongside Independent Television Authority, commercial TV service formed 11 years ago and which has outrated BBC-TV.

BBC-TV 2, which began its UHF service last year, hasn’t cut mustard. Consequently it’s doubted in informed circles whether Labor government will advocate second UHF commercial network in its forthcoming White Paper. Moreover, BBC-TV 2 is encountering UHF reception problems because of different standards (425 lines for VHF as against European standard 625 lines for UHF). New Popular Music Authority would be Britain’s answer to off-shore stations that have coined money through cornering of market of young British audience.

Voice from past

Former Senator Burton K. Wheeler (D.-Mont.) whose voice in communications was strongest in Washington generation ago, wrote FCC again last week with complaint. Octogenarian attorney advised Chairman Hyde that kcco Sidney, Mont, and number of radio stations in North Dakota had been threatened with loss of affiliation by new ownership of Mutual Broadcasting System. Recalling he had gone to but in years past for affiliates likewise threatened he asked FCC to “look into the matter.” This Chairman Hyde did by promptly referring letter to Broadcast Bureau and its Network Study Staff.

Old films never die

Screen Gems is reported to have sold The Flintstones off-network cartoon series to NBC-TV for start in early January. This sort of off-network return to network is not unusual, but Flintstones (1) originally was on ABC-TV and (2) earlier this year had been sold via syndication to markets across country. It’s understood, however, that syndicated run in most cases will not conflict with NBC-TV showing, reportedly slated for Saturday, 12-12:30 p.m. This could be new pattern of selling special-appeal series for both daytime network and across-board scheduling on stations.

Flintstones bumps Top Cat in NBC’s Saturday schedule. Both Flintstones and Top Cat are productions of Hanna-Barbera—which last week was bought by Taft Broadcasting (see page 78).

STV’s chance

Subscription Television’s languishing plan to acquire Shasta Telecasting assets may not be as dead as it looks (see page 63), but source close to complex refinancing gambit gives it only one chance in five of surviving.

And time is running out. What may have been death blow was inability to get Shasta loan from Massachusetts Mutual Life Insurance (reportedly $2 million) transferred to STV. Conditions for transferral would have held up interest payout on estimated $5 million held by major STV creditors.

Some of creditors, whose goodwill is essential to deal’s success, gave company deadline of December, 1966 to acquire new assets. Time is short and stakes are high. Estimated $16 million lost sustained by STV could be turned into substantial tax loss carried forward if company could survive and aim at original purpose of pay TV operation.

Talk isn’t cheap

After years of bucking problems caused by political and financial instability of market. U.S. TV program syndicators are beginning to make headway in Latin America. Financial conditions still are not best, but now at least it’s possible to get money out of market with decent degree of consistency. Problem of dubbing costs, however, remains. Syndicator selling hour show to Spanish-speaking countries for average price of $5,000 must pay about $1,100 to have it dubbed. Price of same show to Portuguese-speaking Brazil is $3,000 with syndicator having to pay about $500 for dubbing process. Only other country in world that normally requires syndicator to pay for dubbing is France. Percentage of dubbing costs is even higher there, with hour show selling for maybe $7,500 requiring $2,800 dubbing job.
America's Newest, Most Modern and Complete

FULL COLOR
TELEVISION STATION

WAE O-TV
CHANNEL 12

Serving the Wausau-Rhinelander Northern Wisconsin Area
and Upper Northwest Michigan Area

FULL COLOR
TELEVISION STATION

- LIVE COLOR
- NETWORK COLOR
- FILM COLOR
- SLIDE COLOR
- VIDEO TAPE COLOR

NBC Channel 12 with a 1710-foot tower
Highest TV Point above Sea Level in entire midwest

Represented by VENARD, TORBET & McCONNELL, INC.
WEEK IN BRIEF

Advertising world begins drive to counter reports of impending government crackdowns. Addresses at gatherings of major ad organizations seek industry offensive. Manufacturers, ad groups urged to lobby. See...

GIRDING FOR BATTLE...35

TVQ study indicates viewers are finding this fall's TV programing better than last fall's. Network movies seen as most popular category while new comedies decline in viewer appeal. See...

MOVIES FAVORITES...74

New communications satellite passing preliminary tests after successful launch. May open up links between U.S., Asia. Possible TV use of new bird being discussed with high interest shown by industry. See...

LANI RIDING HIGH...82

FCC issues new questionnaire on broadcast commercial practices. Chairman Hyde says step will give greater flexibility. Denies limits are adoption of NAB code or intended to be rigid. See...

NEW AD FORM...45

Educational broadcasters urged to adopt modern methods to make programing more appealing. Friendly hails Ford Foundation plan to fund ETV as beginning of new age. Plans for political action bared. See...

ETV PRODDED...70

Broadcasters asked to take part in urban revolution at Westinghouse parley. Cox, McGannon sound call for industry to help solve urban problems. Cox also challenges Loewinger view of programing. See...

CALL TO REVOLUTION...66

FCC regards as hopeless individual hearings on each CATV case. Commission working toward wholesale settlement of disputes. Schildhause cites volume of work involved, size of staff. See...

MASS ACTION SEEN...52

Commissioner Johnson turns tables at NAB conference, asks broadcasters questions. Queries cover spectrum allocation, CATV, ETV, responsibilities of industry. Asks how FCC can do better job. See...

JOHNSON QUESTIONS...53

Eastern parley of American Association of Advertising Agencies discusses challenges of industry in society. Group hears Marshall McLuhan, author of "Understanding Media," prophesy new era. See...

KEEPING IN STEP...44

Second session of 89th Congress, like 1965 session, did much studying of communications problems but passed little legislation in field. Departure of key figures, controversial hearings enliven session. See...

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BROADCASTING, October 31, 1966
In Every Way: A Leader!

Tom Nugent, father of football's "I" formation and coach for twelve years at the University of Maryland and Florida State University, is the new sports voice of WLBW-TV in Miami. Today, as always, Tom commands the attention and respect of those within range.
Pastore querying stations on fairness

Questionnaire asking comments from all radio-TV licensees on FCC fairness doctrine and public affairs programming has been prepared by Senate Communications Subcommittee and will be sent out this week.

Study conducted by subcommittee under its chairman Senator John O. Pastore (D-R.I.) has been in works for months and results will be used to judge whether new legislation is required in field.

It covers subjects ranging from use of station editorials and public affairs programs to broadcasts of controversial syndicated shows and station policies. Also requested are opinions on Section 315 of Communications Act and fairness doctrine.

First section requests data on editorials. Included are frequency of editorials, sources of editorials, subjects and whether station uses syndicated editorials. Locally originated "open mike" programs are another subject of interest to subcommittee. Practices surrounding this type of talk-participation show are requested. Among questions are whether station requires names or addresses of callers, whether subjects are known beforehand, if delay device is used and if station offers reply to parties attacked on show.

Lots of Shows - Subcommittee also lists over 50 syndicated shows dealing with subjects of public importance and asks if station carries or refuses to air shows, reasons for decision and if series was offered on fully paid commercial basis. Included in programs are: Dan Smoot Report, Drew Pearson Washington Merry Go Round, John Birch Society Report, Life Line, Louis Lomax Show, Melvin Belli, William Buckley, Open End, Joe Pyne, Merv Griffin and Mike Douglas shows.

Also asked is whether station has pre-empted network news or public affairs programs and for what reasons. Amount of time spent on locally originated news and public affairs shows is subject of other questions.

Questionnaire asks information concerning station policies on giving opportunity for parties to defend stands or present opposition side to issues discussed on station and how much time has been spent on such reply programs in year.

Pacific satellite has 2 successful tests

New communications satellite launched last week to provide telecommunications link between U. S. and Asia (see page 82), passed first test of its capacity to relay television signals, both black-and-white and color on Friday (Oct. 28).

Communications Satellite Corp., which operates new bird, said black-and-white test pattern and color bars had been transmitted to satellite from Andover, Me., earth station and back to Andover. Results of both tests were termed very good.

Meanwhile, NBC News had joined other TV networks in planning to use new satellite in relaying coverage of Hawaii elections. NBC News president William R. McAndrew said his unit will use satellite if it is available but that detailed plans are not complete.

In another Comsat development, that company has asked FCC for authority to build high-capacity earth station in central California to provide additional West Coast facility to serve expanding needs of commercial communications via satellite. Station, to be located in Peach Tree, Calif., would be used in transmission of telephone, telegraph, facsimile, high-speed data and television between U. S. and Pacific locations via satellite.

Comsat stations at Brewster, Flat, Wash., and Pauanu, Oahu, Hawaii, are nearing completion.

WPIX buys WICC for $2,350,000

Sale of wicc Bridgeport, Conn., to Wpix Inc., subsidiary of New York Daily News, for $2,350,000 was completed Friday, subcommittee to usual FCC approval. New York News-Wpix Inc. are affiliated in ownership with Chicago Tribune Co. and its wholly owned subsidiary, WGN Continental Broadcasting Co.

Transaction, announced jointly by Fred M. Thrower, president-general manager of Wpix-FM-TV and president of its new subsidiary, Connecticut Broadcasting Co., and Kenneth M. Cooper, president and principal owner of Wicc, has been in negotiation since last spring. Wpix-TV (ch. 11) has no New York AM affiliate but does operate Wpix-FM. Wicc operates on 600 kc, with 1 kw day and 500 w night. It was established in 1926 and is 24-hour operation.

Transaction does not include wicc's FM outlet, Wzzz-FM, but purchaser acquires option for acquisition at price understood to be in neighborhood of $300,000.

Mr. Thrower said interest in wicc stemmed from desire to expand holdings in broadcast field and that Bridgeport property is considered attractive because of its financial success and thriving area.

Mr. Cooper, who acquired wicc in 1959, said proceeds of sale would go to establishment of channel 43 Bridgeport for which he and his associates hold construction permit.

Mr. Thrower said no changes in wicc's staff are contemplated. He said Leavitt J. Pope, operations vice president for Wpix Inc., negotiated purchase for his company and that transaction on wicc side was handled by Edwin Tornberg & Co., New York.

Morse 'urges' delay in ABC-ITT merger

Concerned that FCC may approve ABC-International Telephone & Telegraph merger while Congress is not in session, Senator Wayne Morse (D-Ore.) Friday (Oct. 28) said he would "strongly urge" commission not to act yet.

In letter to FCC Chairman Rosel Hyde, Senator Morse said Congress wanted to determine whether there were conflicts of interest involved in proposed merger. Earlier in week Senator Gaylord Nelson (D-Wis.), chairman of Small Business and Monopoly Subcommittee, asked commission to delay acting on merger until Justice Department completes study of anti-trust aspects (see page 57).

Citing ITT's extensive foreign interests, Senator Morse, chairman of subcommittee on Latin American affairs, said both his and Senator Nelson's subcommittees wanted to study subject.

"There is not the slightest evidence that the public interest requires a quick decision," senator wrote. "On the contrary, since ITT desires to own and control an important domestic broadcasting network, the public interest absolutely requires the most careful investigation into its foreign interests."

Chairman Hyde had no comment on letter, noting that merger application...
Mr. Thurm

Samuel Thurm, VP, advertising, Lever Brothers Co., elected board chairman of Association of National Advertisers last week at association’s annual meeting in Colorado Springs. Colonel Joseph V. Getlin, VP marketing, Ralston Purina Co., elected ANA vice chairman and Peter W. Allport, president of group, re-elected. Mr. Thurm has been ANA director since 1964 and was vice chairman of association last year. He joined Lever Brothers as media director in 1956 and became advertising VP three years later. Mr. Getlin has served on ANA board since 1965. He was elected VP of Ralston Purina last year.

Sylvester L. (Pat) Weaver, executive producer of CBS-TV’s Garry Moore Show, returns to agency business, joining Wells, Rich, Greene, New York, under five-year contract effective next January. He will organize new TV department for agency while continuing his CBS association. Mr. Weaver’s varied career started with American Tobacco Co., where he was advertising director. He was president and board chairman of NBC until 1956. In 1959, he became chairman of board, McCann-Erickson (International) and was also president of M-E Productions. From 1963 until last April, when he became producer of Moore Show, he was president of Subscription TV Inc.

Joseph L. Stern, director of engineering, CBS-TV Stations Division, New York, named VP-engineering services. He will continue as consultant to CBS-owned television stations on all engineering matters and will direct CBS has undertaken consultation project taken for Israel.

Henry G. Little, board chairman of Campbell-Ewald Co., retires Tuesday (Nov. 1) after 47 years in advertising. He joined agency in 1944 as general manager and has been chief executive supervisor on Chevrolet account there. Earlier he had been with Lord & Thomas.

Richard E. Harper named VP, syndicated sales for Seven Arts Television, New York, with responsibility for all domestic and foreign operations for Seven Arts Television. Mr. Harper, officer of Seven Arts since 1965, continues as executive VP of REA Express-Seven Arts Transvision Inc., firm’s travel entertainment subsidiary. He had previously been with Samuel Goldwyn Productions and MGM-TV.

FCC to say transfer application needed

FCC is expected to tell management of Columbia Pictures this week that filing of application for transfer of control of that strife-torn company appears to be required.

Commission notification would be in response to letter from attorneys for Columbia, whose management is attempting to fight off bid by stockholders group to take control of company (see page 78).

Commission is concerned because of Columbia’s 88% ownership of Screen Gems, which owns or controls six broadcast stations.

Sources speculated that letter from commission stating that application for transfer of control was in order would be used by Columbia as basis for asking court to restrain proposed transfer. Attorneys Robert L. Heald and Edward F. Kenehan, in letter relating Columbia’s version of effort of stockholders to take control, last week said dissidents claimed to control majority of stock and had asked permission to name majority of directors on board. Attorneys said management had asked dissidents whether they would comply with FCC rules requiring filing of application for transfer of control but had not received reply.

Attorneys also stated management would not “voluntarily agree to any arrangement for transfer of control without prior commission approval,” and asked whether facts outlined in letter indicated that parties involved should file application with commission.

Commission sources Friday (Oct. 28) indicated Columbia would be told that, under circumstances attorneys outlined, application should be filed promptly.

More time for CATV forms

FCC, on request of National Community Television Association and number of CATV’s, has extended deadline for return of new CATV reporting form to December 1. Form, issued by commission last month (BROADCASTING, Oct 3), was sent to more than 1,700 CATV systems, requesting ownership and operational details.

Cahill to Hyde’s office

FCC Chairman Rosel H. Hyde has named Robert V. Cahill his legal assistant. Mr. Cahill, former attorney for National Association of Broadcasters, had been chief of commission’s complaint branch for past two years. He has been serving chairman as legal aide on temporary basis for past month.
Soon even a business as far out as this one can use ITT’s new data processing services.

Once you had to live in a major city to be near a data processing center. Now ITT Data Services Division is changing all that with strategically located data processing stations linked to computer centers. The computer is, in effect, being brought to all business, wherever it may be.

This will eliminate the transport of data to distant computer centers. And it will take only minutes instead of days to process the data.

The ITT Data Services Computer Center in New Jersey (the largest of its kind), linked to satellite stations throughout Greater New York, has set the pace. Now there’s one like it in Los Angeles, to be linked with satellites in southern California and nearby states. Soon there’ll be similar centers and satellites throughout the U.S. and in major European cities. One is now operating in London. Thus, ITT will make data processing economically available to a whole new group of businesses.

International Telephone and Telegraph Corporation, New York, N.Y.
**MY MOTHER THE CAR**
Family comedy full of laughs, starring JERRY VAN DYKE, ANN SOTHERN. Half-hours.

**FAVORITE STORY**
Masterpieces of world literature, featuring guest stars. Half-hours.

**CIRCUS PARADE**
New to TV—great performances by stars of the circus world. 140 acts.

**RIPCORD**
Color makes this a panoramic experience LARRY PENNELL, KEN CURTIS skydive. Half-hours.

**EVERGLADES**
Adventure in a locale ablaze with color starring RON HAYES. Half-hours.

**LAWBREAKER**
Starring LEE MARVIN in authentic police action. Half-hours.
**Scores & Scores of Stations**

Program UA-TV COLOR

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**SCIENCE FICTION THEATRE**


**MR. DISTRICT ATTORNEY**

TV's most famous law-enforcement series, starring DAVID BRIAN. Half-hours.

**BOSTON BLACKIE**

TV's best-known detective in action, starring KENT TAYLOR. Half-hours.

**KEYHOLE**

Behind-the-scenes views of the unusual, with JACK DOUGLAS, host-narrator. Half-hours.

**I LED THREE LIVES**

Adventures of a counterspy, starring RICHARD CARLSON. Half-hours.

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

Indicates first or revised listing.

**OCTOBER**

Oct. 29-31—Bible Communication Congress sponsored by the Educational Communication Association. Bud Collyer, 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. 1—Semi-annual East Coast membership meeting of the American Society of Composers, Authors and Publishers (ASCAP), Waldorf-Astoria hotel, New York.

Nov. 1—Sales Executive Club luncheon with Peter G. Peterson, president and chief executive officer, Bell & Howell Co., as speaker. Hotel Roosevelt, New York.


Nov. 2-3—National marketing conference sponsored by the Department of Commerce, Mayflower hotel, Washington, and National Bureau of Standards, Gaithersburg, Md.

Nov. 2-13—4th (International Film Trade Fair) Film forum sponsored by Cezkosloven-sky Filmexport. Brno, Czechoslovakia. For information contact Jerry Rappaport, 50 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. 6-9—Thirteenth annual convention of the Association Canadienne de la Radio et de la Television de Langue Francaise. Speakers include the Honorable Daniel Johnson, premier of the Province of Quebec; J. Alphonse Ouellet, president of the Canadian Broadcasting Corp.; Andrew Steward, chairman of the Board of Broadcast Governors; Gerard Pelletier, chairman, broadcasting committee of the House of Commons; Jean-A. Pouliot, president of the Canadian Association of Broadcasters; and Gaby Lalonde of Young & Rubicam Ltd. Westbury hotel, Toronto.

Nov. 8-10—Seminar on computers in marketing and market research, spotlighting computer-based estimates 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 direct-

**DATEBOOK**


Nov. 9—Annual meeting of shareholders of Seven Arts Productions Ltd. to elect 10 directors and to transact other business. Royal York hotel, Toronto.


Nov. 10—New deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

Nov. 10—“Television in the space age—a new opportunity for the global advertiser,” symposium sponsored by ABC International Television and the Worldvision Network. Features presentation and a panel composed of James McCormack, chairman of the board of Comsat; Asher Endo, chief of office of satellite communications, FCC; Barton Cummings, chairman of the board, Com- pet Advertising; Robert Young, VP-corporate marketing world wide, Colgate-Palmo- live Inc., and Joseph Waldschmitt, Page Communications Engineers, Lincoln Center, New York.

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. Sweeney, director of bureau of deceptive practices, Federal Trade Commission; George W. Armstrong, vice president, National Broadcasting Co. Portland Hilton hotel, Portland, Ore.

Nov. 11-13—Fall meeting of the Ohio Asso- ciated Press Broadcasters Association, Chris- topher Inn, Columbus.

Nov. 11-12—Sixth annual second district convention of the Advertising Federation of America. Shelburne hotel, Atlantic City.

Nov. 12—Second annual creative seminar for Midwest members, National Federation of Advertising Agencies, O’Hare Inn, Chi- cago.

Nov. 12-16—Fall convention of California Community TV Association. El Mirador hotel, Palm Springs.

Nov. 14—Joint “newsmaker” luncheon of International Radio and Television Society with the National Association of Broadcasters. Vincent Wasilewski, NAB president, is the speaker. Waldorf-Astoria hotel, New York.

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

Nov. 14—Radio and television workshop sessions sponsored by Peters, Griffin, Wood- ward Inc., for all stations represented by the company. Chase-Pizza hotel, St. Louis.


Nov. 15-18—12th annual membership meet-

**NAB FALL CONFERENCES**

Nov. 15-17—Chase-Park Plaza hotel, St. Louis.


Nov. 17-18—Queen Charlotte hotel, Charlottetown, P.E.I.

Nov. 21-22—Robert Meyer hotel, Jack- sonville, Fla.

THE EYES OF TEXAS ARE UPON US. KROD-TV and KOSA-TV, the Trigg-Vaughn CBS stations serving the rich El Paso and Odessa-Midland markets; and KAUZ-TV, the CBS Mid-Texas Broadcasting Corporation station in Wichita Falls, proudly announce the appointment of H-R Television, Inc., as exclusive national sales representatives effective November 1. These three new stars join KHOU-TV, the H-R represented Corinthian CBS station in Houston, on the map of the Lone Star State. To cover Texas, cover H-R.
1,326 editorials per year.

1,326 is the number of different television editorials presented on Corinthian stations during the past year. Their subjects ranged from traffic congestion to Communist aggressions, from race riots to lunar landings, from police protection to Presidential politics.

Sensitive, time-consuming, important... editorializing is a major responsibility of top management at each Corinthian station. Helping to ensure balanced editorial judgment are editorial boards, experienced writers, careful research, and a high degree of community involvement.

Our editorials question, clarify, praise, criticize, encourage, analyze, prod, and inform. They seek to crystallize community concern and, where necessary, suggest a course of community action.

You can see it’s Corinthian.

Responsibility in Broadcasting

KXTV, Sacramento — KHOU-TV, Houston — WISH-TV, Indianapolis — WANE-TV, Fort Wayne — KOTV, Tulsa
You're only HALF-COVERED in Nebraska... if you don't use KOLN-TV/KGIN-TV!

Don't shave Nebraska Coverage

To get the best cut of the Nebraska market, you need Lincoln-Land. It's Nebraska's other big TV target.

Lincoln-Land offers you more than half of Nebraska's total buying power. And only KOLN-TV/KGIN-TV really covers it, as proved by its leadership when all stations are carrying the same type of program (news).

Let Avery-Knodel provide the tonic for a healthy program in Nebraska. They've got the facts about KOLN-TV/KGIN-TV, Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

NEW 1,500-foot tower is tallest in Nebraska!

Now KOLN-TV beams its signal from a new 1,500-foot tower—the tallest in the state. The new structure represents an increase of 500 feet (50 per cent) in tower height. Measurements and viewer responses indicate a marked improvement in KOLN-TV/KGIN-TV's coverage of Lincoln-Land.

* Rating projections are estimates only, subject to future events and limited to geographical areas.

The Five Stations

KOLN-TV KGIN-TV

CHANNEL 10 • 115,000 WATTS

CHANNEL 11 • 115,000 WATTS

1,050 FT. TOWER

Covers Lincoln-Land

NATIONAL COMMUNITY
TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Oct. 31—Sheraton-Gibson Hotel, Cincinnati (Region 2).

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

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

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THE DIFFERENCE IS... mcatv
Duet for
Ten years ago this month: revolt in Hungary...international crisis over the Suez Canal...rebellion in Algeria.

It was that same news-packed month that saw the premiere of "The Huntley-Brinkley Report," a nightly program destined to become television’s most popular news broadcast.

The program is watched by more than 50 million viewers a week. Over the years, it has won every important news honor, including six Emmys and two George Foster Peabody awards.

Three seasons ago, the 15-minute telecast was expanded to a half-hour, and last fall "The Huntley-Brinkley Report" became network television’s first daily news program broadcast in color.

In the course of these ten years, Chet Huntley and David Brinkley have become the best-known and most highly respected team of correspondents in the history of journalism.

Aided by the invaluable resources of NBC News’ world-wide staff, Chet and David have shown a truly remarkable skill for making the world’s complex, swift-moving news clearer and more meaningful for the American viewer.

(It is a skill that will be re-demonstrated graphically on the night of Nov. 8, when anchormen Huntley and Brinkley again spearhead the Election Night coverage from NBC’s Election Central.)

"The Huntley-Brinkley Report" made its debut in an era of crisis and violence. Today, ten Octobers later, the world still is beset by all too many examples of man’s inhumanity to man.

It is to be hoped that on some October day in the near future, there will suddenly be a blissful shortage of any such subject matter on "The Huntley-Brinkley Report." Now, that’s what we would call an anniversary.
Twins Network Contest Winners!

KCMT-TV KYNT-RADIO
ALEXANDRIA, MINNESOTA  YANKTON, SOUTH DAKOTA

In Los Angeles to attend the World Series as guests of The Hamm Brewing Co., sponsor of the Minnesota Twins, are: (L. to R.) Ed Freudenberg, Mrs. Judy Freudenberg, Promotion Manager, KCMT-TV; Lloyd Reedstrom, Station Manager and Darold Loecker, Sales Manager, KYNT.

Winners were chosen from over 100 stations in the Twins Network for their tune-in promotion efforts during the season. Runners up are:

TV:
KSOO, Sioux Falls, S. D.
WTCN, Minneapolis, Minn.
KXJB, Fargo, Valley City, N. D.

RADIO:
KVCK, Wolf Point, Mont.
KRIT-FM, Clarion, Iowa
KDLM, Detroit Lakes, Minn.

CONGRATULATIONS FROM THE FOLKS AT HAMM'S

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark □ new subscription or □ renew present subscription.

Subscription rates on page 7.

JERROLD Starline

the criterion for solid-state CATV distribution

Starline features unitized trunk-line station design; maximum cascadability with quality reception to end-of-line, and unparalleled flexibility, reliability and economy. For details phone (215) 925-9870, or write CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

JERROLD FIRST IN CATV

OVER 16 YEARS CATV EXPERIENCE

radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.


FEBRUARY

Feb. 6-8—Meeting of National Community Television Association board of directors. Clearwater, Fla.

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


MARCH


March 6-7—Executive committee, National Community Television Assn. Madison hotel, Washington.

APRIL


MAY

May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott Motor hotel, Atlanta.

May 22-27—9th International Television Symposium. Speakers include Federal Counselor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power, Montreux, Switzerland.

Indicates first or revised listing.

BOOK NOTE


Published annually since 1878, the abstract is the standard summary of statistics on the social, political and economic organization of the U. S. It is compiled from government and private sources, and is useful to both the business and programing sides of radio-TV.

Among the many new subjects in the current edition is more data on the Negro population, new tables on social welfare, added facts on the military and more extensive treatment of crime and law-enforcement statistics.
DOMINANCE IN THE SHENANDOAH

WSVA's leadership in the vast Shenandoah Valley is no fluke:
It has been achieved by a continuing effort to determine what programs
the audience favors and then making them available from
all three networks. Of course, a superb staff
and the latest equipment also contribute to the local effort.

Our audiences are constantly urged to express personal program
preferences by telephone and letter. In-depth market surveys by outside
research agencies further guide our programming direction.
Hundreds of public appearances each year by WSVA personnel
help keep us in tune with our public. And finally,
since WSVA-TV is a member of all three major networks,
we can choose from the widest variety of programs, adjust closely and
rapidly to meet current program preferences.

Thus, alert audience-preference programming is the major
factor behind WSVA dominance today as the Information/Entertainment
Heart of the Shenandoah.

Condensed WSVA Market Facts: only TV station in 240-mile circle —
$625 million retail sales market — Market Measurement Index service —
see Eastman or Robert E. Eastman Co.

GILMORE BROADCASTING CORPORATION
GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006
KODE-AM Joplin
WEHT-AM Evansville
KGUN-AM Tucson
WSVA-AM-FM Harrisonburg
LOW BUDGET COLOR TAPE SYSTEM NO. 2

...for simultaneous color recording and

SYSTEM NO. 2B
RECORDER/PLAYER AND
PLAYER WITH REMOTE RECORDER

Adding the TR-5 provides a mobile facility for on-location recording of commercials or special programs. With this, you can record on location in color—at the same time you are recording in the studio. The TR-5 also provides a back-up recording facility for the studio. (Note: The TR-5 is for low band color only.)

- All this equipment is part of a matched line for broadcasters—matched in performance, features and appearance.
- All engineered and built by RCA, assuring single source responsibility.
- All designed for color television.
SYSTEM NO. 2A
RECORDING/PLAYER
AND PLAYER

This combination will do as much as two complete recorder/players—with greater efficiency and lower cost. You can perform two functions at the same time—recording on one, while playing on the other. (By adding the optional accessory you can make and play high band color tapes.)

This is a total capability recording and playback system with built-in picture and waveform monitors, and other provisions for attaining good quality pictures.

playback

HIGH BAND COLOR

is optional accessory for TR-3 and TR-4 machines.

See your RCA Broadcast Representative for complete details, or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. for your copy of new Booklet.
A communications job for the electronic media

Those who were caught up in the Great Blackout of November 1965 will never forget the experience. It took many of us quite a while to realize that the blackout affected not only our own building, or our city, but the entire Northeast.

It took less time for the inevitable rumors to appear. Within a 10-minute period I "learned" that: The whole nation was dark; enemy attack was imminent; flying saucers would be landing momentarily, and that the power failure would definitely last three days.

I feel sure that if city officials had been polled a few days before the blackout and asked what they might expect in such a hypothetical situation, they would have predicted complete and utter chaos. But instead of looting and mugging in a predictable breakdown of the social structure, New Yorkers—as well as the citizens of other major affected cities—remained remarkably calm and, in fact, probably were more cooperative than they had ever been before.

In an age when the spectre of nuclear warfare constantly hovers over all of us, what had prevented wild speculation from taking hold? What kept us rational, reasonable and reassured?

The answer, of course, has to be radio.

Transistor radios that had not been used since the World Series a month before were taken out of desk drawers. Women, alone at home, awaiting their husbands’ return, turned to the authoritative radio voice for comfort and information.

Garment center messengers, whom many of us had mentally cursed earlier that day as they walked down the streets with the strains of the Rolling Stones blasting out of their shirt pockets, became sidewalk heroes.

Every automobile driver with a radio in his car became a source of information for hundreds of perplexed pedestrians.

Acolades • This was the broadcasting industry’s finest day. The accolades the industry received for performing under the most difficult imaginable conditions were richly deserved. There is absolutely no question that broadcasting helped avert panic and saved lives.

Never did the public-relations image of the broadcasting industry seem bluer. Never before did the public hold the industry in such esteem for its selflessness and service.

Unfortunately, all too often, many Americans view broadcasting in much less favorable terms. There seems to be a constant stream of criticism ranging from Newton Minow’s commentaries on the state of TV fare to the pseudo-intellectual saw, uttered with pride, that "Why should I own a TV set, there’s nothing worth watching?"

And, today, the daily press often devotes as much space to reporting the industry developments as it does to a presidential pronouncement.

Thus, the industry finds itself vulnerable by having both its productions and administrative actions constantly exposed to the public.

Every time a network vice president is fired or a series cancelled, news is produced. If there were to be a shakeup at a cheese company, you can bet that it would be buried somewhere on the financial page.

It is an unfortunate fact of life that broadcasting is condemned so often by so many. What is equally unfortunate, in my opinion, is the industry’s defensive reaction to many of these criticisms.

I believe that broadcasting is doing an infinitely better job than the public gives it credit for. The industry has unique problems and restrictions. I believe that it has failed to do the proper PR job in getting its story across to the general public.

Praises Unsung • As it stands now, its goofs are magnified and its accomplishments are all too often ignored.

Take ratings, for example. There’s always been powerful criticism directed toward the ratings system, and the industry has been accused of using the numbers to sell time instead of "giving the public what it wants."

Why can’t we get it across that ratings are—indeed—a valid measurement of public likes and dislikes. And how better can we serve the public than by meeting their indicated programing desires? Ratings reflect popularity, and popularity means large listening and viewing audiences. Yet, these important numbers have become a Frankenstein monster. Their role has not been conveyed properly.

The Advertising Council has done a magnificent job for the "hidden persuader" set. But, strangely, the stations that donate their very valuable time when they run these public service messages don’t share the glory.

Some 20 years ago, "The Hucksters" gave a distorted picture of the advertising profession. Today, thanks to newspaper and magazine reports and to a number of best-selling novels, stereotypes of broadcasting men and women have replaced ad types in the public mind.

Sure, there are hundreds of radio stations that blast out a steady stream of inane rock’n’roll muttering. But, then again, there are U.S. senators who enjoy dancing to the Beagle sound. Sure, there are westerns galore on the tube each night, but "Shane" and "High Noon" reveal that the U.S. western is a legitimate art form admired the world over. Sure, we have more spy and mystery programs, but President Kennedy’s keen interest in James Bond made Ian Fleming an international celebrity.

The industry has a powerful case to present. But, instead of being positive about its achievements, and disseminating the facts about its needs and problems, it is becoming too defensive, too apologetic.

Each week, the broadcasting industry does an incredible job in overcoming seemingly insurmountable obstacles.

It must learn how to get the public to appreciate and to understand. Other industries, with much less to offer, have been doing this for years.

Sanford M. Teller is an account executive and writer with the New York office of Ketchum, MacLeod & Grove Inc. In addition to his work with the agency, Mr. Teller is associated with the "Long John Nebel Show" on WNBC New York as a regular panelist. He is a contributor to photography magazines and has written 'Duffy’s Tavern’ scripts for NBC Radio’s ‘Monitor’ service. Mr. Teller concentrates on KM&G’s Air Express and various other accounts.
Long the leader in New Haven Radio, WELI works hard to stay at the top. Modern thinking, streamlined programming, talented personnel. Plus unique dedication to and respect for its New Haven-centered audience. It's the sound that sells Long Island East, too.

5000 Watts - 960 KC
The Sound of New Haven

National:
H&R Representatives, Inc.
Boston: Eckels & Company
why is WCCO Radio one of the great stations of the nation?
nation’s greatest share! that’s why

WCCO Radio ranks No. 1 in the nation with a 51.2% share of audience. It’s the greatest share delivered by any station in any of the 26 major markets measured by Mediastat.

Based on average listeners per half-hour, 6:00 AM-12:00 Midnight, 7 days a week.

big, big market audience! that’s why

With an average of 103,000 listeners per half-hour, WCCO Radio holds a top position with the leading big market stations. Only five other stations (four in New York and one in Los Angeles) have more.

6:00 AM-12:00 Midnight, 7 days a week.

greatest market impact! that’s why

WCCO Radio is the top station of the nation in market impact power. It reaches 48.5% of the total population of its market survey area. This is the strongest penetration score for any station in the 26 Mediastat markets.

Based on total cumulative listeners, all hours, 7 days a week.

nation’s no. 6 market! that’s why

Only five markets in the nation have stations with greater weekly circulations than WCCO Radio. Which means WCCO Radio’s total of 1,285,000 makes Minneapolis-St. Paul the nation’s No. 6 radio market.

Based on total cumulative listeners, all hours, 7 days a week.

greatest acceptance! that’s why

Above all, WCCO Radio provides the advertiser with a setting of outstanding acceptance for his sales story. Nothing sells like acceptance.

Based on a 42-year tradition of full-size, complete radio, 1924-1966.

WCCO Radio
Northwest’s Only 50,000-Watt 1-A Clear Channel Station
MINNEAPOLIS • ST. PAUL
Represented by CBS

Source: Based on Mediastat estimates, June-July 1966, subject to qualifications which WCCO Radio will supply on request.
GOOD SCENTS! The perfume counter salesgirl said it to the old, young customer: "Don't buy this brand if you're bluffing."

TOTAL COLOR

DOUBLE CHOICE? The young man had married one of the identical twins, each as gorgeous as the other. "Tell me, Tom," asked his friend, "how on earth do you ever tell them apart?" Tom smiled, "Who tries?"

ALL COLOR FACILITIES

SPECTACLES! Remember when the rible weather and the corned were coming? That's why you need glasses?

YOUR WTRF WHEELING, SEVEN C WEST VIRGINIA

Meet the State Department

EDITOR: Our next national foreign policy conference for editors and broadcasters will be held at the Department of State early in December—tentatively Dec. 1 and 2. Any bona fide representative of the domestic information media is eligible to attend.

Speakers at the Conference will include the secretary of state and other high-ranking government officials. We would be grateful if Broadcasting could announce the December conference. We are particularly anxious for editors and broadcasters to know that invitations can be obtained.—W. D. Blair Jr., director, office of media services, Department of State, Washington.

(Since 1961 the State Department has held semi-annual foreign-policy conferences to which it invites editors and broadcasters from all over the country. Any bona fide representative of the domestic information media can have his name placed on the invitation list for these conferences by writing—or having his superior write—to the director office of media services, Department of State, Washington 20520.

The conferences are intended to give editors and broadcasters an opportunity to obtain directly from principal policy-making officials the maximum possible in-depth information on current foreign-policy issues. All conference sessions are held under the "background only" rule. Conferences last a day and a half and are held at the new Department of State building in Washington, D.C. The agenda is arranged to permit questions from the floor and discussion by all participants.)

Spanish-radio training

EDITOR: As a newcomer to radio, I especially enjoyed your Spanish-language issue (Broadcasting, Sept. 19).

I became so impressed with the number of Spanish radio stations in the U.S. (as described in the articles), and after my own short experience in radio came up with a project of training Mexican-American students for announcing jobs in Spanish radio.

Six students have already been lined up to participate, pending their grades on a test for third-class radio-telephone licenses being given locally. It is my view that Spanish radio needs announcers badly, and I know we can place good announcers almost as soon as they're ready to work.

Congratulations on your special issue.—Alvin Korngold, president, KEVY Tucson, Ariz.

Serving the market

EDITOR: KARA Albuquerque has just recently changed to an all-Spanish format, and we would like to offer our con-
Meet the fine executives behind United Broadcasting Company...

Successful men like Samuel E. Phillips of WMUR-TV, Manchester, N.H.

Can a station that tops its own sales records seven years in a row, also spark a resurgence in sports programming throughout New England? WMUR-TV did both—ask Samuel E. Phillips, one of U.B.C's executive vice presidents and general manager of WMUR-TV. When listeners begged for regular hockey coverage, WMUR-TV was first "down the ice." Others followed its lead rapidly. When the station added color, Phillips mobilized newly purchased remote units for bowling, football, basketball, horse racing, skiing, and hockey events. Exceptional local news-sports coverage plus regular ABC network offerings keep WMUR-TV audience and sales spiraling ever upward. Just ask Phillips or the one million families in the Granite State and Merrimack Valley.
Your wife will tell you she watches Merv Griffin because of his boyish charm. Don't count on it.

The Merv Griffin Show Monday through Friday
at that hour in many cities, including New York. The 6-7 p.m. hour is occupied by various 15-minute feeds, not various 30-minute feeds as you indicate. This will obviously change when ABC’s evening news strip expands to 30 minutes in January.

Saturdays, 2-5 p.m., CBS is listed as “no network service.” There is at least one feed of Countdown to Kickoff, from 3 to 4 p.m., eastern time.—Adam C. Powell III, Cambridge, Mass.

(BROADCASTING has rechecked with both ABC and CBS who affirm that Mr. Powell’s information is correct and that they erred in providing the original information.)

Improved income

EDITOR: As a CPA who is very used to working with figures, I have always been very impressed with the accuracy of the statistics given in your magazine.

However, on page 72 of the Oct. 24 issue, I believe there is an error in Table B, headed: “Broadcast revenues, expenses, and income.” The income figure for 1965 is shown as $211.1. I believe it was a typographical error and should be $811.1.—Philip Zimmerman, Robert Simons & Co., New York.

(Mr. Zimmerman is indeed a sharp-eyed CPA. $811.1 is the correct figure.)

For the record

EDITOR: In your Sept. 12 listing of an application for ownership change in the sale of WLAF LaFollette, Tenn., consideration of $100,000 was given. The correct figure is $170,000.—David A. Rawley Jr., High Point, N. C. and president of the selling firm, LaFollette Broadcasting Co.

For theater use only

EDITOR: In reply to the letter, “Wide problem” (BROADCASTING, Oct. 24), it must be remembered that while it is true that all of the wide-screen formats currently used in theatrical film presentations present problems for TV, even movies with standard aspect ratios are troublesome when titling, for example, runs to the edges of the frame. This video is lost on most home receivers.

Television, if it is to continue to take advantage of the film industry’s inventory for programming purposes, will have to come up with a better answer to the problem than cropping. The wide-screen 35-mm and 70-mm formats present no problem to the industry for which they are designed.

It is, therefore, the responsibility of broadcasters to find and develop a method of projection for films produced for wide screens.—Peter J. Restivo, Universal Commercial Music, Merrick, N. Y.
No Extra Charge For Color!

Great, what a spot of color will do for most products! Our very latest RCA COLOR film, slide and tape equipment will present yours at their breathtaking best! No extra charge for this color service. We are in color because our wealthy viewers demand it! Get the whole bright picture on colorful 28 from ATS!
Advertising girds for battle

Mounting threats of tightening federal controls
bring strong reactions from ANA, AAAA spokesmen;
plans made to plead the case for all advertising

A nagging threat of federal restraint on the $15-billion-a-year U.S. advertising industry set off a campaign of massive retaliation last week by major advertisers, their agencies and the media they use.

Reports of a study of monopolistic effects of advertising, under way at the Department of Justice—already on record as feeling that bigness can be badness in some cases of product promotion—added urgency to their retaliatory efforts.

Major presentations before the annual meeting of the Association of National Advertisers and a regional meeting of the American Association of Advertising Agencies indicated the ad business is moving from defense to offense in a publicity war with the government.

Up in Arms • Goaded by a suggestion that the administration might even be considering support of a plan that would pro-rate a product's ad budget according to its share of sales, advertisers at the ANA meeting reacted in some cases with anger but generally with disbelief.

From the Federal Trade Commission and Justice Department to congressional committees, they expressed fear of creeping encroachments on their present freedom.

Donald F. Turner, assistant attorney general, has indicated a belief that monopolistic prices can result from heavy advertising expenditures. A Justice Department spokesman said last week that any sort of legislative program deriving from that belief is still in the "thinking and studying" stage.

Developments last week on the advertisers' front included:
- A call for voluntary action by consumer-products manufacturers to meet "unnecessary government restraints" advanced in the name of consumer protection by Neil McElroy, Procter & Gamble board chairman, as he keynoted the ANA sessions.
- Disclosure of early results of a research project at New York University, which finds no basis for the Justice Department contention that big advertising can result in monopolistic pricing.
- An address by Thomas Adams, Campbell-Ewald president and AAAA chairman, advocating the formation of an office of advertising information in Washington to improve communication between advertisers and the federal government.
- A proposal by John Hobson, chairman of Hobson Bates & Partners, Lon

John Hobson  Jules Backman  Neil McElroy

searching for a battle

At ANA Meeting • In the shadow of Pike's Peak last week national advertisers rallied to the cry of a free advertising marketplace or bust.

Government, popular and academic criticism and the chance they might be turned into substantive measures against the size of advertising budgets stirred the annual meeting of the ANA in Colorado Springs.

A recent report that the administration was studying the possibility of limi-
There is always smoke in Washington and often there are fires. The following is a rundown of where there is smoke about advertising's role in the economy and where blazes are feared:

**Justice Department:** The department's antitrust division maintains a constant interest in the relationship between advertising and the antitrust laws and is studying possible legislation looking toward new avenues of passing product information to the public. These suggestions were made last June in a speech by Donald F. Turner, assistant attorney general in charge of the antitrust division. At that time he noted advertising in some instances could lead to economic concentration and monopoly.

He suggested that some methods of counteracting concentration arising out of heavy ad expenditures could include applications of the antitrust laws, the imposition of temporary limits on promotional expenditures by firms that have obtained what he feels are undue market power through violation of the Sherman Act, or by the expansion of the law on false and misleading advertising. However, he said the most promising avenue seemed to be the creation of "new alternatives" in informing the public. These might take the form of, either direct government evaluation and publication of product information or financial support to private organizations such as Consumer Reports.

**Federal Trade Commission:** The FTC under the chairmanship of Paul Rand Dixon is anxiously awaiting the Supreme Court's decision on the Procter & Gamble-Clorox case. The FTC had charged that P&G's acquisition of Clorox violated antitrust laws and used as one of its main arguments that Clorox benefited from P&G's ad discounts. The U.S. Court of appeals overturned the FTC and rejected the ad discount contention.

Now the case is before the high court and the FTC needs to know that decision before it makes another move. If the court rules for the FTC, that agency will move ahead with its charge that General Foods' acquisition of S.O.S. Co. was also an antitrust violation, again citing advertising discounts. In the wings, the FTC has indicated it has other cases just waiting to be filed. But if the court's ruling supports the appellate decision, the FTC will have to call it quits or find a new approach in this area.

**Congress:** Two congressional subcommittees have expressed interest in television advertising practices in the past, and one has indicated it will continue its inquiry in the field. Hearings by the Senate Antitrust and Monopoly Subcommittee and a House Small Business Subcommittee have this year studied TV network ad discounts and their effect on concentration and discrimination against small advertisers. Senator Philip A. Hart's (D-Mich.) group will continue the hearing soon.

Senator Hart said: "If in fact equality does not exist, we should be able to do something about it." He added "There is evidence which suggests that there is a legitimate basis for believing that smaller or limited line companies have been denied fair access on nondiscriminatory terms to network TV time." He has been joined by the subcommittee's economist who said there was a need to find "some way, some mechanism, some institutional means by which this new technology of communications could be made available to the medium-sized and smaller producers so that they would get to the consuming public the qualities of their products."

The watchful eyes of Senator Warren G. Magnuson (D-Wash.), research professor in economics at New York University, unveiling preliminary results of a study on the competitive effect of advertising in the U. S. economy, said "the record shows clearly that advertising is highly competitive, not anticompetitive."

He went on to debunk the theory that large companies, through their "power of the purse" continually increase their share of the market, spending substantial sums on advertising, creating barriers to entry of new firms in an industry and eventually charging excessive higher prices and earning excessive profits. This reasoning is simply not borne out by experience, Dr. Backman asserted.

"Actually there is quite a gap be-
chairman of the Commerce Committee, and Senator John O. Pastore (D-R.I.), head of the Communications Subcommittee, have also been constantly peeved for liquor advertising on television. Senator Magnuson has also proposed the display of tar and nicotine contents on cigarette packs and plans to continue his interest in the area. He has been joined by other senators. Another attack on cigarette advertising came recently from a 24-man federal task force which advocates a campaign to discourage smoking, including the possibility of reducing or eliminating cigarette advertising.

The truth-in-lending proposal, which would require financial institutions to tell the borrower the exact amount of his loan and interest charges, is expected to get renewed backing now that the truth-in-packaging bill has been passed. Concerning the latter, Senator Magnuson has indicated he is not satisfied with it and intends to strengthen it next year.

NtI Commission on Food Marketing: This 15-member team, set up by Congress to study changes in the food industry, spent almost two years studying food marketing practices. It reported, although far from unanimously, that there should be ways of restraining the power of advertising through such means as consumer grading by the government.

The nine-member majority report felt a “more positive and effective approach would be to provide that some or all of advertising expenditures for food were not to be deductible expenses for federal income tax purposes.” Six members filed minority views to the report. Some officials in the executive branch in Washington feel that nothing will come of the report because it met with so much stiff academic as well as business criticism and because there were so many dissenters on the commission. But the U.S. Chamber of Commerce has a more cynical view and says that to think nothing will come of the report could be a “false assumption.”

Esther Peterson: The President’s adviser on consumer affairs, although she foresees no impending drastic government crackdown on advertising, is looked upon as a major source of irritation by advertisers. She has repeatedly stated she is not against advertising and considers it a useful part of our economy. She says she is against governmental controls of advertising except for obvious abuse. But her office has asked for a Federal Trade Commission study of the impact of promotional games and gimmicks on food prices. She has also been active in conducting consumer educational programs, which some advertisers have branded as “antibusiness,” and has given support to current housewives’ boycotts of food chains. Her office’s approach in the past has been to seek voluntary compliance and cooperation to institute any revision of advertising practices.

Commerce Department: The only friendly voice in government to speak for advertising lately has been that of Secretary of Commerce John T. Connors, who called advertising an “indispensable” element in the economy, noting that “without advertising we most certainly would not have had the unprecedented prosperity of the past 67 months.” Advertising, he said, is “a force for culture . . . for progress” and has created consumer confidence, which is “the most precious ingredient in the marketplace.”

between the availability of large financial resources and an increase in market shares,” he said. He went on to challenge the idea that advertising leads to economic concentration. Study of the relative positions of the “big four” companies in a number of industries shows that their membership in that select group for a period of years is precarious at best, Dr. Backman reported.

Precarious Leaders: Analysis of Census Bureau research conducted among 50 consumer-goods industries shows that between 1947 and 1958 the “big four” companies in those industries held onto their leading positions in only 13 cases and in six of these their rankings were changed. In only one of the 13 cases did the advertising-to-sales ratio exceed 3%, according to Dr. Backman.

As for the entry of new brands on the market he marshalled the following data:

- The number of soaps and detergents increased from 65 to 200 from 1950 to 1963; health and beauty aids grew in number from 150 to 275. In 1964, 73 roll-on deodorants were on the market, 88 liquid types and 73 sprays.
- He stressed the shifting shares of market for cigarette brands over the years, noting Camel’s share had fallen from 17.6% to 9.7% between 1956 and 1965, that Lucky Strike declined from 14.1% to 6.3% over the same period while Winston rose to 14% from 8.6%.

Dr. Backman hit hard at the widely reported comment of Assistant Attorney General Turner that “heavy advertising outlays lead . . . to the establishment of high monopolistic prices.”

**Pricing Variables:** Costs are only one factor in determination of prices, Dr. Backman said, and advertising costs are only a fraction of total costs. So many variables affect pricing that it’s absurd to consider advertising expenditures a major determinant in the pricing process, he suggested.

The Backman study, written by ANA, finds no correlation between an industry’s advertising-sales ratio and wholesale price fluctuation.

Dr. Backman’s presentation won sustained applause from the delegates of more than 300 companies present at the ANA meeting.

Representatives of advertising agencies present seemed more than a little concerned about reports of government interest in reducing the size of ad budgets in relation to a brand market share. The senior vice president and top media official of a major New York agency, asked if he thought this represented a serious threat, responded, “You bet it does. We asked our Washington liaison man about it last week and he told us it was definitely under consideration.”

Worthy of Concern: A television network president at the conference doubted the government would be serious about relating advertising allocations to market shares. But he said the recent comments from the Federal Trade Commission which relate large advertising expenditures and high monopolistic prices might well bear the stamp of higher-administration approval and are therefore worthy of concern.

Mr. Hobson of Hobson Bates & Partners, noting the similarity of advertising’s problems with academic, government and opinion-forming groups in England and America advised that the industry should rest its case on the service it gives the community rather than on the “classic argument” that it serves the producer in selling. “Should the whole flow of mass communications be so controlled that a tiny intellectual minority can impose its own pattern on society?” he asked. “The market place must be free,” he concluded.

Mr. Hobson chided industrialists who protect themselves from criticism by drawing a distinction between advertising and industry. “They let advertising take the blow,” he said, “they use it as their whipping boy.”

He called it a “very dangerous attitude, because if advertising were weakened, industry would be weakened too.”

Mr. Hobson referred to the findings of
the British Reith Commission on Advertising, which, he said, include "the most vicious economic and social attack on advertising."

"You also have the same problems with your economists, your sociologists and with the government and opinion-forming groups they influence, including your Federal Trade Commission and other government agencies," he said.

But modern marketing has enthroned the consumer, he suggested and "it would be tragic if intellectuals succeeded in managing to convince governments that the man in the street is no fit person to decide what he wants."

Comments at ANA • Sam Thurm, advertising vice president of Lever Brothers Co. and new chairman of the ANA, attaches considerable significance to the Turner speech of last spring. "We haven't heard anyone in the administration refute him," says Mr. Thurm, "so we can only assume he's got some support."

He said Mr. Turner had been in touch with British government officials on the subject of advertising and its effects on competition. "At the moment the Justice Department and the Federal Trade Commission have just one point of view," Mr. Thurm added, "and they ought to have another one explained to them."

"This will be the hottest advertising issue of the next six months," asserted Richard Pinkham, senior vice president of Ted Bates & Co., referring to government staff interest in controlling "monopolistic" advertising practices. "It could make the Hart committee work seem insignificant in comparison," he said.

John Burgard, vice president in charge of advertising for Brown & Williamson Tobacco Corp., commenting on the possibility that ad budgets might some day be related to brand market shares, doubted that Congress would ever go for the idea.

"Something like that would probably require new legislation," he said. But he didn't discount the threat represented by Justice Department attitudes.

Henry M. Schachte, executive vice president of the J. Walter Thompson agency, finds "good cause to worry," about government attitudes. "There's obviously a group of staff people in the administration whose ideas are inimical to big-budget advertising and their ideas get plenty of publicity."

Elsewhere Last Week • Speaking before the Eastern Annual Conference of the AAAA (see page 44), Mr. Adams of Campbell-Ewald said however, "monstrous" the proposal seems, "the federal government can force cutbacks in advertising expenditures by large companies."

"We are going to have to re-evaluate our approach to Washington," he went on.

Putting forth the idea of an office of advertising information in Washington as an AAAA project, Mr. Adams described the function as a "digging, running, offensive operation, searching out those influential voices in Congress and in the regulatory agencies to make sure the position of the advertising industry is understood in detail by everyone."

Mr. Adams pointed out that despite many protests to the contrary, ad budgets are still the Advertising Association of America, which has members representing all elements of advertising, already had a Washington office, but he said he was convinced that the AAAA should be there too. He said he would propose the idea at the next meeting of the AAAA board.

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### Which comes first: advertising or sales?

Companies wondering how much they ought to spend on advertising and who ought to be judge of that amount were dealt a portion of advice last week. A. C. Nielsen Co. data, presented at the annual meeting of the Association of National Advertisers (see page 35), indicated "a general correlation between advertising and sales."

In 58 product categories measured by the Nielsen Retail Index, the fastest growing groups between 1964 and 1965 made the greatest increase in advertising expenditures. Those with more anemic sales trends experienced general advertising cutbacks.

James O. Peckham Jr., a Nielsen vice president, presented the figures. He said cause-and-effect relationships between ad budget and sales success could not be firmly established since it is moot whether poor sales led to ad reductions or vice versa.

However in examination of new-product introductions, he said, Nielsen found a "pretty stable relationship between advertising expenditures and sales results." Mr. Peckham explained that for 34 successful new-product introductions studied, those
THE BIG NEWS

on WHIO-TV, Dayton, Ohio — 6 p.m. to 7:30 p.m., Mon. thru Fri.
First 90-minute news in Dayton — First full-color news, weather and sports

News hungry viewers are now enjoying full-color fare in a variety and volume never before provided in the large Dayton area. Anchor program is Huntley and Brinkley, and in half-hour segments on either side WHIO-TV’s favorite news specialists will present complete coverage on sports; state, local and regional news; women’s features; a Wright Patterson Air Force Base report; business news; daily filmed reports from Ohio and the Miami Valley; weather and miscellany. With steadily soaring interest in news, news, and more news, THE BIG NEWS offers audiences that are big, alert, affluent, and influential. Availabilities will fill fast.

Represented by Petry
Why Mattel is putting a $55-million chip on TV

Mattel Inc., which sold more than $100 million worth of toys in 1965, last week described an escalating love affair between it and television that it says has revolutionized all toy advertising strategy in 10 years.

The toy company's spending on TV this year will reach an estimated $55 million, up from $45 million last year and from virtually nothing in 1954.

Mattel's Marketing Vice President Herbert Holland and Vice President for Advertising Jack Jones outlined the company's TV strategy since 1955 when it became a 52-week TV advertiser with a $500,000 outlay for ABC-TV network's Mickey Mouse Club.

The use of year-round TV "rocked the toy industry," they said, and apparently convinced the competition they ought to use it too.

Blanket Approach Â· This year Mattel uses 12 different Saturday morning network TV shows in what it calls a "wall-to-wall" tactic, that is using all three networks in the same time periods. Its average cost for three minutes—one on each network—is $24,000 and this expenditure gives it a reach of some 15 million homes.

Noting product protection on the networks "is quickly disappearing," they explained how Mattel skirts the problem in some cases by buying into Monday-Friday syndicated shows in the top 75 markets.

Messrs. Holland and Jones said Mattel now sustains 30 product categories, compared to two or three 10 years ago. They described a growth pattern for the company highly dependent on research and design of new products.

Its entry in the preschool toy market, an important diversification step, they said had been aided by its Monday-Friday television time, since it "has mother and child both watching," and "selling mommy" is all-important in this market.

The Mattel presentation was made at the annual meeting of the Association of National Advertisers (see page 35).

The changing profile of TV

NBC's Goodman assays trends affecting sponsor use of medium

The face of American television is changing and so is the face of its audience. The combination is giving advertisers new opportunities and promises them further advantages in the future.

Julian Goodman, NBC president, presented this thesis to the Association of National Advertisers in Colorado Springs last week, offering them a "perspective on tomorrow."

Technological advance, led by rapid color-TV set penetration and presaging eventual laser delivery of signals and wide marketing of home TV tape recorders, is being met by a new generation with a new attitude toward television, said Mr. Goodman.

He described a "TV generation," one that has grown up with TV, that does not consider the term "mass medium" odious, and that looks on TV without snobbery. This young generation is freely and fully involved in television, he continued. "Television helped many of them learn to read, and it has introduced them to the events, personalities and issues of the world they live in."

Exploding a Myth Â· The size of the audience is changing too, said Mr. Goodman and he characterized as "myth," the suggestion that the quality viewer—a well-educated, high income group—has turned away from television.

A. C. Nielsen figures, he reported, showed that viewing for the past summer was ahead of 1965 levels in these "quality" households (Broadcasting, Oct. 10). The light viewer, Mr. Goodman went on, has been aptly described as "an octogenarian with bad TV reception who has misplaced his eyeglasses."

Color receiver homes now exceed 8 million, according to new NBC estimates, and before the end of next year the number will have doubled. In the next television season, the NBC president forecast, 30% of television households will be color-equipped.

Initial influence of the color revolution, he said, would be family group viewing, with cluster viewing around the one color set, but this, he continued would gradually give way to multi-color-set homes and split viewing. He predicted gains in all-family program fare in the first phase of the color changeover.

Mr. Goodman anticipated a new interest by retailers, particularly department stores, in television with the new advantage of color.

Effect of Set Size Â· He also suggested that the size of TV sets of the future will have an influence on what goes on the screen. Miniaturization of sets will lead to their multiplication in the home and this in turn will segment audiences and thereby open specialized audiences for programers and sponsors.

Satellite broadcasting, said Mr. Goodman, will soon turn into an everyday occurrence, with originations from abroad common and program staggering by time zone facilitated.

He predicted the eventual influence of home video tape recording equipment will be more viewing and that the ability to tape shows for replay will reduce the intensity of the perennial contest of program scheduling and counter scheduling.

The combination of technological advances in TV will bring more sets and more sets in use, he indicated.

A Plea for Help Â· A strong future for TV drama and news and information programing was forseen and Mr. Goodman called for advertisers to support this development. He said: "The so-called specialized programing attracts an audience that is particularly valuable to certain advertisers that is otherwise hard to reach; and that is very big by any other medium's standards." And he advised advertisers to weigh the value of factors, less measurable than audience numbers, in appealing to such audiences, such as impact and memorability.

Support of such programing, he went on, can be justified in many cases where it's now being missed.

TVB, RAB are set to call up big guns

The Television Bureau of Advertising and the Radio Advertising Bureau are set to call their members' voices into the growing debate between government officials and the advertising community over the competitive effects of big-

40 (Broadcast Advertising)
Seven Arts Television presents

marine boy

26 new animated half-hour underwater color adventures

Television Review

MARINE BOY

Producer: Minoru Adachi
Syndicator: Seven Arts Television
30 Mins.
WNEW-TV, N.Y. (animation, color)

THE JAPANESE put out not only pretty good transistors but animation film product that's also pretty good. And they seem to know the U.S. market—in other words they can fill a cartoon, as required, with the full quota of noise, action and—in the case of this package—a lot of sci-fi fillips that's a cinch to arrest, if not uplift, the kids.

"Marine Boy," on the terms demanded by U.S. kidved programmers, is in short a solid hunk of animation pulp, and from the sales pickups reported by the district figures to do well on the circuit. Segment caught, via New York independent WNED, which runs it as one of a mix of cartoons stripped in its 5 to 5:30 p.m. slot, concerned an underwater-based madman out to hijack uranium.

The action pace didn't let up hardly once.
"Marine Boy" has a scientist father, and a dolphin sidekick. The fish should have its part padded, if only for charm and laughs. The dialog is sheer camp, and often funny.

The animation is via Japan's K. Fujita Associates.

10/12/66

SOLD!

Argentina
Brazil
Canada
Costa Rica
Curacao
New York
Los Angeles
Chicago
Philadelphia
Detroit
Washington, D.C.
Cincinnati, Ohio
Denver, Colo.
Rochester, N.Y.

Cyprus
Guatemala
Honduras
Hong Kong
Iran
(WNEW-TV)
(KTTV)
(WGN-TV)
(WPHL-TV)
(COLTV)
(WTTG)
(CTLV)
(WLW TV)
(KWGN)
(WROC-TV)

Kuwait
Mexico
Panama
Puerto Rico
Saudi Arabia

Singapore
Thailand
Uruguay
Venezuela

Action, Magic and Excitement!

Each superbly produced half-hour adventure colorfully dramatizes Marine Boy's daring underwater heroics as he calls upon his special powers, extraordinary shoes, flying submarine, a magical pearl which foretells the future, his loyal white dolphin, Splasher, and his beautiful mermaid friend, Neptina.

Seven Arts Television
NEW YORK: 200 Park Avenue • YUkon 6-1717
LOS ANGELES: 9000 Sunset Boulevard • CRESTview 8-1771
TORONTO: 11 Adelaide Street West • EMpire 4-7193
Seven Arts Productions International Limited
Roberts Bldg., East St., Nassau, Bahamas • Cable SEVINT
TVB plans one-day television course

Television has dimensions that can be used creatively to solve marketing problems. Agency buyers asking what and how can get the answers in full findings. TVB has for a one-day seminar on October 18 for a report on TVB's decision to inaugurate the buyers' seminars.

Longer but fewer breaks

Viewers of NBC-TV's Tuesday Nov. 8 election-night coverage will have fewer commercial interruptions, thanks to the Xerox Corp., Rochester, N. Y.

Xerox will cut the number of its commercials from three to two per hour while maintaining the same total of commercial minutes by increasing the commercial length from one minute to 90 seconds. Thus, Xerox will have only 14 commercial placements in the anticipated seven hours of coverage, beginning at 7 p.m. (EST).

"We believe the longer spots deliver our advertising message with greater impact," Donald L. Clark, Xerox vice president in charge of corporate advertising, said. "At the same time, we are gratified this will result in fewer interruptions of NBC-TV's coverage of one of the most significant off-year elections in recent history."

Business briefly . . .

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, has placed Jell-O cheesecake mix, a new product, into national distribution with a campaign of network and spot TV (color) commercials.

National Airlines, Miami, through Paper, Koenig, Lois, New York, has purchased sponsorship in NBC-TV's New Year's King Orange Jamboree parade, set for colorcast on 203 NBC outlets on Dec. 31 (7:30-8:30 p.m. EST), and repeated Jan. 2 (10:30-11:30 a.m. EST).

William Carter Co. (children's clothing), Needham Heights, Mass., through BBDO, Boston, will conduct a campaign on daytime programs on the three TV networks, supplemented by spot TV in six major markets, from Feb. 20 through May 19.

Shell Oil Co., through Kenyon & Eckhardt, both New York, will sponsor The 1967 National Drivers Test, a CBS News presentation on CBS-TV May 23 (10-11 p.m. EDT). The colorcast is Shell's fourth audience-involved broadcast for motorists.

Pacquin Division of Chas. Pfizer & Co., New York, has introduced Pacquin Rinse-Off cold cream and plans heavy advertising concentrating in television and print. Through Doyle Dane Bernbach, same city, Pacquin will participate in six CBS-TV shows.


P. Lorillard Co., through Fotee, Cone & Belding; Glenbrook Laboratories Division of Sterling Drug, through Dancer-Fitzgerald-Sample; and Revlon Inc., through Grey Advertising, all New York, have purchased sponsorship of NBC Radio's News on The Hour. Sterling's buy is for nine weeks. P. Lorillard also bought time in Monitor and News of the World, and Revlon in David Brinkley Reports, all on NBC Radio.

Simonz Co., Chicago, through Dancer-Fitzgerald-Sample, New York, and Beatrice Foods Co.'s La Choy Food Products Division, Archbold, Ohio, through Campbell-Mithun, Chicago, have purchased sponsorship in NBC-TV's The Girl from U.N.C.L.E. Simonz also has bought time in NBC-TV's I Spy and Star Trek.
Frank Gifford learned to be a CBS Radio sportscaster from the ground up.

Number 16 played a lot of flankerback for the N.Y. Giants. Now he plays Monday Morning Quarterback every weekday evening on Worldwide Sports.

It's a uniquely complete quarter hour: Scores, headlines, remote pickups from all over the world. Penetrating comments by a guy who really knows the score—Frank Gifford.

And Frank isn't the whole team. We also bring sports fans former baseball great Phil Rizzuto six days a week. And ex-basketball star Jack Drees ten times on weekends.

Well, that's our commercial. Now we'd like to talk about yours. Run your commercials here and you gain the extra yardage delivered by topflight stars. Not just by the sportscasters. But by the whole CBS Radio roster. It's big league all the way.

The CBS Radio Network
Keeping advertising in step with the times

4A eastern meet hears McLuhan on TV as a medium, studies problems of 'talking to people today'

The challenges facing advertising in a constantly changing society were examined at the annual convention of the American Association of Advertising Agencies in New York last Tuesday and Wednesday (Oct. 25-26).

AAAA officials estimated that as many as 300 agency and advertiser executives attended some of the sessions which ranged in subject matter from the population explosion and the motivations and attitudes of youth to simultaneous world-wide marketing, challenges to media management—and a prediction that computers would some day be writing advertising copy.

In the featured address at the opening session, Marshall McLuhan, head of the University of Toronto Center for Culture Technology and prophet of a new age of electronic immediacy, advanced some of the concepts advanced in his book "Understanding Media." Professor McLuhan presented his theory of TV as "a low-definition (pictorially), high-audience-participation medium" that is creating "a man-made environment of information with total human involvement." He cited Vietnam war coverage as "the immediate experience of the audience." 

Color television "will only hasten" this revolution in human experience, according to Professor McLuhan. His only complaint about the medium concerned "the absence of a TV soundtrack." Now, he said, television "has a radio-movie soundtrack with high resolution that is in basic conflict" with the medium's low pictorial definition. "This conflict is what upsets everybody about TV sound," he said. "But, because it is an environmental factor, nobody notices it." 

In advertising, Professor McLuhan anticipated "the next stage, where advertising completely supplants the product. As it is, most of the consumer's satisfaction is derived from the advertising, rather than the product. And the only people who really watch ads already own the product being advertised. They want soft, cooing noises about the psychological benefits they are enjoying." 

Challenges - Most broadcast-oriented panel sessions dealt with "challenges to media management" and "new realities in communication: how to talk to people today."

The media-management session featured talks on TV, radio and other media and on the isolation of the advertiser's target audience through use of marketing data.

Network television in particular and television in general were evaluated and criticized sharply for certain practices by Eugene Accas, vice president, network relations, Leo Burnett Co. He asserted that television was being vitiated by rising rates, steady encroachment by commercials on more and more program time and abrupt changing of programes and of station line-ups.

Though he singled out the networks primarily for this move toward "media-cide," Mr. Accas did not exonerate advertisers and agencies. He claimed that advertisers and agencies rarely have taken positions, have seldom drawn the line and have emitted "only small screams." The buyer, he continued, has "accepted sameness ... has rolled over when his rights were diminished" ... has worshipped efficiency almost exclusively."

"And for all his docility, for all his $2 billion per year, what has the ad-

If message is memorable, show it again

How long can a TV commercial be used before it begins to lose its punch? It all depends, according to Valentine Appel, vice president and director of advertising research for Benton & Bowles, New York. What it depends upon, he said in a speech prepared for delivery Friday (Oct. 28), is how big an impression the commercial made in the first place. The "memorable" commercial, he said, gains strength with use, while the unmemorable message is apt to start losing ground right away.

Outlining test results at a marketing conference of the National Industrial Conference Board in New York, Mr. Appel's presentation reported:

"In the case of the low-scoring commercials, the decay appears to begin immediately, with successive advertising exposures resulting in decreasing recall levels. The high-scoring commercials, which were more memorable to begin with, produced a distinctly different pattern. "Unlike the low-scoring commercials, successive exposures of the high scorers initially produced significantly higher levels of recall, indicating increased learning of the advertising message. Moreover, even after the recall levels of the less memorable commercials had decayed as much as 10 percentage points, the high-scoring commercials were still producing scores in excess of those which were obtained in the first airing."

Common Practice Questioned - One thing it means, Mr. Appel suggested, is that the "common practice" of testing and tinkering with commercials in an effort to make minor improvements while simultaneously running them on the air has been "brought into serious question."

"Because we now know that the ability of commercials to be recalled does change with repeat exposure," he explained, "one can see how the practice of tinkering and testing can lead to spurious changes in score. It is easy to be misled into believing that the tinkering had either improved the commercial or made it worse when actually all that was being measured was the result of repeat exposure."

He said the findings were based on tests involving 81 commercials for 31 different brands, with retests being made from one week to several years after the time when the initial test was conducted.
advertiser for casters Brucie tion" scient planning advertising of scribe the to aged that Brand Rating Index, described the erators; intended BROADCASTING, the cumula- tive dimension for the medium, the cumula- tive Radio Audience Method (ARMs) study, underwritten by the Radio Advertising Bureau and the National Association of Broadcasters, and the Cumulative Radio Audience Method (CRAM) de- veloped by NBC. The ARMS study, which set out to measure the relative accuracy of several methods of radio ratings, has been a "major contribution" to local radio measurement because it has pointed the way to changes in rating services procedures, he stated.

NBC's CRAM study, according to Dr. Coffin, promises to alleviate the plight of network radio measurement. He noted that it includes three innovations: accounting for all people in the intended sample, not just the cooperators; including a built-in accuracy check on figures, and measuring a new dimension for the medium, the cumulative radio audience.

Norton Garfinkle, president of the Brand Rating Index, described the operation of his company and its significance to advertisers. He reported that BRI studies are conducted among a national probability sample of more than 12,000 adult men and women aged 18 and over. The studies are designed to perform three functions: to identify the prime marketing targets for specific brands and products as a guide to planning marketing strategy; to de- scribe the demographic characteristics of these prime targets as a guide to planning advertising strategy, and to identify the media that are most effi- cient in reaching each target group.

In the "new realities in communica- tion" session Bruce Morrow ("Cousin Brucie"), personality on WABC New York, stressed the need for both broadcast- ers and advertisers to learn the correct language and approaches to reach today's youth market.

Sylvester L. (Pat) Weaver Jr., form- er chairman of NBC, currently a pro- ducer for CBS, who will join the Wells, Rich, Greene agency in New York next year (see page 10), spoke on "the coming full development of communi- cations," which he said "is only temp- orarily being held back by the network guys and the Hollywood guys, working through Washington, where everybody has a piece of the action."

Another session dealt with the future of computers in agency operations. Dr. Arnold E. Amstutz, assistant professor of management at Massachusetts Institute of Technology, was forcefully con- fident of computers' future in the agen- cy business. He was challenged, how- ever, by Robert Ross, vice president of Leo Burnett Co., Chicago.

'Computers Are Coming' * While Mr. Ross felt "like riding down Madison Avenue shouting 'the computers are coming,'" he said that he was "not really worried yet. Computers have yet to make significant inroads in the business." Speaking to Dr. Amstutz's tech- nical presentation, Mr. Ross apologized for his "innocence," saying: "You know what you were talking about. I did not."

Hugh Craigie, vice president of the Diebold Group, management consult- ants, said that while "progress has been slow, the day is clearly coming when computers will play strong supportive roles in media research and selection, as well as other agency functions."

He was supported in that estimate by Sherwood Dodge, president of the Advertising Research Foundation; William T. Moran, research vice president, Young & Rubicam, New York, and Dr. David B. Learner, research vice presi- dent, BBDO, New York.

Dr. Learner commented that wide- spread complaints about the "quality of data input" for computers used in re- search are "phony evasions of the job that has to be done." He said the panel "typically contains more critics than contributors" to the computer effort, and foresaw the day when computers would be used "not only for media selection, but, through semantic-linguistic analysis, to actually write advertising copy."

Dr. Werner Von Braun, director of the George C. Marshall space center, National Aeronautics and Space Ad- ministration, discussed the Saturn V moon project as chief speaker at the Tuesday luncheon.

In a brief closed session the AAAA members also heard a report from president John Crichton and a call from Thomas B. Adams of Campbell-Ewald, AAAA chairman, for stepped-up efforts by the advertising community to head off new threats of governmental re- strictions (see page 35).

FCC issues new ad form

Hyde defends it as providing broadcasters 'greater flexibility'

The FCC issued its questionnaire on commercial practices last week, and Chairman Rosel H. Hyde hailed it as a means of giving broadcasters "greater flexi- bility" in reporting their proposed commercial practices.

He said the commission is not using the document "to impose fixed and rigid limitations on the commercial practices of licensees." On the contrary, he said, it's up to the broad- caster to determine the amount of time he will devote to commercial matter.

The questionnaire was issued Mon- day (Oct. 24), following clearance by the Bureau of the Budget, which is re- sponsible for passing on all such gov- ernment forms. The bureau, in turn, acted after members of a broadcast- industry committee indicated they had no objections to the form.

Chairman Hyde used an appearance before the Federal Communications Bar Association on Thursday (Oct. 27) to express his views on the form and its implications. In the process, he made evident his belief that govern- ment should seek to regulate less, rather than more, but that broadcasters should abide by industry codes of good con- duct.

The questionnaire, designed to put all licensees on the same footing in re- porting their proposed commercial practices (BROADCASTING, Oct. 17), asks licensees to report the maximum amount of time they intend to carry commercial matter in any hour and state how often and under what circum- stances they expect to exceed the normal limits.

Justification Requested * AM or FM licensees who propose to carry more than 18 minutes of commercial time in an hour, and TV licensees who plan to carry more than 16 minutes per hour, are asked to explain how their proposals "are consonant with the needs and interests of their communi- ties."

The question concerning the amount
of time to be devoted to commercial matter is borrowed from the new AM-FM and TV program-reporting forms that are part of the broadcast application form. Thus, the commission will receive commercial proposals in the same format from licensees who would not be filing renewal applications for possibly three years, as well as from those filing on the new forms.

The 16- and 18-minute reference points are taken from the commercial time standards of the National Association of Broadcasters code. But Chairman Hyde took issue with industry observers who have characterized the adoption of the questionnaire as an adoption of the NAB code, as well as with those who saw it as a sign of "relaxation" by the commission about commercial practices.

He said the action—taken on a unanimous vote of the commission, which normally splits on questions dealing with "overcommercialization"—represented "no more than a firm desire" to make the revised system of reporting on commercial practices, incorporated in the new form, "available to all licensees immediately." He said the commission had been approaching a "dilemma," with some licensees reporting on the old forms, others on the new ones.

Greater Flexibility * He said he felt that the new forms provide licensees with "greater flexibility" in their representation. "And I, for one, felt that licensees would prefer this flexibility to the somewhat more rigid mold of prior representations," he said.

He said the reference to code standards in the public notice announcing the questionnaire (it says the commission gives "great weight" to industry judgment in such matters) should not be construed as reflecting a commission intent to fix rigid standards. Instead, he said, the commission sought to "stress the idea that responsibility in this matter is more properly the concern of the licensee."

He said he views the request for justification of proposals in excess of stated amounts "as a desire on the part of the commission to have full information as to licensees' policies." And the industry-adopted standards were used, he said, so as not to undermine the efforts of industry self-determination. The commission had been sending letters of inquiry to AM code stations proposing more than 18 minutes of commercial matter in an hour—but non-code stations weren't queried unless they proposed more than 20 minutes per hour. NAB code officials complained that this "double standard" was driving stations from the code.

Long Overdue * "This approach to the vexing problem of commission consideration of commercials is one that in my opinion is long overdue," he said. "It is the licensee and not the commission that must determine the percentage of commercial time that is broadcast over his facilities. However, the FCC is concerned that this be done on a reasoned and responsible basis."

The questionnaire represents a compromise between the views of Chairman Hyde and Commissioner Lee Loevinger, on the one hand, who had opposed commission policing of commercial practices and policies, and Commissioners Kenneth A. Cox and James J. Wadsworth, on the other, who had pursued a hard line.

And Chairman Hyde said that such compromise solutions "to delicate problems often serve to facilitate fulfillment of the commission's duties and yet have the capacity to satisfy the individuals that their substantive principles have not suffered."

However, he added the hope that commission ventures into commercial issues will be few and far between— that the commission doesn't move, in fact, except as the result of complaints. But it's considered unlikely that the hard-liners on the commission would go along with such a relaxed approach.

Chairman Hyde appeared to place his greatest hope in industry self-regulation. "Our deep-seated belief in the freedom of the individual in this country dictates that we avoid any unnecessary regulation," he said. And broadcasters, he observed, have established industry codes that "are designed to establish high standards for business conduct in a competitive world."

"It is in this spirit, free from government interference, that the achievements of self-restraint have developed over the last decade. As I view it, the great virtue of industry codes is that they reflect broadcaster conscience, and are arrived at without coercion."

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**How Diet-Pepsi improves the scenery**

Girl-watching is "in" today, and the Pepsi-Cola Co., New York, has set the requisite for being the "girl girl-watchers watch" in its new campaign for Diet Pepsi-Cola. Be slim, the company says, be sophisticated, drink Diet Pepsi.

Since the campaign is directed to women, daytime TV, the predominantly female medium, is used as well as local radio and newspapers. In the TV commercials, a girl—trim and attractive—walks a few steps in a museum, at an airport, or at a beach and she is watched by men who "know more about figures than a math instructor." Then either the girl is pictured taking a drink of Diet Pepsi, or the product is identified via a six-pack or a crown, revealing that the secret of the girl's trimness and popularity with girl-watchers is Diet-Pepsi.

The radio commercials attract attention mainly through a special girl-watchers' theme played while the announcer states that a girl who drinks Diet-Pepsi is a girl who will be watched.

The Pepsi-Cola Co. aims its campaign at women because it feels that "75% of all diet beverages are bought by females," and selling Diet Pepsi to women will lead to increased usage of the drink by men and children.
DEATHLESS DIALOG from MANY MOVIES ... #6 of a series

“Be careful!”

That’s right... schedule the shows that'll beat the competition: UAA’s 1500 features from WARNER BROTHERS and RKO.

WRITE, WIRE or PHONE u.a.a. 555 MADISON AVENUE, NEW YORK, N. Y. 10022 area code 212 / 688-4700

BROADCASTING, October 31, 1966
Two of the three major networks use Norelco cameras for their prime-time color shows.

If that doesn’t convince you to buy a Norelco 3-tube Plumbicon* color camera, take a trip on us.

*Trademark of N. V. Philips' Gloeilampenfabrieken of the Netherlands for television tubes.
This is an invitation to discover—at our expense—the practical, everyday reasons why you should now be using the new Norelco 3-tube Plumbicon rather than any other color TV camera on the market. Do this. Call, or write us direct. We’ll schedule and pay for a trip to a station now using the Norelco 3-tube Plumbicon TV camera—subject to the availability of the station’s time and technical personnel. They’ll tell you and show you why they chose the new Norelco. You’ll see it in program action. You’ll learn for yourself—at no cost to yourself—why the Norelco Plumbicon TV camera is used for more programming than all other new generation makes.

**Here’s a partial list of stations now using the new Norelco**

**EAST**

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<th>STATION</th>
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<td>WNH-C-Tv</td>
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<td>WNEW-Tv</td>
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<td>REEVES-SOUND STUDIO</td>
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**SOUTH**

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<td>WCYB-Tv</td>
<td>Bristol, Va./Tenn.</td>
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<td>WKRG-Tv</td>
<td>Mobile, Ala.</td>
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<td>WSPA-Tv</td>
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<td>WFRV-Tv</td>
<td>Green Bay, Wis.</td>
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<td>WISH-Tv</td>
<td>Indianapolis, Ind.</td>
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**WEST**

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<td>KTTV</td>
<td>Los Angeles, Calif.</td>
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<tr>
<td>KXTV</td>
<td>Sacramento, Calif.</td>
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When you visit one of these stations you’ll be able to separate the facts from the fiction regarding color TV cameras. Facts and fiction like this:

**FICTION:** A 4-tube camera produces a sharper picture than a 3-tube color camera.

**FACT:** This concept is as obsolete as the 12-cylinder car. The Norelco 3-tube PC-70 Plumbicon Color Camera produces a sharper color and monochrome picture than any 4-tube camera. Reason: the first practical application of the unique “contours-out-of-green” principle provides both horizontal and vertical aperture correction. The contour signal produced from the green channel, is simply fed to all three channels.

**RESULT:** A startling increase in color and monochrome sharpness—on the home receiver—plus the same tolerance to misregistration that a fourth tube provides. All with one less tube, less maintenance, minimum operational make-ready time and trouble-free color matching.

**FICTION:** “Contours-out-of-green” creates an excessive noise problem.

**FACT:** Absolutely not. But some 4-tube cameras do have a noise problem. Check the “specs.” You’ll discover that these 4-tube models recommend a fixed gamma of 0.5. We provide continuously variable gamma and recommend an 0.45 operating point. This stretches blacks and gives you more detail in dark areas and shadows. A gamma of 0.5 hides noise by compressing blacks. Result: the 4-tube camera loses important detail and literally demands the use of flat lighting.

**FICTION:** By this time next year Norelco will be selling a four tube camera.

**FACT:** Definitely not. We made the best possible 4-tube camera but decided not to sell it. While using it to compare 3-tube vs. 4-tube, we discovered what every 4-tube manufacturer has since learned: 4-tube resolution is inherently less than 3-tube; that extra light split to the Y channel reduces the light to the RGB channels, causing noticeable lag. (Try moving a light object against a dark background with a camera using 4 photo conductor pick-up tubes. You’ll see what we mean.)

**FICTION:** The Norelco PC-70 is made in Holland and won’t be in full production for years.

**FACT:** The PC-70 camera is made by Norelco in Mt. Vernon, N. Y., where existing and constantly expanding facilities are meeting the demand for the most economical, easiest to use and maintain, color TV camera available today.

**Other reasons to choose the Norelco PC-70:**

A simple but remarkable 3-way beam split prism that eliminates the need for shading controls. (Because of their complicated beam split, many 4-tube models require as many as 16 shading controls.)

No magenta cast, a problem even some of the newest 4-tube cameras haven’t solved.

Lens interchangeability.

No set-up operating controls in the camera head except for tube-focus and back-focus positions. Eliminates the need for a two-man set-up and for hectic on-the-set adjustments.

Now get all the reasons to choose the Norelco PC-70. Get them from the men behind the camera, Today, call our sales representative, Visual Electronics, or call us directly.
Can radio get TV’s 3% gain?

Young & Rubicam’s Grealish maps route to 1970 revenues for California broadcasters

Four years from now more than $13 billion will be spent in five major consumer media, almost 50% more than was accounted for in 1965. Newspapers and outdoor probably will be getting a percentage or two less of a share of the 1970 total expenditures than they are of today’s advertising market. Magazines will continue to get, same as now, a 13% share of the total. Radio, with a steady 10% share, also will not experience a basic change. But 3% more of the advertising dollar will be going to television.

This crystal-ball gazing was done last week by Eugene J. Grealish, director of media relations for Young & Rubicam’s Los Angeles office. Addressing members of the Southern California Broadcasters Association at a luncheon meeting in Hollywood, Mr. Grealish estimated that TV’s increased share of total advertising expenditures will amount to more than $400 million, or about half of what was spent in all of radio last year. He asked his audience, made up almost entirely of radio broadcasters: “Why can’t radio pick up that extra 3% that we expect to go into television’s coffers?”

The agency executive called on radio to improve its total image as an advertising medium in an effort to pick up the 3% of added business that seems headed toward TV. He said the practice of some radio stations in offering various rate cards with a different price for the same schedule of spots should be halted. “What I am against,” Mr. Grealish stressed, “is the fact that my competitor or anyone else may be buying the same thing that I am, at an even lower price than I am paying.”

More Promotion — Mr. Grealish also suggested that radio people do a better job of helping the Radio Advertising Bureau in “promoting the medium on a broad scale.” He asked for more significant research in the areas of audience appeals and reach and for making better use of quantifying research. But once these goals are reached, he pointed out, adjustments in rates also will have to be made in keeping “with values received as defined by the research.” Mr. Grealish emphasized that “the days of paying a special price for a rating point are fast coming to an end.”

He also called for the development of new selling techniques and cited as an example of an outmoded practice the virtual giveaway of weekend spots on radio. “If you could sell the value of a woman listening on Saturday or Sunday as being just as good as a woman reached during the week, you’d have substantial increases in your business,” Mr. Grealish commented.

People who listen a lot, drink more beer

The heavy listeners reached daily by spot radio are also “above average” as heavy beer consumers, according to a CBS Radio Spot Sales study of the beer market that pinpoints the coverage relationship of spot radio with heavy beer consumers.

The study, previewed for newsmen in New York last week, is being given exposure by Maurie Webster, vice president and general manager of CBS Radio Spot Sales and members of his staff to brewing industry executives and their advertising agencies across the country.

Spot radio, the study notes, daily reaches most beer consumers in addition to covering most heavy beer consumers.

The study concentrates on men, both in beer consumption and in radio listening, as the sex shown in studies as the “crucial customer” for the brewing industry. The new study is the second in a series of new sales marketing reports prepared by the rep firm. It’s designed to provide beer marketing executives with a focus on the identity of their primary and best prospects.

Among the areas covered are place of purchase, consumption levels, county size, age and brand switching among men beer consumers. The study shows men account for 55% of total purchases of off-premise consumption of beer, that 78% of male beer consumption is by the 24-64 age group and that 49% of male beer consumers live in the top 26 consumer markets. The study makes the point that 16% of all men account for 54% of total male beer consumption, and that brand switching appears most prevalent among heavy beer drinkers.

Fruit-flavored beer

Falstaff Brewing Co., St. Louis, has named Taitham-Laird & Kudner, Chicago, to help develop marketing plans for a new beverage not disclosed but reported to be a fruit-flavored beer product. Dancer-Fitzgerald-Sample, New York, continues as the agency for Falstaff beer.

MSI survey finds distribution blanks

Weak spots in distribution of several national advertiser products in major-market supermarkets are reported by Media Survey Inc. (MSI), New York, which noted last week a sharpened interest among advertisers in its in-store checking service.

The company said 26 advertisers qualified for a September survey by placing schedules with MSI media clients (mostly stations) and that some seven or more advertisers are already set for November. MSI checks product distribution at top supermarkets and sends bimonthly reports to media clients within seven working days after the survey period.

Advertisers are fed the reports after they meet a station eligibility requirement—placement of a specified amount of business (BROADCASTING, Aug. 29).

According to MSI reports, a liquid detergent that had an 85% distribution in Philadelphia, failed to register more than 1% in Los Angeles; an after-shave lotion had 82.6% in Los Angeles scored only 55% in Philadelphia; a hair rinse captured only a 3% distribution in Chicago while enjoying 64% in Los Angeles and a hair straightener failed to achieve a higher percentage than 27 in New York, Chicago and Los Angeles while totaling only 7% in Philadelphia and 2% in Detroit. A two-market check on a candy advertiser showed a sharp contrast in distribution with a 44 in Boston and only 13 in New York.

MSI, which could list the call letters of a total of 17 stations in late August, now has more than 30 stations listed.

‘Kwai’ buy criticized—before ratings came in

The Ford Motor Co., which paid $1.8 million to sponsor ABC-TV’s three-hour presentation of the “Bridge on the River Kwai” last month, was heavily criticized by its dealers for making the buy, a vice president of the automobile company indicated in Los Angeles last week. But that was before the program was broadcast. Since the ratings have come in, Ford has heard far fewer complaints.

Speaking before more than 250 members and guests of the Los Angeles Advertising Club at the Sheraton-West hotel, Paul F. Lorenz, general manager of

BROADCASTING, October 31, 1966
 Agency appointments . . .

- California Bankcard Association, San Francisco, a new retail credit card association, has appointed Foote, Cone & Belding, San Francisco, to handle a projected multimillion-dollar account that will be started sometime in 1967.

New methodology prompts Mediastat radio survey

Media Statistics Inc., New York, today (Oct. 31) is announcing plans to conduct a county-by-county radio coverage study for the entire nation. Within a few weeks, major broadcasters, advertisers and agencies will receive complete details and prices, said by Mediastat to be "approximately one-fourth those necessary with older methodologies." Mediastat claims a research "breakthrough" in its telephone interviews of a minimum of 100 selected listeners in each of the nation's 3,000 counties. Its research will produce data on daily and weekly circulation of all penetrating stations, and day-part information for all stations with qualifying totals. Mediastat said the reach of each station or network can be studied by the degree of penetration and target-audience category. Sales territory analysis, budget controls and computer input will be included in the data.

Filmac sets up low-cost film service

A new economy TV film commercial production service offering a 20-second black-and-white spot for $60 and a color spot for $100 has been announced by Filmac Studios, Chicago. The 16 mm film spots have partial animation, including zooms, wipes, dissolves etc., and are called "animated slides."

Bernard Mack, president of Filmac, explained that the new service is designed for many stations that normally prepare slides for smaller advertisers but who would like to "step up a notch and offer motion and attention and still keep the costs in line."

Mr. Mack noted that while most of the big-ticket commercial production is done in Hollywood or New York, significant network and national spot production today is being done in cities like Chicago too. "We have one $13,000 commercial in the house now," he said, plus other national business.

The Smith Family Has Over $1,000,000,000 Waiting For You On Florida's Suncoast

In 1965 $1,355,895,000 was spent in retail sales in the entire Metro Market*

*© 1966, Sales Management Survey of Buying Power; further reproduction is forbidden.

That is why the Rahall Station, WLCY Television is a must buy.

The Entire Group is Represented by . . .
THE MEDIA

Mass action set for CATV

Schildhause tells NCTA case-by-case hearings

impossible burden for FCC

The FCC apparently has written off as hopeless any notion it might have had of holding a hearing in every case involving a controversy over its CATV rules. The commission instead is working on plans for wholesale settlement of the cases.

Sol Schildhause, head of the commission's task force charged with implementing the CATV rules, says the volume of work that would be involved in hearings in every controversy would impose an impossible burden on the commission.

Accordingly, he says, the task force is "working feverishly to develop the techniques" for settling large numbers of the cases at one time. "Hopefully, we expect not to chip away at the backlog but to dispose of it in big batches."

Mr. Schildhause, who spoke Monday (Oct. 24) in Las Vegas at a regional meeting of National Community Television Association, said his group is "determined to get answers for you and to get you going again."

His remarks constituted the most explicit public statement yet by a commission official of the strain CATV regulation is imposing on the agency, and went far to confirm the predictions of CATV industry spokesmen, at the time the commission was considering its CATV rules, that the job would prove overwhelming.

His comments also appeared to suggest an effort to distinguish his task force from those in the commission who had written the CATV rules. He noted that CATV forces have gone to court to challenge every basic premise and requirement of the commission in this area.

"And in my judgment," he added, "they are serious challenges."

**Not Impeishable** - Even if they survive judicial review, he said, the rules "are only an opening thrust in the general target area. They are not etched in acid. They are subject to revision and adjustment as reason persuades."

The task force now is composed of nine lawyers. It had only six up until two weeks ago. The commission plans a force ultimately of 25, mostly lawyers but including secretarial and clerical help.

Facing his group, Mr. Schildhause said, is a workload that includes:

- Some 120 petitions for waiver of the rule requiring CATV's to seek commission permission in a hearing before importing distant signals into any of the top-100 markets. Most are "hotly contested."
- Three hundred disputes involving broadcasters' requests for special protection against CATV competition and CATV systems' requests for special relief from the rules.
- Responsibility for examining copies of notification of commencement of service CATV systems are required to send to broadcasters. Some 200 are awaiting review.

In addition, the task force is responsible for processing microwave applications in the community antenna relay service and common carrier and business radio microwave applications and, beginning next month, for examining the reports on their operations that the 2,000 systems have been requested to file.

Mr. Schildhause indicated that the commission cannot follow the letter of every rule if it is to avoid delays, "the mischief of the stays" and the "halting of legitimate activity."

He said it's difficult to believe for instance, "that full-scale hearings can be held on all those top-100 market proposals to import distant signals." And a "formal trial of every controversy before us," he added, "seems out of the question."

CATV called 'a racket'

Minnesota official claims it exploits public welfare and interest

CATV operators heard their industry branded "a racket" at the regional conference of the National Community Television Association in Minneapolis on Wednesday (Oct. 26).

"CATV is for all practical purposes a business of selling what the television stations give away free," said Paul Rasmussen, chairman of the Minnesota Railroad and Warehouse Commission.

Nearly 50 CATV operators challenged the commissioner's view of their business, but he defended his charge as follows:

"In the past, CATV has been a financial racket rather than a bona fide business, and has resulted in exposing the public to a type of exploitation contrary to their welfare and interest."

"The current rate of depreciation charged, characteristic of CATV operations, is extremely high. In some cases, the entire capital investment is depreciated in three or four years, then the business is sold at a price that in some cases exceeds 100% increase over the original capitalization. The fact that the public is willing to pay an excessive monthly charge is in no way proof that this monthly charge is just, reasonable and compensatory."

Mr. Rasmussen concluded that regulation of CATV by the FCC and by state regulatory commissions is long overdue.

**Cliches** - Former FCC Chairman Frederick W. Ford, who now heads NCTA, then told the conference that "each of us has a responsibility continually to explain this industry and its unlimited potential for the public good. All sorts of slogans and cliches are propagated in an effort to engender fear of this industry, but we will not be denied. Our industry is destined to make revolutionary changes in communications, and the American people widely support this endeavor."

Robert D. L'Heureux, NCTA's general counsel, accused the broadcasters of fostering federal and state regulation of CATV. "It is our competition that wants our rates regulated," he said, "not our subscribers." He said it has been es-
FCC Commissioner Nicholas Johnson (third from right) made his first appearance before a broadcasters’ group last week in Minneapolis at the National Association of Broadcasters’ regional meeting. Turning the tables, the commissioner asked the questions of the five broadcasters who shared the platform with him. (L-r): Richard Dudley, WSAU Wausau, Wis.; John H. Lemme, KLTQ Little Falls, Minn.; Carl Lee, WKZO-TV Kalamazoo, Mich.; Commissioner Johnson; Thomas L. Young, KWWL Waterloo, Iowa, and Larry Bentson, WLOL Minneapolis.

established that if subscribers are charged between $4 and $6 per month, CATV will not price itself out of the market. In the past five years, he said, “CATV rates have increased an average of only 4%, compared to a 35% increase in intra-state phone rates.” Mr. Rasmussen argued that the two rates could not be compared, saying that CATV’s rate structure from the start had been based upon what the traffic would bear, whereas the phone company rate structure under commission regulation was “just, reasonable and compensatory.”

Earlier, Nicholas Johnson, the newest member of the FCC, urged the CATV operators not to carry a chip on their shoulders toward broadcasters. “You do yourself a disservice,” he said, “when you characterize yourselves as ‘we and they.’ There’s room for everybody, and it’s worth noting that there are so many broadcasters in your membership.” Commissioner Johnson praised former Commissioner Ford, saying: “He will represent you well in Washington, but not in a vociferous, warlike way.”

Nick Johnson asks questions

Commissioner asks NAB conference how FCC can best do its job

The newest and youngest member of the FCC, Nicholas Johnson, turned the tables on broadcasters at the National Association of Broadcasters’ fall conference Monday and Tuesday (Oct. 24-25) in Minneapolis. Instead of answering questions, he asked them of a panel of five broadcasters. He explained: “This will give you some sense of the kind of things going through my mind.”

The questions ranged from the problem of spectrum allocations to CATV, and from educational TV to a searching examination of what the broadcasters thought of their own role in public service. Commissioner Johnson said all he knew about broadcasting he had learned while listening to the radio at home in northwestern Iowa. He also asked what the commission is doing that most broadcasters would want stopped, and how can the commission better serve the public interest in its role as regulator of the broadcasting industry.

He received a bagful of candid answers, both from panel members and from other broadcasters among the crowd of 300 at the conference.

The Q and A — Here’s a paraphrasing of some of the questions and replies:

Q. I am told that by 1980, the demand for spectrum space for satellites will be extremely heavy. I’m not saying that ought to come about. I’m not saying it’s going to come about. The question is, what ought to be the most appropriate and relevant considerations in allocating the limited and valuable spectrum space among the variety of mutually inconsistent purposes for which it can be used in our society? What standards should apply? What criteria are relevant in making this allocation?

A. The commission should concern itself with more efficient use of those portions of the spectrum already assigned. The question doesn’t pose a problem at all. The commission should continue to apply the yardstick of the “public interest, convenience and necessity.” For example, are radio frequencies really necessary for bakery trucks? (When Mr. Johnson suggested that you can only pack so much vacation gear in your car’s trunk, and priorities are needed to decide which suitcase must be left behind, one broadcaster suggested that the trunk really is half-empty because the military monopolizes so much of the spectrum. Perhaps peace, he said, would open up these frequencies.)

Q. What do you think about what you are doing? What should be the role and responsibility of the commercial broadcaster to inform citizens about significant and controversial issues of our times? Do you agree with Commissioner Lee Loewinger who characterized your TV product as “the literature of the illiterate”? Would you prefer to be so characterized by a commission rule which would relieve you of any responsibility for public-service programming whatsoever?

A. Most broadcasters would say there would be no difference if the
The members of the panel with him were: Richard Dudley, WSAI, Wausau, Wis.; Carl Lee, WKZO-TV Kalamazoo, Mich.; John Lemme, KLTF Little Falls, Minn.; Thomas Young, KWWL-TV Cedar Rapids-Waterloo, Iowa; Larry Benton, WLOL Minneapolis.

The Minneapolis session attracted 231 registrants and closed the first half of the NAB's annual fall roadshow. Attendance for the first four sessions reached 910, with 269 in San Francisco, 209 in Dallas and 201 in Denver. The fall conference will resume Nov. 10-11 in St. Louis, then go on to New York, Charlotte, N. C., and Jacksonville, Fla.

Overmyer talks about his stations' plans

Daniel H. Overmyer, who's been making the ad-club circuit espousing his planned fourth television network, gave some equal time to his owned-stations operation last week. Speaking before the San Francisco Advertising Club Mr. Overmyer revealed construction plans for his locally owned station, KEMO-TV San Francisco. He indicated that the station is part of what ultimately will be a seven-owned-station operation.

Mr. Overmyer said that KEMO-TV will broadcast over channel 20 from a transmitting tower now under construction on San Bruno mountain. Its studios will be located on the fringe of the downtown San Francisco area at a site that is still under negotiation. He estimated that the station would begin operations by next February. At first it will be on the air from 4 to 11 p.m. daily. He added, however, that gradually thereafter it would expand its broadcast day.

Mr. Overmyer also reported on the two-hour live show from Las Vegas, that his network hopes to carry five nights a week. He said that the show already has been sold to his own stations and 94 others.

Mr. Overmyer, through the D. H. Overmyer Communications Co., has FCC permits for six UHF stations. One, WHO-TV Toledo, Ohio, is on the air. The others besides San Francisco, in various stages of development, are in Pittsburgh; Newport, Ky.-Cincinnati; Atlanta, and Rosenberg, Tex.-Houston. An application is pending for a seventh station in Dallas.

Three architects to study NAB blueprints

The National Association of Broadcasters' hopes for getting a new headquarters building were lifted last week with the naming of three nationally known architects to review the design of the NAB's proposed $1.6 million new home.

The review panel was selected on a mandate from the NAB joint board at its June meeting in Washington (BROADCASTING, June 27). At that time the board was shown the proposed building, designed by the Washington firm of Mills, Petticord & Mills. A majority of the NAB building committee had supported the design. But a strong dissent by one committee member, Kenneth Giddens, WKRG-TV Mobile, Ala., resulted in the search for the reviewers.

Named last week were Pietro Belluschi, former dean of the Massachusetts Institute of Technology School of Architecture; Francesco Montana, head of Notre Dame Uni-

versity's Department of Architecture, and G. Holmes Perkins, dean and chairman of the University of Pennsylvania's Graduate School of Fine Arts Department of Architecture.

The three will study the plans for the building and report their findings to the NAB building and executive committees.

As the NAB board saw it, the trio should determine if the proposed design is good for its intended purpose or whether the association should go back to the drawing board and start all over.

No time limit was set on the study, although the two NAB committees and the staff are hoping for an early report, possibly in two weeks.

Mr. Belluschi was in Washington last week to study the architectural drawings and to look at the corner site where the building will be erected. The present headquarters now occupies half of the site. A parking lot is on the other half.

of any contrary evidence? We have to go to Washington every three years as "guilty" and then have to prove our innocence. The commission loads us down with paperwork, and if a rising vote is taken on what the commission should stop doing, that would be at the top of the list. Perhaps if the commission would take the trouble to visit a few stations and see how they operate, they'd have a better understanding of broadcasters' problems. In his closing remarks, Commissioner Johnson said he believed a fundamental question was not whether licenses should be for a three-year or a five-year term, but rather whether broadcasters should have to go through the renewal process at all. As for the close regulation of public-service performance, the commissioner said: 'If it's really true that stations would continue to perform public service without regulations, then this is an utter waste of time and resources. It's something worth exploring.'

Varied Standards — He suggested that it might be wiser if there were different standards for small-station operators than for networks, or group owners or large metropolitan stations. Then he offered this advice: "Don't grab a slogan and run with it [five-year renewals]. You're a powerful enough group to get what you want, I presume, by making your combined wishes known to Congress. But make sure you're right before you go ahead. Perhaps we on the commission can get together with the broadcasting industry and make some sort of management study to find out what the FCC is all about, and how we might better deploy our resources, and how you could better do your job with less regulation by us." It was Commissioner Johnson's first public appearance as a member of the FCC.

Q. What do you think I ought to do as a commissioner in regard to CATV? What do you think the rules for the game should be?

A. Broadersent the "double standard" that the commission has applied to CATV, since CATV operators now are originating more and more programing, but are not required to submit to the same regulations that apply to AM, FM and TV services.

Q. What is the FCC doing now that you would most wish it would stop? How could the commission better serve the public interest in its role as regulator of the broadcasting industry?

A. When a broadcaster has been in business a long time and has fulfilled all his obligation as a broadcaster, he shouldn't be badgered every three years with the nuisance of a license renewal. Why shouldn't the term be for at least five years, or perhaps an automatic renewal every five years in the absence of any contrary evidence? We have to go to Washington every three years as "guilty" and then have to prove our innocence. The commission loads us down with paperwork, and if a rising vote is taken on what the commission should stop doing, that would be at the top of the list. Perhaps if the commission would take the trouble to visit a few stations and see how they operate, they'd have a better understanding of broadcasters' problems. In his closing remarks, Commissioner Johnson said he believed a fundamental question was not whether licenses should be for a three-year or a five-year term, but rather whether broadcasters should have to go through the renewal process at all. As for the close regulation of public-service performance, the commissioner said: 'If it's really true that stations would continue to perform public service without regulations, then this is an utter waste of time and resources. It's something worth exploring.'

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The members of the panel with him were: Richard Dudley, WSAI, Wausau, Wis.; Carl Lee, WKZO-TV Kalamazoo, Mich.; John Lemme, KLTF Little Falls, Minn.; Thomas Young, KWWL-TV Cedar Rapids-Waterloo, Iowa; Larry Benton, WLOL Minneapolis.

The Minneapolis session attracted 231 registrants and closed the first half of the NAB's annual fall roadshow. Attendance for the first four sessions reached 910, with 269 in San Francisco, 209 in Dallas and 201 in Denver. The fall conference will resume Nov. 10-11 in St. Louis, then go on to New York, Charlotte, N. C., and Jacksonville, Fla.

Overmyer talks about his stations' plans

Daniel H. Overmyer, who's been making the ad-club circuit espousing his planned fourth television network, gave some equal time to his owned-stations operation last week. Speaking before the San Francisco Advertising Club Mr. Overmyer revealed construction plans for his locally owned station, KEMO-TV San Francisco. He indicated that the station is part of what ultimately will be a seven-owned-station operation.

Mr. Overmyer said that KEMO-TV will broadcast over channel 20 from a transmitting tower now under construction on San Bruno mountain. Its studios will be located on the fringe of the downtown San Francisco area at a site that is still under negotiation. He estimated that the station would begin operations by next February. At first it will be on the air from 4 to 11 p.m. daily. He added, however, that gradually thereafter it would expand its broadcast day.

Mr. Overmyer also reported on the two-hour live show from Las Vegas, that his network hopes to carry five nights a week. He said that the show already has been sold to his own stations and 94 others.

Mr. Overmyer, through the D. H. Overmyer Communications Co., has FCC permits for six UHF stations. One, WHO-TV Toledo, Ohio, is on the air. The others besides San Francisco, in various stages of development, are in Pittsburgh; Newport, Ky.-Cincinnati; Atlanta, and Rosenberg, Tex.-Houston. An application is pending for a seventh station in Dallas.
Strata Symbol

Earth sciences, the exploration of inner space, is taking an increasingly important role in man's drive to learn more about himself and his environment. At Humble, this interest has been intense for many years. Sophisticated research in the earth sciences was conducted in two centers located at Tulsa and Houston. In late 1964, these efforts were consolidated in an enlarged research complex in Houston, and in the process the $5 million Tulsa center and a $600,000 Earth Science Observatory at Leonard, Oklahoma, became surplus. No castoffs, these research facilities were of interest and value to universities, so in February 1965 the Tulsa center was given by Humble to the University of Tulsa. Two months later, Humble gave the Earth Science Observatory to the University of Oklahoma. Gifts of this size to colleges and universities don't come along every year although each year Humble makes sizeable educational contributions. We believe that private industry has a lot to gain from working with and for higher education.
Is no news good news on the Hill?

In both sessions, the 89th Congress did a lot of investigating and talking, but passed only a few bills affecting broadcasters.

The second session of the 89th Congress which just ended was like the 1965 session, too preoccupied with momentous social and economic issues to enact significant legislation in broadcasting and communications, but it generated considerable discussion in these fields.

In keeping with its reputation as a forum for the issues confronting the nation, the recent session continued to stimulate the most interest from its discussions, committee hearings and the passing of familiar faces rather than the passing of bills of special significance to broadcasting.

What legislation affecting the operations of broadcasters did pass had to be regarded as being concerned with related rather than crucial matters. Included in this would be the freedom-of-information act, the truth-in-packaging act, the uniform-time act and legislation permitting the football-league merger and providing funds for presidential campaigns. But the bread-and-butter issues the communications industry has been faced with for years remain unsettled.

Perhaps the most important events of the year in the non-legislative field occurred with the departure of two veteran members of the House Commerce Committee and the elevation of a new chairman after a strange political act. Almost as soon as congressmen returned to Washington after the interval between sessions, Representative Oren W. Harris (D-Ark.), chairman of the House Commerce Committee, announced he would vacate his seat to accept a long-rumored appointment to a federal judgeship. He was succeeded to the key post by Representative Harley O. Staggers (D-W.Va.) who gained the chairmanship because Representative John Bell Williams (D-Miss.), who would have been next in line of succession, had been stripped of his seniority for supporting Barry Goldwater in the preceding presidential election.

Rogers Retires = Then in mid-summer, Representative Walter Rogers (D-Tex.), who had been an effective voice on behalf of broadcasters in his crucial position as chairman of the Communications and Power Subcommittee, declared he would not seek re-election and would leave Congress to resume the practice of law. The question of succession to this all-important post is still unresolved with contenders representing a broad range of political persuasion expressing interest.

Also of broad interest outside the legislative arena were the various hearings that produced momentary headlines but failed to produce laws. Still in the works after controversial hearings are matters of the utmost significance to CATV. Hearings during the year centered on CATV and the regulation of its operations by the FCC and its coverage under a revision of the nation's copyright laws. The question of CATV regulation produced one of the heaviest lobbying campaigns ever seen on Capitol Hill and many legislators reported the question generated more letters than any other issue including Vietnam. Despite some extensive and sometimes heated discussion covering every side of the issue, the House Commerce Committee finally pried out a bill substantially embodying the authority requested by the FCC. However, the Senate has yet to hold a hearing on the matter and the House version remained bottled up in the House Rules Committee.

Other Bill Stalled = Similarly, the question of copyright application to CATV remains unsettled, after a bill was finally reported out toward the end of the session only to be ignored in the rush toward adjournment. Hearings in both the House and Senate on the issue produced tomes of passionate testimony and advice on what degree CATV's should be subject to copyright application. The bill finally reported out would seek to confine CATV to the role of filling in where TV stations' signals are weak or insufficient. If they ranged outside the scope of these activities the CATV operators generally would be subject to copyright payments.

Issues covered in congressional hearings that gained a lot of attention were inquiries on TV advertising practices, network programing limitations and educational TV. A House Small Business Subcommittee ranged into several areas. It studied the possibility of discrimination against smaller advertisers, the proposal that would have limited the amount of network programs carried by local stations and the shortage of frequencies allocated for users of land-mobile two-way radio.

A Senate Antitrust and Monopoly Subcommittee also studied TV advertising discounts and is scheduled to pursue this subject. These hearings heard complaints from small advertisers saying they had difficulty getting choice TV time.

Ford Proposal = During the summer the prestigious Ford Foundation, which has donated much money to aid educational television, proposed a plan to create a nonprofit domestic-TV satellite organization that would generate funds for ETV through the savings afforded by the satellite system. Senator John O. Pastore (D-R.I.), as chairman of the Senate Communications Subcommittee, conducted an inquiry into the proposal. Broadcasters and communications testified and everyone seemed to be in favor of aiding educational television but most opposed the Ford Foundation plan. Most seemed to favor a general satellite communications setup and said experienced commercial firms could do it best. Senator Pastore left the parties with the task of submitting a plan that would in some way reimburse the public for the funds spent on creating the space-communications industry. The subject is to be taken up next year when the Senate takes up the question of ETV financing again.

Other congressional activity included the passage of a bill that eliminated the ability of local jurisdictions to set their own dates for the start or end of daylight savings time, a problem that has plagued broadcasters for years and made network programing difficult. Other bills affecting communications were a freedom-of-information act that would allow public access to most federal records, the truth-in-packaging bill that would affect advertising and promotion, legislation permitting the proposed merger of the major football leagues and prohibiting professional telecasts that would compete with high-school games, and a measure creating a fund for the use of presidential candidates in their...
campaigns.

Other issues that gained the attention of individual congressmen included liquor and cigarette advertising, the question of television coverage of congressional activities, whether to lengthen the term of broadcast licenses or eliminate them altogether, and broadcast editorials.

Thus, despite all its general achievements, this session of Congress looked remarkably similar to the previous one in the issues it discussed and what it left undone so that in all probability, with perhaps some changes in the cast of characters, the activities of 1967 may somehow seem familiar.

Lack of satellite comment deplored

Edward Codel, senior vice president of The Katz Agency, New York, last week urged local broadcasters to play an active role in FCC and congressional inquiries into a domestic communications satellite system.

He told the Tennessee Association of Broadcasters meeting in Memphis that he was “dismayed” that he could not find “one statement nor one opinion expressed by the operator of a local station, station group or the NAB” filed with the FCC on the issue of domestic satellites.

He contended that the interest of the local broadcasters should be represented among the filings. When the filings close on Nov. 30, he continued, those submitted should include “ cogent opinions from stations—opinions to be weighed carefully by the responsible authority in determining a domestic communications satellite system that properly meets the public interest and national policy.”

Mr. Codel claimed that the Ford Foundation’s proposal for a satellite system is “flawed by an inherent suggestion of a centralized, national approach to broadcasting as opposed to the traditional local pattern.” The government and industry have recognized in the past that “divergent communities have diverse needs best served by a system of local broadcasting,” Mr. Codel pointed out. He said it is “essential” to have this policy reaffirmed in the forthcoming decision on public policy on satellites and urged local broadcasters to take the initiative.

FCC Commissioner James J. Wadsworth told the broadcasters they may be able to increase their profits, while saving themselves a great deal of trouble from the commission, by taking care to be complete and factual in filling their license-renewal applications.

Broadcasters who evaluate on “an overall basis” the information they submit to the commission in their renewal applications have an opportunity to determine whether changes can be made that would make their service more attractive and profitable, he said.

Be Complete • Furthermore, he said, broadcasters can be confident they “will not run into a circle of letter writing with the commission” in connection with their applications if they are factual, completely detailed with specific examples and believable on an overall basis.”

The commissioner said in most cases in which the FCC has sought additional information from applicants in connection with the application’s question about determining community needs, the original response was considered inadequate for one of two reasons—it was either so general in its terms as to be meaningless, or it was “simply not believable.”

Chicago agency executive Arthur E. Meyerhoff told the TAB meeting that “there is no question of the responsibility and dedication of the men who staff the upper echelons” of the U.S. Information Agency, but “our government should get out of the news business and get into the selling business” if America is going to win the cold war with Russia.

His thesis is that America must employ every professional advertising, public relations and psychological technique to counter the Soviet propaganda war “but we should use truth ammunition instead of ‘tie’ ammunition as the Communists do.” He would leave the news function in the hands of the free press and organizations like Radio Free Europe.

Nelson wants more delay on ABC-ITT

Senator Gaylord Nelson (D-Wis.), who several weeks ago criticized the manner in which the FCC was handling its hearing of the proposed merger of International Telephone & Telegraph Co. and ABC, last week urged the commission to delay any final action on the merger until the Justice Department completes a study of the antitrust aspects of the deal.

A staff member of Senator Nelson’s Small Business Subcommittee on Monopoly also said last week there was a very good chance that either the subcommittee or Senator Wayne Morse’s Subcommittee on American Republics Affairs would hold a hearing on the merger. The monopoly subcommittee would be interested in the economic and competitive aspects of the deal and the Latin American affairs group on the foreign-policy angles. Senator Morse recently joined Senator Nelson in expressing concern over the fact that the bulk of ITT’s business is done overseas and with the U. S. government. Reportedly the firm is in a partnership with the Chilean government in a telephone company. Both senators had suggested the possibility that ITT’s close ties with governments might affect ABC news coverage.

Last week, Senator Nelson also disclosed he had written to the Justice Department to inquire about its stand on the merger proposal. Donald F. Turner, assistant attorney general in charge of the antitrust division, replied that the department had been studying the merger to determine if it would violate the Clayton Antitrust Act. He added the department had reached no conclusion on whether legal action should be taken.

Since the department did not testify in the recent FCC hearing on the merger and since it is still considering the case, Senator Nelson asked the FCC to withhold any action pending completion of the Justice study.

Consolidated CATV hearings proposed

Westinghouse Broadcasting Co. proposed a rule last week to the FCC that would provide for the consolidation in a single hearing of all CATV proposals aimed at the same top-100 television market.

Commission rules require CATV’s to obtain FCC permission in a hearing before relaying signals beyond a station’s grade B contour into any of the top-100 markets. In effect Westinghouse, which in addition to its television holdings, owns CATV systems in Georgia and Florida, is suggesting that the commission eliminate the present policy of designating all such proposals for individual hearings.

Westinghouse stated that adoption of its suggestion as a new rule would permit “more efficient administration . . . and the most effective method of assessing the significance of the CATV proposals.”

CATV bids directed at any one market raise virtually identical issues from the standpoint of the public, Westinghouse said in its argument for consolidation. “Indeed, they are almost always identical in terms of the television serv-
ices they propose and differ only as to the communities to be served and their populations," Westinghouse said.

The 120 CATV bids publicly announced by the commission from March 24 to Oct. 21 could theoretically result in 120 separate hearing proceedings, although these proposals affect only 52 markets, Westinghouse stated. "Consolidated hearings based upon particular markets would work a marked economy in terms of use of commission personnel and would, inevitably, expedite the disposition of these proceedings. . . . The most important advantage, however, lies in the fact that it will permit the commission to assess most effectively, as well as most expeditiously, the true significance and actual impact of CATV operations in a given area," Westinghouse said.

The ingredients for selling FM

NAFMB seminar speakers suggest ways to put more muscle in medium

The key to commercial success for FM stations is to develop a distinctive program personality to reach the decision makers of the community.

This theme pervaded the second National Association of FM Broadcasters' National Sales Seminar in Fort Wayne, Ind., Oct. 21 at which several advertisers, agency officials and FM station managers discussed ways for maximum utilization of the medium.

Mr. Behrs, merchandising manager of the Montgomery Ward store in Fort Wayne said FM provided the opportunity for his branch to reach people who bought major appliances and furniture. This was accomplished through the purchase of a program of music and narration which had considerable appeal to women, he said.

Mr. Behrs declared that when an FM salesman offered a consistent program designed to appeal to the audience Montgomery Ward wanted to reach, he bought time. There was no allowance in the budget, he said, so he took the money out of the newspaper budget because he was convinced the station was "delivering the right audience and had the right vehicle."

Meet a Need = Gene Dennis, radio-TV director of Bonsib Advertising, Fort Wayne, urged FM broadcasters to find a "programing void" in their community and then fill it. He stressed that the personality of the station must be presented in relation to what other broadcast services are available in the market.

Tony O'Connor, national merchandising manager of the Magnavox Co., cited the "tremendous upsurge" in the sale of FM radio receivers as an indication of the bright prospects for FM stations, but suggested that outlets must devise their own programming patterns and must not attempt to emulate AM stations.

Mickey Shore, manager of WSDM-FM Chicago, described the tongue-in-cheek approach of his station's jazz-format, all-girl operation. His objective, he said, was to "take the stuffed-shirt attitude out of FM."

James Blake, manager of WWHC (FM) Hartford, Ind., discussed "FM at a profit in a town of 8,053." He advised small stations to emphasize local events, a field in which larger nearby stations cannot compete effectively. He said his station carries all high-school sports, as well as local parades and council meetings.

Speaking for the medium market, William Shaw, manager of WPTH-FM Fort Wayne, and the seminar's chairman, advised the broadcasters to "get a program philosophy, whatever it is . . . program it, promote it and sell it." Or sell the station, he added.

Almost 100 participated in the event, mostly from the Midwest but also from places as far away as Anchorage and Mexico City.

WOL sale upheld in examiner's decision

An FCC hearing examiner has recommended that the commission affirm its approval last year of the sale of WOL-AM-FM Washington from the Washington Broadcasting Co. to the Sonderling Broadcasting Corp.

Hearing Examiner Jay A. Kyle resolved all issues in the case, including the key one as to the truthfulness of a programming survey made by the purchaser, in favor of Sonderling.

The commission designated the license-assignment application for hearing after a WOL competitor appealed the action approving the sale to the U.S. Court of Appeals and later petitioned the commission to set the grant aside (Broadcasting, March 21).

WUST Bethesda, Md., a Washington suburb, said the survey appeared "riddled with falsehoods and exaggerations and distortions." WOL submitted the survey to justify changing its format to Negro-oriented. WUST's programing is also directed at Washington's Negro community.

Survey Results = Examiner Kyle found WOL's report of its survey to be substantially correct in all respects but one. That involved what the examiner said was a misrepresentation on the part of a Sonderling employee who had helped prepare the report.

But the examiner said Egmont Sonderling, president and stockholder of Sonderling stations, and Frank Ward, a top Sonderling official in New York, "were unaware of the misrepresentations" and had made "every effort to ascertain the facts." The examiner also noted the employe involved no longer works for Sonderling.

Examiner Kyle also concluded that the Sonderling organization, which has "somewhat pioneered" in the operation and management of Negro-oriented stations, had made "an adequate survey to support the major change in programing" that WOL proposed and that the station's programing has served to meet the needs that had been ascertained and the objectives proposed.

Sonderling, which paid $1.25 million for WOL-AM-FM, also owns WDIA Memphis; KDIA Oakland, Calif.; KFOX-AM-FM Long Beach, Calif.; WOPA-AM-FM Oak Park, Ill.; and WWRL New York. All but KFOX, a country-and-western station, are Negro oriented.

AMST board gets status report at Pebble Beach

The board of directors of the Association of Maximum Service Telecasters met in Pebble Beach, Calif., on Thursday and Friday (Oct. 20-21) and received a briefing from staff members on major industry developments during the last six months. No new policy decisions were adopted by the board, AMST announced.

Staff presentations covered the current issues regarding pay-TV, community antenna television and the demands of land-mobile radio licensees for additional spectrum space.

Eric E. Richardson, president of the Post-Newsweek Stations, Washington, was elected to the board, replacing John S. Hayes, former Post-Newsweek president and newly appointed U. S. ambassador to Switzerland (Broadcasting, Aug. 29).
She Sells Safety

Lassie is one of ten “Safety Circus” dogs who work full time for the trucking industry and the International Association of Chiefs of Police as a public service.

Along with Officer Ernest Pressley, she visits elementary schools to provide entertaining instruction in the hows and whys of safety rules. More than 5 million children walk, ride, and play more safely for having seen Lassie and her friends.

Perhaps they’ll be in your state soon.
$18 million in station sales

Doubleday buying Trigg-Vaughn stations for

$14 million, Gannett buys WHYN-AM-FM-TV.

Station sales totaling more than an estimated $18 million were announced last week, all subject to FCC approval. Doubleday & Co., one of the largest book publishers in the country, moved into the broadcasting business when it announced acquisition of the Trigg-Vaughn properties (Closed Circuit, Oct. 24). No price was given, but estimates have placed it in excess of $14 million.

In another sale, estimated at about $4 million, the Guy Gannett Broadcasting Services of Portland, Me., purchased WHYN-AM-FM-TV Springfield, Mass.


Trigg-Vaughn, formed 11 years ago, is principally owned by Jack C. Vaughn, Grady H. Vaughn Jr. and Cecil L. Trigg. Mr. Trigg, president of Trigg-Vaughn, will continue as chief executive officer of the Doubleday Broadcasting Co., a new subsidiary of Doubleday & Co.

Well Managed — John T. Sargent, Doubleday president, said the firm had been studying broadcasting properties for several years and was "fortunate in finding a group of well-managed quality stations..." He said there would be no management changes and that Doubleday "will continue and expand the stations' services to their communities..."

KROD is on 600 kc with 5 kw fulltime; KROD-TV is on channel 4; KOSA-TV is on channel 7 (both are CBS-TV affiliates); KTRE is on 930 kc with 5 kw day, 1 kw night; KTRE-FM is on 104.5 mc with 81 kw; KDFE is on 1150 kc with 1 kw day, 500 w night; KDFE-FM is on 94.1 mc with 1.6 kw; KHOW is on 630 kc with 5 kw fulltime, and KNON is on 1240 kc with 1 kw day, 250 w night.

The WHYN properties are owned by the Springfield, Mass., Employees Pension Fund, 50%; the William Dwight family, 33⅓%; and by the Charles N. DeRose family, 16⅔%. The Dwight family owns papers in Holyoke and Greenfield, both Massachusetts, and in Concord, N.H. The DeRose family owns the Northampton Gazette.

"Guy Gannett owns WGAN-AM-TV Portland, the Portland Press Herald, Evening Express and Sunday Telegram, the Augusta Daily Kennebec Journal and Waterville Morning Sentinel, all Maine.

WHYN is on 560 kc with 5 kw day and 1 kw night; WHYN-FM is on 93.1 mc with 3.2 kw; WHYN-TV is on channel 40 and is an ABC-TV affiliate. Blackburn & Co. handled the transaction.

TV-sale principals answer ADL charges

The present owners and proposed buyers of KAIL-TV (ch. 53) Fresno, Calif., have answered a petition submitted by the Anti-Defamation League of B'nai B'rith that would deny the sale of the station. The ADL has contended that FCC approval of the transfer of control would place the UHF in the hands of a corporation that permits its radio station to be used for the broadcast of "anti-Semitic programs."

B. L. Golden and L. W. Fawns, owners of KAIL-TV, stated that they were "innocent bystanders" in the dispute between the ADL and Tel-America Corp., the proposed purchaser of the Fresno station. Tel-America is owned by Trans-American Corp., licensee of KTVM Inglewood, Calif.

The ADL had previously urged the commission to reconsider its decision to grant without hearing a license renewal for KTVM because of the regularly scheduled broadcasts on the station by conservative Richard Cotten (BROADCASTING, July 18). Those broadcasts, ADL has said, "contain blatant anti-Semitism designed to foment race and religious hatred and bigotry."

Messrs. Golden and Fawns stated that the ADL's request for a hearing on the proposed sale of KAIL-TV should be dismissed because it fails to establish that any injury, economic or otherwise, would occur if the application were granted. KAIL-TV's owners said that the ADL's sole dispute was over the fact that KTVM had refused to discontinue Mr. Cotten's daily program. Tel-America Corp. "does not propose to carry any such program" on KAIL-TV, Messrs. Golden and Fawns stated.

The ADL had previously said that Tel-America did not indicate it would assume responsibility for the material broadcast on the station.

Stating that the "owners of KAIL-TV were not 'guilty' of KTVM's 'sins,'" Tel-America requested last week that the FCC expedite the transfer of the station. The proposed buyer also said that no commission staffer who was less than objective about KTVM should be permitted to participate in the transfer proceedings. "It would be unfair to put any FCC staff who may be sympathetic to the ADL in the position of dividing his loyalty," Tel-America said.

As for the ADL charge that the assignee would not assume responsibility for the material broadcast on KAIL-TV, Tel-America said: "The FCC does not require that the assignee represent on his transfer application that he will not put his principles in cold storage everytime an utterance is made over his facility which the delicate sensibilities of the ADL would construe as 'blatantly anti-Semitic.'"

If the FCC required such information, the commission would have included the question in the application."

The proposed purchase price of KAIL-TV is $236,500. The station received authority from the FCC to go off the air last May, but has remained on the air continuously since then. BROADCASTING erroneously reported earlier this month that KAIL-TV had been dark since May 16 (BROADCASTING, Oct. 10).

Country stations need better demographics

Country-music station operators can make gains in national spot billing if they provide more detailed demographic data and present this information more clearly to agencies.

This view was offered by Phyllis Ross, media buyer at Sullivan, Stauffer, Colwell & Bayles during the Country Music Association convention in Nashville on Oct. 20. Miss Ross agreed that the audience for this type of programming has grown considerably and said that national advertisers are evolving interest in country music. She recommended that the audience be defined qualitatively so that agencies can determine the segments of the population that are being delivered.

Carl L. Schuele, president of the BTS Division of the Adam Young Cos., suggested that country-music stations could earn a larger share of the national advertising dollar by studying the competitors' strategies and practices and improving upon them, using trade-press advertising to presell the station, servicing the account after the sale, and maintaining a close relationship with the national representative.

Robert A. Burke, vice president of the radio division of Adam Young Inc.,
If this isn’t a house, what is it?

It’s a research laboratory built with U. S. Steel innovations. Because of it, many households now have better houses. U. S. Steel uses it to test new steel products for residences—experimental steel foundation systems, safer steel roofs, decking that supports both a ceiling and a floor, steel-framed interior wall panels easily erected by two men, even a stainless steel threshold that lasts a lifetime—anything that means better houses erected faster for less money.

U. S. Steel has developed hundreds of innovations over the years. Products for the home... products for transportation... products for industry. In short, products for people that improve somebody's lot because we care a lot about our products. United States Steel, 525 William Penn Place, Pittsburgh, Pennsylvania 15230.
stressed the importance of providing advertisers and agencies with factual, concise information. Concepts in selling country music, he said, “must be built from a basic solid foundation and embellished with image, imagination, creativity and class.”

Peoples questions review board grant

Peoples Broadcasting Corp. asked the FCC last week to reverse a review board decision that would grant a new UHF station on channel 47 in Columbus, Ohio, to Farragut Television Corp. (BROADCASTING, Sept 26). The board's September order, which favored Farragut on the diversification of mass media issue, overruled a hearing examiner's initial decision issued last March that sanctioned Peoples' application primarily on the ground that it had superior public-service proposals. Peoples stated that the board "plainly erred" by not giving the corporation a "significant preference" on the comparative public-service criterion. The board had previously ruled that Peoples' proposal did not warrant a significant preference on any comparative category. Farragut emerged the winner on the diffusion of control issue.

"There is sufficient authority for a significant preference to be awarded Peoples for its dependable and commendable past record of broadcast service provided to Columbus through the facilities of WRFD-AM-FM," Peoples said.

In addition to WRFD-AM-FM Columbus-Worthington, Peoples is the licensee of WQAR-AM-FM Cleveland and WATE-AM-FM Knoxville, Tenn. Farragut's principals own controlling interests in the construction permits of three UHF's — KOOL-TV St. Louis, KGSC-TV San Jose, Calif., and channel 29 St. Paul.

Put discarded calls on shelf for year—WABB

When a station relinquishes a call letter, that identification should be retained in the particular market for at least a year. This point was made by WABB Mobile, Ala., in an FCC filing opposing a request of WMBO, also Mobile, to change its call letters to WMBO.

"It is obvious," WABB said to the FCC, that WMBO is trying to capitalize on the national identity (rating-wise) that was enjoyed by WMBO. We believe that the commission should refuse to allow any station in the same market from using the well established call letters of a now defunct station until at least one year has elapsed.”

Radio station WMBO, formerly owned by Edwin Estes, operated in Mobile for 14 years before its call letters were deleted by the commission last August. The station went off the air as a result of the FCC's denial of its application for license renewal (BROADCASTING, Feb. 10, 1964).

Hub telecasters protest WJZB-TV dual-city plea

Three Boston broadcasters have asked the FCC to deny a petition by WJZB-TV Worcester, Mass., for authority to identify itself as serving Boston-Worcester. Filing oppositions to the request for dual city identification were WSBK-TV, WMBR-TV, both Boston, and the Westinghouse Broadcasting Co., whose stations include WBZ-TV Boston.

Noting that the commission has recognized the separate identities of Boston and Worcester (located some 40 miles from Boston) for purposes of TV allocations, the three petitioners also stated that a grant of WJZB-TV's application would deprive Worcester of effective local television service.

WJZB-TV had previously claimed that it did not have a “distinctive market” to serve and, as a result, did not have the economic power to run a viable station.

Changing hands...

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

- Trigg-Vaughn Stations: Sold by Jack C. Vaughn, Grady H. Vaughn Jr. and Cecil L. Trigg to Doubleday and Co. for estimated $14 million plus (see page 60).
- WHYN-AM-FM-TV Springfield, Mass.: Sold by Springfield Employes Pension Fund and others to Guy Gannett Broadcasting Services for about $4 million (see page 60).
- KAFY Bakersfield, Calif.: Sold by Howard L. Tullis and John P. Hearne to Robert E. Eastman Co., station representation firm, for $600,000. Messrs. Tullis and Hearne also own KEPM San Bernardino and KDOF(M) Riverside, both California. Mr. Tullis is majority owner of KEAP Fresno, Calif. Eastman firm also owns WTRX Flint, Mich. KAFY is on 550 kc with 1 kw fulltime.

Outstanding Values in Radio-TV Properties

This unusual listing covers three good daytime AM facilities. Located within two-hours drive of each other in three of the five best markets in the state. Can be bought as a group or individually. Liberal terms.

GREAT NORTHWEST
$450,000
3-stations
3-markets

Contact COLIN M. SELPH in our BEVERLY HILLS office.

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BROADCASTING, October 31, 1966

62 (THE MEDIA)
little Rock, Ark. and KIKS Sulphur, La., is permittee of KIKS-TV (ch. 29) Lake Charles, La., and KMYO-TV (ch. 16) Little Rock, and is applicant for channel 29 Tulsa, Okla. WMAS is on 1450 kc with 1 kw day and 250 w night. WMAS-FM is on 94.7 mc with 1.35 kw.

* KZOO Honolulu: Sold by Mary K. Wong and Robert H. Pearson to Noboru Furuya and Osaka Broadcasting Corp. for $225,000. Mr. Furuya has minority stock in KKO Honolulu. KZOO is on 1210 kc with 1 kw fulltime.

APPROVED * The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 87).

* KDIX-AM-TV Dickinson, N. D.: Sold by Dickinson Radio Association to Dickinson Broadcasting Corp. (Stanley Deck and others) for $411,750. Mr. Deck is general manager of KDIX-AM. KDIX is on 1230 kc with 1 kw day and 250 w night. KDIX-AM is on channel 2.

* KIFN Phoenix: Sold by H. Walker Harrison to McHenry Tichenor, McHenry T. Tichenor and J. C. Looney for $250,000. Buyers have interests in KORT-AM-FM-TV Harlingen and KUNO Corpus Christi, both Texas. KIFN is a 1 kw daytimer on 860 kc.

**Mitchell Broadcasting Association Inc. and operated by Raymond Eppel, president and general manager, is on 23.4 kw visual with antenna height 566 feet above average terrain. It expects to increase to full power of 100 kw.**

STV can't find needed cash

Subscription Television Inc., New York, said last week that it had been unable to obtain refinancing for its acquisition of assets of Shasta Telecasting Corp., Fresno, Calif., to further its plans for a pay-TV operation in California.

STV indicated that its arrangement with unsecured creditors under Chapter XI of the Bankruptcy Act entitles creditors to cause STV's liquidation unless it obtains, by early January 1967, "the necessary capital and the Shasta assets, or assets with comparable earning power."

Only recently, STV admitted to difficulties in obtaining monies to buy Shasta, but said that it would continue to negotiate (Broadcasting, Oct. 17).

Last week, however, STV stated that it has not passed even this phase because of its refinancing difficulties, and hence could not acquire assets in Shasta's UHF outlet KJEO(TV) Fresno, and its Shipstad & Johnson "Ice Follies." Under original plans, STV would in turn have given Shasta a substantial ownership in STV and presumably also the right to operate the pay-TV firm (Broadcasting, March 28).

* No Alternatives STV said it could not get, in terms with which it could "practicably comply," the necessary consent of a lender to the assumption by STV of "certain long-term indebtedness of Shasta." STV said its attempts at alternative financing have also failed.

Considering these developments, two other companies—STV backers Lear-Siegler Inc., equipment manufacturer, and Reuben H. Donnelly Corp., directory publisher and direct-mail house—have ended their participation in the proposed negotiations with Shasta that would reorganize STV. Both of these companies as shareholders in STV were expected to receive 8.7% of STV stock at the completion of the arrangement with Shasta.

STV's bankruptcy status (last July the concern filed in New York with unsecured creditors) remained unsettled last week. The company is planning a stockholders' meeting to review means of securing capital to revitalize STV.

---

EXCLUSIVE BROADCAST PROPERTIES!

**TEXAS**—Number 1 rated fulltimer billing approximately $100,000 in multi-station market. Cash flow annually of $25,000. Total price of $200,000 with $50,000 down and the balance over ten years. **Contact—DeWitt "Judge" Landis in our Dallas office.**

**MIDWEST**—Daytimer serving well entrenched single station market. This ideal owner-operator facility is grossing $10,000 monthly. Total price of $210,000 on terms to be negotiated. **Contact—Richard A. Shaheen in our Chicago office.**
NBC leads second Nielsen

ABC confirms the axing
of 'The Rounders';
'Dating Game' may stay

NBC-TV last week swept up the
marbles in the second regular Nielsen
report of the new season. In the weeks
Sept. 26-Oct. 9, covering 7:30-11 p.m.
periods, NBC-TV had a 19.2, CBS-TV
16.5 and ABC-TV 16.5.

It was the second Nielsen win in a
erow for NBC, which moved up two-
fifths of a rating point from its first-re-
port score. CBS, though second, was up
three-tenths of a point, and ABC down
1.4.

In wins by half-hour periods and
nights of the week: NBC, 24 half-hours
and Monday, Wednesday, Saturday and
Sunday; CBS, 20 half-hours and Thurs-
day and Friday, and ABC, five half-
hours and Monday.

The Top 20 * Nielsen released a
listing of the top-15 programs that
included several World Series games with
boxcar ratings (see box), and several
other program ratings were made avail-
able by NBC to cover all shows that
made or tied for positions in the top
20.

The additional programs were: My
Three Sons (CBS), 21.9; Gomer Pyle
(CBS), 21.7; Get Smart (NBC), 21.4;
Chrysler Theater (NBC) and Thursday
Movie (CBS), both 21.0; Virginian
(NBC) and Daktari (CBS), both
20.9; I Spy (NBC), Bewitched (ABC)
and Carol & Company (CBS), all 20.8.

Among regular series, 21 programs'
ratings were made available. Of these,
only one—ABC's Rat Patrol—is a new
show. In the prior report, however,
three other new shows had also quali-
fied for a comparable list: CBS's
Family Affair, ABC's Felony Squad and
NBC's Occasional Wife.

Also slipping down a few notches in
the new comparative ratings were
NBC's Man from U.N.C.L.E. and
ABC's Peyton Place (Monday).

Two sharp climbers among the new
report's top 20 were NBC's Walt Dis-
ey, which had been No. 69 in the first
report, and ABC's Sunday Movie,
which had been in the 31st position.

Last Roundup for "Rounders" * ABC
late last week confirmed that The
Rounders, as previously reported
(Broadcasting, Oct. 24), would be
canceled in preparation for the net-
work's "second season" in January.
Rounders leaves its Tuesday 8:30-9
p.m. berth on Dec. 27. It also was re-
ported that Dating Game's showing in
the new Nielsens may save the show,
and that ABC may move another game
program into the schedule.

An NBC spokesman indicated that
Hey, Landlord (Sunday, 8:30-9 p.m.),
previously reported as shaky, appeared
to be reasonably safe.

Meanwhile, in the American Re-
search Bureau's Arbitron ratings for
Oct. 17-23, 7:30-11 p.m. Monday-
Saturday and 7-11 p.m. Sunday, CBS
had 17.7, NBC 16.6 and ABC 14.4. In
wins by half-hours CBS had 24, NBC
15 and ABC 10, with NBC and ABC
tying in one period.

Radio series sales ...

The Joe Pyne Show (Harvest Pro-
ductions): KMBK Kansas City, Mo.;
kono San Antonio, Tex.; wsga San-
avannah, Ga.; kjem Oklahoma City; kogo
San Diego; wels-am-fm Roanoke, Va.,
and xtrc Honolulu. Now on 322 out-
lets.

Audio Program Service (Triangle): Wjns-fm Milwaukee; wtkk fort Myers,
Fla., and wsoc-am-fm Charlotte, N. C.

30 Hours of Christmas (Triangle): Wtyo Staunton, Va., and wlap Lex-
ington, Ky.

Earl Nightingale (Nightingale-Con-
ant); whf Erie, Ala.; ksew Sitka,
Alaska; wdbf Delray Beach, Fla.; wpgc
Albany, Ga.; wbly Columbus, Ga.;
wtoc Savannah, Ga.; wcai Cartage,
Ill.; wmtx Mt. Vernon, Ill.; wmbf El-
wood, Ind.; kman Manhattan, Kan.;
kañk Lake Charles, La.; wcfr Chester-
town, Md.; wbuz Fredonia, N. Y.;
wcmf Celina, Ohio; wonw Defiance,
Ohio; wman Mansfield, Ohio; kkub
Brownfield, Tex., and wbcj Williams-
burg, Va.

The Nelson Boswell Program (Lord-
House Recording & Publishing Co.,
inc.): Wmsn Nashua, N. H.

The First Christmas and Easter the
Beginning (Woroner Productions):
Krdu Dinuba, Calif.; koot Orange,
Tex., and ksmf-fm Lafayette, La.

July 4, 1776 (Woroner Productions):
Krdu Dinuba, Calif. and kage Winona,
Minn.

Americana Library, and Thirteen
Days (Woroner Productions): Kage
Winona, Minn.

Tips on Tots (Woroner Productions):
Kate Albert Lea, Kage Winona, and
kdeut Hutchinson, all Minnesota; kwoc
Poplar Bluff, Mo., and wccn Neills-
ville, Wis.
First for UHF

Another first for Stainless—an all UHF custom tower family perched 1,000 feet high above Detroit—WKBD-TV and WTVS, with WJMY soon to come. Kaiser Broadcasting stations chose this tower through their confidence in Stainless' experience (20 years in tower design and fabrication). Completion performance of only 70 days from sign-up to on-air won other Kaiser installations for Stainless. Get the details. Write Stainless, Inc., North Wales, Pa. In Canada: Walcan, Limited, Toronto.
WBC conference gets 'call to revolution'

Westinghouse's McGannon and FCC's Cox address broadcasters on role in solving urban problems

Broadcasters were urged last week to involve themselves in and to help solve the deepening problems of America's cities—to become, in effect, 20th century revolutionaries in a campaign to complete the "unfinished American revolution."

The call came from FCC Commissioner Kenneth A. Cox and Donald H. McGannon, president and chairman of the Westinghouse Broadcasting Co., at WBC's three-day public service conference on urban affairs, in Philadelphia.

In the process, Commissioner Cox took issue with fellow Commissioner Lee Loevinger over the quality of television and radio, while Mr. McGannon called on broadcasters to make a commitment in behalf of one of the most controversial issues confronting the nation—civil rights for Negroes.

Some 300 broadcaster's attended the conference whose theme was "The Unfinished American Revolution"—that is, the problems of the cities. For the most part, the broadcasters heard authorities on the problems of civil rights, poverty, transportation, housing, crime, education, and finances discuss those subjects in speeches and panels.

But Commissioner Cox and Mr. McGannon spelled out what they saw as the broadcaster's role for helping to push ahead with the "unfinished revolution."

Revolutionaries • It was Commissioner Cox who said broadcasters had been cast in the role of "revolutionaries"—not the kind who engage in throwing bombs but the kind who, like Tom Paine and James Madison, can "effect a revolution in our people's thinking about themselves and their society."

He said that Commissioner Loevinger's comments, expressed in a speech two weeks ago (Broadcasting, Oct. 17), that television is the "literature of the illiterate" and "the culture of the lowbrow," appear to "downgrade radio and television—and their audiences—in order to turn a phrase. Such comments, he said, ignore promise and actual performance of broadcasting. Later in the week, Commissioner Loevinger issued an "addendum" to his speech in which he took issue with Commissioner Cox's criticism (see opposite page).

Can Also Serve • Commissioner Cox said broadcasters can "settle for the easy life" of catering to those Commissioner Loevinger refers to as illiterates or lowbrows. But he, said, they can also serve not only that audience but smaller, yet significant segments of the public "who have different tastes—and, beyond that . . . stimulate and inform them all through . . . public affairs programs and get them to look to [local stations] for leadership in dealing with the problems of our unfinished revolution."

He said that although broadcasters' primary concern is—and should be—the earning of sufficient revenues to stay in business, they should produce news shows, documentaries, panel discussions and other programs to help communities solve their local problems, and present some of those shows in prime time.

In fulfilling that function, he told his audience, you can "meet the greatest challenge that faces you, since it is here that you bring your own talents and those of your staff to bear in fashioning to your broadcast schedules. This, and the news represents your creative contributions; as to all else that goes out over your station, you are merely booking the product of others." Commissioner Cox said that broadcasters need not limit themselves to news and public affairs programs as vehicles for dealing with social problems. He noted that Slattery's People, The Defenders, Mr. Novak, East Side, West Side had moments "when they imparted understanding of something we have never realized before, leaving us a little wiser, as well as entertained . . ." However, he said that those shows had departed the networks, at least in part, he thought, because of audience loss resulting from the decisions of local affiliates to reject them in favor of reruns or feature films which "could be relied on to produce more net dollars for the station . . . ."

Shadows • Furthermore, he said, as he has before, that broadcasters who neglect local issues in their programing are weakening in advance any opposition they may wish to make to program origination by CATV systems and direct satellite-to-home broadcasting — "two shadows on the broadcast horizon."

Commissioner Cox said that although CATV systems should be "allowed to try" their hand at local programing, "I think broadcasters—if they really live up to their responsibilities—can do the job more professionally and more effec-
FCC Commissioner Lee Loevinger, whose comment two weeks ago that television is the "culture of the lowbrow" attracted considerable attention, added another round to the developing controversy last week. Those who bemoan the fact that most people have average taste, he said, "betray a fundamental distaste or distrust for the democratic way of life."

Commissioner Loevinger made the comment in an "addendum" to the speech he made before the New Jersey Broadcasters Association answering critics of his views—Commissioner Kenneth A. Cox, among them (see opposite page).

Commissioner Loevinger said his remarks, "are an effort at realistic observation and neither express nor imply praise or censure. While I retain the right to have and state a preference based on personal taste, it is not a part of my function as a member of the FCC to sit in judgment on the quality or taste of broadcast programming."

"Despite this, the statement that television is a mass medium that appeals primarily to a mass audience—which is demonstrably true—has been taken by some as a derogation or 'downgrading' of the medium or the audience. I submit that it is an illusion of snobbery to suggest that there is something low or demeaning in being average. It is a fact of nature that the majority or mass of individuals everywhere and always are average; and it cannot be otherwise."

"It is equally inevitable that the mass which is average will have mass or average taste; indeed, this follows as a matter of definition. To bemoan the fact that the majority of people have common, or average, taste is to betray a fundamental dis-taste or distrust for the democratic way of life."

"Those of us who truly believe in democracy as a way of life accept this without regarding it as unfortunate, demeaning or derogatory. I accept television as a prime institution of cultural democracy."

And he said that frequency savings would result from satellite broadcasting. But he said he isn't prepared to pay the price—loss of the present diversely owned and locally oriented broadcast service—"so long as broadcasting stations perform the local service they were licensed to provide."

Mr. McGannon said that broadcasting never has been, and cannot be, restricted to being only a mirror of our society." Broadcasters, he said, are a force in it—and it is up to them to determine how effective a force broadcasting will be in helping to "solve the problems of our city, instead of merely reflecting and reporting them."

Mr. McGannon urged broadcasters to make a commitment in behalf of civil rights in discussing the need to maintain "a historical perspective, as each day's news brings us new crises, and seemingly new directions in the trends of our time."

History's Side * He noted that civil rights controversies lead to daily headlines about "black power and white backlash," but asked: "On whose side will history be, in the not-so-distant future; on the side of those working to remedy injustice to the Negro, or on the side of those who want to continue it, whether out of prejudice, or fear, or indifference or passivity."

Whatever the problems, he said, the civil rights movement can only be seen "in perspective . . . as an advancing part of 'The Unfinished American Revolution.'"

And broadcasters, he added, "are obligated to make some sort of commitment, to one side of history or the other."

He also said that radio and television stations planning to undertake campaigns on controversial local issues had better be prepared for some harassment. That was the message of five broadcast newsmen who participated in a panel discussion last week at Westinghouse Broadcasting Co.'s three-day conference on urban affairs, in Philadelphia. Some 300 broadcasters attended.

The five—all representing stations that have made a reputation in the field of local news and public-affairs programming—were Bill Grove, WJXT (TV) Jacksonville, Fla.; John Corporon, WDSU-TV New Orleans; John Madigan, WBMM-TV Chicago; Dick Compton, WRFD Worthington, Ohio; and Zenas Sears, WAOK Atlanta and WMA Montgomery, Ala.

Mr. Grove reported that WJXT had been subjected to threats, both by telephone and by letter, because of its campaign against corruption in the Jacksonville city government, which led to a number of indictments. The station won a regional Emmy for its work.

Mr. Corporon told of increases in the assessments on his home, on the home of WDSU-TV's general manager and on the station property following a campaign to rid New Orleans of its slums. But advertising losses apparently weren't an important factor in the efforts at harassment. Mr. Corporon said the station didn't lose any business. And Messrs. Compton and Sears reported that "minor sponsors" had cancelled their accounts—but only temporarily.

Mr. Madigan said Chicago viewers objected to the station's practice of endorsing candidates. They questioned the station's right to make endorsements, he said, and "threatened" to write to the FCC. (Commission policy favors such endorsements by broadcasters, so long as spokesmen for opposing candidates are given a chance to be heard.)

Mr. Grove listed three factors essential to a successful effort to effect change: responsible journalism, editorial opinion and resolute management.

Broadcasters were also cautioned to...
avoid oversimplification and exaggeration in their treatment of the problems of the cities. The warning note came from Robert C. Wood, undersecretary of the Department of Housing and Urban Development, who said broadcasters have partly created as well as helped solve the major problems of the cities. Broadcasters, he said, have opened "a window" through which "the nation's well-to-do may look out upon the poor and, at the same time, the poor are able to look upon the living conditions of the middle class."

Mr. Wood gave broadcasters a major share of the credit for passage of civil rights legislation through their coverage of the civil rights marches in Birmingham, Ala., last year.

Vietnam war too subtle for television viewers?

Television is doing "a magnificent job" in coverage of the Vietnam war but is limited by the American public's inability to be interested or to grasp the more subtle aspects of the conflict, according to Malcolm Browne, former ABC-TV and Associated Press correspondent in Vietnam.

He voiced the last week on the WCBS Radio Looks At Television program carried on wcbs New York that the public is interested "in the flashier aspects of war, the shellings, the bombings..." He said that "blood-and-guts" reporting has a "real place" in the Vietnam coverage, but added that in the contest of "the real issues," TV has been "just as superficial" as newspapers in its reporting. He said he did not know whether the American public could absorb a "deeper" coverage on TV of the Vietnam issues.

Vietnam newsman protest blackout

Newsmen in Vietnam protested for the second time in a month an abrupt news blackout on Oct. 27. All radio circuits out of the government's transmitting station were closed down from 7 p.m. to 10 p.m. without prior warning.

Speculation that the blackout was related to President Johnson's visit to Vietnam proved erroneous because Vietnam's Premier Ky had returned to Saigon from greeting the President and released the story prior to the communication cut. However, the blackout resulted in a three-hour delay in reports about the fire aboard the carrier Oriskany.

TV series sales...

Exercise with Gloria (Triangle): WSB-TV Atlanta and WTCN-TV Minneapolis-St. Paul.

Branded (TV Cinema Sales Corp.): KMBC-TV Kansas City, Mo.; KCPX-TV Salt Lake City; KOTV-TV Albuquerque, N. M.; KIFI-TV Idaho Falls; WOOD-TV Grand Rapids, Mich.; WCEC-TV Freeport-Rockford, Ill., and KJZO(TV) Fresno, Calif.

Golden Arrow Films package (TV Cinema Sales Corp.): KOLO-TV Reno; KOKT-TV Las Vegas; KXTV(TV) Sacramento, Calif.; KTV(TV) Amarillo and KEKL-TV El Paso, both Texas.

Dylan Thomas (Seven Arts TV): WOR-TV New York; KING-TV Seattle; WLW(TV) Columbus, Ohio; Doe Anderson Agency, Louisville, and WLEX-TV Lexington, both Kentucky; WALA-TV Mobile, Ala., and WKTU(TV) Utica, N. Y.


Commercials will stop nonstop soccer on TV

Soccer, traditionally a game of continuous action, with no time-outs and no substitution of players, is due for at least one change when it gets network television coverage next spring. William C. MacPhail, sports vice president for CBS-TV, which recently signed a contract for reportedly more than $1 million to televise games of the National Professional Soccer League when it begins operations in the spring, told San Francisco newsmen last week that there will have to be some breaks in the game action for commercials.

"We won't actually stop the game," Mr. MacPhail was quoted as saying, "we'll probably just have the referee hold the ball for a minute before he puts it back in play after a missed goal. After all, we have to have commercials."

Mr. MacPhail was in San Francisco supposedly to have dinner with his brother Lee MacPhail, general manager of the CBS-owned New York Yankees baseball club, and to meet with Joe O'Neil and Toby Hilliard, two Texas oilmen who were awarded the San Francisco franchise in the NPSL.

Commenting further on CBS-TV's participation in the soccer telecasts, Mr. MacPhail was reported to have said "Sure, we're taking a risk. We don't think soccer is going to replace baseball or football. And it might never catch on at all. But we've signed a long-term contract and I don't think we'll pull out unless it's absolute disaster."

The National Professional Soccer League is being contested by the North American Soccer League, which was formed earlier and with sanction of the sport's international body. It, however, will not begin play until 1968.
Actually, we shouldn't go to such lengths to associate MVR with instant slow motion replay. You heard their name mentioned several times on NBC during the world series when ISMR (SMIR? SMVR?) was introduced. MVR Corp. brought out the forerunner of instant slow motion replay last year. Their VDR-210CF Instant Replay Stop Action VIDEODISC* TV Disc Recorder won the Emmy for outstanding engineering development. Instant slow motion replay is a giant step forward from instant replay stop action. The new Model VDR-250!

The new VDR-250 has five distinct modes of operation:

a) Real Time Continuous. b) STOP ACTION. c) SLOW MOTION in three speeds: 3:1 5:1 7:1

With the VDR-250, you have, for the first time, variable slow motion replay IMMEDIATELY after the end grabs the pass or the goalie blocks the puck. Your winter and spring sports programming could take on a bright new look. (And think what you could do with it on kiddy shows or dance party or the production of commercials.)

Up till now, the only way to accomplish true slow motion was to use film. You filmed at fast speed... (and used four to five times more film)and you waited for processing. With the new MVR VDR-250, you record in real time and wait less than ½ second for playback. Your operator can select any of the three SLOW MOTION speeds, STOP ACTION, or real time.

The VDR-250 SLOW MOTION VIDEODISC* TV Disc Recorder is the best thing that happened to sports programming since the isolated camera. You can add one to your department for only $18,000 and three cubic feet of space. Orders are being taken now on a first come first serve basis. Be the first in your market to own one.

MVR CORPORATION
470 SAN ANTONIO ROAD
PALO ALTO, CALIFORNIA

THE ACTION COMPANY THAT SPECIALIZES IN RE-CREATING ACTION INSTANTLY IN STOP ACTION AND SLOW MOTION. 1966 EMMY WINNERS FOR OUTSTANDING ENGINEERING ACHIEVEMENT.

RELIABILITY THROUGH ADVANCED DESIGN
Educational television urged to trim its ship

Friendly says Ford satellite plan is great boon, but warns NAEB of other tired, obsolete practices

Dog-food commercials may be doing a more effective job than the school room, Fred W. Friendly, Ford Foundation TV consultant, said last week. He indicated that if TV can work such educational magic for dogs it can do it for students too and in more important subjects such as physics.

Mr. Friendly, former president of CBS News, told 1,700 delegates at the annual convention of the National Association of Educational Broadcasters in Kansas City, Mo., that 1967 would be known as "the year in which distance died." He explained it will be a year when educational broadcasters will be on their way to national live "quality" programing that will have unparalleled impact upon American culture.

The way this will come about, he said, is through the Ford Foundation's proposal for a domestic satellite system serving both commercial and educational interests. Under this proposal the educational-TV system would be aided financially from the profits earned from the payments of the commercial networks and stations for facilities.

The fact the new educational "second service" would be live for millions at the same time, he said, would bring added excitement to this fare. He said the educational programs would be a second service because the three commercial-TV networks today are "so similar that nationally all they provide is a single service."

Live vs. Tape — Why is the live aspect so important to impact or effectiveness? Mr. Friendly recalled his broadcast-journalism experiences, especially how the broadcasts of the McCarthy hearings by the late Edward R. Murrow had a national response that "welled up in favor of Murrow and against the senator."

Mr. Friendly also held that the present method of duplicating and distributing the programs of the National Educational Television network is obsolete. Although praising NET for its efficiency in all that it does, Mr. Friendly said the distribution system "still is against everything that I know about broadcasting because I believe in the simultaneity of broadcasting."

Not all of the time of course, he indicated, "but if you want to grab this country and reach it, the idea of reaching it in a way in which the method of distribution can be promoted by all of the news media — national, regional and local — is terribly important."

As for instructional telecasting in the classroom, Mr. Friendly noted that the problem in a school "is that there is something going on out there in the world that is so much more interesting than what is happening in the classroom. We've got to bring what's out there into the classroom with the best people from government, the sciences, the humanities teaching them."

There are some 50 million-60 million children in school today, Mr. Friendly said, "and a lot of them are bored."

The truth is, Mr. Friendly continued, "that dog-food commercials are sometimes more interestingly done than what we see in the classrooms. With $41 million annually being spent on educating us about dog food and so little being spent to educate us about physics, it's no wonder that we know more about dog food, which is presented more interestingly and compellingly."

Jerrold Sandler, executive director of the National Educational Radio Division of NAEB, told of four key steps to secure federal support for educational radio. He said top priority was given to the development of the four-point political action program to assure federal financial aid similar to that now available for educational-TV stations.

The program, which grew out of discussions with the Department of Health, Education and Welfare, would seek federal aid in these areas:

1. The creation of internships, fellowships and innovations in developing the telecommunications curricula.

2. Expansion of existing facilities and the establishment of new stations with stress on developing multiple service on a state, regional and/or national basis involving the use of sub-channels providing specialized services to specialized audiences.

3. Improved programing creating unique services not now available.

4. Provision for assistance to various states and institutions for development of statewide service plans that would use educational radio to help meet broad community needs.

FM Allocations — Discussions are underway with the FCC to develop a nationwide allocation table to cover the reserved FM frequencies similar to the ETV reservation plan, Mr. Sandler said. The basic approach to this plan will be to identify statewide and regional needs through state networks, thus assuring the most productive and efficient use of the available FM spectrum, he explained.

C. Scott Fletcher, executive consultant, Educational Television Stations Division of NAEB, revealed a five-year projection model for "second system" educational-television broadcasting. At the end of this period, he predicted, "there should be at least 350 operating ETV stations in contrast to the 122 stations operating in the U.S. today."

These new stations, he said, "will need to be on the air seven days a week, at optimum power and antenna height and capable of color broadcasting. We further believe that these stations must be fully interconnected nationwide by satellites or other means as well as suitably interconnected on an interstate and regional basis."

Capital costs for such merely adequate second system will total about
WINNERS OF BMI'S
FOURTEENTH ANNUAL
STUDENT COMPOSERS AWARDS

Fourteen young composers from the United States and Canada are sharing $12,500 in the 1965 Student Composers Awards competition. With these grants, more than 100 students will have received SCA prizes, which are presented annually by BMI.

The 1965 winners are:
William Benjamin, age 21, of Montreal, Canada, a student at McGill University;
Robert S. W. Buckley, age 19, of Vancouver, Canada;
Peter M. Dickey, age 18, of Ravenna, Ohio, a student at Ravenna High School;
Charles Dodge, age 23, of New York City, a student at Columbia University;
Steven E. Gilbert, age 22, of Brooklyn, N. Y., a student at Yale University School of Music;
Robert E. Henderson, age 17, of Fullerton, California;
Roger O. Johnson, age 24, of New Haven, Conn., a student at Yale University School of Music;
Judith Lang, age 20, of Bellerose, N. Y., a student at Queens College;
Richard Manners, age 24, of Chicago, Ill., a student at Chicago Musical College, Roosevelt Univ.;
Frank L. McCarty, age 24, of Whittier, Calif., a student at the University of Southern California;
Joan Panetti, age 24, of Baltimore, Md., a student at Yale University School of Music;
Phillip C. Rhodes, age 25, of Forest City, N. C., a student at Yale University School of Music;
Joseph C. Schwantner, age 22, of Evanston, Ill., a student at Northwestern University;
David N. Stewart, age 24, of New Haven, Conn., a student at Yale University School of Music.

Established in 1951 by BMI, in cooperation with music educators and composers, SCA annually gives cash awards to encourage the creation of concert music by student composers. Prizes totaling $12,950 will be available for distribution in the 1966 competition. Complete entry kits are available upon request at BMI, 589 5th Ave., N. Y. 10019.
GOP's Johnson tape draws criticism

The Republican party, in the midst of a drive to counteract what it calls imbalance in the broadcasting of political statements, found itself rebuked last week for sending GOP candidates tapes for radio and television use that were edited to make a statement by President Johnson seem as though he were endorsing the Republicans.

The Republican Congressional Committee was reprimanded by the Fair Campaign Practices Committee, a bipartisan organization that oversees political campaigns to eliminate the source of complaints. The GOP group wrote its candidates advising them against the use of the tapes to avoid criticism. However, the Republicans also criticized Samuel J. Archibald, executive director of the FCPC, as still being a parttime consultant to the House Government Information Subcommittee, a Democratic patronage job.

The tape in question was a recording of parts of an address made by President Johnson in which he was heard to advise persons who are worried about high prices and inflation, to vote Republican. However, the Republican organization used an announcer's voice and applause to drown out part of the President's statement that also referred to high wages and higher livestock prices. Democratic National Committee Chairman John M. Bailey took the opportunity to brand the GOP episode "the most flagrant example of deliberate distortion that I have seen in all my years of political campaigning."

Wants TV Time Meanwhile the GOP was still trying to obtain time from the television networks to overcome what it said was a Democratic advantage in coverage of political issues. It earlier had sought time for a GOP presentation (Broadcasting, Oct. 17). However, only NBC responded with a half-hour, to be matched with a similar amount to the Democratic Party. CBS refused and ABC said it would study the request. The Republican Congressional Committee last week was planning to contact ABC again for a definite answer.

To buttress its argument that the networks haven't been giving both sides of the picture, the GOP published a study it said was made by an independent radio-TV monitoring firm that spot-checked public-affairs and news programs. The survey measured the amount of time devoted to political issues for each party in minutes and seconds. The survey, as published in the committee newsletter showed:

Station support draws political fire

Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, has challenged the authority of broadcasters to endorse political candidates and warned that hearings on the subject may be held next year.

He said that in his opinion it was not the intention of Congress to give radio and television stations this type of authority. He added that a number of other members of Congress had also expressed concern on the subject. He said that if he is re-elected and resumes his position as committee chairman, one of the first steps his committee would take would be to inquire into the authority of broadcasters to endorse candidates for public offices. He said the inquiry would look into the advisability of permitting such actions in the future.

"The power and influence of radio and television stations in the field of endorsing candidates when they are operating under a license worth countless of millions of dollars and granted by the government, has caused considerable concern among members of Congress of both parties," he said.

The action takes more than just ordinary significance with reports that House Speaker John W. McCormack (D-Mass.) is extremely disturbed over the practice. Representative Staggers's statement said only that Speaker McCormack "is in agreement" with the move. But reports indicated the speaker may have even initiated the action. One of the speaker's aids said only the speaker "feels very strongly" on the issue.

Former Representative Oren W. Harris (D-Ark.), when he was chairman of the Commerce Committee, held hearings on the general subject of broadcast editorializing in 1964 but no action was taken.

Clark plans free-time bill for politicians

Senator Joseph S. Clark (D-Pa.) has revealed he is planning to introduce legislation in the next session of Congress aimed at providing some form of

The CBS-owned radio and television stations in Chicago have taken competitive broadcast editorial positions in the Illinois race for the U.S. Senate. WBBM-TV is stumping for Republican Charles Percy while WBBM is supporting the Democratic incumbent, Paul Douglas. Both outlets claim they are the first radio-TV stations in Chicago to endorse political candidates.

Split in the family

The CBS-owned radio and television stations in Chicago have taken competitive broadcast editorial positions in the Illinois race for the U.S. Senate. WBBM-TV is stumping for Republican Charles Percy while WBBM is supporting the Democratic incumbent, Paul Douglas. Both outlets claim they are the first radio-TV stations in Chicago to endorse political candidates.

June 12-18 Democrats Republicans

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>87:00</td>
</tr>
<tr>
<td>CBS</td>
<td>84:15</td>
</tr>
<tr>
<td>ABC</td>
<td>100:20</td>
</tr>
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</table>

August 14-20

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>168:24</td>
</tr>
<tr>
<td>CBS</td>
<td>192:50</td>
</tr>
<tr>
<td>ABC</td>
<td>115:00</td>
</tr>
</tbody>
</table>

BROADCASTING, October 31, 1968

$350 million to $400 million, he explained. He indicated this figure is reasonable since federal funds under the libraries and construction act during the past 10 years have totaled over $160 million and for the next five years through amendments to the act will total $700 million.

Mr. Fletcher reported that applications accepted under the present educational television facilities act already cover "more than all of the remaining money" that is available. "For all practical purposes," he said, "all of these funds will be depleted by the end of this year. After the publication of the report of the Carnegie Commission on Educational Television, the Congress will undoubtedly wish to consider amendments to this important act."

Help to Individual Dr. Donald G. Emery, superintendent of schools in Scarsdale, N. Y., and Paul A. Miller, assistant secretary for education with the Department of Health, Education and Welfare, both emphasized during their addresses to the NAEB annual convention that the educational media must play a more creative and independent role in the development of the individual.

Referring to the educational media as a "Gulliver tied by many ropes," Mr. Miller stated that the new technology has the potential to "release the teacher from the burdens of repetition to take a more active role with the student—making both teacher and student zealous participants in intellectual development."

E. G. Burrows, manager of the University of Michigan's WUOM (FM) Ann Arbor, Mich., noncommercial, was elected chairman of the NAEB board. Robert Schenkkan, director, Southwest Texas ETV Council, was elected vice chairman. Three NAEB officers were re-elected; William G. Harley, president; Harold Hill, vice president, and James A. Fellows, secretary. (For other elections, see page 85).
A bit more leeway in handling equal-time problems

The FCC has handed down an interpretation of the equal-time law that gives broadcasters somewhat more freedom in planning programs in which free time would be given a host of candidates for public office.

WBTW-TV Florence, S. C., had been concerned about the difficulty in planning such a program in view of commission rulings that broadcasters, in making time available, cannot impose on candidates a format they find objectionable.

The station was concerned about the possibility of a candidate rejecting an offer to appear on a show with his rivals and then demanding equal time under Section 315 of the Communications Act — of a candidate agreeing to appear but later being unable to participate.

Could the station ask the candidates involved to waive their rights to equal time if they either cannot or do not choose to appear on the planned program? Could the station drop its plans if it doesn’t get the requested waivers, and notify the candidates why it was taking that action?

The commission, in an interpretive ruling given WBTW-TV last week, said that licensees may make the offer of free time contingent on all candidates agreeing to appear or to waive their right to equal opportunities. Candidates who agree to appear may also be asked to waive their rights if they subsequently are unable or unwilling to participate.

Licensee Judgment * The commission, in addition, said that if a candidate refuses to waive his rights or wants to attach some other conditions, “the matter then becomes one for the licensee’s judgment of what, in the circumstances, would best serve his area’s needs.”

The licensee may afford a candidate time at a later date — or “withhold the offer of free time,” the commission said, adding: “Such withdrawal is not precluded by Section 315, but rather is a matter for the licensee’s good faith, reasonable judgment.”

The commission said that, in view of the “general guidance” that was requested, it was not making an “iron-clad ruling on the matter of waivers.” But as “a general matter and for most practical purposes, the waiver would be binding.” Unusual situations would be dealt with in their own factual contexts, the commission said.

The commission said licensees could make “a factual report” to candidates that a particular candidate has refused to grant a waiver and that the free-time offer, as a result, was being canceled. But it would “be inappropriate for the licensee to impute blame to such a candidate, or to indicate that the candidate was acting improperly,” the commission said.

Such a candidate, the commission said, is exercising rights bestowed on him by Congress. “What is involved are the perfectly proper judgments, both by the candidate as to his 315 rights and the licensee as to what will best serve his audience.”

For similar reasons, the commission added, “a licensee may not use a threat to blame failure of the negotiations on a particular candidate as a means to dictate the format of the program.” The commission said such a tactic would “constitute prohibited censorship.”

The commission adopted the letter by a 5-to-1 vote, with Commissioner Kenneth A. Cox dissenting and Commissioner Lee Loewinger absent.

free time on radio and television for political campaign broadcasts.

The measure is reported as being in the planning stage and work on the draft is expected to begin when the senator returns to Washington in a few weeks. Senator Clark said only that it “has to do with the extent to which the communications media, primarily radio and television, should be called upon to contribute some part of the cost to conduct an honorable financial campaign.”

Station endorsement for Reagan riles Brown

Is it proper for a broadcaster to make a partisan political endorsement using the public air? Governor Edmund G. (Pat) Brown, democratic candidate for re-election in California, made it clear last week that he thinks this is a “dangerous precedent.”

The question came up after KNXT (TV) Los Angeles, following a similar pronouncement by its radio affiliate KNX, editorially endorsed Republican gubernatorial candidate Ronald Reagan. Afterwards, KNXT newsman Maury Green asked Mr. Brown for his reaction to the endorsements. In a filmed interview the governor said in part: “I think that one of these days that the FCC or the Congress will see that those who have monopoly on a wave length in the air will not be able to use this power for partisan purposes.”

He went on to indicate that political endorsements of candidates broadcast by stations is “one of the most dangerous things that has ever happened in the U.S.”

Mr. Reagan, however, said he was “most grateful” for the endorsements. In another film report carried by KNXT, the Republican candidate explained: “I don’t see anything any more wrong with a radio station than a publication having an editorial policy that is carefully explained as its editorial policy. Certainly it isn’t any more wrong than the New York Times endorsing Governor Brown.”

The KNXT interview with Mr. Brown was filmed at an open news conference held at station KXTV(TV) Sacramento. It came about as part of what was called an “experiment” in campaign techniques. The entire news conference was taped and later telecast by the Brown forces as a paid political program. But some newsmen, including those of the influential Los Angeles Times refused to take part in the news conference because it was to be used for partisan purposes. Governor Brown was to take part in another news conference held in Bakersfield, which also was to be taped for later viewing, but the plan was canceled when only two local newsmen showed up to ask questions.

Debates scheduled on N.Y. stations

Coverage of live debates among the four candidates in New York’s gubernatorial race will be extended to other stations in the state by WABC-TV and WCBS-TV, both New York City.

ABC will provide coverage of its Saturday, Oct. 29 (6:30-7:30 p.m.) to a total of 22 radio and television outlets in addition to WABC-TV New York. The TV stations are ABC-affiliate WAST-TV Albany, WNYW-TV Syracuse, WKBW-TV Buffalo, WJLA-TV Binghamton, and WORK-TV Rochester, as well as independents WRSH-TV Rochester,
WNYC-TV, WOR-TV and WNEW-TV, all New York City, and ethnic station WNJU-TV Newark, N. J., which will carry simultaneous Spanish translation of the debate.

The radio stations are WABC, WNYC-AM-FM, WMCA and WLIB, all New York City, and WIBX Utica, WKNY Kingston, WBIV(FM) Wethersfield, WOIV(FM) Deeruyter, WMV(FM) South Bristol, WIV (FM) Ithaca and WJIV (FM) Cherry Valley.

WCBS-TV will offer video-tape coverage of its debate, Sunday, Nov. 6 (12-12:30 p.m.) to CBS-TV-affiliates WBTN (tv) Albany, WNB-F TV Binghampton, WBN-TV Buffalo, WHEC-TV Rochester, WHEN-TV Syracuse and WNN-TV Watertown.

In addition to its carriage of the debate, WCBS-TV will carry separate but equal coverage of campaign statements by the candidates of three minority parties.

Movies are viewers' favorites

Features outscore all other forms in TVQ; new comedy series bomb; but new season overall is liked better than any since 1961-62

Viewers are liking this season's evening-network television programing a little better than last fall's, but they like the new shows less.

Network movies are a big factor in the higher score given the general schedule, and situation comedies are largely responsible for the lower score given this season's group of new program entries.

These conclusions emerge from a special study, one in an annual series, conducted for Broadcasting by the TVQ service of Home Testing Institute, marketing research firm, of Manhasset, N. Y. The TVQ score, based on nationwide surveying, is the proportion of respondents who, having said they are familiar with a program, also call it "one of my favorites."

TVQ said that interviewing during the Oct. 8-18 period produced an average TVQ score of 29 for all nighttime network programing—up two points from the same period a year ago and the highest level attained since 1961-62 (see table 1).

The score for network movies jumped from 32 last October to 38 this year, surpassing westerns as the best-liked category despite an advance by westerns from 33 last year to 35 this year.

This fall's movie TVQ matched the westerns' all-time high of 38, set in the fall of 1963, and reversed a downward trend exhibited by movies in the 1964 and 1965 studies. But the resurgence fell short of the TVQ scores of 45 and 43 that movies enjoyed in 1962 and 1963, respectively.

Gains over October 1965 TVQ averages were recorded this fall by dramatic shows (up from 24 to 26), musical shows (from 25 to 27), news and documentaries (from 25 to 32), quiz and panel shows (from 21 to 22) and suspense and mystery shows (from 30 to 31), in addition to movies and westerns.

Although the average score for news and documentary programs appeared to have risen dramatically, it was noted that the increase might be less significant than it seemed, since only two prime-time shows fell into that category this year.

Three other categories turned in TVQ averages exceeding the all-program average of 29: movies with their 38 TVQ, westerns with 35 and suspense and mystery with 31.

Two categories dropped slightly, adventure from a TVQ of 29 last year to 28 this year and variety from 25 to 23, while comedy programs held steady with 28 in both studies.

Among new programs, however, comedies were the big losers. Their TVQ average dropped from 30 to 25. The average for all new shows was 27, down one point from the average for last year's new entries.

Except for comedies, all categories in the new-program study exceeded the 27 average for all new programs and also scored higher than last year's new shows in the same categories. New adventure programs scored an average of 33, up from 30 last fall; new suspense-

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Table 1: Average TVQ scores, all evening network programs, by program type—1962-66.

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<tr>
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<tbody>
<tr>
<td>Total all types (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of programs</td>
<td>91*</td>
<td>99*</td>
<td>97</td>
<td>91</td>
<td>102</td>
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<td>Average TVQ</td>
<td>29</td>
<td>27</td>
<td>28</td>
<td>28</td>
<td>29</td>
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<tr>
<td>Adventure (2)</td>
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<td>No. of programs</td>
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<td>7</td>
<td>7</td>
<td>3</td>
<td>3</td>
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<tr>
<td>Average TVQ</td>
<td>28</td>
<td>29</td>
<td>33</td>
<td>30</td>
<td>36</td>
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<tr>
<td>Comedy</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>No. of programs</td>
<td>28</td>
<td>35</td>
<td>38</td>
<td>22</td>
<td>29</td>
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<tr>
<td>Average TVQ</td>
<td>28</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>30</td>
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<tr>
<td>Drama</td>
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<tr>
<td>No. of programs</td>
<td>6</td>
<td>12</td>
<td>11</td>
<td>15</td>
<td>17</td>
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<tr>
<td>Average TVQ</td>
<td>26</td>
<td>24</td>
<td>28</td>
<td>28</td>
<td>29</td>
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<td>Musical (3)</td>
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<tr>
<td>No. of programs</td>
<td>5</td>
<td>9</td>
<td>5</td>
<td>6</td>
<td>6</td>
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<tr>
<td>Average TVQ</td>
<td>27</td>
<td>25</td>
<td>27</td>
<td>23</td>
<td>26</td>
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<tr>
<td>Network movies</td>
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<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<td>Average TVQ</td>
<td>38</td>
<td>32</td>
<td>35</td>
<td>43</td>
<td>44</td>
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<td>News &amp; documentary</td>
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<td>No. of programs</td>
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<td>3</td>
<td>5</td>
<td>5</td>
<td>8</td>
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<tr>
<td>Average TVQ</td>
<td>32</td>
<td>25</td>
<td>22</td>
<td>25</td>
<td>29</td>
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<tr>
<td>Quiz &amp; panel</td>
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<td>No. of programs</td>
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<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
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<tr>
<td>Average TVQ</td>
<td>22</td>
<td>21</td>
<td>23</td>
<td>25</td>
<td>23</td>
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<td>Suspense &amp; mystery</td>
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<td></td>
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<tr>
<td>No. of programs</td>
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<td>6</td>
<td>6</td>
<td>9</td>
<td>6</td>
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<tr>
<td>Average TVQ</td>
<td>31</td>
<td>30</td>
<td>28</td>
<td>28</td>
<td>27</td>
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<tr>
<td>Variety (4)</td>
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<td>No. of programs</td>
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<td>5</td>
<td>10</td>
<td>10</td>
<td>7</td>
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<tr>
<td>Average TVQ</td>
<td>23</td>
<td>25</td>
<td>24</td>
<td>23</td>
<td>26</td>
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<td>Western</td>
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<td>10</td>
<td>5</td>
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<td>13</td>
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<tr>
<td>Average TVQ</td>
<td>35</td>
<td>33</td>
<td>37</td>
<td>38</td>
<td>34</td>
</tr>
</tbody>
</table>

(1) Miscellaneous programs included in total but not in separate categories.
(2) Adventure includes science fiction.
(3) Musical includes musical variety.
(4) Variety includes comedy variety. * Multi-episode programs counted once.
These New Features in Television Rates and Data Make the Buying of Television Easier for Buyers

1. "Television Market Areas," using ARB definitions. These are ranked by:
   - Standard Metropolitan Statistical Areas
   - Areas of Dominant Influence (the unduplicated county concept)
   - Effective Areas (areas in which there is 50% or more daily circulation)
   - Total Viewing Areas (the ARB areas survey)

2. TV stations listed alphabetically and city of operation. TV circulation for black-and-white and color.

3. Color TV estimates have been revised based on data provided by ARB and Nielsen.

4. Media Identification Codes for every TV Station, group and representative listing—for standard industry identification—endorsed by the Advertising Data Processing Association.

5. Households now ranked by SMSA in Consumer Market Summary pages. The summaries include: Total sales—retail, food, drug, general merchandise, apparel, home furnishings, automotive, service station—passenger car registrations, farm population and gross farm income.

6. List of TV stations regularly scheduling farm programs.

7. National group broadcasters' national sales offices are identified immediately following the listing of TV representatives.


These new features are making it easier for buyers of television time to buy any station. Your reasons—why-to-buy in SRDS will make it easier to buy from you.

STANDARD RATE & DATA SERVICE, INC.
The National Authority Serving The Media Buying Function
5201 OLD ORCHARD ROAD, SKOKIE, ILLINOIS 60076
## Table II: Top 10 evening network programs from second October 1966 TVQ report—by age.

Top-ranked network television programs in TVQ's second October report are shown below, plus the five highest and five lowest-scoring new shows. These TVQ scores are based on opinions given by respondents during 10-day period that started Oct. 8. They compare with an average TVQ of 29 for all nighttime programs and an average of 27 for all new nighttime shows. All material copyrighted by Home Testing Institute/TVQ Inc., 1966.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>6-11 EST TVQ</th>
<th>18-34 EST TVQ</th>
<th>35-49 EST TVQ</th>
<th>50-plus EST TVQ</th>
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<tr>
<td>1.</td>
<td>Bonanza (NBC)</td>
<td>47</td>
<td>51</td>
<td>38</td>
<td>39</td>
<td>57</td>
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<td>2.</td>
<td>Saturday Movies (NBC)</td>
<td>42</td>
<td>40</td>
<td>47</td>
<td>43</td>
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<td>3.</td>
<td>Star Trek (NBC)</td>
<td>42</td>
<td>63</td>
<td>56</td>
<td>41</td>
<td>34</td>
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<td>4.</td>
<td>Walt Disney (Disney)</td>
<td>41</td>
<td>53</td>
<td>51</td>
<td>37</td>
<td>37</td>
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<td>5.</td>
<td>Time Tunnel (ABC)</td>
<td>40</td>
<td>60</td>
<td>60</td>
<td>33</td>
<td>27</td>
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<tr>
<td>6.</td>
<td>Red Skelton (CBS)</td>
<td>39</td>
<td>53</td>
<td>34</td>
<td>32</td>
<td>34</td>
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<tr>
<td>7.</td>
<td>I Spy (NBC)</td>
<td>38</td>
<td>51</td>
<td>57</td>
<td>46</td>
<td>32</td>
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<td>8.</td>
<td>Family Affair (CBS)</td>
<td>38</td>
<td>55</td>
<td>58</td>
<td>34</td>
<td>30</td>
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<tr>
<td>9.</td>
<td>Mission: Impossible (CBS)</td>
<td>37</td>
<td>46</td>
<td>50</td>
<td>35</td>
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<td>10.</td>
<td>Friday Movie (CBS)</td>
<td>37</td>
<td>41</td>
<td>37</td>
<td>41</td>
<td>37</td>
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<td>11.</td>
<td>Hawk (ABC)</td>
<td>37</td>
<td>53</td>
<td>45</td>
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<td>30</td>
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<td>12.</td>
<td>Thursday Movie (CBS)</td>
<td>37</td>
<td>29</td>
<td>38</td>
<td>43</td>
<td>36</td>
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<td>13.</td>
<td>Tuesday Movie (NBC)</td>
<td>37</td>
<td>32</td>
<td>36</td>
<td>43</td>
<td>35</td>
</tr>
</tbody>
</table>

and mystery programs averaged 29, up two points, and new westerns averaged 32, up three.

The movies' rise in appeal was also evident in TVQ's ranking of top 10 TVQ scores. In October 1965, only one network movie made this list. This year, among 13 shows making or tying for positions in the top 10, four are movies (see Table II).

### Top Five New Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>TVQ score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Star Trek (NBC)</td>
<td>42</td>
</tr>
<tr>
<td>2.</td>
<td>Time Tunnel (ABC)</td>
<td>40</td>
</tr>
<tr>
<td>3.</td>
<td>Family Affair (CBS)</td>
<td>38</td>
</tr>
<tr>
<td>4.</td>
<td>Mission: Impossible (CBS)</td>
<td>37</td>
</tr>
<tr>
<td>5.</td>
<td>Hawk (ABC)</td>
<td>37</td>
</tr>
</tbody>
</table>

### Bottom Five New Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>TVQ score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Garry Moore (CBS)</td>
<td>12</td>
</tr>
<tr>
<td>2.</td>
<td>Jean Arthur (CBS)</td>
<td>12</td>
</tr>
<tr>
<td>3.</td>
<td>Tammy Grimes (ABC)</td>
<td>12</td>
</tr>
<tr>
<td>4.</td>
<td>Milton Berle (ABC)</td>
<td>13</td>
</tr>
<tr>
<td>5.</td>
<td>Roger Miller (NBC)</td>
<td>17</td>
</tr>
</tbody>
</table>

### Program notes...

**The horsey set** • Madison Square Garden-RKO General Sports Presentation is preparing a 90-minute color special on the National Horse Show. It will be held in New York Oct. 25-Nov. 1. The program is offered for syndication during November. Schaefer Brewing Co., New York, through BBDO New York, has bought one-half sponsorship of the special in 17 eastern markets.

**World learning** • New WFIL-TV Philadelphia series, *Worldland Workshop* (Mon.-Fri., 7-7:30 a.m.), has been tagged by Triangle Stations for national syndication next year. The series, 195 half-hour tapes previewed more than a month ago (Broadcasting, Sept. 19), combines word learning and entertainment for preschool children.

**Date for a 'dream'** • *Dream Girl of '67*, ABC-TV's daily beauty contest, will premiere Dec. 19 (2:30-2:55 p.m. EST) as replacement for *A Time For Us*.

**A new sound**

Identitones Inc., New York, which has specialized in creating music and sounds for radio commercials, is moving more actively in the area of "electronic logos" for radio stations and has created soundtracks for WMCA New York; WFBF Baltimore; WJW Cleveland and WBNS Columbus, Ohio. Eric Siday, president of Identitones, believes that station logos using vocal groups and orchestras are becoming passé and the time is appropriate for "electronic music" identifications. Mr. Siday has compiled more than 100 sounds for use with all kinds of announcements — news, sports, weather, traffic reports and time signals — and creates them by combining, for example, sounds of helicopter blades and traffic horns for an early-morning announcement.

**NBC drama festival stalled**

NBC-TV has postponed a proposed drama festival that it had planned to schedule during a week in April. The network had intended to show one-hour dramas five consecutive nights in a week. The TV dramas were in a package proposed to the network by producer David Susskind.

The postponement was caused by a withdrawal by Xerox Corp., Rochester, N. Y., which had indicated it would sponsor one-third of the project. With Xerox backing no longer assured, Celanese Corp. and Eastern Airlines, each a one-third sponsor, also withdrew.

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*NBC, November 1, 1966*
Psychedelic jingles to turn listeners on

"The Detroit sound intends to compete with the Dallas sound," So say James W. Panagos and Carl Porter, broadcasters who turned jingle makers, who have formed Theme Productions Inc. They are offering four new packages of station ID's, jingles and other musical creations "featuring the same talent that Detroit agencies are using for many of the top auto commercials today and backed with bands of up to 34 musicians."

One of the new packages employs an unusual "psychedelic sound" patterned after the psychedelic (electronic) music trend in nightclubs, especially on the West Coast. In addition the new company is offering format, contest and promotion services on both a custom and syndicated basis.

Mr. Panagos, president of Theme Productions, formerly was regional sales manager at WJMN Inkster, Mich., and before that had been manager of WJMO Cleveland. Mr. Porter, Theme vice president, was local sales manager at WCHB. While working together at the Detroit market station they developed a format called "Soul Radio."

Commercials Too = Theme Productions packages already have been sold to 10 top-market stations. Mr. Porter said last week, but since it will not begin until December or January the stations have asked not to be identified until then for competitive reasons. Theme also is producing several radio commercials for agency-advertiser clients but its principal business will be station oriented, he said.

Quincy Jones, freelance Hollywood film composer, is under exclusive contract to Theme for the scoring of station ID's. His recent film credits include "Mirage," "The Pawnbroker" and "Walk, Don't Run" as well as NBC-TV's "Hey Landlord."

Theme's Detroit facilities include three separate studios and "all of the latest and most complete multitrack and other sound recording equipment," it was explained. Edward Wolfrum, formerly with Motorola and Golden World Recording Co., is chief technical engineer.

Mr. Panagos explained that his firm's adaptation of the psychedelic sound technique for one of its packages of 34 jingles makes use of special equipment now under development privately by a West Coast electronics manufacturing engineer. Theme Productions calls the technique "Intensodylic Sound."

Although the sound makes no change in rating when measured by all the available meters, he said, it appears to the mind's ear to be "more distinct, louder or however else you want to describe it and registers an intense after-image. It's a unique sound that turns a listener on and keeps him on."

The other three Theme Productions' packages include "Contemporary '67" for top-40 operations and "Soul '67" for rhythm-and-blues formats, each comprising 30 jingles, plus an a capella package of 34 jingles. All are priced according to the size of the market, starting as low as $1,500 for stations in markets of 50,000 or less.

Theme Productions' Detroit address is 13301 Dexter Boulevard; phone (313) 933-4643.

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20-year BBDO aid to Ad Council cited

BBDO was honored in New York Thursday (Oct. 27) by the Advertising Council for its 20 years' continuous service as volunteer advertising agency for the fund raising campaign of the United Community Funds and Councils of America. The only previous agency to be so honored was Foote, Cone & Belding, Los Angeles, for its forest-fire-prevention campaigns since 1942.

N. W. Ayer & Son, New York, will be cited for its 10-year voluntary service in the aid-to-higher education campaigns. Two advertising men were honored for their personal five-year service as coordinators: David F. Beard, advertising director, Reynolds Metals Co. and Thomas D'Arcy Brophy, who directed the United Service Organizations campaigns.

Also cited were the following agencies: J. Walter Thompson Co.; Grey Advertising; Foote, Cone & Belding; The Marschalk Co.; Young & Rubicam Inc.; Doyle Dane Bernbach; Needham, Harper & Steers; Papert, Koenig, Lois and D'Arcy Advertising Co.

Advertisers honored included RCA, Equitable Life Assurance Society, National Biscuit, Seaboard Finance, Merck & Co., Monsanto, Union Carbide, IBM and Lever Bros.

Drumbeats...

French cite Sarnoff; Robert W. Sarnoff, RCA president, has been awarded France's second highest cultural award in being made an officer of the French Order of Arts and Letters. He was praised for contributing to Franco-American understanding while he was NBC chairman when there were several TV productions on French culture.

NAEB honors Henry = The National Association of Educational Broadcasters at its Kansas City convention last week (see page 70) presented its 1966 Distinguished Service Award to E. Wil-
Yogi and friends going to Taft
Group-station owner diversifies with purchase
of Hanna-Barbera Productions for $12 million

Taft Broadcasting Co., Cincinnati, has begun an expansion program by agreeing to acquire Hanna-Barbera Productions Inc., Hollywood, for approximately $12 million.

The purchase price includes 60,000 shares of Taft common treasury stock with the balance to be paid in cash. The stock and an unstated amount of cash will be paid Dec. 28, closing date of the agreement, and the remaining cash will be paid in three annual installments through Jan. 3, 1969.

William Hanna and Joseph Barbera, founders of the production house, will receive the stock. The cash will be distributed to them and a third stockholder, George Sidney. Hanna-Barbera will operate as a wholly owned Taft subsidiary.

The acquisition is subject to certain conditions, including a ruling from the Internal Revenue Service and the revision of Taft's current capital loan agreements. Taft said it will not have to do any additional borrowing to complete the deal.

Just About Everywhere Hanna-Barbera, parent of Huckleberry Hound, Yogi Bear, Fred Flintstone and many other cartoon characters, now has nine shows on network TV and another five shows in syndication. On ABC: Magilla Gorilla and Peter Potamus. On CBS: Frankenstei...
shares at any meeting of shareholders as a means of controlling or affecting the management of Columbia, until the FCC approves a transfer of the company and its subsidiaries to the defendants or rules the transfer is unnecessary. Columbia also sought to prevent defendants from voting any stock acquired by them as the result of the offer to purchase by defendant, Banque de Paris.

Columbia's annual stockholders meeting is set for Dec. 21 in New York.

Initial indications of a looming battle for control of Columbia appeared last month when the Banque de Paris announced its tender offer. In subsequent weeks there were reports of various stockholder groups planning to seek representation on the Columbia board, and on Wednesday (Oct. 26) Columbia announced it had rejected a demand by dissident stockholders for control of the company.

Concealed Results: The dissidents charge basically that Columbia's management has been ineffective. They contend that the outstanding performance by Screen Gems has concealed the results of Columbia's own operations. They also have claimed that if Screen Gems' financial results were not included with those of Columbia Pictures, the latter company would have shown losses from 1961 through 1965.

In the fiscal year ended last June, Screen Gems' net income was $5.2 million, or $1.30 a share, as compared with $4.7 million, or $1.18 a share, in the previous year. For the same fiscal year ended last June 25, Columbia pictures, which owns about 88% of Screen Gems stock, reported a net income of $2.3 million, or $1.11 a share, as against slightly more than $2 million, or 97 cents a share, in the previous year.

Other plaintiffs in the action are Screen Gems and the company's broadcasting stations.

As an indication of the importance attached to the legal contest, Columbia announced it has retained the well-known lawyer, Louis Nizer, as counsel. The suit was filed for Columbia by its corporate law firms, Schwartz & Frohlich, New York, and Cahill, Gordon, Reindel and Ohi, New York. Screen Gems is represented by the firm of Paul, Weiss, Rifkind, Wharton and Garrison, New York.

LIN Broadcasting to offer bonds

LIN Broadcasting Corp., Nashville, has filed a statement with Securities and Exchange Commission seeking registration of $1.5 million of convertible subordinated debentures (due 1978). C. E. Unterberg, Towbin Co., New York, will head a group of underwriters offering the debentures for sale to the public.

Of the net proceeds of the sale LIN Broadcasting will use $550,000 to pay part of the cash portion of the $2 million purchase price of the stock of WBBF Inc., Rochester, N. Y., $200,000 to pay for a new tower and transmitting equipment of WAND (TV) Decatur, Ill., about $265,000 for CATV construction, and the remaining money for general corporate purposes.

LIN Broadcasting, a diversified communications company headed by Frederick Gregg Jr., president, owns WBBF-AM-FM Rochester, N. Y.; WMAK Nashville; WAKY Louisville, Ky.; KEEL Shreveport, La.; KCAA Little Rock, Ark.; and WAND in Decatur. The corporation also has a permit to construct and operate an FM station in Shreveport and a pending application for a permit to construct and operate an FM in Little Rock, Ark. The company also operates CATV systems in Alabama, Florida, New Mexico and Tennessee and has CATV franchises in several states. LIN Broadcasting is also in the process of acquiring a majority of stock of Medallion Pictures Corp. (BROADCASTING, July 18). Another enterprise of the firm is Cable Promotional Services Inc., a wholly owned subsidiary in Nashville providing promotional services to CATV systems.

Comsat's income

The Communications Satellite Corp. last week reported that revenue from its Early Bird satellite totaled $3,190,000 for the first nine months of the year.

Since the satellite began commercial operations in June 1965, it has brought in revenue totaling $5,328,000, the firm said. Income from Comsat's $179,313,000 of temporary cash investment amounted to $7,035,000 for the first nine months. Property additions during the same period were $10,444,000 and the firm said it also spent $11,412,600 for satellite system development costs during that time.

In addition to bonded indebtedness, LIN Broadcasting has outstanding 523,087 common shares, of which management owns 26.7%. The firm intends to issue an additional 265,000 common shares and $558,15 in notes in connection with its proposed purchase of certain assets from Medallion Pictures Corp., and to issue $1,525,000 in notes in connection with the purchase of stock of WBBF Inc.
Blair 9-month net up, AP&L still excluded

John Blair & Co., New York, reported an increase in nine-month net earnings. Blair noted its acquisition on Oct. 1 of a major interest in American Printers & Lithographers of Chicago, which Blair expects will increase its consolidated earnings approximately 7% on an annual basis. Blair's consolidated earnings for the quarter ending Dec. 31, 1966, will reflect its share in AP&L's earnings.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Before-tax earnings</th>
<th>Net earnings</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$1.51</td>
<td>3,159,960</td>
<td>1,288,060</td>
<td>1,048,255</td>
</tr>
<tr>
<td>1965</td>
<td>$1.48</td>
<td>3,155,060</td>
<td>1,270,660</td>
<td>1,066,870</td>
</tr>
</tbody>
</table>

IRS ends tax exemption for Christian Echoes

The Christian Echoes Ministry Inc., Tulsa, Okla., which produces the Rev. Billy James Hargis's Christian Crusade radio-TV shows, has lost its tax-free status. The Internal Revenue Service terminated the status as of Oct. 10.

IRS had said Christian Echoes was not operated exclusively for religious, educational or charitable purposes; it intervened in political campaigns on behalf of candidates, and it had attempted to influence legislation. All three charges are violations of the statute of exemption.

Mr. Hargis said the Christian Crusade had opposed the Supreme Court ruling against prayer and Bible reading in school. He called the ruling an attack upon religious liberty.

In 1964, IRS started proceedings to lift the tax exemption status of Christian Echoes. It was part of an investigation IRS was making of 24 groups using mass media to promote causes.

(Radio-Television, Nov. 23, 1964)

In 1965 IRS removed the tax-free status of Life Line Foundation Inc., which produced the daily 15-minute Life Line radio show. IRS said Life Line was largely engaged in propaganda (Radio-Television, April 5, 1965).

Subscription TV firm loses federal appeal

The federal bankruptcy court in New York last week in effect upheld Los Angeles county's $75,000 tax claim against Subscription Television Inc. The pay-television company, which went out of business in the state of California two years ago when voters approved an initiative petition outlawing it, had claimed that tax assessments made when it was a going concern were too high and asked for a reduction. Los Angeles County Counsel Harold W. Kennedy reported to the county board of supervisors that the bankruptcy court ruled against STV. The New York court agreed with Los Angeles county that it lacked jurisdiction over the county's assessments. Mr. Kennedy indicated, however, that STV may appeal the ruling to a higher federal court.

The state's action prohibiting pay-television service in California was recently declared unconstitutional by the U.S. Supreme Court (Radio-Television, Oct. 7).

RCA-Hertz merger terms changed

RCA and Hertz Corp. said last week that terms have been modified slightly in the proposed merger of Hertz within the RCA structure (Radio-Television, Oct. 24).

The agreement now calls for an exchange of each share of Hertz $2 cumulative convertible preferred stock to be made for $2/100th share of the new $4 cumulative convertible preferred stock that RCA will issue. Originally, the transfer proposal called for each share of outstanding Hertz common stock to be exchanged for one-half share of RCA common and a quarter share of the new RCA issue of $4 cumulative convertible preferred stock. Total value of the exchange in stock is estimated at $185 million.

Scripps-Howard up

Scripps-Howard Broadcasting Co., New York, reported higher sales and earnings for the 16 weeks ended Oct. 8. Higher sales and earnings were also reported for the year to that date.

For the 16 weeks ended Oct. 8:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Net operating revenues</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$0.56</td>
<td>5,389,145</td>
<td>$1,426,912</td>
</tr>
<tr>
<td>1965</td>
<td>$0.44</td>
<td>4,797,660</td>
<td>1,126,876</td>
</tr>
</tbody>
</table>

Visual's stock on market

Initial stock offering of 180,000 shares of Visual Electronics Corp. hit the market at $10 per share and the public's reception was described as excellent by a representative of Francis I. duPont, A. C. Alyn, underwriter. The price was quoted at 10 to 10 1/4% in over-counter trading. Visual is a manufacturer and supplier of TV and radio broadcast equipment.

Metromedia adds

Metromedia Inc. reports acquisition of Sampson-Hill Corp., Detroit, a mail-marketing organization specializing in direct mail advertising, business communications and customer loyalty programs. Metromedia is already active in this area through its O. E. McIntyre Inc. and Dickie-Raymond Inc.

Color sales jump 88% in eight months

A giant increase (88.4%) in color TV sales has spurred a 16% increase in TV distributor sales for January-August 1966 over the comparable 1965 period. The figures, released by the Electronic Industries Association, shows 2,487,037 color-TV sales through Aug. 31 compared to 1,320,080 last year. Monochrome TV sales dropped slightly during the period from 4,693,381 in 1965 to 4,491,065 in 1966.

Color-TV sales in August were 372,-

787, a 60.4% increase over the 232,394 sets sold in that month last year.

FM radio sales were up 21.1% in August 1966 over the same month last year, and cumulatively for the year the increase was 39%. Excluding FM car radios, 2,164,482 were sold through Aug. 31 this year compared to 1,557,562 in the 1965 period.

Home-radio distributor sales rose from 7,304,564 in the eight-month 1965 period to 7,930,104 this year, an 8.6% increase. These figures include table, clock and portable radios.

Car radios were down 13.2% for the eight months of 1966 compared to 1965, going from 6,511,333 to 5,648,449 units.

EQUIPMENT & ENGINEERING

Zenith hits new zenith

Zenith Radio Corp., Chicago, claimed last week to be the first television manufacturer to produce and ship a total of more than two million monochrome and color-TV sets in less than 10 months. Zenith did not say how much of each type was included in the total. The company also said this is the eighth consecutive year Zenith "has led the industry in both black-and-white and total-TV set sales."

BROADCASTING, October 31, 1966
Marks to market 3-D TV viewing glasses

Marks Polarized Corp., Whitestone, N.Y., developer of TV viewing glasses that are said to give a three-dimensional effect when used to watch run-of-program television images, announced last week it will sell them to the public at $9.95 each.

The company, through the Irvin Graham Agency Inc., Bellerose, N.Y., plans to back its introduction with an advertising campaign that initially will use print and direct mail. A TV campaign is being considered once public acceptance is assured.

Marks Polarized indicated that research is underway in cooperation with a "major" TV manufacturer to build the 3-D effect into a color TV set to achieve depth viewing without use of the glasses. The officials acknowledged, however, that it will take some time before this is achieved.

The glasses, which can be used for viewing of either monochrome or color, employ a principle called physiological optics (the left and right eyes cooperate with the brain to produce a 3-D image). The Marks Depix glasses apply this principle through use of two special color light lenses—one a "band pass" yellow-green filter to excite the eye's cones (adapted for bright light) and one, a "band pass" blue-red filter for the eye's rods (adapted to dim light). The 3-D effect is caused by a delay of image messages to the brain. This delay causes a displacement of right and left eye images. Motion on the TV screen heightens this displacement, so that the best results come in the viewing of action—sports, parades, moving automobiles, dancing, etc. Usually a stationary TV image appears flat to the viewer.

Marks' initial plans are to market the glasses in the U.S. and Europe.

Technical topics...

Weather scan converter • General Electrodymanics Corp., Garland, Tex., has developed the ED 6052 scan converter for use in translating weather radar data to standard EIA composite signals for TV transmission without a TV camera. The device, featuring an adjustable storage time for from four seconds to 30 minutes, permits tracking and projection onto TV monitors of various types of weather phenomena.

All-color order • RCA reports a $2,850,000 color equipment order by Scripps-Howard Broadcasting Co. that includes 16 RCA TK-42 color cameras, nine TR-70 high-band color TV tape systems and eight TK-27 color film systems. The request for live color cameras represents the largest yet received from a station group, according to C. H. Colledge, RCA division vice president and general manager. Deliveries are being made to Scripps-Howard's WCPG-TV Cincinnati, WENTS(TV) Cleveland, WMCT(TV) Memphis and WFTV (TV) West Palm Beach, Fla.

High brass seals TV set in tall tower

KETV(TV) Omaha, has dedicated a new General Electric TT-530 30-kw VHF television transmitter with Gerald L. Phillipe, chairman of GE's board of directors, attending the ceremonies.

Mr. Phillipe (fourth from left) sealed a portable GE TV set into the KETV time vault during official dedication ceremonies. Others pictured from left: Eugene S. Thomas, KETV executive vice president; Ben H. Cowdery, president; Kenneth H. James, vice president and station manager, and Peter Kiewit, president of Peter Kiewit Sons' Co., owner of the station.

The station also marked the day (Oct. 21) with the first remote color pickup with its new GE PE-250 live color camera, televising the traditional Ak-Sar-Ben coronation, an annual Omaha event.

At the dedication ceremonies Mr. Phillipe reaffirmed GE's emphasis in the TV broadcast equipment business. He said in the field of color communications, GE would continue to "make substantial and lasting contributions to the industry's technical progress." He said the firm was expanding its activities in all phases of consumer-electronic information and entertainment.

He added that the firm's visual communications product department was making substantial gains in transmitters, audio and video broadcast equipment, antennas and related equipment.

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HOWARD E. STARK
Brokers—Consultants

56 EAST 56TH STREET NEW YORK, N.Y.
ELDORADO 5-0455

BROADCASTING, October 31, 1966
INTERNATIONAL

Lani riding high for TV debut

Comsat's new Pacific bird eyed by ABC-TV
for relaying Hawaiian election returns; period
until Nov. 10 to be used for test transmissions

A brand-spanking-new communications satellite was lofted into orbit above the Pacific Ocean on Wednesday evening in what appeared to be a successful effort to open up the first space communications link between the U.S. and Asia. And almost immediately plans were disclosed for using the new bird as a television relay.

ABC-TV announced Thursday that it intended to use the satellite to transmit Hawaiian election reports to the mainland on election night, Nov. 8. CBS indicated it probably would, too. And there was speculation that the satellite might be used in broadcasting coverage of President Johnson's return to the U.S. from his Asian tour on Nov. 2.

The possible TV uses of Lani (Hawaiian for heavenly bird), as the new satellite has been dubbed unofficially, were disclosed after representatives of U.S. networks, international common carriers, and Japanese telecommunications firms met with Comsat officials in Washington Thursday.

The 192-pound, drum-shaped switchboard satellite—a companion to the 85-pound Early Bird satellite that has linked the U.S. and Europe since May 2, 1965—rode into space atop a Delta rocket fired from Cape Kennedy toward a spot about the South Atlantic at 7:05 p.m. Wednesday.

Comsat technicians were scheduled Sunday (Oct. 31) to fire an on-board motor that would kick the satellite from an elliptical orbit into a synchronous one 22,300 miles above the Pacific. It will eventually be lodged above a point some 1,000 miles east of the Gilbert Islands.

Early Tests Successful * A Comsat official said early tests of the satellite's microwave communications system indicated that Lani had reached space in good working order. The satellite was to be tipped over into its operating position this morning (Monday) to permit formal test operations.

The apparent success of the launch set the stage for the next step in an international effort to provide global telephone, teletype, television and other communications services via satellite. Next month, a second Atlantic satellite is to be placed in orbit, and the combined capacity is expected to permit television service without interruption of other traffic.

The satellites are owned by the 54-nation International Telecommunications Satellite Consortium (Intelsat) but managed and operated by Comsat.

Free Ride * Thus far, all plans for television service are limited to the period ending Nov. 10. Until that date, Comsat will make one hour each day available for television demonstration use, at no cost, following a precedent set with Early Bird.

Following the cutoff date, commercial service begins, and demand for nonbroadcast use of the satellite is very heavy. The National Aeronautics and Space Administration plans to use half of the satellite's 240 two-way voice circuits, and the Defense Department, 40 circuits.

NASA wants the circuits for communications support for Project Apollo its moon-landing program. The Defense Department needs circuits for communications with Hawaii, the Philippines, Japan and Thailand.

These demands, plus the orders for telephone and other communications service on file with the international common carriers, have put a damper on hopes of extensive television use of the satellite. The 240 two-way voice circuits are the equivalent of one two-way television circuit.

However, Hughes Aircraft Co., which built the new satellites, is reported to feel it has constructed a more efficient bird than had been ordered. According to one report, Hughes believes the satellite has a capacity of up to 400 two-way circuits. If the capacity is that great, television would be able to make meaningful use of the satellite on a fairly regular basis.

TV's Plans * ABC-TV's plans for using Lani to transmit reports of the Hawaiian election were the firmest of those of any of the networks. Walter J. Pfister Jr., executive producer of the

Can Caroline survive parliament's storms?

Whatever else you say about her, Caroline as a pirate is a going concern. "She" was the first unlicensed commercial radio station broadcasting to the British market from international waters. The operations of Radio Caroline were discussed last week in New York by her owner, 26-year-old Ronan O'Rahilly.

In New York soliciting U.S. and Canadian advertising, Mr. O'Rahilly's most urgent concern was a bill in the British parliament to prohibit British advertisers from using offshore stations. "The Labor Government has received more letters of protest about that bill than any other policy, including Vietnam," Mr. O'Rahilly said.

While Radio Caroline would lose 85% of its advertising revenues if the bill were passed, Mr. O'Rahilly said it would not put the station out of business: "We have offices in New York, Montreal, Paris and other cities that could bring in enough business to keep us afloat."

Mr. O'Rahilly also plans to "take the question before the U.N. Commission on Human Rights" if the bill is passed. "Those conventions protect the rights of advertisers and disc-jockeys, as well," he stated.

Accompanying Mr. O'Rahilly was Columbia Records rock artist, Georgie Fame, "who," said Mr. O'Rahilly, "is a prime example of the unfairness of the bill." "The British record monopolies didn't like Georgie," said Mr. O'Rahilly, "but when they heard him over Radio Caroline, millions of fans went wild for him."

BROADCASTING, October 31, 1966
A new network approach sought in Canada

A dramatic proposal to the Board of Broadcast Governors, Ottawa, Canada, by Ken Sobie, president and general manager of CHCH-TV Hamilton, Ont., promised a new concept in network broadcasting, providing nationwide service devoid of local programming.

The network, to be called NTW, would relay color TV program signals from Montreal, Toronto and Vancouver to an all-Canadian satellite stationed above the equator. The satellite, in turn, would relay the signals to 65 ground receiving stations for transmission throughout the country by means of 97 unmanned transmitter towers. If the project could begin next summer, the network would be operable by 1970.

Using public, government and industrial financing, an initial investment of $76 million would be required with $4.15 million designated for the satellite project and a production center.

Mr. Sobel and his associates are expected to present formal application for the network, which must be approved by the Board of Broadcast Governors.

UHF opens a bag of problems for Canada

CAB SAYS CHANNEL SWITCHES SHOULD BE MINIMIZED

Plans and counterplans for television expansion in Canada continue to bombard that nation's Board of Broadcast Governors (BBG). Strategies for opening up Canadian UHF bands for TV service and redistribution of existing VHF assignments are presenting complex problems for existing stations, the government and set manufacturers.

The Canadian Association of Broadcasters (CAB) has urged the BBG that in any plan to open up a UHF broadcasting band, requirements for existing stations to shift frequencies—or transmitter locations—should be avoided "or at worst minimized." The CAB suggested that stations forced to make changes should be reimbursed their expenses, either by the government or, preferably, by the new licensee that stands to benefit by the new arrangements.

The CAB also noted that while legislation provided part of the answer in the U. S. to the problem of inducing manufacturers to provide UHF capability in receiving sets, the broadcasters' association "is not at all certain that legislation is a satisfactory method of bringing about positive results." The CAB noted that demand for sets capable of receiving UHF should be generated by providing programs on UHF channels that viewers are anxious to receive.

As to the problem of expansion of the number of outlets in any given market, the CAB reaffirmed its earlier position that the total level of revenue available in the market should be sufficient to assure all stations, including existing outlets, an ability to "support a proper level of public-service programming."

A radio station of the Montreal market, CKVL Verdun, Que., in a brief sent to the BBG, urged that the government open up UHF channels in batches to encourage the public to buy UHF sets. The station also suggested that color be approved at once for UHF telecasts as an added inducement to set buyers. CKVL favors a law requiring set makers to include UHF tuners, as in the U. S.

Much of the dispute over the necessity of channel reassignments centers in the Atlantic provinces. The Canadian Broadcasting Co. (CBC), the government-operated network, and CHSJ-TV St. John, N. B., a privately owned station, have suggested in separate briefs that a study be made to map out a master plan for TV allocations in the Atlantic provinces.
Advertising, Minneapolis, & man pointed account estate owner -builder ing agencies.

John Paul Itta, VP and associate creative director of Lennen & Newell, New York, elected senior VP and member of management committee.

Milton S. Gladstone, VP at Al Paul Lefont Co., New York, named senior VP of Young, Smith & Dorian, that city.

Reeve Limeburner, executive art director at Bermudaing, Keeshan & Co., New York, named VP and creative director.

Stephen Hassenfeld, with Hassenfeld Bros. Inc., New York, (manufacturers of Hasbro toys) since 1964, named VP in charge of marketing. Howard Peretz, assistant advertising and sales promotion manager, named director of advertising.

Louis Faust, VP and general manager of Capital Cities Broadcasting Corp.'s wkbw Buffalo, N. Y., named general sales manager of that organization's newly acquired KPOL-AM-FM Los Angeles.

Thomas McMahon, account supervisor for Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Vincent F. Aiello elected president of The Graham Group, New York, marketing consultant organization that serves advertisers and advertising agencies.


Dudley N. Rockwell, VP and chairman of executive committee of Waldie & Briggs, Chicago, named VP-manager of agency's PR division.

Bob Ryan, with CBS Radio Spot Sales, New York, joins Knox Reeves Advertising, Minneapolis, in new position of director of media planning.

Anne Harrington, with BBDO, Minneapolis, Andy Hommeyer, with Tatham-Laird & Kudner, Chicago, and Bob Warren, with Montgomery Ward, join Knox Reeves as account executives. Evelyn McRae, with Erle Savage Co., Minneapolis, joins Knox Reeves as media buyer while Bob Larranaga, with Doyle Dane Bernbach, New York, joins agency as copywriter.

Peter A. Lund, general sales manager of WWTC Minneapolis, named general sales manager of KYW Philadelphia. Charles R. Tyler, account executive at KAST St. Louis Park, Minn., appointed general sales manager of WWTC.

Gene Bohi named national sales manager of WKYC-tv Cleveland succeeding Bob Schroeder, who resigned.

Don Howe, midwestern sales manager for Corinthian division of H-R Television, Chicago, named VP and general manager of H-R's Corinthian division in New York. Jud Cassidy, salesman in Chicago office, succeeds Mr. Howe.


Jerry Solomon, with WHAS-FM Louisville, Ky., named sales director.

Bob Spiro, manager of kubc Montrose, Colo., joins KDWO Littleton, Colo., as general sales manager.

Tom Dross, formerly with Ketchum, MacLeod & Grove, Pittsburgh, joins Campbell-Ewald Co., San Francisco, as art director. Tom Allen, with Wank, Williams & Neyland, Palo Alto, Calif., joins C-E, San Francisco, as assistant account executive. Anhilda Pensler, with J. Walter Thompson Co., joins C-E as copywriter.

Mel Howard, account executive with Gerald Productions, New York, joins SCI division of Interpublic as manager of audio/visual department.

Thomas E. J. Sawyer, director of advertising, Crane Co., New York, joins American Can Co., same city, as director of corporate advertising.

Roger J. Probert, marketing group supervisor, Young & Rubicam, New York, joins North American Philips Co., same city, as assistant director of advertising.

M. Larry Blum, with WXEX-TV Petersburg-Richmond, Va., named sales manager. Edward J. Ruppe and David B. Totty, account executives, appointed assistant sales managers.

Warren Potash, with WBXW Buffalo, N. Y., appointed sales manager in charge of local sales, succeeding James P. Arcara, now general manager of WPFO Providence, R. I.

Martin Friedman, art director at Gilbert & Felix, New York, appointed executive art director.

William Segal, with Henderson Roll, New York, named director of media.

Philip H. Willon, VP and associate managing director of copy department of N. W. Ayer & Son, named associate managing director of agency's copy department in Los Angeles and creative director there. Thomas H. Walsh, regional account executive for Ayer, Atlanta, joins agency's Los Angeles office as account executive, assigned to newly acquired Lincoln-Mercury Dealers Association account.


John S. Sheasby named director of television production for Young & Rubicam, Chicago. Shevad Goldstein, with WNEP-tv Bay City-Saginaw, Mich., joins Y&R as TV-radio producer. Robert E. Gorence, marketing director of Hoffman House Food Products, Madison, Wis., and Jesse E. Lehman Jr., advertising director for Tidy House Products Co., Omaha, join Y&R, Chicago, as account executives.

Elliot Steinberg, public information officer in Near East for Technion-Israel Institute of Technology, joins Dancer-Fitzgerald-Sample, San Francisco, as assistant merchandising director.


J. J. Willett, copywriter at Compton Advertising, New York, named copy group head.

Gerald Smith, brand manager, National Biscuit Co., New York, joins Er-
NAEB elects Burke

Jack Burke, manager of KSAC
Manhattan, Kan., and associate professor at Kansas State University, elected chairman of the board of National Educational Radio division, National Association of Educational Broadcasters, at annual convention last week in Kansas City, Mo. Burt Harrison, manager of KWSC Pullman, Wash., and associate professor of communications at Washington State University, elected vice chairman.

GIVE

win Wasey Inc., same city, as account executive.

Jack S. Callicott, with WMCT-TV
Memphis, named account executive.

Wayne Lee, merchandising and sales service manager for KNBR San Francisco, appointed account executive.

Sturgis D. Dorrance joins KING Seattle, as account executive.

Nancy Fentress joins WAVY Portsmouth, Va., as account executive.

Cormac H. Ryan, with Compton Advertising, New York, joins Tatham-Laird & Kudner there as account executive.

Dorothy Jordan, senior copywriter with BBDO, Chicago, joins advertising staff of Alberto-Culver Co. there as creative supervisor.


Robert K. Byars, account supervisor with Erwin Wasey Inc., Los Angeles, joins J. Walter Thompson Co. there as account supervisor.

Richard B. Griff, account executive with Papert, Koenig, Lois, New York, joins Norman, Craig & Kummel there as account executive.

E. Abbott Lawrence, member of western sales team of Peters, Griffin, Woodward, Chicago, joins KTLA-TV Los Angeles as account executive.

Francis I. Heffren, previously chief of television division of Army Pictorial Advertising, appointed producer for Videotape Center, New York.

Ronald Streibich, TV producer with Post-Keyes-Gardner, Chicago, transfers to agency's Hollywood office.

Diana Davidson, assistant media director at Knox Reeves Advertising, Minneapolis, joins Martin-Williams Inc. there as account executive and media director.

Linda Hindley, assistant buyer at North Advertising, Chicago, appointed media buyer.

Chuck Borchard, with WJIM Lansing, Mich., joins WKRN Dearborn, Mich., as sales representative.

Art Fong, assistant to advertising director of United Grocers, joins advertising and promotion staff of KNX
Oakland, Calif.

MEDIA


Al Lurie, sales manager of KLF Dallas, named general manager.

Dickie Rosenfeld, sales manager of KILT Houston, appointed general manager.

Lawrence Sion, with WEXX-TV Petersburg-Richmond, Va., named station manager and national sales director. N. Neil Kuvin appointed operations manager of WEXX-TV, succeeding J. Harry Abbott, who becomes general manager of WYVA-TV Harrisonburg, Va.

Frank J. Matrangola elected president and general manager of WQAE Towson, Md.

Lloyd Webb, general manager, WBNV Chicago, has resigned.

Sam Chase appointed VP in charge of station operations at WLIR New York.

James Goese, with Natco Corp., Augusta, Ga., named financial VP.

Charles E. (Bud) Ford Jr., director of operations for Overmyer Communications Co., New York, named VP-ger-

nal manager of OCC’s WECO-TV Pittsburgh, succeeding Russell A. Greer Jr., who becomes VP-general manager of OCC’s KEMO-TV San Francisco.

Charles A. King, VP in charge of programs and operations at MBS, named to National Association of Broadcasters radio code board. He replaces Joseph F. Keating, who left MBS for ABC Radio News in July (BROADCASTING, June 27)

George D. Brown, accounting supervisor for WAVE-AM-TV Louisville, Ky., named treasurer.


E. Pack Philips, manager of program operations for KRON-TV San Francisco, named operations manager.

Cal Adams, program director of KDOK Littleton, Colo., joins WGMV Greenville,
D. L. Provost retires

D. L. (Tony) Provost, for 17 years chief executive of the Hearst broadcast properties has announced his retirement. He was president and director of Hearst Radio Inc. and vice president of WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee and WAPA San Juan, P. R.

Mr. Provost will draw his full salary for the next two years and will retire at age 65. He will then be under the firm’s regular pension plan.

WTAE Inc. (WTAE-AM-FM-TV Pittsburgh) has reported directly to Hearst management in New York. Upon Mr. Provost’s separation the other entities will also report to New York.

Mr. Provost intends to spend more time at his home at Cape Cod. It is known that the rigor of traveling in the interest of the station operations was one of the reasons for his termination.

D. L. Provost

Mr. Provost

PROGRAMING


Eugene W. Moss appointed manager of research department at ABC Films, New York.

Thomas A. Breen, news manager of KTVU(TV) Oakland-San Francisco, named program director.

Jack R. Wagner, manager of operations and public affairs for KNBR-AM-FM San Francisco, will add duties of FM coordinator Nov. 28.

Donald F. Fischer, promotion manager of KTVU(TV) St. Louis, named program coordinator and promotion manager of WLBW-TV Miami.

Leonard E. Maskin, director of program administration, eastern division for ABC-TV, New York, named to newly created position of national director of program administration.

William A. Stewart named national director of programming for McLendon stations, Dallas, succeeding Donald C. Keys, who resigned.

Hal Brown, western sales manager of American International Television, Los Angeles, appointed assistant to Stanley E. Dudelson, VP in charge of distribution. Mr. Brown will have headquarters in New York. Sid Cohen, formerly with Official Films and Allied Artists Television as West Coast manager, joins AI-TV as West Coast sales manager.

William D. Weyse, public affairs director of WJZ-TV Baltimore, appointed assistant program manager.

Ira H. Apple, public affairs director and producer at KKLA Pittsburgh, named executive producer.

Ralph H. Mark, program director of WEOK-FM Poughkeepsie, N. Y., named director of special events for WEOK-AM-FM.

Van Anderson, program director of KGBC Galveston, Tex., named operations manager.

Maurice H. Zouary, president of Filmvideo Releasing Corp., has set up office as film consultant to TV-motion picture industry.

Donald J. Sheaff, assistant plant manager, named plant manager of Technicolor television laboratory at North Hollywood, Calif.

Richard D. Bray, director in production department of WJXT(TV) Jacksonville, Fla., appointed production manager.

NEWS

Bob Kimmel, news editor, WABC New York, named special projects editor, responsible for news documentaries and special events coverage. Paul Ehrlich, reporter in charge of city hall bureau, named editor, radio news.

Jim Pennington, newscaster with KGBC Galveston, Tex., named news director, succeeding Jim Curran, who joins Houston Chronicle as reporter.

Dave Kniese, with WOED Dunkirk, N. Y., joins WBSF Rochester, N. Y., as evening news editor.

Joe Jordan appointed investigative reporter at WJXT(TV) Jacksonville, Fla. Richard Brown, free-lance writer, joins news and public affairs staff of WJXT.

FANFARE

Robert W. Sarnoff, president of RCA, was decorated last week in New York by Edouard Morot-Sir, cultural counselor of French Embassy, as Officer of French Order of Arts and Letters. Mr. Morot-Sir, noted NBC has presented notable television programs pertaining to French culture, including The Louvre.

Howard Berk, director of information services for CBS Television Stations Division since 1960, appointed to newly created post of director of special projects for New York Yankees, which is owned by CBS Inc. Leonard Chaimowitz, member of CBS-TV Stations Division’s information services staff since March 1966, named to succeed Mr. Berk as director of information services.

E. Ray Jensen, assistant director of advertising and promotion for WTTG (TV) Washington, appointed director of broadcast promotion for WPHL-TV Philadelphia.

Roger C. Ottenbach, promotion manager for WEEK-TV Peoria, Ill., named promotion and merchandising director for WNEK-TV Petersburgh-Richmond, Va.

Robert A. Kubicek, formerly manager of international marketing for Zenith Radio Corp., named president of Compass 4 Public Relations, division of Gardner, Stein & Frank Advertising, Chicago.

Eric W. Ober, sales promotion supervisor with WCBS-TV New York, named senior press representative.

John Rappaport, promotion manager for Carson/Roberts Inc., Los Angeles, appointed promotion, publicity, advertising account executive for KLAC, that city.

Tom Wheeler, manager of public relations and advertising for American President Lines, San Francisco, named assistant to president-PR and advertising of World Airways Inc.

EQUIPMENT & ENGINEERING

Richard R. Hough, VP-engineering, AT&T, New York, named VP-long lines department succeeding Lowell F. Winger, who has been elected president of Mountain States Telephone and Telegraph Co. Kenneth G. McKay, executive VP-systems engineering, Bell Telephone Laboratories, succeeds Mr. Hough VP-engineering, AT&T. Jack A. Baird, executive director, switching system engineering division, Bell Laboratories, elected VP.

Newland F. Smith, former senior consultant, engineering department, CBS-TV New York, appointed assistant to president, Visual Electronics Corp., same city.

Rolf Haag, advertising manager for Audio Devices Inc., New York, appointed manager of marketing.


Frank P. Louchheim, television sales planner for Philco-Ford Corp., Phila-
BBG members appointed

Four new part-time members have been appointed to Board of Broadcasting Governors, according to State Secretary Judy LaMarsh in Ottawa. The new members are Dr. Gordon Waddell Thomas, a surgeon from St. Anthony, Nfld.; Major Reid, a farmer from Sours, Prince Edward Island; Eduardina Dupont, who has operated her own collection agency in Trois-Rivieres, Que., since 1926; and Guy Rocher, professor of sociology at the University of Montreal.

There are 12 part-time members on the 15-member BBG. Part-time members serve three-year terms.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Oct. 20 through Oct. 26 and based on filings, authorizations and other FCC actions. (Editor’s note: For the RECORD, effectve today, has been reorganized. All applications and actions by the FCC, its Broadcast Bureau, review board, hearing examiners, etc. will be found under eight overall headings: New TV, Existing TV, New AM, Existing AM, New FM, Existing FM, CATV, and Ownership Changes).

New TV stations

APPLICATIONS

Tulsa, Okla.—KTOW-TV Inc. Seeks UHF ch. 29 (560-566 mc); ERP 35.7 kw Vis. 7.14 kw aur. Ant. height above average terrain 974 ft.; ant. height above ground 587 ft.; P.O. address: 1201 North Maple, Sand Springs, Okla. 74074. Estimated construction cost $195,000; first-year operating cost $105,000; revenue $265,000. Geographic coordinates 36° 10’ 45” north lat.; 96° 04’ 27” west long. Type trans RCA VTV1-B; Type ant. Jampro 772-6-O-A59. Legal counsel Eugene T. Smith, consulting engineer Commercial Broadcasting, October 31, 1966
### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 27

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV-VHF</th>
<th>TV-UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON AIR</td>
<td>4,072</td>
<td>1,510</td>
<td>475</td>
<td>93</td>
</tr>
<tr>
<td>NOT ON AIR</td>
<td>18</td>
<td>50</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS for new stations</td>
<td>396</td>
<td>220</td>
<td>24</td>
<td>108</td>
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</tbody>
</table>

### AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 27

<table>
<thead>
<tr>
<th>Stations</th>
<th>AM</th>
<th>FM</th>
<th>TV-VHF</th>
<th>TV-UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>519*</td>
<td>232</td>
<td>754</td>
<td>86</td>
</tr>
<tr>
<td>UHF</td>
<td>Total</td>
<td>70</td>
<td>156</td>
<td></td>
</tr>
<tr>
<td>Noncommercial</td>
<td>70</td>
<td>156</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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>Licensed (all on air)</td>
<td>4,059*</td>
<td>1,498</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>74</td>
<td>261</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,157</td>
<td>1,782</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>312</td>
<td>135</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>37</td>
<td>70</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>382</td>
<td>203</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>189</td>
<td>36</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>37</td>
<td>0</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>226</td>
<td>36</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>1</td>
<td>0</td>
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</tbody>
</table>

*Breakdown on UHF and VHF stations not available.

### OTHER ACTION


Area, F.R.--Caribbean Broadcasting Corp. Seeks UHF ch. 54 (718-718 mc); ERP 4.3 kw V, 0.9 kw aur. Ant. height above ground 146 ft. (including lightning protectors); above average terrain 98 ft. P.O. address: 32 Jose de Diego Ave., Arecibo, 00613. Geographic coordinates: 18° 20' 25' north lat.; 65° 42' 45' west long. Type trans. GE 477TA1. Type ant. GE 91-21-E. Legal counsel A. L. Stein, consulting engineers.


### FINAL ACTION

San Francisco—Television San Francisco.


### INITIAL DECISION

*Hearing Examiner Charles F. Naumowitz issued a partial initial decision in proceeding on applications of Trend Radio Inc., and James N. Blankenship for new TV stations to operate on ch. 26 in Jamestown, N. Y. in Lawrence 11712-2. (1) adopted findings and conclusions on issue added by the review board concerning staffing proposal of Trend Radio (2) continued further hearing procedures pending further order and (3) transmitted the partial initial decision to the review board. Action Oct. 26.

### OTHER ACTION


### ACTIONS ON MOTIONS

Hearing Examiner Charles J. Frederick on
October 19 on his own motion, rescheduled hearing from 10:00 a.m. to 2:00 p.m. Oct. 20, in proceeding on opposition of Chamber of Adirondack Television Corp. and North- east TV Company, both Albany, N. Y. (Docs. 16787-8).

Hearing Examiner David I. Krauscha in proceeding on TV station application of Dr. Marvin H. Osborne, Jackson, Miss., for license to operate station in Jackson, Miss. (Doc. 16730). Hearing examiner filed report and proposed order on Oct. 26.

In proceeding on TV station application of Chapman Radio and Television Co., Homewood, Ala., for license to operate station in Homewood, Ala. (Doc. 16751), hearing examiner filed report on Oct. 19 and proposed order on Oct. 24 in proceeding on opposition of Chapman Radio and Television Co. to hearing examiner's order which amended its application in regard to radio-to-television conversion, effective Nov. 1, 1967 (Doc. 16753). In proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y. et al., and KFRA (Television) Inc. for license to operate station in Rochester, N. Y., hearing examiner filed report on Oct. 26 on objection of applicant KFRA (Television) Inc. to the filing of a copy of the documentary material pursuant to direction of proceeding and the hearing examiner's order, effective Oct. 28, 1967, on the objection to the hearing examiner's order. In proceeding on TV applications of WBBM, Chicago, for license to operate station in Chicago, Ill., and in proceeding in opposition of KTLA, Los Angeles, Calif., for license to operate station in Los Angeles, Calif., with the oral argument for Oct. 26 on objection of applicant KTLA, Los Angeles, Calif., to the hearing examiner's order, effective Oct. 28, 1967, on the objection to the hearing examiner's order, to which the hearing examiner was granted leave to amend its application (Docs. 16568, 17070).

CALL LETTER APPLICATIONS

• KTVK, TV Inc., Orlando, Fla. Requests WORU-TV, Ch. 10.

• Cold Air TV Inc., Gary, Ind. Requests WGMJ(TM), Ch. 10.

• Highwood Service Inc., Topeka, Kan. Requests KGTV, Ch. 10.

• Ak-Sar-Ben Bd. Inc., Omaha. Requests KABS-TV, Ch. 10.

Existing TV stations

FINAL ACTIONS

KGS-T (San Jose, Calif.) Granted mod. of CP to change ERP from 6,700 kw (vis. change trans. location, type of trans. of CP to change trans. location, effective Jan. 1, 1968) to 32 kw (vis. change trans. location, type of trans. of CP to change trans. location, type of antenna, effective Jan. 1, 1968).

KBLU-TV Yuma, Ariz.—Broadcast Bureau granted license to operate new TV station, effective Oct. 25.

KQVR-TV Lead, S. Dak.—Broadcast Bureau granted CP to change trans. location, height of antenna and type of antenna, effective Jan. 1968.

KLO-TV Sioux Falls, S. Dak.—Broadcast Bureau granted CP to change trans. location, height of antenna and type of antenna, effective Jan. 1968.

KPTW (TV) Fort Worth, Tex.—Broadcast Bureau approved engineering data submitted pursuant to fifth report and order in Doc. 16299 (amended the CP of KPTW (TV) to increase ERP from 1,500 to 32 kw, to change antenna location from 3500 Barnett Street, to reduce height from 1,000 ft. to 500 ft., to change trans. location, height of antenna and type of antenna, effective Jan. 1, 1968).

KPLX-FM (TV) Laredo, Tex.—Broadcast Bureau granted license to operate new station, effective Dec. 1967.

OTHER ACTIONS

• Review board granted petition filed on Oct. 18, by Tri-City Broadcasting Inc., for extension of deadline to file trans. to Charlotte, N. C., in which to file on opposes petition to enlarge CP C.R., to which the Bureau granted leave to amend application, effective Dec. 1967.

• Review board granted grant of license to reduce ERP from 4,000 kw to 2,000 kw, effective Dec. 1967.

EXECUTIVE SALES MANAGER

Top-Flight Radio & TV Shows

EXECUTIVE SALES MANAGER

HARTWEST PRODUCTIONS, INC.
HARTWEST TELEVISION, INC.

The Warwick Third Floor
65 West 54th St., New York City

30 Rock Plaza, New York, N. Y.

For Appointment Call Claire Oliver at 212 JUDSON 6-7277
KDES Palm Springs, Calif.—Broadcast Bureau granted request for license to install new antenna, installation of new trans. (main); change in main trans. location; change in location for auxiliary purposes. Action Oct. 19.


WGBS Miami—Broadcast Bureau granted request in relocation of trans. to 1.5 mi.nw.of Colorado Springs and makes changes in new antennas. Action Oct. 19.


KSSQ Minneapolis —Broadcast Bureau granted request for change in location of license of Royal Broadcasting Co. Inc. (KSSQ) and application of Radio KQAL Inc., both in Minneapolis. Action Oct. 19.


WGAN Portland, Maine—Broadcast Bureau granted CP to install new antenna as an alternate main trans. at main trans. location; remote control granted. Action Oct. 19.

KTEF Fergus Falls, Minn.—Broadcast Bureau grants request for relocation of trans. to new height, power, change in antenna system, with specification of type trans.; and change in antenna location (main). Action Oct. 20.

WXTN Lexington, Miss.—Broadcast Bureau granted request for relocation of trans. to new location of antennas in change in antenna system, with specification of type trans., and change in antenna location (main). Action Oct. 19.

KMAQ Maquoketa, Iowa—Broadcast Bureau granted CP to make changes in antenna system, condition. Action Oct. 19.

KQRX Fort Myers, Fla.—Broadcast Bureau grants request for relocation of trans. to a new location. Action Oct. 20.


Professional Cards

JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 20001

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Washington 4, D. C.
Telephone District 7-1205
Member AFCC

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Blvd, National 8-7757
Washington 4, D. C.
Member AFCC

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0112
Washington 4, D. C.
Member AFCC

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lenz, Chief Engr.
PRUDENTIAL BLDG.
713-1319
WASHINGTON 20005

A. D. Ring & Associates
42 Years' Experience in Radio
Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member AFCC

GUY C. HUTCHESON
817 Crestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCC

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCC

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCC

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 30th St., N.W.
Washington, D. C.
Federal 3-7116
Member AFCC

JOHN B. HEFFELFINGER
9208 Wyoming Pl, Hilland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
& ASSOCIATES
9th Floor, Securities Bldg.
720 15th St., N.W. 20005
Washington 5, D. C.
Member AFCC

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
Phone 592-1394 Res. 593-6706

PETE JOHNSON
& Associates
CONSULTING AM-FM-TV ENGINEERS
Box 220
Charleston, West Virginia

RAYMOND E. ROHRER
& Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCC

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Washington 4, D. C.
Telephone District 7-1205
Member AFCC

OSCAR LEON CUELLAR
CONSULTING ENGINEER
2044 East Edison
Phone (Area Code 602) 326-7805
TUCSON, ARIZONA
Member AFCC

MERL SAXON
CONSULTING RADIO ENGINEER
422 Hoskins Street
Lafayette, Indiana 47902

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 59
West Terra Haute, Indiana 47885
Dreux 8908

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733

CHARLES NEENAN ASSOCIATES
Television Lighting and Audio-Visual Consultants
Bridgewater, Connecticut 06752
(203) 354-9055

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multtronics, Inc.
Multtronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301-427-4666
Member AFCC

RICK MEYER
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ROXER TELEVISION SYSTEMS
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120 East Fifth St.
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(212) 752-4922

BROADCASTING, October 31, 1966

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASURING SERVICE
445 Concord Ave.
Cambridge 38, Mass.
Phone (Area Code 617) 497-2520

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers
among them, the decision-mak-
ing station owners and manag-
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BROADCASTING MAGAZINE
1735 DeSales St., N.W.
Washington, D. C. 20036
for availability
Phone: (202) 385-1022

BROADCASTING, October 31, 1966

91
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

DISPLAY ads $25.00 per inch - STATIONS FOR SALE, WANTED to BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising are accepted for display space. 3" or over billed R.O.B. rates.

All other classifications, 35¢ per word—$4.00 minimum.

No charge for blind box number. Send replies to: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20006.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge each for handling. (Forward resistances separately please) All inquiries will be answered promptly. Responses to radio stations and late replies are sent at corner.<br />

ANNOUNCEMENTS

Top 49 dj, medium market, New England. Immediate opening. Send complete resume, photo and references. Reply to Box H-36, BROADCASTING.

Midwest group now scouting for boss jocks and newsmen. Send sales experience for Box K-16, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Middle of the road music format. Send 1st class resume and air check in first letter to Box K-186, BROADCASTING.

Wanted—announcer/salesman with 1st ticket. No maintenance for 5 day, evening air shift. Very competitive salary for announcing, liberal commission for sales. Box K-321, BROADCASTING.

Attention soul brothers. Station listed in the top 10 markets on the east coast with R&B format is looking for a live wire. Send aircheck and a resume. Our D.J.'s know of this ad. Box K-272, BROADCASTING.

Single station market needs announcer with first class ticket. If you can't prove to be the world's greatest but must be a responsible, conscientious individual, opportunity for advancement. Beginning salary commensurate with ability. Box K-286, BROADCASTING.

Announcer—salesman must be pro at both. Excellent opportunity for right man in medium market rapidly growing. Married preferred. Immediate opening Box K-285, BROADCASTING.

Wanted: Announcer with experience and a third class ticket, with an endorsement. Send resume to Box K-333, BROADCASTING.

Upstate New York daytimer with new building and equipment needs hardworking announcer-salesman. 15 hours announcing, 20 hour sales. Pleasant working conditions $400.00 month. Ambition much more important than experience. Box K-339, BROADCASTING.

Announcer-farm director with experience or college graduate will training back ground to develop and MC farm programming. Midwest, Box K-560, BROADCASTING.

Announcers-(cont'd)

Opening soon for experienced, informed announcer in fast growing small market. Happy ship for right man. Send resume and tape to Box K-307, BROADCASTING.

Need staff for station going country. 1st phone announcers, no maintenance day shift. (2) DJ's, center writing (1) girl announcer full time regional located hours drive from Wash., D. C. Top dollar paid for good people. Send tape, photo, resume to Box K-389, BROADCASTING. Go to work in 2 weeks.

Expanding company needs experienced announcer with 3rd ticket for good music stations in the West. Send complete resume, tape and air检查 in first letter to Box K-382, BROADCASTING.

First or 3rd phone. Lots or action as MOR dj in 60,000 population city, mobile news reporting, commercial writing and sales. Salary competitive and you get paid well. Call area code 303-384-2941. If you're serious, sincere, responsible, cooperative, and willing to work with recognized experienced broadcasters on a growing, progressive station in single station Colorado market, with network. Box K-310 BROADCASTING.

Announcer with pleasant authoritative delivery for middle-mite Texas station. Do not send tape. Box K-379, BROADCASTING.

Country & western announcer for large mid-western station. Announcer with easy down to earth style. Must run tight, be friendly, personable. Prefer 1st class ticket. Box K-389, BROADCASTING.

Small market upper midwest station needs bright, mature morning man, 80% wages in wonderful community. Box K-387, BROADCASTING.

New Jersey—If you are an experienced announcer able to deliver news and commercials with relaxation and a calm, relaxed manner send resume and tape, Interview required. Box K-401, BROADCASTING.

Wanted...1st phone announcer with better than average newscast. Mobile news delivery. No maintenance day shift for MOR music station in bustling Ball area. Start at $525 per mo. All reply with resume, photo for tape. Box K-403, BROADCASTING.

New Major market Ohio top 40 fulltimer ready for air; needs imaginative talent now. Box K-411, BROADCASTING.

Top-rated contemporary music station needs top-rated personality who's looking for top play and good working conditions in beautiful western Virginia metropolitan market his midwest. Send resume and tape and resume to Box K-413, BROADCASTING.

First phone for evening including 3 hours. Pay $1500.00 plus. 2100 watts. More for experienced. Send audition tape to Benning Ferguson, KFMF, Sierra Vista, Ariz.

Immediate opening for an experienced announcer who might also like sales. A good small midwest class 3, lots plus commission. Call Manager Ralph at ext. 119 for tape.

 Experienced first phone, KLO, P.O. Box 1499, beautiful Ogden, Utah. Number one station—tape, resume.


1st phone. Must be able to swing on night shifts. Send audition, resume & salary. Need close to Nov. 15th. KOLY, Box 660, Scottsbluff, Nebraska.
Announcers—(cont'd)

Experienced, 1st ticket. Excellent opportunity. 500 monthly with benefits. Send resume, KSEF, Shelby, Montana.

Immediate opening. Experienced announcer. Must have phone. First phone preferred. Send resume and tape to KYSL Box 1689, Alexandria, Louisiana.

Adding midnight to 8 a.m. man. Must have first and broadcasting experience. Contact George Nagy, WjQuery, BBR, Wichita, Kansas. Immediate opening.


Announcer-first ticket, rush tape including commercials, news, dj performance; background resume. References to General Manager, WCLU Broadcasting Company, Inc., 1115 First National Bank Blvd., Cincinnati, Ohio 45202.

Worth checking—announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit. WDEI, Howell, Michigan.

First phone announcer. New daytimer. No maintenance. Tape, resume, WHYP, North East, Pennsylvania. Immediate opening—staff announcer; light experience acceptable; must have potential. Send resume, tape, photo to WHYS Gouverneur, New York.

Immediate opening, nightman, teen-college audience; top rated, promotion-minded organization. MGR-technical. Multi-station market. WJON, St. Cloud, Minnesota.

Immediate opening straight staff board announcer. Some experience. Send resume. Immediate opening, nightman, 3rd class. Send resume and tape to WLPM, Suffolk, Virginia.

We need a good all-around air man for our contemporary format. Usually well equipped station in our own modern building. Station has excellent positions among small congenial staff. Moderate winter climate. Great potential. Good salary, insurance, and tapes included. Letters, resumes, and full photo will be exhibited if interested. Send resume and references to WLPM, Suffolk, Virginia.

Announcer opening. Male with third class ticket. Good music plus special rock programs and commercials. Must be able to write, produce, and perform. Also do play-by-play. Send resume and tape to KPOST, San Diego, California.

We need an immediately announcer with 3rd class ticket held. Will train inexperienced. Qualified will be given first consideration. Send resume and tape to KTOM, Victoria, Texas. 25732.

Announcer to develop news/sports leadership at this adult CBS affiliate in city of 14,000, located between Cincinnati and Louisville. Must be able to take, type, new sports—will become news director in six months. Must have full details for all necessary General Manager, WORX, Madison, Indiana.

Florida: 2500 watt, NBC, fulltimer in the Cape Kennedy area needs experienced first class announcer. Must have first class maintenance and one midday for a top job. In a top market. Send resume, tape, to KWKY, Lake Jackson, Florida. Immediate opening.

Announcer wanted with first phone. Emphasis on sales. Must have drive-time or second shift. Send resume, tape and references to KWKY, Lake Jackson, Florida. Immediate opening.

Send tape, resume and references to WEGG, Chico, California. No replies.

Real career looking for opportunity in production. First class air work with strong background in creative and imaginative contemporary 24 hour format. Send resume, tape, pic, details to WROV, Roanoke, Virginia.

Announcers—(cont'd)

Announcer wanted with first phone. Emphasis on sales. Must have drive-time or second shift. Send resume, tape and references to KWKY, Lake Jackson, Florida. Immediate opening.

Smooth announcer for early evening program on leading CBS station in downtown Illinois. Send resume, tape, resume to WSOY, Box 2520, Decatur Ill.

Midwest openings for announcers, newsmen and salesmen. AM/FM separation and experience. Can lead to administration. N. Can phone calls. Resume first, tape later. Box 60, West Bend, Wisc. Immediate engine.

City, New York. Have opening for first phone who is interested in engineering also board work. Mid-west location. Call 414-377-4460.

Announcers earn extra money—agency needs top ten salaries. Call current vacancies in your studio. Good talent fees. Rush audition tape to Davis Enterprises, P.O. Box 981, Lexington, Ky.


1st phone-great opportunity to learn automation-immediate opening. Capable of delivering good copy. Resume and tape to Norm Pike, Houghton Lake, Michigan 48628.


Have opening for first phone who can do play-by-play midwest location. Call 614-377-4460.

Technical—(Cont'd)

Engineer experienced AM-FM-TV first-class license. Must have had experience in above. Overseas position minimum two year commitment. $12,000 year. Box K-115, BROADCASTING.

Engineer experienced AM/FM operation. Have CP 000 first-class license. Must be able to work. N. Baydush. Must be able to work. Phone 703-539-2394.

Montana 1kw DA 2 remote needs chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Some experience in similar position required. Send resume, phone number to WLPM, Sullivan, Virginia.

Bostton station needs recording engineer with first phone. Must know good production. Must be able to work with a Top 40 station. Send resume to Box K-189, BROADCASTING.

Benson station needs engineering with first phone. Must know production and be able to follow instructions without constant supervision. Send resume to Box K-189, BROADCASTING.

WISCONSIN: Chief engineer for east coast major market top 10 directional. Excellent salary. Good living conditions. Box K-353, BROADCASTING.

Chief engineer for Dallas AM station to do production work. Must have good production and general engineering ability. Resume and references to Box K-353, BROADCASTING.

Ohio major market AM/FM station needs stable technician with first phone license to replace retiree. Top employee benefits. Must be skilled. Send resume, references and phone number to Box K-361, BROADCASTING.

Announcer wanted for midday position to go with new morning show. Experience desirable. Send resume, references and tapes to KXAS, Fort Worth, Texas.

Assistant chief engineer needed for south Texas network station. Box K-360, BROADCASTING.

Immediate opening for engineer to 2 tower directional. Send resume, references, and details to WORX, Madison, Indiana.

Announcer, 1st ticket, directional experience. Good salary, new equipment, daytime. Some announcing experience preferred. Salary range $12,000 for minor market. Send resume and references to General Manager, WCLU Broadcasting Company, 1115 First National Bank Blvd., Cincinnati Ohio 45202.

1st class engineer-announcer, WEGG, Owego, N. Y. Send resume to Box K-371, BROADCASTING.

Immediate opening for experienced first phone maintenance engineer. No announcing. Send resume to WPTL, Fort Lauderdale, Florida. Area 305-666-6821.

Chief engineer must be able to maintain equipment, do proof, and other duties in connection with background music operation. No announcing involved. WLAG Radio, LeGrange, Georgia.

Need immediately, 2 operators with first class license for radio/TV operation. Will accept those without experience. Pat Finnegan, C.E., WLBC AM-FM-TV, Muncie, Indiana 47302.

Chief engineer needed. We are switching to fulltime non-competition. Will consider 80- 000 watts FM stereo and going into background music operation. We are looking for a take charge chief who can maintain all our equipment and against background music systems. No announcing. Top salary and good benefits. Send resume, tape, and references to WAWA, Platteville, Wisconsin.

Engineers—First ticket–studio, transmitter shifts. Excellent station, WIBX, Utica, New York. WNNY, Utica, New York. Send resume and references to WSWW AM-FM, Platteville, Wisconsin.

NEWS

Newman, Good opportunity for all-around newsmen in New York metropolitan area. Must have several years experience in gathering and writing news stories with rapid advancement for man with administrative potential. Excellent salary. The Top station. We employ fifty people. Only applicants completing complete application and interviews will be considered. Box K-393, BROADCASTING.

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-395, BROADCASTING.

Wanted—A self starting newsmen. Send tape and resume to K-FAY, P. O. Box 360, Chico, California.

News director, Negro format station. Good pay, fringe benefits, working conditions. Resume non-directional AM, installing 50-000 watts to WCTN, 106 Glenwood Avenue, Cincinnati, Ohio.

Immediate need for an experienced newsmen who wants to assume the responsibility of heading the WDBQ news operation. If you have the background, contact Terry Dorsev, WDBQ, DuBuque, Iowa. 582-8241.

Immediate opening for experienced dedicated newsmen, to gather news. Must be strong on actualities. Opportunity to expand into fulltime community and talk programming. Salary up to $140 weekly depending on experience. Send tape and resume to Box K-397, BROADCASTING, Altoona, Pennsylvania. No collect phone calls.

Newsmen with writing ability and mature voice wanted. Send resume and audition tape to WSWW AM-FM, Platteville, Wisconsin.
**Production—Programming, Others**

$16,000 per year to start for program director—Rather is a liberal-minded manager who recently supervised production of six remote network specials and is now available for southeast top 40 station in competitive market. Loves music and can handle all aspects of production. Mail or phone W.G. tiley, Program director, WABJ, Adrian, Michigan.

**Experience and creative copywriter for network station in beautiful Texas resort city—Mail photo, tape and sample copy to Box K-335, BROADCASTING.**

Midwest medium market, 5,000 watts, country & western station needs program director. Box K-396, BROADCASTING.

**WXY-FM est. radio America’s hottest new station needs a producer to produce one-hour 40 minute production with sound man who can also pull an air shift. Top money for the right guy but you must be hot on production. Rush tape and resume to Box K-398, BROADCASTING.**

**RADIO**

**Situations Wanted—Production**

Ten years in ownership, available as station manager. Box K-230, BROADCASTING.

Manager/pd position wanted—Country & western format, first phone, sales, maintenance experience. Box K-358, BROADCASTING.

General manager — 8 years — outstanding production of 500+ 12 minute spots with a great deal of experience. Small midwest market. Box K-396, BROADCASTING.


**WNEW, PR man who knows what blows when the sun shows. Box K-393, BROADCASTING.**

**Experienced metro market general manager with outstanding record of upgrading station to highest income, profit, and ratings. Sales income, over $1,000,000, tripled to $21 million position. Presently employed with national firm. Desire management or sales management with aggressive group operation. Call 641-844-5476.**

**Production manager 38, ready to move to general manager. College, ten years experience. References. Box K-393, BROADCASTING.**

**Management—(Cont’d)**

Top announcer—writer-programmer and planner and what it takes to make a di-sposable, dependable, willing to travel. For resume send photo and letter. Box K-399, BROADCASTING.

Negro announcer—year experience with all around ability. Formally number one Soul jockey in south will consider any offer to join third phone. Box K-417, BROADCASTING.


**Technical**

Consulting engineer seeks permanent position as working chief. Box K-98, BROADCASTING.

Engineer. Maintenance, construction, handle technical department, and radio production. No traveling. Presently located on northeast coast but will relocate for good position. Box K-265, BROADCASTING.


Looking for major market chief? 15 years progressive broadcast and communications experience including management, chief engineer, AM and TV in medium markets. Ask for resume and good words from previous employers. Box K-409, BROADCASTING.

**NEWS**

News department need a shot in the arm? Let me build news sound into dynamic, exciting and audience attractive. Proven success director of seven-man news department in five figures. Box K-396, BROADCASTING.

**Experienced newsmen. Strong local news — College grad. Box K-414, BROADCASTING.**

**Production—Programming, Others**

**WANTED**—Large market sports and/or administrative position. Nineteen years as sports, sales and program director. Taylor—344-4878 or Box K-396, BROADCASTING.

Midwest pro seeking advancement to programming with solid group operation. Box K-394, BROADCASTING.

**Self-starting. Program director-announcer currently employed by major market. Looking for change of atmosphere. Claim no great things for myself except a great love for the business and the group. I am married have two children which makes it necessary to provide executive type experience, sound good, draft free and no personal problems. Desire to settle down in a permanent location and give my best to a company. Best references. Currently at $160 worth. No commutes.**

WANTED: Writer-producer, radio/TV/films, seeks position as documentary producer, news director or entertainment producer. Work in New East or West Coast area. Box K-475, BROADCASTING.

**Experienced broadcaster. Radio production, news, fd.—TV newsmen. Strong writing, creative. Family man. Call 513-582-7009.**
TELEVISION
HELP WANTED

Management

General sales manager—Opportunity in group operation. Strong on motivation and supervision, experience handling national sales in conjunction with technical personnel. Production advancement to station manager in expanding company. Salary and liberal incentive open to negotiate. Send resume and photo to Box K-369, BROADCASTING.

Sales

Young Florida VHF television station seeks young aggressive salesman seeking permanent position with unlimited opportunity in the land of sunshine. Radio salesman considered. Send resume and three references. Box K-263, BROADCASTING.

Announcers


Midwest medium market VHF needs several versatile commercial announcers, immediately. Good pay, fringe benefits and excellent opportunity for advancement. Maintain good ratings. Send resume and tape to Box K-376, BROADCASTING.

Announcer/sportscaster—experienced—writes, produces and announces on all levels. Send resume, photo and salary requirements to Box K-376, BROADCASTING.

Young announcer—opportunity to work with outstanding announcers in the beautiful mid-Atlantic market. Send photo, resume and salary requirements to Box R-406, BROADCASTING.

Immediate opening for a young person with commercial experience who is capable of handling live television commercial assignments and hosting live color TV programs. Potential requirements and videotape to Mr. George Resting, Program Director, Sinclair Broadcasting, 143 Waterford Drive, New York, New York 10011.

Announcer: Immediate opening for an entry level position at a growing VHF station in the southeast. Must be able to travel. Send resume and photo to Box K-298, BROADCASTING.

Immediate opening in the south east for an experienced announcer with good single copy writing skills. Send resume, photo and salary requirements to Box K-198, BROADCASTING.

Immediate opening for a technical director/director switcher. Must be experienced with solid state equipment. Send resume and photo to Box K-369, BROADCASTING.

Immediate opening for two television engineers in the midwest. Send resume and photo to Box K-369, BROADCASTING.

Technical—(Cont'd)

Maintenance engineer. Fine opportunity for first rate man familiar with installation and maintenance. Good starting salary and advancement as experience and qualifications warrant. One of mid-Florida's best markets and live, on-the-air experience. Liberal benefits. Box K-352, BROADCASTING.

Maintenance technician, union scale to $12,000 plus good fringe benefits in growing midwest area. Permanent secure position with major broadcasting company. Experience essential. Send resume to Box K-369, BROADCASTING.

Top ten city, northeast, has openings for two television technicians. Must be capable of working in a professional environment. Apply with large AM-FM-TV (VHF) staff. Excellent working conditions. Send resume and photo to Box K-369, BROADCASTING.

Excellent opportunity for two television transmitter engineers with south Texas station. Send resume and photo to Box K-369, BROADCASTING.

Texas station has opening for engineer trainee. Must have first class license. Box K-369, BROADCASTING.

Immediate opening in major eastern market for engineer w/first phone and strong VTR experience in B&W color. Send detailed resume to Box K-369, BROADCASTING.

TV studio technicians, experienced, northern Calif, full color operation. Good salary. Contact WVCX-TV, Sacramento, Calif. Tel: 916-444-7200.

Switcher-engineer would consider trainee with 1st phone, immediate opening, contact Chief Engineer KNO-TV, North Platte, Nebraska.

KREX-TV has immediate openings at three class license required. TV storage studio and transmitter experience desirable but not necessary. Send resume to James H. Meyer, P.O. Box 798, Grand Junction, Colorado.

We are interested in employing two television studio announcers to work for a progressive company in a typically midwestern Iowa community. Our studio facilities are equipped with all solid state RCA color equipment. We have one opening for experience work and another for operational work at television master control. Contact: E. M. Tink, KWWL-TV, Waterloo, Iowa.

Immediate openings for experienced color video technicians. Also need experienced Ampex color technicians. Permanent jobs available in major market high power UHF station. Salary plus commission arrangements. Contact: Director of Engineering, WPHL-TV, 1930 E. Mermaid Lane, Philadelphia, Pa. 19118

TV maintenance engineer—First phone, color or experience, good references. Write Mr. G. Rogan, WRC-TV, Washington, D.C. We have several positions, only one capable maintenance experience considered.

WTOC-AM-FM-TV, Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief Engineer, P.O. Box 656, Savannah, Georgia 31402.

Sarkes-Tartarian Broadcasting stations are in need of technical people with first class licenses for various locations in Indiana. Contact: Engineering Director, WTTV, 3460 Buff Rd., Indianapolis, Indiana. Phone 317-877-2211.

The University of Michigan has an immediate opening for engineering auxiliary. Applicants should be experienced in installation and operation of equipment. License preferred. Opportunity to enroll in part-time university studies may be arranged. Starting salary commensurate with experience and ability. Liberal benefit program. Program Director's office, University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An equal opportunity employer.

Chief engineer for one of our TV stations in Ind. Combination of experience, technical skill and personal abilities needed. For more information contact Elmer C. Snow, 3460 Buff Road, Indianapolis, Indiana, phone 317-654-4321.

Chief engineer able to take full charge of 2 UHF television stations. Unusual opportunity. Call 301 EM 4-1844.

NEWS

Need experienced newsman to direct radio-television news department of growing midwest station. Send resume, photo and tape to Box J-389, BROADCASTING.

Experienced news director needed for midwest station. Box K-389, BROADCASTING.

Talent, company benefits, above average salary, excellent work environment—radio and television newsman at northwestern Pennsylvania station. Must have at least 2 years experience and be capable of handling growing news operation. Send resume and photo to Box K-419, BROADCASTING.

Northern New England station needs all around man with growing assignment. Send resume and photo immediately. Excellent opportunity in 3 station market. Write: General Manager, WABI-TV, Bangor, Maine.

Experienced news director needed immediately, major eastern network. Send photo and salary history to Box K-389, BROADCASTING.

Production—Programming, Others

Personal, attractive gal wanted to do kid and women's show daily for midwest group TV station. Office duties. Send VTR or film if possible, or photo plus audio tape, as first step leading to preliminary interview. Great working condition, fringe benefits. Reply in full immediately to Box K-143, BROADCASTING.

Producer-director needed in midwest medium market. Heavy live TV assignments. Opportunity for self expression. Starting salary: $4,000. Applicant must have license, be accepted by station. Send recent photo and resume to Box J-389, BROADCASTING.

Producer-director needed at midwest VHF. Excellent chance to move up. Send resume and photo immediately to Box K-369, BROADCASTING.

Director for middle sized VHF in midwest. Will handle news, programming, current affairs. Salary and benefits to match. Send photo and salary requirements to Box K-376, BROADCASTING.

A director-switcher and a projectionist is needed by Texas Gulf coast station. Box K-389, BROADCASTING.

Sales and program promotion manager with some previous experience in radio or TV. Interested parties should send resume, photo and salary requirements to John MacRae, Manager, WABI-TV, Bangor, Maine.

Studio camera man and 1 floor director needed immediately for a smooth functioning production crew. Good TV experience and salary required. Send complete resume and salary requirements immediately to Box K-389, BROADCASTING.

Director. Leading southern station with most modern production facilities. Opportunity for creative director capable of switching and all other phases live production. WSAV-TV, Savannah, Georgia.

Art director—Experienced art director needed for new Kaiser-Boston Globe TV station in Boston. Send complete resume of professional experience to Mr. Rose, P. O. Box 630, Boston, Mass. 02102. An equal opportunity employer.

TELEVISION
Situations Wanted

Management

Manager—Sales manager. Know group operations, sales, production & promotion. Worked in large and small markets. Currently VP in charge of broadcast media with major market ad agency. Available to return to broadcast field. Excellent references. Box K-400, BROADCASTING.

Well known manager available within 30 days due to sale of station. Complete knowledge of overall management of sales, production & promotion. Strong on administration sales and programming. Budget oriented. Formerly at top agencies, regional and national, reps, and networks both radio and television. Box K-421, BROADCASTING.

BROADCASTING, October 31, 1966
FOR SALE—Equipment

**FOR SALE**

**Sales**

Los Angeles area. Excellent metro sales record. Need new challenge. Box K-335, BROADCASTING.

**Announcers**

Talented EMCEE. 12 years major market TV. Past 5 years as emcee on G&O shows. Current position six air. New seeking new opportunity. Married, family, best references. Box K-401, BROADCASTING.

**Technical**

Technically oriented young family man seeks position as assistant chief engineer, maintenance supervisor. Four years TV, A.A.S. degree, first class. Box K-332, BROADCASTING.

Wanted chief engineers job. Plenty of experience in control construction, trouble shooting, plus microwave, electrical engineering training. Not a floater. Box K-410, BROADCASTING.

**NEWS**


Director, special features. Cameraman, writer-editor, newsmam. Two awards, top reference.現有の位置に移動する。Box K-334, BROADCASTING.

Presently employed, married, college graduate. 7 years TV experience. Summer director, special features. TV commercials and production. Box K-381, BROADCASTING.

**Production—Programming, Others**

Need producer/director with program management potential? MA degree with commercial experience in major market. Write Box K-327, BROADCASTING.

Presently employed, married, college graduate. 7 years TV experience. Summer director, program administration—program operations & production. Seeks challenge in programming or production with opportunity for advancement. Box K-341, BROADCASTING.

WANTED TO BUY

**Equipment**

We need used, 25A, 584A, 1kw & 10 kw AM transmitters. No Junk Guarantee Radiocorp., Corp., 1341 Turbo St., Laredo, Texas 78040.

Used 5 or 10 kW transmitter needed for College radio station. Box K-32, Southwestern College, Winfield, Kansas.

Wanted to buy: Used 826A. Send price and how to find to WHYZ, Greenville, South Carolina.

16 mm Dumont color Cineon projector in good condition. Robert Ridgway, Box 1231, Fargo, North Dakota.

Wanted: Gates side-write or comparable, complete, in good condition: also small kilowatt and/or 250 in good condition for standby. Write/phone Jerry Fitch, XGLN, Box 70, Glenwood Springs, Colorado. 303-945-6551.

**FOR SALE—Equipment**


For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with plug. Will be available January 1967. Call or write John A. Carroll, Chief Engineer, NYWS-TV, Channel 5, Davenport, Iowa. 52806.

Check our listings for your equipment requirements. . . Broadcast Equipment & Supply Co., Box 341, Bristol, Tenn.

New QRS turntables, all models available. Call or write for price. All types of used equipment regardless age or condition. Audionox, 4810 S.W. 75th Ave., Miami, Florida.
INSTRUCTIONS—(Cont’d)

Your 1st Class License in six weeks or less at America’s foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1927). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced instructors and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1853 N. Cherokee, Hollywood, Calif. (213) HO 2-2361.

RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40, BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER

BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate openings for sales engineers to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-266, Broadcasting.

HELP WANTED—Announcers—(Cont'd)

NEED AN ANNOUNCER OR NEWSMAN?

Call:
Jerry Jackson—Major market stations
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A Girl Friday, between 20 and 30 years of age. Must have top shorthand and typewriting, enjoy travel, be able to handle executive details.

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**ARE YOU A COMPLETE SPORTSCASTER...**
**CAN YOU ... interview ... edit film ... handle controversy ... flavor programs with authoritative comments and opinions ... both radio and TV.**

**SALARY RANGE $10,000-$12,000 dependent upon experience, Eastern Market. Major company fringe benefits. Send non-returnable VTR or audio tape plus picture and resume to:**

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**FOR SALE**

### EQUIPMENT FOR SALE

Two type C-24 Stainless 565.5 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 flashes. 

**These towers are in excellent shape, hot dipped galvanized, dismantled and ready for shipment.**

$4,000.00 Each.

400 feet type T473 Andrew 31/2" 51.5 ohm rigid coax-$350 per 20 ft. section

Two 1032M 31/2" Miter Elbows 90 degree-$180.00 each

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Forty horizontal supports for 61/2" line-$90.00 each

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**Above line in excellent shape and all bullets and hardware will be furnished with line, including O rings.**

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**NOV. 1, 1966**

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**EXCELLENT SALARY**

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**Station for Sale**

N.E. Oklahoma. Over 60,000 pop. within 10 miles of tower. 220 watts and money maker, priced at $45,000, $20,000 down. If you don’t have the money don’t call.

Single station market.

Gene Humphries, Box 189, Vinita, Oklahoma.
Designated for consolidated hearing applications for the sale of station KSEA-FM to Dr. C. T. Smith, D. D. S., for $50,000. Action Oct. 23.

OBTAINING FRANCHISES

ACTION

Hearing Examiner Forest H. McIlvaine on Oct. 21 designated Hearing Examiner Charles E. Mann as presiding officer in proceeding on the application for a new TV channel for KMOV-TV St. Louis, Mo. for extension of time to file oppositions to petition to enlarge permissible operating hours. Action Oct. 21.

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OWNERSHIP CHANGES

APPLICATIONS

KERR (FM) Saltin, Calif.—Seeks assignment of asset of CF on Roy A. Eton to Lloyd M. James, Calif. Mr. Marks manages ranch, Ann. Oct. 18.

KANY-AM-FM San Luis Obispo, Calif.—Seeks assignment of license on WSNR-AM on Oct. 18. Mr. Grandy is president, treasurer and managing editor of San Luis Obispo Co. to Grandy Broadcasting, Minn., a joint venture by Mr. Grandy, president-treasurer (50%) and Jeanne W. Grandy, secretary-treasurer (50%). Mr. Grandy was vice president of KDAL Inc., Minneapolis. Consideration $45,000 cash, $60,000 chattel mortgage. $15,000 convertible notes, $30,000 common stock. Action Oct. 9.

KZOO Honolulu—Seeks voluntary transfer of control from WSNR-AM on Oct. 18. Mr. and Mrs. Robert H. Pearson (40%) db/As Poly- xen Broadcasting Inc. to Neburu Furuya (60%) and Osaka Broadcasting Co. (20%). Mr. Furuya is president and has interest land-holding company, Nihonkai Broadcasting Ltd., Shiihido of Hawaii Inc., Shiihido Broadcasting Inc., and Kosmotow Broadcasting, KOHO Honolulu. Consideration $45,000 cash, $60,000 chattel mortgage. $15,000 convertible notes, $30,000 common stock. Action Oct. 9.

WNMS Valparaiso-Nicelle, Fla.—Seeks assignment of license from OKL-AM on Oct. 18. Mr. J. W. Em- bury is the owner of the station. Mr. Embury is general manager and vice president of WGBL Port Washington, Wis. WMBF-AM is wife, Ann. Oct. 21.

KWLX-AM-FM Pismo, Md.—Seeks transfer of control of WSEJ-AM from Wyoming Valley Broadcast- ing Co., a Pennsylvania firm for $60,000. Principals: Roy E. Morgan, Mrs. C. Morgan, Leon Schwartz and Mitchell Jenkins (each 18%). Robert L. Casper, William W. Davis, Lee Vincent and Samuel M. Wolfe Jr. (each 8.3%), and R. J. Morgan (1%). Mr. Casper is in real estate, Mr. Davis is post- master and despository of Winslow, N.J. Mr. Schwartz is news director-program director at WILK Wilkes-Barre-Scranton, Pa. Mr. and Mrs. Jenkins are insurance agency general and vice-president WILK, Mr. Schwartz is attorney. WMSA-AM-AM Sprague, Colo.—Seeks assignment of license of Southern New England Broadcasting Inc. to Maxim Broadcasting Inc. a joint venture by J. Howard R. Newman, Roy M. Cohn, Thomas A. Reales, (each 26.6%), and W. E. A. Herman of board (50%). Mr. Muscat owns KYMO- AM-FM Little Rock, Ark., and Thames Broadcasting Inc. is licensee of KINS-FM (ch). Lake Charles, La. and KMYO-TV Little Rock. Mr. and Mrs. A. Cohn also operate KDES, Tulsa, Okla. Consideration $240,000. Ann. Oct. 25.


ETF fund grants

Following grants for educational television include:

Department of Health, Education, and Welfare.

Littleton, N. H.—University of New Hampshire, $135,490, to activate channel 19.

Marin, N. H.—University of New Hampshire, $68,556, for channel 20.

Channel 21, cost $147,490. Previous Federal grant of $115,826 to University of Rhode Island, $12,826 to Southern Connecticut State University.

Six grants of $83,333 each to Kentucky State College, to activate channels 16; 46; (6) 19; (6) 19; and (a) 15, Hanover, as part of proposed five-station station.

WKBW-TV Detroit, WKBW-TV Burlington, N. J., Philadelphia, KMTR-VTV Corona, Calif., and KLTH-TV San Francisco. Consideration for the latter is $55,000.


Harold R. Spence, president of Time Connection Inc., has been appointed by the firm's board of directors to serve as chief executive officer and chairman of the board of directors. Mr. Spence will be responsible for the overall management of the firm, which includes the acquisition of all new television stations and the development of television-related products and services.

Edgar V. Williams, S.C.A. vice-president and director of sales, has been named to the newly created position of executive vice-president and general manager of S.C.A. He will continue to serve as a member of the company's board of directors.

Ehinger, president) has been awarded the franchise for a new CATV system in Beverly, Mass., to deny the company any further consideration.

Kansas City, Kan.—Kansas Television Inc., has been granted a 20-year nonexclusive franchise. Kansas Television Inc., has applied for a franchise earlier. Kansas Television Inc., has applied for a franchise earlier. Kansas Television Inc., has applied for a franchise earlier.

KOTV-AM-FM-FM Tulsa, Okla.—FCC granted assignment of license to KOTV-AM-FM-FM Tulsa, Okla., owner.

COMMUNITY ANTENNA ACTIVITIES

The following activities in community antenna television reported to the Federal Communications Commission through Oct. 25. Reports include applications for permission to install and operate CATV's, grants of franchises, and sales of existing installations.

- Indicates franchise has been granted.

Little Rock, Ark.—Midwest Video Corp., and Griffin-Leakee Inc., (KATV-TV), both Little Rock, have each applied for franchises. Previous experience with WMVA TV in Martinsville, Va.

Fresno, Calif.—Fresno Cable TV Co., 50% owned by Triangle Publications Inc. (KFRE-AM-FM-TV Fresno), 38% by Time Life Broadcasting Co., and 12% by local business concerns, has been granted a 10-year franchise. The rate will be $5 for installation and $5.50 per year, which will be reduced to $4.50 when the number of subscribers exceeds 1,000. The return to the city will be 5% of the gross annual revenue for the first two years and 5% thereafter. The minimum payment to the city will be guaranteed at $2,000 for the first year, $2,500 for the second year, and $3,000 for the third year. The franchise will provide a minimum of 12 channels. The contract forbids the company to originate its own program material and prevent public service features, which must be restricted to the use of local speakers.

Topeka, Kan.—H & H Communications Corp. (multiple CATV owner) Beverly Hills, Calif., has applied for a franchise. The company will receive 3% of the firm's annual gross receipts. Other applicants are Topeka Tele- cable Inc., CATV Systems of Topeka Inc., Television Cablevision of the American Quality Television Co., Total Television of Topeka Inc., and Cablevision of Topeka Inc., Great Barrington, Mass.—P. Cable TV Co. has requested that its franchise be withdrawn because of financial reasons.

Lansdale, Pa.—General CATV Inc. (Frank J. Keenan and Ronald Mahon representa- tives) has applied for a franchise. The firm has already been granted franchises in Delaware County, Pennsylvania, and Tinicum and River- side, all New Jersey.

Greenwood Lake Village, N. Y.—Better TV of Greene County, Inc., (Mr. President) has applied for a franchise. An estimated 20,000 subscribers will pay $4.50 a month. This franchise is a franchise. An estimated 20,000 subscribers will pay $4.50 a month. This franchise will be withdrawn because of financial reasons.


Warwick, N. Y.—Good-View CATV has applied for a franchise. Mr. Rockefeller, Inc., has applied for a franchise.

Williamson, N. Y.—S. Cable TV Co. has been awarded a franchise. Installation fee will be $25 with a monthly rate of $4.50.

Bucyrus, Ohio—Direct Channels of Bucy- rus Inc., has been granted a franchise. The franchise will be withdrawn because of financial reasons.

Canton, Ohio—Clever Cable Inc. (Hale Clever, president) has been granted a franchise. Company tax fee of $5 and a monthly fee of $4.50 will be charged for service.

Jackson Center, Ohio—Sidney Cable Tele- vision Inc. has been awarded a franchise. Franklin twp., Pa.—WHFB-AM-FM Greens- burg, Pa., has applied for a franchise. Company tax fee of $5 and a monthly fee of $4.50 will be charged for service.

Ohio—Centre Video, State Col- lege, has been awarded a franchise. Installation fee will be $15 with a monthly charge of $6.50.

Littitz, Pa.—Denver and Ephrata Tele- phone Co. has been awarded a franchise. Service fee will be $25 with a monthly charge of $6.50.

Rural Cablevision Inc., has been awarded a franchise. Installation fee will be $25 with a monthly charge of $6.50.

Boucleau, Wash.—Clearview Cable Co., Seattle, has been awarded a franchise. Company tax fee of $5 and a monthly fee of $4.50 will be charged for service.
JAMES E. CONLEY, president of abc Television Spot Sales Inc., is tall, poised and elegantly dressed. Fellow executives call him "the Mississippi gambler." But, while there is something of the gambler in his silencer-confidence, the quality that impresses most is his thorough professionalism. His subordinates call him "the gray fox," which comes considerably closer to the basis of his business character and his competence.

"I've never heard him raise his voice," said one salesman. "Not that he doesn't react to a crisis. Just, he never reacts in a snap manner. 'Let's go over that again,' he'll say, and when he completely understands the situation, then he'll reach for the telephone."

James Conley's grace under pressure goes part of the way toward explaining the rapid, solid success of ABC Spot Sales in the five years since it was established. The business of selling national spot for the five owned stations had been in the hands of independent reps. Some of the station people would have been satisfied to leave it at that. The first job of the new division, then, was to sell the idea of self-representation to the stations. And that could be done only by turning in a better selling job.

Setting up Shop Mr. Conley was brought in as executive vice president to work with Ted Shaker, ABC Spot Sales' first president. They assembled an organization and set up offices in New York, Chicago, St. Louis, Los Angeles and San Francisco.

"There was a tremendous job of coordination to be done," remembers Mr. Conley. "Everybody had his own style, his own ideas about how things should be done . . . even the other guys with CBS backgrounds who had some reason to think we had the same style."

James Conley came to the new ABC organization from three years as general manager of CBS's WCAU-TV Philadelphia. For three years before that, he had been a CBS account executive in New York and Chicago. He was grateful to CBS for "teaching him the business," but was captured by "the excitement of a totally new, undefined operation."

There were a couple of hard, scambling years, then, gradually, the new organization began to take hold. "We got together and began turning in the intense, personal kind of selling that has paid off."

He cites one advantage of self-representation-numbers. "We have more than 70 people selling those five stations. How many could the independent reps afford to provide? Twenty-five? Fewer?"

However it was accomplished, the new sales division began to deliver on its promise. Spot sales for the owned TV stations in the five years after 1960 increased 135%. In the same period, spot sales nationally increased 65%.

In addition to delivering a currently estimated $30 million a year to the ABC corporate gross, Spot Sales' success paid off in promotions for most of the people responsible. "We're still hard-working and moving up," Mr. Conley says, and reeels off a list of major appointments in recent months. His own succession to the presidency of Spot Sales two-and-a-half years ago when Ted Shaker moved up to head the owned stations is another example.

Before he went into network sales in 1955, Mr. Conley sold for stations in Indiana, Chicago and Stillwater, Minn. That last was where he got his start in broadcasting: "a friend owned a couple of stations. He gave me a job selling."

James Conley discusses with the same flat frankness a two-year period before he entered broadcasting, which doesn't appear in the official biography. "I was bumbling around the country. You know, the whole bit—sleeping in haystacks, hitching rides on trucks."

At one point in those wandering years, he was engaged in selling Christmas trees on Wilshire Boulevard in Los Angeles. "We had one hell of a bonfire Dec. 26," he says.

Asked whether he thinks those years contributed to his success, he remarks offhandedly: "If my son wanted to do the same thing, I don't think I'd be terribly upset."

Before undertaking that odyssey, Mr. Conley finished work on a degree in business administration at the University of Minnesota. He had gotten some credits, while serving in the infantry for six years, 1940-46. He fought in France and Germany. He was commissioned in the field and decorated with the Bronze and Silver Stars and the Purple Heart. "Everybody got those," he says with a slight smile.

Door-to-Door He got his first start in business in Nebraska City, Neb., when he was 10, selling Curtis Publications door-to-door. "I was quite a little operator. I got six other kids to sell for me. Entrepreneur with pimples," he laughs.

And with reflection, he adds, "Nebraska City, Neb. Population of seven hundred then. Population of seven hundred now, for that matter." It's a long way from selling Curtis Publications or traveling around the country to the presidency of ABC Spot Sales, New York. No, it wasn't a big deal. New York was just the next step, where the action is."

A dozen years ago, James Conley married Nancy Sammon, a United Airlines stewardess. "A female James Conley," an ABC public-relations man piped in. "I swept her off her feet," Mr. Conley said. He stopped a second, looked at the man and asked, "What is a female James Conley?" At any rate, the Conleys have four children: three boys, 11, 9 and 4, and a girl, Sally, 6.

The future? James Conley is excited about both his job and the medium. "They're both still formative. ABC Spot Sales has another three years' development coming. And I don't know, and I don't think anybody else does either, where television is going. I'm looking for the real winners, who can both handle the business side of the medium, and have the vision and the drive to take television where it's going. TV is and can be much more than a sales medium for underarm deodorants and foot powder. It's a tremendous force, and I very much want to be a part of it when it realizes its potential.

WEEK'S PROFILE

EDITORIALS

None on the aisle

DAVID MERRICK, a Broadway producer with a towering record of success and an ego to match, is pioneering again. If he succeeds, he will have established a new standard of double indemnity in the performing arts.

Obviously displeased by their unfavorable reviews of a previous show, Mr. Merrick barred reviewer Ed Newman of NBC News from the opening of a Merrick play in New York and reviewer Roy Meachum of WTOP-AM-TV Washington from another Merrick opening in the capital.

It must be said that in this tactic Mr. Merrick was not at his most inventive best. He has done all this before, mainly to newspaper critics who had the audacity to criticize a Merrick production.

But this time Mr. Merrick didn't stop there. Demonstrating that his imaginative flair remains uninhibited, he said that if his plays are reviewed unfavorably on radio or TV, he will demand equal time to reply. This is preposterous by any standard except possibly Mr. Merrick's. If pursued to its illogical end, there is no limit to the amount of reply time it would open up in practically every field covered by broadcast journalism.

Mr. Merrick contends that television and radio critics don't have time for a proper review, but it is apparent that what he would really like is to cast not only his plays but their reviewers as well. He would like to screen out critics who have shown independence, and if one should get through his net he wants a second shot.

It is a magnificently self-serving concept that, one way or another, would assure him a favorable review on any station that carried any review. Not even Mr. Merrick could want much more than that. But with only the barest extension, the concept would also give Mr. Merrick time to reply to favorable reviews of any play that competes with his own. It's surprising Mr. Merrick didn't think of that, too.

Off the deep end

WE seldom feel it appropriate to comment on material appearing in other publications in or near our field. But we make an exception in the case of an editorial that appeared in the Oct. 24 issue of Advertising Age.

The Advertising Age editorial was commenting on the speech made by FCC Commissioner Lee Loewinger to the New Jersey Broadcasters Association (Broadcasting, Oct. 17). Judge Loewinger said that broadcasting, as a mass medium, must be subject to mass tastes. He said that although he personally disliked television programming, he defended the broadcasters' right to respond to the wishes of the mass audience. For this view he was taken to task.

Advertising Age has little confidence in the broadcasters' sense of mission. "Unless broadcasters are prodded by the FCC to offer something besides the monotonous fare that Mr. Loewinger told the New Jersey broadcasters he 'disliked,' they are not going to provide it," said Advertising Age. "Nothing in Mr. Loewinger's assessment of the situation is likely to make any broadcaster feel he has to worry about any suggestions or pressures from him to diversify his programming fare."

Does Advertising Age believe that the other media it covers ought also to be subject to the proddings of an agency of government? Ought there to be a federal bureaucrat to decree fewer comics and more essays on international affairs in the nation's newspapers? Is there reason to deplore the absence of a government monitor to reduce the profusion of nudes and increase the body of serious texts in magazines? If not, why should broadcasters, alone among the proprietors of mass media, be regarded as incompetent to judge the nature of their market?

Surely Advertising Age will not suggest that the broadcast audience has been built to its huge size only by the prodding of the Newton Minows and Kenneth Coxes.

Election reform

THE political contribution check-off measure enacted as the 89th Congress expired may be a milestone, but it's far from a polished legislative triumph. It could provoke more problems than it was designed to solve.

The bill is too limited to resolve the dilemma to financing political campaigns without obligating candidates to the big-money contributors. It applies only to the presidential campaigns every four years and could raise $70 million ($35 million for each major party) through the painless process of allowing a taxpayer to allocate not more than $1 of his income tax for this purpose.

Because the broadcast media, particularly television, are the main campaigning vehicles for the presidential (and vice presidential) elections, the legislation is being cited as a $70 million windfall for the networks. No mention is made of cancellations, pre-emptions, talent costs that have to be paid whether or not there's a performance and other out-of-pocket costs resulting from disrupting of schedules. Or of use of other media for campaign purposes.

Presidential elections occur quadrennially. All of the House and one-third of the Senate stands for election every two years. Ideal clean-elections legislation would cover all federal election funds, whether by tax check-off or by raising of expenditure limits to realistic levels.

The presidential financing bill will apply to the 1968 campaign. Even though it now becomes law, there's nothing to preclude the next Congress from reconsidering the measure, to refine and broaden it to cover all federal elections—congressional as well as the Presidency and Vice Presidency.

Why not the appointment of a joint congressional committee comprising leadership of both majority and minority parties of each house to undertake this assignment between the 1966 and 1968 elections? Reasoned legislation should eliminate need for retention of Section 315 of the Communications Act, since recognized parties would receive equal funds to do with what they pleased.
DIALING FOR DOLLARS is the highly-rated KSTP-TV colorcast seen every Sunday through Friday (12:15-12:30 pm) by an average of 76,500 viewers, 63% of whom are women.

As hostess of DIALING FOR DOLLARS, Jane Johnston is a welcome guest in some 56,000 homes every day, presenting the varied, always-interesting programming that makes her the top woman TV personality in the market.

In addition to the important DIALING FOR DOLLARS phone call that can mean money to a lucky winner, Jane interviews famous guests, prepares gourmet specialties with area chefs and talks to experts in many fields.

For the facts on how you may put this successful show to work for you, contact a KSTP color TV representative or your nearest Petry office.

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Announcing... for color and black and white, the new family of RCA image orthicons with a big difference here that shows up big here

Now RCA brings you the "BIALKALI PHOTOCATHODE" in the new RCA-8673 and -8674 Image Orthicons. This major engineering innovation has greatly improved compatibility with its non-stick target, maintaining resolution and sensitivity over an extended tube lifetime and improving performance of existing color or black-and-white cameras. A simple change in a resistor chain provides proper voltages for a trio of these new Bialkali Photocathode Tubes. Wide-range, the 8673 and 8674 fit spectral requirements of all three channels... eliminating the need for another tube type for the blue channel.

Another big difference: the re-designed image section provides reduced distortion and freedom from "ghosts." These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service... types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

RCA Electronic Components and Devices, Harrison, N.J.

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