The day of the FM amateur is over.

W e salute the passing of a pioneer. The FM pioneer.

He knew so much about radio engineering, he could have built his station with his bare hands. Sometimes he did. Trouble was, he didn’t know much about the people. How to interest, entertain, persuade the people.

And suddenly for him and for all the rest of those wonderful amateurs, the FM pioneers, it was either learn—or leave.

Because almost overnight, FM has grown up.

Today Americans own 30,000,000 FM sets. And over 51% of FM listeners never turn on AM radio at all.

Today FM means big audiences, big advertisers, big business. Amateurs can’t play in this league. It’s for professionals only.

Professionals like the people who have built the fastest-growing exclusively FM network in America:

The Century Broadcasting Corporation.

In Chicago, Century’s WFMF, the 24-hour music station, has more acceptance, more advertisers than any other FM station in the city.

In Detroit, Century’s WABX is the most provocative FM voice in Michigan.

In St. Louis, Century’s KSHE is the most modern facility in Missouri, and the only FM station in America to win AP awards for radio journalism.

In Dallas-Ft. Worth, Century’s KMAP has attracted thousands of new listeners with a timely yet unexpected programming concept: “The good old days of radio are back.”

Advertisers on Century sell in four major markets with a buying population of 15,000,000.

They get one rate on one order.

And they deal with professionals.

Call for the Century Professional

Century
Broadcasting Corporation
111 W. Washington • Chicago, Illinois 60602

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WJR gets to the heart of Detroit's business community

To the men who make the decisions WJR is part of the daily routine. In fact, a lot of businessmen listen to WJR more than they listen to their wives. (About one and one-half hours a day.)

The reason? WJR has the type of programming that businessmen sit up and listen to. Comprehensive world, national, and business news. Adult music. Sports. You know, radio for grownups.

A lot of companies have made WJR their business. That's because they've found it the most effective way to reach purchasing agents and design engineers in the Detroit area. Maybe you ought to make WJR your business, too. Just contact your Henry I. Christal Co. Representative.
Your business: Gasoline

$339,734,000 filling station sales—With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 19% color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar. *Based on June 1966 Nielsen estimates: subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
LANCASTER, PA.

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

Steinman Television Stations • Clair McColough, 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.
Back to the table

New agreement between networks and American Federation of Television and Radio Artists, reached last month after threats of AFTRA strike, may come unglued. Newsman members of AFTRA have balked at deal union officials made for them. Newsmen wanted five-day week with high overtime payments for sixth or seventh day (Broadcasting, Nov. 14). They didn't get it in deal made by their AFTRA officers (Broadcasting, Nov. 28).

Faced with revolt in key locals by newsman working for networks and owned-and-operated stations, AFTRA officers have asked networks to reopen negotiations. Networks reportedly feel that their fees are big enough to compensate newsman for time they put in. New network-AFTRA talks are set to begin in New York Jan. 2.

Early tickets

Who will be NAB's next joint-board chairman? It's wide open according to those who watch such things closely. NAB's executive echelon, John F. Dille Jr., Communicana Stations, Elkhart-Terre Haute, Ind., incumbent chairman (residing in Washington for at least one week each month under present structure), will serve until close of June 1967 full board meeting. His successor will be selected by 44-man board at that meeting.

While there's no open campaigning, these are among names mentioned, rather gingerly at this stage: Mr. Dille himself, if drafted to serve third stint; Clair McCollough, Steinman Stations, who has served two separate terms as chairman, likewise if drafted; incumbent radio and television board chairman, Grover C. Cobb, WNBC Great Bend, Kan., and Robert W. Ferguson, WKEF-TV, Wheeling, W. Va.; Jack W. Lee, of Capital Cities' WSZ-T-FM-TV, Huntington-Charleston, W. Va., who was aspirant year ago; John T. Murphy, president, Avco Broadcasting, and vice chairman of TV board; and Charles H. Tower, executive vice president, Corinthian Broadcasting and former NAB vice president.

Rep speaks up

Advertising campaign unusual in business of broadcasting will be launched in 1967 by leading station representative. Katz Agency will institute trade series editorializing on current issues of importance to broadcast advertising. First ad. to break next week, takes stand on color premium issue. Objective of Eugene Katz, head of firm, is to stimulate discussion of broadcast's problems. Lawrence K. Grossman Inc., New York, is producing campaign, being placed by Fladell, Winston, Pennette Inc., also New York.

ETV on command

Significant section of forthcoming report by Carnegie Commission on Educational TV is expected to deal with noncommercial TV networking, but not in same terms as commercial broadcasting. Sense of commission is said to lean toward interconnection of ETV stations for purposes of information retrieval, freeing teachers from straitjacket of specific program schedule but opening up vast resources of national educational institutions. Report is still closely guarded secret, but is expected to be announced after middle of next month.

Retaliation?

Now that FCC approval of ITT-ABC merger has emerged (by 4 to 3 vote as indicated) insiders are still speculating on who tried to blow whistle, delaying action that was practically set weeks ago. It's freely hinted that one of ITT's competitors in domestic independent telephone and manufacturing end wasn't unhappy when Department of Justice raised antitrust questions. And, without naming names, story is that ITT several years ago didn't discourage antitrust inquiry into acquisitions by same competitor.

Free ride

Some radio stations are questioning distribution by McCann-Erickson of recording of theme music developed for its client, International Coffee Organization. Recording, called "There's Nothing Like Coffee," went out to stations in top 15 markets along with suggestion that they play it if they liked it. Also distributed was return card, asking for comment on record and whether it would be played.

Agency says music was developed as possible accompaniment to coffee organization's TV commercials but wasn't used as such and wasn't be. Idea that TV campaign could promote popular song and vice versa got wide publicity with Alka-Seltzer's "No Matter What Shape" commercial, whose music became hit record. One recording company has approached M & E for rights to coffee song, which belongs to client, according to agency.

Black's choice

One loose and remaining to be disposed of in merger of ABC and International Telephone & Telegraph Corp. is decision on part of one ITT director as to which of two boards of directors he should leave. Eugene R. Black is director of ITT and of New York Times, owner of WQXR-AM-FM New York. Since ABC owns WABC-AM-FM New York, he cannot remain with both boards without running afoul of commission duopoly rule forbidding cross-ownership or management of two or more broadcasting stations of same service in same city.

Those code changes

If National Association of Broadcasters' television code board develops "substantive" amendments to commercial time standards at its February meeting, special meeting of parent TV board will be called, President Vincent Wasilewski has informed TV code board members. Several code members favoring revisions were concerned that TV board would not act until June meeting, and because of necessary lead-in time amendments would not become effective until 1968-69 season.

One item likely to be revised is cigarette advertising. Code's authority issued guidelines in October with generally favorable acceptance. Brown & Williamson and its agency, Ted Bates, however, have taken issue with code's opinion on three of 27 new commercials and have asked that guidelines be reconsidered, since no effective date has been set.

Tape on TV

New "readout" system of continuous ticker-tape presentation of stock-price quotations via TV, which was introduced by KWHY-TV Los Angeles (Broadcasting, Nov. 7), is being leased to TV stations and community antenna television systems by Trans-Lux Corp., New York, entertainment communications complex. In addition to KWHY-TV, CATV systems in Palm Springs, Calif., and Sidona, Ariz., reportedly are set to install system.
Few annual sports events evoke the interest that the Mid-American Conference basketball rivalry arouses in Ohio. In Cleveland, fans turn to NBC Owned Television Station WKYC-TV for weekly live coverage, just as they do for complete coverage of most other community events.

It's that way in New York, Washington, Chicago and Los Angeles, as well as Cleveland. In each of these cities, the NBC Owned Television Station stands alone in its range of programming and service. No wonder viewers look first to their NBC Owned Television Stations—broadcasting almost exclusively in color—for news, entertainment, sports and coverage of community activities.

And broadcasting responsive to community interests keeps viewers looking first to NBC's Owned Television Stations. Something to think about...when you think of NBC.

Represented by NBC Television Spot Sales.

WNBC-TV, New York
WRC-TV, Washington, D.C.
WKYC-TV, Cleveland
WMAQ-TV, Chicago
KNBC, Los Angeles
OPEN THE MEDIA LEAD STORY FOR FATES & FORTUNES EDITORIAL DATEBOOK CLOSED CHANGING HANDS AT BROADCASTING, try under its federal wing.

NEW BROADCASTING GIANT . . . 21

Justice Department view of ABC-ITT merger finds possibility of anticompetitive results, but agency contemplates no action to block deal. Letter asked FCC to weigh such factors, also cited 4th network potential. See . . .

FCC GETS JUSTICE NOD . . . 27

With piggybacks accepted facts of television commercial life, major station representatives are moving toward establishing separate rates for 30-second spots. Move could mean extinction of 20-second spots. See . . .

NEW TREND? . . . 32

Seven markets have more than 20% color penetration; 18 cities have better than 90% UHF penetration. Those are figures from ARB's November sweep of more than 230 TV markets. See . . .

ARB LISTS COLOR, UHF . . . 36

1966 was year of Henry's resignation and Hyde's appointment as FCC chairman. Both radio and television increased their revenues again, and FCC took CATV industry under its federal wing. See . . .

UPTRENDS CONTINUE . . . 44

National Association of Educational Broadcasters takes look to 1971 and sees need for 364 ETV stations on air by then. It estimates operating costs for stations and networks will be $285 million annually. See . . .

WHAT PRICE ETV? . . . 38

Election coverage, editorializing, political endorsements and fairness policies will be discussed in upcoming 90th Congress. Newest item on Hill agenda: vote predictions before polls close. See . . .

READYING BILLS . . . 37

Ford Foundation $10 million gift for ETV may go toward creation of intercollegiate public affairs-cultural programs spearheaded by Columbia Journalism School. Would be staffed by newsmen, sent on ETV network. See . . .

FORD'S $10 MILLION . . . 43

TV Information Office to present three-day program screenings at Speech Association convention to stress value of TV as teaching aid. TV discussion sessions also scheduled during parley. See . . .

TV SYMPOSIUM SET . . . 40

NBC cameramen's, technicians' union protests single network pickup by CBS of football's Super Bowl game to be carried on both. Only CBS crews scheduled to work game. Union files complaint with FCC. See . . .

SUPER BOWL PROTESTS . . . 43

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Broadcasting, December 26, 1966
A science-fiction buff with straight "A" in math...

now Blair Tyson plots a course to the moon.

From simple addition to analytical geometry, math was a snap for Blair Tyson. He was not only a whiz kid at mathematics, but he had an absorbing interest in any and all types of science fiction.

Graduating from the Milwaukee School of Engineering in 1958, Blair began working with computers for an electronics company. Here is where his background in science fiction and his aptitude for mathematics merged and were given direction. This combination of interests led him one way...

to the AC Electronics Division of General Motors in Milwaukee.

Now he works on airborne digital computers. It is AC's job to integrate these computers into the guidance systems for space project, Apollo.

The goal is the moon, and GM's Blair Tyson helps chart the way.

General Motors is people making better things for you.
KTTV(TV) personality off for N. Vietnam

Louis Lomax, who conducts twice weekly late night talk show for KTTV(TV) Los Angeles, was set to fly to North Vietnam over weekend for interviews with country's leaders.

According to station announcement Friday (Dec. 23), Negro commentator plans to film his interviews and also provide live radio coverage of his trip for all Metromedia-owned radio-TV stations and possibly syndication.

Mr. Lomax met with State Department officials in Washington and reported afterwards agency had no objection to visit. He added he had been promised by North Vietnamese he could meet and talk with American war prisoners and Viet chief of state Ho Chi Minh.

WGN-TV upsets Chicago news hour with no news

Format fidgeting has been name of game for 10 p.m. news among Chicago's TV stations during past year as major outlets jockey with multiple personalities and other embellishments to capture audience share. But starting Jan. 9 WON-TV is giving viewers choice: no news. Instead it is slotting The Name Game, quarter-hour color telephone quiz and entertainment package of Walter Schwimmer Co., pushing Park-Ruddle News to 10:15 p.m. and movies to 10:30 p.m. Experiment is bound to attract wide attention as viewers have option other than traditional news saturation.

Taft taking over H-B

Taft Broadcasting's acquisition of Hanna-Barbera Productions formally takes place in Cincinnati on Wednesday (Dec. 28). Deal calls for partners Joe Barbera and William Hanna to turn over their 78% of animation film company in return for some $12 million in cash and 60,000 Taft shares of common stock. Initial cash payment will be $2 million. Stock will be divided among Hanna-Barbera relatives. It's believed that producer George Sidney, who owns remaining 22% of production company, will be paid off exclusively in cash. H-B will expand its broadcasting company (see page 42).

Domination of sports by TV nets attacked by MBS

MBS is determined to prevent "domination" of sports broadcasting by TV networks and if voluntary agreement by all parties fail, Mutual will seek "appropriate action" through FCC and Justice Department.

Matthew J. Culligan, Mutual president, reported Friday (Dec. 23) that he has written heads of three TV networks and to Commissioner Pete Rozelle of National and American Football leagues, asking that bids for rights to games be made separately for radio and TV. Mr. Culligan claimed that MBS was not given opportunity to bid for radio rights of Super Bowl (see page 32) though it had made written request that TV and radio rights be offered separately (CBS and NBC were granted both TV and radio rights to Super Bowl at a cost to each of $1 million).

Mr. Culligan stressed he would seek voluntary agreements before taking legal action, but made it clear that he would "jump in and fight, if necessary." He said there is "public interest" involved in that Mutual, for example, serves more than 100 cities that are not covered by other networks.

Short term renewal

Commission wrath descended on WEAP-FM Pittsburgh last week as FCC granted stations one-year license renewals, expiring Jan. 1, 1968.

FCC found stations guilty of violating operator, technical and loginging requirements, airing 30 advertisements without identifying sponsors, and failing to protect facilities against improper use because one WEAP disk jockey was permitted "to participate in decisions to place his own record on the station's play list."

FCC approves transfers of KAIL-TV and WCAN-TV

FCC approval of sales of two UHF stations, one in Fresno, Calif., other in Milwaukee, were announced Friday (Dec. 23).

KAIL-TV (ch. 53) Fresno was sold to Tel-America Corp. for $236,500, WCAN-TV (ch. 24) Milwaukee, dark since 1955, was sold to Field Communications Corp. for $35,000.

Commission also denied petition to designate KAIL-TV sale for hearing filed by Anti-Defamation League of B'nai B'rith. ADL had previously charged Tel-America's KTVM Inglewood, Calif., aired "blatantly anti-semitic" broadcasts, which made proposed licensee, according to ADL, unfit to be licensee.

Field also announced that its other UHF, WFLD-TV (ch. 32) Chicago, will open New York sales office at 485 Lexington Ave., effective Jan. 3 (phone 682-9100). Manager will be Frank Daly, formerly with Television Bureau of Advertising and CBS-TV.

Sterling (Red) Quinan, Field president, plans to use new Milwaukee outlet as part of interconnected network with WFLD-TV to broadcast Chicago White Sox baseball during 1968 season.

Auto sponsor is nervous about drinking sequence

American Motors Corp., Detroit, is getting edgy over drinking sequence in Your Show of Shows special scheduled by CBS-TV April 5 (8:30-9:30 p.m. N.Y.T.). Bernard Kanner, senior vice president in charge of media management, Benton & Bowles, New York, agency for auto firm, said Friday (Dec. 23) that he thought issue was being "blown up out of proportion" and that he believed it could be resolved. He said advertiser and agency concern was based on script but that if played so that scene comes off as broad farce or "ludicrous" as often had been case in original series there wouldn't be any problem. Tape or show, he said, should be available this week for screening.

Problem appeared to be American Motors reticence to be associated with...
program that makes point of excessive drinking in face of auto industry’s desire to stress safety in driving. American Motors is sole sponsor of special that re-casts stars Sid Caesar, Imogene Coca, Howard Morris and Carl Reiner, all former regulars in show when it was weekly fare on NBC in TV’s early years. Scene in apparently parodies heavy-drinking episode in “Who’s Afraid of Virginia Woolf.”

Again seeks FCC approval to expand CATV service

Telerama, CATV system involved in court fight with FCC over its right to provide distant signals to Cleveland suburbs, has asked commission for declaratory ruling permitting such service.

Telerama made request to meet condition of U. S. Court of Appeals for temporarily staying commission order barring service in Euclid, Ohio. At issue is commission interpretation of its order requiring CATV’s to obtain commission approval before relaying distant signals into new geographical areas. Commission said Telerama was moving into new area, if it obtained new franchise from new community, even if extended service remained within established engineering plans (Broadcasting, May 2). Telerama disagreed, and took appeal.

Court last month restrained effectiveness of commission order as it applied to Euclid, where CATV had done substantial work on system, but conditioned order on Telerama requesting commission approval of existing or proposed operations in communities it proposes to serve.

Telerama request applies to 15 Cleveland suburbs, where it proposes to deliver signals of 19 stations, 13 of them distant ones.

Telerama also asked for waiver of distant-signal rule in event it is denied declaratory order.

Long-term financing

Viking Industries Inc., Hoboken, N. J., has arranged for loan totaling $3 million of 17 year notes with institutional investors. Company said two thirds of proceeds will be used for general business and acquisition and construction of CATV systems. One million dollars remaining will be used to prepay existing long-term indebtedness.

Viking makes coaxial cable, transistorized amplifiers and other CATV electronic components. It also owns CATV systems and manufactures cable and equipment for communications industry.

WEEK’S HEADLINER

Aaron Beckwith, director of planning and business development for RKO Pictures since last September, elected VP in charge of sales with responsibility for network, syndicated and sports sales for new entertainment division of RKO General Inc. Mr. Beckwith formerly was assistant to board chairman of Scherwin Research Corp.; VP and television account executive at BBDO, New York, and program sales manager of ABC-TV.

Jack Fritz, VP and general manager of Blair Television, named to board of directors of John Blair & Co., as part of several top-level changes in radio and TV at company. Kevin McDermott, New York sales manager, Blair Television market division, elected VP; Don Saraceno, assistant general manager, Blair Television, Chicago, elected VP sales, Blair Television stations division, Chicago; Bob Dwyer, account executive, Blair Radio division, New York, and John White, account executive, Blair Television station division, elected VPs.

For other personnel changes of the week see Fates & Fortunes

Filmways set to provide Shakespeare for CBS-TV

Filmways Inc., New York, in association with Royal Shakespeare Co. of England will film three plays, “King Lear,” “Macbeth” and “A Midsummer Night’s Dream.” They will be shown on CBS-TV and then released for worldwide theatrical distribution.

Disclosure was made during Filmways’ annual stockholders meeting. Business included election of eight company directors, approval of amendment to increase number of common shares from 1 million to 1.5 million, and review of fiscal 1966 in which company achieved 58% increase in net income (Broadcasting, Dec. 5).

Filmways spokesmen said first two plays would be ready for CBS-TV’s 1967-68 season, and third for season following. Filmways’ other TV activity for networks includes new comedy series, Doc, for CBS next fall, and two pilot projects, also for CBS, Dustee and the Calhane, one-hour western, and Lassiter, on journalism. Filmways said The Pruitts of Southampton that it produces for ABC-TV will be renamed The Phyllis Diller Show.

NBC-TV by three points in NMA report for week

NBC-TV was ahead by almost three points in Nielsen multi-network area ratings reports distributed Friday (Dec. 23) covering 7:30-11 p.m. EST periods for week ended Dec. 18. Average nighttime rating of 19.5, against CBS-TV’s 16.6 and ABC-TV’s 15.0, gave NBC its eleventh win in 14 MNA’s thus far this season.

Doomsday Flight, made for NBC movie about airplane sabotage that stirred controversy when rash of bomb threats against airlines followed its Dec. 13 presentation (Broadcasting, Dec. 19), was highest-rated program of that week, with 30.9, followed by Andy Williams Show with 29.5 and Bonanza with 29.4. NBC had seven of report’s top ten programs, CBS two, ABC one.

Another call for probe

Expressing “deep regret and disappointment at FCC approval of ABC-ITT merger, Representative Silvio O. Conte (R-Mass.) Friday called on chairmen of both House Commerce Committee and House Small Business Committee to institute full investigation of action.

Representative Conte had earlier questioned merger (see page 24). He noted “precipitate manner” in which FCC approved deal and said majority showed “utter disregard for the very valid questions” raised over merger.

He noted merger might have serious impact on small business.

Edits own movie for TV

In what could be TV first, Olympia Brewing Co., Tumwater, Wash., sought director John Ford’s advice on how best to preserve continuity of his Quiet Man movie that it is sponsoring in its entirety over stations in three West Coast markets.

Brewer’s advertising agency, Botsford, Constantine & McCarty disclosed Friday (Dec. 23), that Mr. Ford suggested seven breaks for commercials, but advertiser reduced these to four, plus billboard at opening and close of film. Movie will be shown on KRON-TV San Francisco, KING-TV Seattle and KGW-TV Portland, Ore., evening of Jan. 2.
South Florida's Christmas present

Miami's new color television facility.
Newest and finest in the country!

WLBW-TV
MIAMI, FLORIDA
AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO
How Good a Barbecue Chef Is David Dortort?

If you're ever invited to a barbecue at David Dortort's, there's one thing you should remember to do before leaving your house.

Eat.

Now, don't get us wrong. Mr. Dortort is the most gracious and most bountiful of hosts. But as a chef, he shouldn't be permitted within miles of a barbecue grill.

Under David's guidance (if that's the word), the finest steaks get scorched to a fare-thee-well; the choicest of chickens emerge tough as hardtack; and overdone marshmallows flow limply from their skewer onto the coals beneath. Things like that.

Does the NBC Television Network care that Mr. Dortort is a hopeless chef? Not on your shishkabob.

Far more meaningful to us is his record as the originator and producer of a television series called "Bonanza."

That's why, earlier this year, we signed him to a long term contract for the development of new programs.

Without question, Mr. Dortort is the creative force most responsible for "Bonanza's" long reign as television's most popular show. It's largely because of his unflagging attention to every detail of the series' production that "Bonanza," now in its eighth season, attract 350 million viewers in 62 countries around the globe.
It was as a writer that David came to Hollywood originally. His best-selling novel, "Burial of the Fruit," had sold more than two million copies, and David was called to the film capital to write the screen play. There followed a long, highly successful stretch of authoring scripts for motion pictures and television. (Today, despite his exalted reputation as the production genius behind "Bonanza," he prefers to think of himself as a writer.)

Mr. Dortort is one of four front rank producers whose exclusive services have recently been committed to the NBC Television Network. The other three: comedy-and-action wizard Sheldon Leonard; drama master Norman Felton; and variety specialist Bob Finkel.

Together, they are a key element of our continuous interest in program development. We're confident that, starting with the 1967-68 season, all four will bring important additions to our schedule.

As for Mr. Dortort's difficulties as an outdoor chef, we're afraid that he (and his guests) may be fighting a losing battle.

Isn't it strange that a man so inept with a barbecue can be so successful with a range?

NBC Television Network
A $973,826,000 EBI market on the California-Oregon border reached only from within THE CAL-ORE TRIO

(Advertisement)

Color camera obsolete?

A major manufacturer of color television equipment warns broadcasters their costly color cameras could suddenly become obsolete as new, improved image pickup tubes are developed.

Only one color camera on the market has the flexibility of accommodating any present or contemplated pickup tube—the Polychrome camera manufactured by Sarkes Tarzian, Inc. of Bloomington, Indiana.

Exclusively in the Sarkes Tarzian, Inc. color camera will you find:

Complete image tube versatility;

Wide band colorimetry;

Large aperture optics from lens to pickup tube;

Choice of either 10/VID combination, or four Plumbicon tubes.

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

Indicates first or revised listing.

Dec. 30—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

January

Jan. 3-4—Executive committee, National Community Television Assn. Madison hotel, Washington, D.C.

Jan. 10—Closing date for 1966 entries for George Foster Peabody Radio and Television Awards. Entries will be considered in the following categories: news; entertainment; education; youth or children's programs; promotion of international understanding; and public service. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.


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

Jan. 14—Annual midwinter meeting of Florida Association of Broadcasters. For Horizons, Sarasota.

Jan. 14-15—15th Annual Retail Advertising Conference sponsored by the Retail Advertising Conference Inc. A session on electronic advertising is included in the program. Hotel Knickerbocker, Chicago.

Jan. 15—Deadline for entries for the 1967 Ohio Station Awards presented by the Institute for education by radio and television of the telecommunications center, Ohio State University. All radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain. For information and entry materials write: Institute for Education by Radio-Television, 2470 North Star Road, Columbus, Ohio 43221.

Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Speakers include Robert Cahill, legal assistant to FCC Chairman Rosel H. Hyde. Skirvin hotel, Oklahoma City.

Jan. 16—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).


FEBRUARY

Feb. 1—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

Feb. 1—Deadline for 1966 entries, including radio and TV, in the George Polk Memorial Awards sponsored by the department of journalism, Long Island University. Applicants send letters containing background descriptions, radio and TV program entries require disk, sound tape or film supplement whenever possible with scripts. Material should be submitted to Professor Jacob H. Jaffee, curator of the awards. Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 33rd annual Headliner Awards for outstanding achievement in newspaper and wire service, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editorialists and public service by a station or network. For rules regulations, blank write: Mall Dodson, executive secretary.
Frank Kemp takes it home to read.

E:VISION.
The magazine that is read, in depth, by decision-making money allocators in advertising management.
National Headliners Club, Convention Hall, Atlantic City 08401.

Feb. 1—Deadline for entries for the 35th annual Sigma Delta Chi Distinguished Service Awards. Entries may be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained by writing to Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for receipt of entries for the 1966 Medical Journalists Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalists Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.


Feb. 2—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Motor Inn, Madison.

Feb. 3—19th annual radio-TV news seminar sponsored by the Northwest Broadcast News Association and the school of journalism and mass communication, University of Minnesota. Speakers include Bruce Dennis, WGN-TV Chicago and president, Radio-Television News Directors Association; Dr. Donald Gillmor, author of Free Press and Fair Trial; and Wisconsin attorney general Bronson La Follette. University of Minnesota, Minneapolis.

Feb. 6—7—Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau, Vancouver, B.C.

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


Feb. 15—New deadline for reply comments on proposed FCC ruling 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 1—3—Annual National Association of Broadcasters luncheon meeting and presidents conference. Sheraton-Park hotel, Washington.

March 2—4—Region II conference of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.


March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

APRIL


April 7—8—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 7—8—Meeting of the Alabama AP Broadcasters Association. Carryage Inn motor hotel, Huntsville.

April 7—13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelon, 45 West 45th St., New York 30, Telephone Plaza 7-0668.


April 18—20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council, New York.

April 18—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.


April 20—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 20—21—Annual spring meeting of Mississippi Broadcasters Association. Edge-water Beach hotel, Biloxi.

April 21—22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.


MAY

May 2—3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherill Taylor, vice president for radio of National Association of Broadcasters, University of Missouri, Columbia.

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

Indicates first or revised listing.
Coffee break

Editor: Many, many thanks for the fine two-column-box story on our most recent Spot Television Industry Study—the one on coffee classification (Broadcasting, Dec. 12).

It was handled in a most interesting manner, and, as always happens after a story of this nature appears in Broadcast- ing, our telephones started ringing and the requests for copies of the report poured in. . . . —Robert L. Hutton Jr., vice president, Edward Petty & Co., New York.

Calling all sheriffs

Editor: May we have permission to reprint a news item appearing in Broadcasting, Dec. 19, concerning an arson conviction based on a voice from a TV program?

Rather than try to rewrite it or “dress it up,” I'd prefer to reprint the item with credit to Broadcasting if this meets with your approval.

As one who only recently came to my present position as managing editor of the nation's leading journal of law enforcement after almost a quarter of a century in broadcasting (radio and TV), I want to do whatever I can to promote a closer understanding between law enforcement and the news media.

There are many instances of one calling the other names purely because of a lack of understanding.

Reprinting of the news item will also provide an opportunity to let our 22,000 members know there is a journal of the bible of broadcasters—Broadcasting.


Spreading the word

Editor: Would it be possible to reprint from time to time in our Sunday supplement, Iowa TV Magazine, articles as they appear in Broadcast- ing? . . .

My desire in making this request is to try to provide our readers, who in the aggregate are viewers of 27 television stations, material that is better and more significant than the customary fan-magazine [or] star-publicity stories . . . .—Osgen G. Dwight, editor, Iowa TV Magazine, Des Moines Register and Tribune, Des Moines, Iowa.

(Permission has been granted for both requests.)
Radio puts charge in battery marketing

Radio has provided a big pay-off for the Mallory Battery Co. The story:

Needham, Harper & Steers a little over a year ago was appointed to handle advertising and product publicity for the Mallory Battery Co. Our assignment was two-fold: to introduce a relatively new product (Duracell batteries) and to project the company into the consumer market on a national scale.

The battery company is a division of P. R. Mallory & Co., an old-line, established firm which has been making and selling electronic components exclusively to industry for the past 50 years.

Mallory had set out to establish a dominant position in the consumer market. We were aware that the goal would call for all our resources—in marketing, research, media, creativity, etc. But we knew that we had an excellent product to work with: Mallory's Duracell batteries (mercury and alkaline) are quality items—high in performance and also higher in price than the popular zinc-carbon batteries but vastly superior in terms of longer service and greater dependability.

Our emphasis was going to be on quality and high performance based on "the long distance power cell" theme that we had developed.

Key Markets • We decided to employ a market-by-market approach and to concentrate on five key markets in strategic locations across the country. Media use was divided about equally between spot radio and newspapers.

Radio, we figured, would give us the kind of broad, low-cost coverage we were after—newspapers would provide the visual identification and recognition for the product itself.

Weighing the results, we found that radio had done an outstanding job for us. A check of 1,000 consumers in the test markets before the campaign started revealed only about 10% had heard of Mallory and/or Duracell batteries.

Six months after the campaign, a recheck, 33%, or more than triple the previous number, said they were aware of the company and its products. And, of this number, more than 60% said they became aware of Mallory-Duracell batteries from radio commercials.

Similarly, we had made a pre-campaign survey among 700 retailers. From this group we also got about a 10% awareness check. But six months later another check revealed that 46% knew about Mallory—with over 50% attributing it to radio.

What made radio pay off so big?

It's my feeling that credit should go to the total involvement we were able to develop with the 19 stations participating in the campaign. Their cooperation was outstanding and was reflected in the merchandising-sales promotion support we received.

Equally important, I think, was the fact that we visited every one of the five cities and talked personally with station managers and promotion personnel. This on-the-scene activity enabled us to outline our plans in detail, sketch out our strategies, and establish a good working relationship at the local level.

Not only did we visit with the radio stations and newspapers, but we also called on the trade to get its viewpoint and advice. We were able to assure the trade that we were in its market to stay, our advertising scheduled on a continuing and sustained basis throughout the year.

Station Loyalty • The fact that we would be on the air with a 52-week schedule also impressed the radio stations and helped develop station loyalty for our client and its products. At the same time, our commitment to a long-term schedule assured us of best time availabilities and, of course, built up continuity for the campaign.

As a result of this heavy programing, the consumer was exposed to our advertising message with a high degree of frequency—so much so that when he needed a replacement battery the chances were he'd get the Mallory sales pitch at some time within 48 hours of the time he was ready to buy.

In further support of the advertising campaign, a "radio rally" publicity program was developed, built around the theme of "a transistor radio in every home" for use in time of emergency.

A sweepstakes contest was also arranged as part of the promotion, in which several hundred transistor radios were given away to lucky winners. In addition, two college youths were assigned to call on the mayor in each of 21 cities to obtain official support at the local level.

Another promotion conducted this year in our five key markets was the "dollar an hour" contest. A transistor radio equipped with Duracell batteries was set to play continuously 24 hours around the clock—and the public was invited to guess the number of hours the transistor would play before the battery ran down. (Tests had showed that Duracell batteries were capable of performing for more than 1,000 hours.)

Again we had excellent support from radio stations in each of the five cities. Contacts were made with personal calls and conferences, with station personnel working out all promotion and publicity angles.

Expansion • Based on the success of this year's program, our plans for 1967 called for an expansion of the market-by-market strategy, backed by an increased budget.

More recently, our agency has been appointed to handle the advertising for the Mallory Battery Co. of Canada, Ltd. Radio will undoubtedly come in for a substantial share of the Canadian advertising effort.

And with good reason.

Experience has shown that radio can be a powerful selling medium, and that coupled with total-involvement sales and promotional support of local stations, it can be a super selling medium.

I'll take the grass roots operation every time. With it, half the battle is won.
Republic anticipates needs of drastically new mass transportation systems—with modern steels

Radically faster public transportation systems are among the most urgent needs of American society. Hundreds of miles of almost continuous metropolitan areas are rapidly becoming grand-scale traffic jams.

To overcome these massive traffic jams, many major Republic customers are developing a variety of fantastically high-speed special systems for the future—on the ground, above the ground, and underground—on rails, cushions of air, and even in pneumatic tubes.

Republic is aware that rapidly changing markets—like transportation—are creating rapidly changing problems and opportunities for customers. Basic suppliers, like Republic, must, for the national welfare, anticipate customer needs and build far in advance of demands to be able to meet the changing metals requirements of the future.

That's why Republic Steel Corporation is investing hundreds of millions of dollars in new and improved facilities. These funds are available as internally generated cash and as bank loans which have been or may be extended to us by financial institutions. But these huge sums are available to us only because we have conducted our business profitably in the past. They are further evidence that industrial profits, resulting from efficient operation, aggressive research, and alert management, serve the needs of the whole nation and provide the sinews for its growth.

You Can Take the Pulse of Progress at

REPUBLIC STEEL

CLEVELAND, OHIO 44101

This STEELMARK of the American Steel Industry on a product assures you it is modern, versatile, economical Steel. Look for it on products you buy.
The Communicana Group Television Stations appoint Blair Television effective December 5, 1966

WSJV-TV
SOUTH BEND-ELKHART 28 ABC
Don Fuller
General Manager

WKJG-TV
FORT WAYNE 33 NBC
Hilliard Gates
General Manager

JOHN F. DILLE, JR., PRESIDENT
PAUL C. BRINES, EXECUTIVE VICE PRESIDENT
New giant in broadcasting

ABC-ITT merger squeaks through FCC to create biggest corporation in networking; dissent are sharp, and there's flak from critics on Hill

By vote of the FCC last week, ABC was transformed from a network forced to scramble to stay in sight of its competitors, CBS and NBC, into one with the financial resources to compete with them on equal terms. When the merger is completed, ABC will be part of a corporation bigger than the parent of either of its rival networks.

The vote—4-10-1—was taken on an order approving the merger of ABC into the International Telephone & Telegraph Corp., one of the giants of the communications industry, in the largest transfer ever to go before the commission.

But the action, while paving the way for consummation of the merger on which the two companies had reached agreement last year (Broadcasting, Dec. 13, 1965), doesn't end the controversy that has blown up over the proceeding.

Several members of Congress who have been urging the commission to delay action until Congress convenes criticized the commission's action. And one of them, Senator Wayne Morse (D-Ore.), asked the Senate Small Business Committee, of which he is a member, to investigate the commission's handling of the case (see story page 24).

In addition, the strong language of the dissenting statements—particularly that of Commissioner Nicholas Johnson—is likely to rankle members of the majority for a long time to come.

"The majority's treatment of this case, in my judgment, makes a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of American administrative processes," Commissioner Johnson said.

"From the outset, the outcome of this case has been a foregone conclusion," he added. He also said the majority opinion leads one "to ask if they even believed the merits relevant to their decision."

It's understood that the published text is a "toned-down" version of the original draft that Commissioner Johnson circulated among his colleagues.

Commissioner Robert T. Bartley, in a separate statement, labelled the hear-

Two at the top of a new corporate team

Broadcasting has a new Mr. Big, and his name is Harold S. Geneen. He is chairman and president of International Telephone & Telegraph Corp., whose acquisition of ABC was approved by the FCC last week. Leonard H. Goldenson, president of ABC before the merger, stays on as head of ITT's newest wholly owned subsidiary.

Under the merger agreement, ABC will operate as a "substantially autonomous unit under substantially the same charter and by-laws" as the independent corporation.

It also provides for interlocking boards of directors. Mr. Geneen along with Hart Perry, executive vice president—finance and treasurer of ITT, will sit on the ABC board, while Mr. Goldenson, Simon B. Siegel, executive vice president of ABC and two other ABC directors not yet named will sit on the ITT board of directors.

In addition, Mr. Goldenson and the two ABC directors still to be named will be named to the executive committee of ITT's board. The contract assures ABC representation on the parent board and executive committee for at least three years.
And programing sounder nomic muscle technically the man tion on the case and called cipals the commissioners ing NEW GIANT 97,061 man-agement: management, the up eight points to acknowledged, ABC stood at the recipients of handsome day after the change was first 1965, "corporate conglomerates" will issue a As To the 74. "legally on Congress the communications change 1,965, "ITT's declared interest in advancing UHF technology. Harold S. Geneen, chairman and president of ITT, and Leonard Goldenson, president of ABC, issued state-ments expressing pleasure with the commission action. "We shall do our utmost," said Mr. Goldenson, "now and in the future, to live up to the vote of confidence given to us by the majority of the commission. We believe the merger will make it possible for ABC, in the public interest, to bring to the people of the nation the best of pro-gamming in entertainment, in sports and in news and public information." Mr. Geneen said the companies can now "move forward to complete the merger . . ." This is not scheduled to occur before the expiration of a 30-day period beginning on the date of the commission decision, Wednesday, Dec. 21, Justice Letter the way for com-mission action was cleared Tuesday evening with the receipt of a letter from the Justice Department stating that it would not attempt to block the merger. Donald F. Turner, chief of the depart-ment's antitrust division, said that although anticompetitive consequences may flow from the merger, the possibili-ties of such consequences "are too speculative to warrant action by the department" (see page 27).

Commissioners Bartley and Johnson chided their colleagues for what they characterized as undue haste in acting on the merger Wednesday. Commiss-ioner Bartley said the commission had "rushed into approval" of the proposal with no more than superficial attention to the Turner letter.

Cox Holding His Fire The third dis-senter, Kenneth A. Cox, said only that he concurs substantially in the views of Commissioners Bartley and Johnson and will issue a statement of his position on the case at a later date. The majority was composed of Chair-man Rosel H. Hyde and Commissioners Lee Loevinger, Robert E. Lee and James J. Wadsworth. They said the merger would provide ABC—histori-cally the third network—with the eco-nomic muscle it needs to compete with CBS and NBC and, therefore, would enhance rather than diminish competition in the communications field.

The majority also saw the merger resulting in two more benefits: With a sounder financial base, the majority said, ABC will be able to improve its programing service; expanded news and public affairs services were forecast. And UHF broadcasting will be aided, both through "programing improve-ments" that can be expected to strengthen ABC's UHF affiliates, and through ITT's declared interest in ad-vancing UHF technology.

A rise in individual fortunes Since last December when the news of ABC's merger with ITT was first reported, ABC stock has moved upward in price with a closing 86% the New York Stock Exchange on Thursday, Dec. 22, the day after the FCC announced its de-cision to allow the combination.

During this period, major ABC stockholders have, of course, been the recipients of handsome gains. Before the ABC-ITT, talks were acknowledged, ABC stood at 54. On Dec. 1, 1965, the day the merger plans were confirmed, ABC moved up eight points to 62. On Dec. 9, 1965, the day the merger plans were announced officially, ABC stock reached 74.

To the upper echelon of ABC management, the increment has been substantial. As of March 1, according to ABC's proxy statement announcing its annual stockholders meeting, these were the holdings of top man-agement:

Leonard H. Goldenson, president 97,061 common shares; Simon B. Siegel, executive vice president, 18,937 shares; Everett H. Erlick, vice president and general counsel, 107 shares, and Thomas W. Moore, presi-dent of ABC-TV, 8,659.

Messrs. Siegel, Erlick and Moore also hold options, at 300 per share, for 10,000, 5,000 and 8,500 respectively. In addition, Mr. Erlick holds an option for 7,959 shares at $43.309 a share.

The increment between Thurs-day's value and the pre merger price of 54 amounts to $3,142,835 for Mr. Goldenson, $876,990 for Mr. Siegel, $478,127 for Mr. Erlick, and $504,608 for Mr. Moore.

Under the agreement between ITT and ABC, Mr. Goldenson continues as president of ABC at an annual salary of $125,000, Mr. Siegel as executive vice president at $100,000, Mr. Erlick as vice president and general counsel at $65,000 and Mr. Moore as president of ABC-TV at $72,500. All also are given rights in deferred compensation and pension. Mr. Goldenson and Mr. Siegel also receive options on ITT stock.

22 LEAD STORY BROADCASTING, December 26, 1965
FCC approval brings market reaction to ABC-ITT merger

ABC stock took a moderate hop upward last week on news of FCC approval of its merger with ITT.

ABC shares closed at 85 on Wednesday, the day of approval. Trading in the company’s shares that day was suspended on the New York Stock Exchange until the final bell when a 17,800 share block crossed the tape at 85, up 4½ points.

Actually that large block represented a number of smaller buy and sell orders that had been held up until the moment before the exchange closed.

By merger terms—and based on ITT’s Thursday price of 75½—each share of ABC would be worth 91, about 6% above ABC’s Thursday price of 86%. The difference represented the slim chance the merger might be upset and the time required to close the deal.

Last week’s closing prices, net changes and volumes traded for ABC common stock:

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<th>Date</th>
<th>Volume</th>
<th>Close</th>
<th>Change</th>
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<tr>
<td>Mon.</td>
<td>8,600</td>
<td>82¾</td>
<td>+1 ¾</td>
</tr>
<tr>
<td>Tues.</td>
<td>7,400</td>
<td>80½</td>
<td>+2 ½</td>
</tr>
<tr>
<td>Wed.</td>
<td>17,800</td>
<td>85</td>
<td>+4</td>
</tr>
<tr>
<td>Thurs.</td>
<td>59,200</td>
<td>86½</td>
<td>+1½</td>
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For ITT common:

<table>
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<th>Date</th>
<th>Volume</th>
<th>Close</th>
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</tr>
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<tbody>
<tr>
<td>Mon.</td>
<td>23,900</td>
<td>77½</td>
<td>+4</td>
</tr>
<tr>
<td>Tues.</td>
<td>5,600</td>
<td>76½</td>
<td>-1½</td>
</tr>
<tr>
<td>Wed.</td>
<td>22,500</td>
<td>76</td>
<td>No change</td>
</tr>
<tr>
<td>Thurs.</td>
<td>10,300</td>
<td>75</td>
<td>-¾</td>
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spokesman said the case was still under investigation, presumably in connection with possible antitrust law violations. The spokesman declined to elaborate, but said only that he had been instructed by his superiors to make the statement in response to a number of calls the department had received on the case since the commission’s decision.

The merger results in the emergence on the broadcasting scene of a conglomerate company with worldwide holdings having combined assets of some $2.3 billion—which makes it the 70th largest corporation in the country—on its own, as ABC alone, with assets of some $2 billion as of Dec. 31, 1965, was ranked 30th.

It will be the largest of the three network-owning companies. RCA, parent of NBC, has assets of $1.269 billion as of Dec. 31, 1965, and CBS $469 million. In terms of revenues, ITT and ABC combined last year had $2.259 billion, compared with $2.057 billion for RCA and $700 million for CBS.

Compared to such figures, those of ABC’s last year look puny. ABC’s total assets were $263 million, and its revenues, $476 million. It was against the background of these figures that the commission said the merger would enable ABC to compete with NBC and CBS on more equal terms in this connection the majority also cited ABC’s stated need of $140 million for conversion of equipment to color broadcasting, for purchasing and equipping new studio complexes and for meeting soaring programing costs. The majority also pointed out that the ABC television network lost money over the last three years while NBC and CBS showed profits. (ABC’s owned stations, however, have been profitable.)

“In the absence of the financial assistance that it will receive from the proposed merger,” the FCC majority said, “it appears that ABC will be at a substantial competitive disadvantage and will be handicapped in its efforts to provide the programs and services to the public that it seeks to provide.”

The majority noted that Mr. Geneen committed ITT to providing ABC with up to $50 million in capital over the next three years.

Dissenters • Commissioners Johnson and Bartley, however, disputed the majority on the question of competition and on ABC’s need for ITT assistance. With ABC on a par with the other networks, Commissioner Johnson said, “what little price competition” that presently exists among the networks would disappear. Furthermore, he said, the merger would remove ABC from the field of a new network and would make more difficult the entry into the business of a fourth network.

Both Commissioners Bartley and Johnson also saw ABC in good financial condition, able to get along without ITT. Commissioner Bartley said that there “is no persuasive showing that ABC, with a working capital of $90 million in 1965, could not secure an additional $50 million over a three-year period through other means”—possibly a merger with a company which doesn’t pose the same problems as ITT, or through stock issue, debentures or another loan.

The two commissioners said the network’s chief difficulty in catching up with CBS and NBC is lack of affiliates in the major markets—and the merger, they said, won’t solve that problem.

Technically, all that was before the commission were applications for the transfer of ABC’s six AM, six FM and five TV stations. But what was involved, also, were ABC’s television network of 138 primary affiliates and 132 secondary affiliates, and its radio network of 348 basic affiliates, as well as a variety of other holdings, including 400 theaters, a record company (ABC-Paramount Records Inc.), three farm newspapers, and a TV-film distribution company (see details page 28).

This organization will be geared into a corporation with more than 105 principal divisions and subsidiaries around the world making and selling telecommunications equipment, operating telephone companies and international common carriers and, recently running a rent-a-car company (Avis).

The sheer size and diversity of ITT, particularly in view of its considerable foreign holdings—60% of its revenues are earned abroad—constituted a major cause of concern among those opposed to the merger. Members of Congress as well as the dissenting commissioners expressed doubt that ABC News could operate independently of the interests of ITT, at home and abroad.

Size No Drawback • The majority expressed no fear so far as the merged company’s size is concerned.

Although the merger will help ABC increase its share of national television revenues, the majority said, there is “no visible prospect that it would enable ABC to dominate the market.”

Besides, the majority added, “television networks exist in a world of economic giants. The largest television advertiser [Procter & Gamble] spends almost as much annually on television advertising” as ABC Television network takes in during a year. (The network averaged $232.7 million annually over the 1962-65 period).

The majority also said it is placing reliance on the statements of ITT and ABC officials in concluding that ABC News could be insulated from the other business interests of ITT. Messrs. Geneen and Goldenson have repeatedly stated that the news operation would be autonomous within ABC, which itself is to be a wholly owned subsidiary of ITT. However, the majority added that the matter “will receive our continuing scrutiny for any indication that our reliance upon the assurances and safeguards . . . was not warranted.”

Commissioner Johnson made clear he remains unconvinced by the protestations of the ITT and ABC officials. Reliance cannot be placed “on assurances, albeit sincere, of interested parties who may be gone tomorrow,”
he said. He added that the kinds of decision which the merger "will encourage are not susceptible to scrutiny even by the most vigilant agency. And the Federal Communications Commission," he added, "has the well-earned reputation of being less than a vigilant agency."

One aspect of the proceeding that the majority discussed at length—and one that any congressional hearing on the merger is likely to focus on—was the procedure used in considering the case.

Members of Congress who have criticized the commission for not holding a full-dress evidentiary hearing received considerable support from the dissenting statements of Commissioners Bartley and Johnson. Commissioner Bartley said the commission violated a decision which the agency." He also said that some commissioner's questioning [he presumably had Commissioner Loewinger in mind] was directed principally toward discrediting an FCC staff member, and assisting ITT counsel's effort to demonstrate the absence of any possible antitrust implications of the merger.

"Absence" He said the "most notable peculiarity of the 'oral hearing' was the total absence of any party whatsoever representing the public."

The commission majority, however, defended the procedure as "extraordinarily painstaking and thorough and the most adequate in the circumstances of this case that our ingenuity could devise."

The majority said it decided against "a laborious and time-consuming hearing" because there was no substantial question of fact involved, and, despite the wide publicity given the case, no adversary party. The majority also said that "voluminous data" was already available in the formal documentation accompanying the applications and in the staff's analysis of the submissions.

"What was needed was not a hearing record of factual data already available to us, but an effective means for critical review of its legal and policy implications," the majority said.

Accordingly, the commission decided against a conventional hearing that would question the principals and their representatives.

None Came It also invited anyone with objections to come forward. "None did," the majority noted, and added: The invitation to "any party" wishing to offer evidence to do so went "considerably beyond the normal commission procedure in inviting and permitting, intervention without requiring any showing of standing."

What was truly described as "another departure from routine practice" was assigning to a staff member the job of making an independent determination and public presentation of all questions of law and policy involved in the case. The majority said this afforded "maximum opportunity for consideration of every pertinent fact."

VHF Limit Almost lost sight of in the attention given the broader implications of the merger was the fact that the commission's action involved the first application of the policy requiring hearings on applications which would result in an individual acquiring more than three TV stations (or more than two VHF's) in the top 50 markets.

The commission majority said the policy applies to the merger proposal, which involves five VHF stations in the top 10 markets. "We believe that the requirement for a hearing... has been satisfied by the procedures herein," the majority said. The commission has granted exceptions to the policy in the only four other cases in which it has come into play since being enunciated on June 21, 1965.

One possible obstacle to consummation of the historic merger loomed unexpectedly Thursday, but was quickly removed at least temporarily. Hubbard Broadcasting Co., which is engaged in a 25-year-old dispute with ABC concerning the 770 kc frequency which Hubbard's KOB Albuquerque, NM., shares with WABC New York, asked the U. S. Court of Appeals in Washington to stay the effect of the commission's order approving the merger. Hubbard said it intends to appeal the commission's order.

Hubbard has filed an application for WABC's facilities in competition with ABC's renewal application, and contends that the merger would deny it the opportunity of competing with ABC as it now exists. Hubbard went into court after the commission, in its order, rejected Hubbard's request that it deny the WABC assignment. The commission said it was approving the assignment without prejudice to Hubbard's rights or to the issues in the case.

However, Hubbard withdrew his request for a stay on Friday, after being assured by lawyers for the parties that the merger would not be consummated for 30 days. This would afford time for the filing of an appeal and of a petition for stay pending a decision on the appeal.

But there was speculation that the issue would be settled out of court. Observers felt that ITT might be more willing to compromise the old dispute than ABC had been, particularly if the controversy threatens to hold up a closing on the merger. At issue is KOB's request that WABC's I-A station protect its signal at night.

The merger agreement provides for a stock transfer and thus no precise dollar value, but based on Thursday's closing price of ITT stock of 75%, holders of ABC's 4,681,896 would receive ITT shares valued at about $406,349,010. The merger agreement calls for ABC stockholders to receive 5,719 of a share of ITT common and .5719 of convertible preference stock for each share of ABC common.

Senate critics threaten probe

Morse leads attack on FCC approval of ABC-ITT merger

Congressional critics of the way the FCC has handled the merger of ABC and International Telephone & Telegraph Corp. immediately protested the commission's approval of the union last week, and the angry reaction indicated the last has not been heard from the small but determined band of lawmakers.

Charges of subservience to the industry, disregard for the public, political coverups and lack of diligence reverberated around the Capitol hours after word came that the FCC had decided in favor of the marriage Wednesday. In the most vehement challenge, Senator Wayne Morse (D Ore.) quickly requested a "thorough congressional investigation" by the Senate Small Business Committee, of which he is a member. He went on to say the "precipitate action by the FCC on the most important merger ever to come before it has not served the public interest. It can only suggest," he continued, "that the bigger the corporate interest, the fewer the questions, and the faster the FCC moves to oblige it. Surely no small-scale merger of local stations would have been handled with so little inquiry and so much disregard for normal FCC
Coley Augustine, WIIC-TV Director of Public Relations and Promotion, discusses the development of historic Point State Park with Pittsburgh Mayor, Joseph M. Barr.

no smoke.
plenty of fire.

Pittsburgh used to be called the Smoky City. No more! A fantastically successful smoke control program is only part of Pittsburgh’s world-famous renaissance. Another part is WIIC-TV 11.

Pittsburgh’s =1 color station. No smoke screen. Just fired-up audience enthusiasm. Check top spot avails with General Sales Manager Roger Rice or your Petry-TV man.

Get your Pittsburghers on

FULL COLOR WIIC-TV
Basic NBC Television Affiliate
A bonus for 'Television' subscribers

A comprehensive directory of community antenna television systems is in preparation by the staff of Broadcasting Publications Inc. and will be published in Television magazine. The issue of Television containing the CATV directory will be distributed to all of the magazine's subscribers at no extra charge.

The directory is being compiled from reports on file at the FCC. Under the FCC's new CATV rules, all cable systems must submit detailed information on their operations. The Television directory will list for all CATV systems in the U.S. the following data: location; name of system; address; principal officers and stockholders; population of community served; number of subscribers; date the system was started; channel capacity; television stations carried on the system, together with their originating channel number, the channel of their CATV carriage, and method of pickup (microwave or off the air); nature of additional services provided by the CATV and time per week devoted to each.

In addition the Television directory will include a complete list of multiple CATV owners and of CATV owners who also have interests in radio or television broadcasting and in microwave services.

The Television directory is being compiled by the same staff experts who prepare the editorial content of the Broadcasting Yearbook and Broadcasting magazine. The CATV directory will appear in an early issue of Television.

Competency Questioned - Noting the strong minority views on the FCC decision, Senator Morse said the dissent by the three commissioners "should cause the American people grave concern as to the judicial competency of the majority of the commission." He also criticized the Justice Department's part in the case, saying: "I am satisfied that the political history of this case emits an offensive odor which the Department of Justice has tried to deodorize." He was referring to charges he recalled the week before (Broadcasting, Dec. 19) alleging that ITT had made political contributions in violation of federal statutes.

He also charged that in the past "the FCC lost the confidence of the public by its easy compliance with industry demands and the failure of Congress to exercise appropriate supervision over one of its agents. I hope Congress will not again allow the FCC to fall to such low estate by allowing the public airways to be disposed of with only cursory and superficial investigation," he concluded.

He was joined in his indictment of the FCC by Senator Gaylord Nelson (D-Wis.), who is also a member of the Small Business Committee and has also kept up a steady flow of statements urging the commission to look further in the ITT-ABC transaction. Senator Nelson said he was "shocked and saddened" by Wednesday's commission action. He added he had been reluctant to judge the merits of the merger and had limited himself to raising questions concerning public interest in the past because he felt the FCC would handle the case fairly. But he noted that three of the commissioners had leveled serious charges concerning the handling of the merger.

Dissects Noted - He said it was incredible the commission should be so bitterly divided on fundamental procedures. In view of the magnitude of the merger, he said, the commission would have been expected to proceed slowly and deliberately. But instead "a one-vote majority of the commission elected to ram this case through without even satisfying the procedural objections of three FCC members."

"The willingness and ability of the FCC to consider the public interest in such cases has been thrown open to serious question," he concluded. "It would appear that this is just another regulatory agency that has become the willing tool of the industry it is supposed to regulate."

The other member of the Senate trio of critics, Senator Philip A. Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee, said it was "particularly disturbing to learn that the commission majority was unwilling to take time to study closely the many serious public interest questions raised by the Department of Justice." He said he hoped the department would re-examine the matter and consider carefully whether court action is warranted. He added it was inconceivable that an agency could approve such an important merger after a proceeding labelled as "unprecedented, bewildering, baffling oral hearing," by one of its members (Nicholas Johnson).

Shortly before the announcement of the FCC merger approval, Representative Silvio O. Conte (R-Mass.) of the House Small Business Committee, became the first in the House to publicly criticize the handling of the case. He urged the FCC to schedule additional hearings. No matter how well-intentioned the September hearing was, he said, it "exhibited an indifference" to the public to be served. He said the record to date has not upheld whether the public interest, convenience and necessity will be served by either approval or disapproval of the merger.

He said that thanks only to the senators, minority commissioners and the press has testimony critical to the issue been made part of the unofficial public record. He noted such issues as the competitive aspects of the merger, the impact of ITT's far-flung foreign interests, and ITT officials' membership in the President's Club were unanswered questions needing an answer.

Charges Renewed - Also in advance of the FCC approval was a previous statement by Senator Morse in which he urged the commission to consider charges made in 1964 during the course of the Bobby Baker controversy asserting ITT had not granted officers ordered to make contributions to political campaigns in 1960. Senator Morse said that although the Justice Department found no illegal campaign activity and a grand jury took no action (Broadcasting, Dec. 19), the FCC or Congress had an obligation to consider the charges. He also noted that since the FCC had not asked to see the charges, he was making them public.

The document contained observations of J. T. Naylor, former vice president of ITT. He said he was told to contribute $1,200 to the "Texas Business and Professional Men's Committee for Johnson for Vice President." He was told top officers of the firm had been advised to contribute to "butter both sides so we'll be in a good position whoever wins." He was informed the program was "very important to political protection and business development," and that his personal contribution would be reimbursed by the company through adjustment in Mr. Naylor's expense account. He said the check was then handed to Bobby Baker, former Senate majority secretary, who, he recalls, was described to him as "Johnson's man and Washington representative of the Johnson Committee."

It is unlawful for officers or directors to make direct financial contributions to political campaigns. It is also illegal for any person or firm doing business with the federal government to make, promise or solicit political contributions.

Mr. Naylor quit his post with ITT after the incident. The Justice Department earlier last week said it had found no evidence to support the allegation. An ITT official, who Mr. Naylor said asked for his contribution, branded the accusation as false, and said he had never solicited campaign funds.
FCC gets Justice go-ahead

Commission acts quickly after receipt of letter from antitrust chief

The possibilities of anticompetitive consequences exist and the FCC should consider them. But the Justice Department—at present—finds the possibilities so speculative that it does not contemplate an effort to block the merger.

That, in essence, is the Justice Department's view of the merger of International Telephone & Telegraph Corp. and ABC.

The department's position was outlined to the FCC in a letter which, among other things, suggested that—but for the merger—ITT might have entered broadcasting through the creation of a new CATV or broadcasting network.

The letter, written by Donald F. Turner, chief of the department's antitrust division, was delivered to the commission after the close of business on Tuesday. Less than 24 hours later, the commission acted on the applications providing for assignment of the network's 17 AM, FM and TV licenses to ITT.

In its file when the commission acted was a letter from Marcus Cohn, counsel for ITT, challenging the accuracy of Mr. Turner's major assertions. Mr. Cohn's letter was filed at noon Wednesday.

The commission itself commented swiftly on the letter. The majority in its decision said it had considered the factors mentioned in the letter but had concluded that the merger would enhance rather than lessen competition. The dissenting commissioners, however, took a contrary view.

Long Wait • The commission majority, which had been ready to act for months, had been holding off since Nov. 4 when Mr. Turner asked the commission to defer action pending completion of a study by his staff of the anticompetitive aspects of the case. Justice had been kept informed since the applications for assignment were filed last March (Broadcasting, April 4).

Mr. Turner indicated the department was concerned chiefly with the merger resulting in a diminution of independent ITT activities in broadcasting as well as "in CATV and other fields competitive with broadcasting," and in the development of technology that might open the broadcasting field to others.

He also questioned the validity of the claim made by the applicants that ABC needs ITT's financial support to compete successfully with CBS and NBC.

"So far as we are aware," Mr. Turner said, "the commission has not had before it" information on those matters. But, he added, "because of uncertainties inherent in predicting developments . . . we cannot conclude on the basis of the facts presently available to us" that a suit to block the merger should be filed.

"We suggest, however," said Mr. Turner, "that these anticompetitive possibilities warrant serious consideration by the commission in its pending proceeding since in applying the public interest standards of the Communications Act, the commission is obliged to consider the competitive aspects among other public interest issues."

Mr. Cohn, like the commission majority, said the Turner letter contained nothing new. ITT's interest in CATV was discussed during the two-day oral argument the commission held on the merger in September, he noted. He also said the commission is well aware of the technological developments which are taking place in the various communications fields. The information, he added, has been filed in innumerable commission proceedings, and was referred to in the September hearing.

And over the past decade, Mr. Cohn said, ABC has frequently told the commission and Congress its views concerning the allocation of television channels and the effect those and related developments would have on ABC's "pros-

ITT's $7 million in CATV

The reference to ITT's $7 million investment in CATV, made by Donald F. Turner, Department of Justice antitrust chief, in his letter to the FCC refers to ITT's subsidiary, Federal Electric Corp., a company spokesman said last week. Federal has interests, some substantial, in eight CATV systems—Brownsville, McAllen and Mission-Phar, all Texas; Oswego, N. Y.; Hammonston and Vineland, both New Jersey; Seattle, Wash., and San Juan, P. R.

The Texas and New Jersey systems are owned by multiple CATV owners—Southwest CATV Inc. and Garden State TV Cable Corp. respectively.

These interests, it was explained, stem from Federal's financing of these systems, including stock holdings as payment for the company's construction of these cable systems.

In January, Salvador Dali on the tube; are viewers ready for this trip? The growing importance to advertisers of the mushrooming young-adult audience. A guided tour of the networks' executive suites. Hertz talks back to Avis's "We try harder" campaign in the TV battle of the year. How the networks cover Washington, the news capital of the world. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago, Hollywood.
The merger of ABC and ITT joins a relatively specialized company that is principally interested in broadcasting and movie exhibition with a broadly diversified corporation that is engaged in many kinds of enterprise, though heavily oriented toward communications and electronics, throughout the world.


The ABC television network comprises 138 primary affiliates covering, according to ABC's calculations, 93% of all U.S. television homes. It has secondary affiliations with other stations that extend its coverage.

The ABC radio network has 348 basic affiliates.

The company owns some 400 motion-picture theaters, concentrated mostly in southern and midwestern states.

ABC is in the phonograph record business with ABC-Paramount Records Inc. and subsidiaries which produce under the labels ABC-Paramount, ABC, Impulse, Apt, Command, Grand Award, Westminster, Music Guild and Whitehall.

It owns Prairie Farmer, Wallace Farmer and the Wisconsin Agriculturist, farm publications primarily distributed in the Midwest. ABC subsidiaries operate two Florida tourist centers, Weeki Wachee Spring and Silver Springs.

ABC Films Inc., a subsidiary, distributes film programs to television stations in this country and abroad. ABC International acts as purchasing and sales representative for a group of foreign television stations and holds minority interests in a number of foreign television enterprises.

ABC and Madison Square Garden Corp. have half-interests each in MSG-ABC Productions which has an 80% interest in two American and two European productions of "Halo on Ice," an ice show.

ABC has minority interests in Microwave Associates (12%), manufacturer of electronic components; Technical Operations (19%), research and development firm, and Visual Electronics (preferred stock with rights to convert into 20% of common), sales and engineering company specializing in television equipment.

ITT, with headquarters in New York, operates a wide range of businesses throughout the world. Following are its principal divisions and subsidiaries as listed in its latest annual report:

NORTH AMERICA Manufacturing—Sales—Service CANADA Barton Instruments Ltd., (Canada), Cal-gary, Alta.; Cannon Electric (Canada) Ltd., Toronto, Ont.; General Controls Co. (Canada) Ltd., Guelph, Ont.; ITT Canada Limited, Montreal, P.Q.; Royal Electric Co. (Quebec) Ltd., Montreal, P.Q.; Wakefield Lighting Ltd. (Canada), Lon-don, Ont. JAMAICA ITT Standard Electric of Jamaica Ltd., Yallahs. MEXICO ITT de Mexico, S. A. de C. V., Mexico City; Industria de Telecommunicacion, S. A. de C. V., San Bartolo Naucaapan; Industrias Gecico de Mexico, S. A., Mon-terrey; Materiales de Telecommunicacion, S. A., Toluca; McClellan, S. A., Mexico City; Standard Electric de Mexico, S. A., Mexico City; Wyatte de Mexico, S. A. de C. V., Tlalnepantla.

PANAMA ITT Standard Electric of Panama, S. A., Panama City.


ITT Wire and Cable Division, Pawtucket, R. I.; Royal, Pawtucket, R. I.; Sur-ferent, Clinton, Mass.; Standard Manufacturing Corp., San Jose, Calif.

Telephone Operations PUERTO RICO Puerto Rico Telephone Co., San Juan.

VIRGIN ISLANDS Virgin Islands Telephone Corp., Charlotte Amalie.

had bought stations. Mr. Turner said, it would have had "a base for subsequent independent entry into the network business."

He also noted that ITT had invested almost $7 million in the construction and ownership of CATV systems since 1965. He said that the possibilities "contemplated" included expanding the investment, pay-TV operations, "and creation of a network linking whole areas of local CATV franchises." Mr. Turner said ITT's interests in these matters "apparently ceased after it agreed on merger with ABC—a sequence which indicates a possible cause and effect relationship" (see page 27).

Mr. Turner did not give the source of his information regarding ITT's possible plans in networking. But it's known his staff has questioned ITT officials on several occasions since the close of the oral argument.

Mr. Cohn, however, denied that ITT ever entertained such thoughts as these. Mr. Turner attributed to it. ITT "never intended nor did it ever have any plans or studies prepared on the possibility of its entry into nationwide radio or television networking—whether by broadcasting or CATV, through internal growth or new construction," he said in his letter.

In challenging the validity of the
claim that ABC needs ITT's resources in order to compete, Mr. Turner said that ABC hasn't attempted to obtain financing elsewhere. He also said that although the network has been the weakest of the three, it has steadily narrowed the gap, and its overall broadcasting operations have been quite profitable.

ITT's estimates, he said, indicate that ABC's earnings growth rate over the next five years would be 16%. "More importantly," he added, ABC was expected to yield a cash flow approaching $100 million between 1966 and 1970, almost all of which was "thought by ITT to be available for reinvestment in other fields than the television business."

Besides eliminating any chance ITT would participate in broadcasting independently of ABC, the merger might have three anticompetitive effects, according to Mr. Turner.

One stems from the integration of a large communications technology and equipment firm, like ITT, with an existing network. Heavy investments in the existing broadcasting structure, Mr. Turner said, might "blunt" ITT's efforts to develop technology of competing systems. Nationwide CATV and direct satellite-to-home broadcasting are two such systems he mentioned.

A second possibility involves the assumption that networks' "unintegrated with common cash flow" and equipment manufacturers are most likely to bargain down the price of transshipment services and equipment." The effect of such bargaining, he said, may be to reduce barriers to entry for other potential networks.

The third involves the possibility that the "acquisition of a network by a large, diversified industrial concern may have an adverse economic impact on new networks because of placement of the firm's own advertising and because of the possibility of reciprocal dealings and leverage on other advertisers."

SOUTH AMERICA

Manufacturing—Sales—Service

ARGENTINA

Compañía Standard Electric Agrenta, S. A. (branch), Buenos Aires.

BRAZIL


CHILE


COLOMBIA

ITT Standard Electrica de Colombia, S. A., Bogotá.

ECUADOR

International Standard Electric of New York (branch), Quito.

EL SALVADOR

International Standard Electric of New York Ltd. (branch), San Salvador.

VENEZUELA


Telephone Operations

BRAZIL

Companhia Telefônica Nacional, Curitiba.

CHILE

Compañía de Teléfonos de Chile, Santiago.

PERU

Compañía Peruana de Teléfonos Limitada, Lima.

EUROPE, MIDDLE EAST, AFRICA

Manufacturing—Sales—Service

ALGERIA

Société Algérienne de Constructions Téléphoniques, Algiers.

AUSTRIA

Standard Telefon und Telegraphen Aktiengesellschaft, Ciejza, Nisal & Co., Vienna.

BELGIUM

Bell Telephone Manufacturing Co., Antwerp; ITT Europe, Inc., Brussels; ITT Standard S. A. (branch), Brussels (offices in several countries).

DENMARK

Standard Electric Aktieselskab, Copenhagen.

FINLAND

Standard Electric Puhelin teollisuus Osy, Helsinki.

FRANCE


GERMANY

Deutsche ITT Industries G.m.b.H., Freiburg; Standard Elektrik Lorenz Aktiengesellschaft, Graz; ITT, Munich; G.m.b.H., Stuttgart, and other subsidiaries.

GREECE

ITT Helas A. E., Athens.

IRELAND


ITALY


NETHERLANDS


NIGERIA

ITT Nigeria Ltd., Lagos.

NORWAY


PORTUGAL


REPUBLIC OF SOUTH AFRICA

Standard Telephones and Cables (South Africa) (Promotory) Ltd., Boitsfort, East Transvaal.

ROMANIA

Supersonic Afirca (Pty) Ltd., Bulawayo.

SPAIN

Compañía Internacional de Telecomunicación y Electrofábricas S. A., Madrid; Compañía Radio Aérea Maritima Española, S. A., Madrid; Standard Electricas, S. A., Madrid.

SWEDEN

ITT Nordén AB, Stockholm; Standard Radio & Telefon AB, Barkarby.

SWITZERLAND

Intel S. A., Basle; ITT Standard S. A., Basle; Standard Téléphone et Radio S. A., Zurich; Müller-Barbieri AG, Wetz- will; Steiner S. A., Berne.

TURKEY

Standard Elektrik ve Telekomunikasyon Ltd., Sirket, Ankara.

UNITED KINGDOM


ZAMBIA

Supersonic Radio Zambia Ltd., Livingstone.

AFAR EAST AND PACIFIC

Manufacturing—Sales—Service

AUSTRALIA


FRANCE

Lignes Télégraphiques et Téléphoniques, Paris.

ITALY

Società Italiana Reti Telefoniche Inte- urbane, Milan.

JAPAN

Nippon Electric Co., Tokyo; Sumitomo Electric Industries, Osaka.

SPAIN

Marceni España, S. A., Madrid.

ITT Australia Pty. Ltd., Brisbane and other cities.

HONG KONG

ITT Far East and Pacific Inc. (branch).

HONG KONG, ITT Far East Ltd., Hong Kong; Telecommunications Ltd., Hong Kong.

INDIA

ITT Far East and Pacific Inc. (branch), New Delhi.

JAPAN

ITT Far East and Pacific Inc. (branch), Tokyo.

NEW ZEALAND

Standard Telephones and Cables Pty, Ltd. (branch), Upper Hutt, Wellington.

PHILIPPINES

Globe-Mackay Cable and Radio Corp., Manila (unit of ICO Group, below); ITT Philippines Inc., Makati, Rizal.

INTERNATIONAL COMMUNICATIONS

American Cable & Radio Corp., New York; All Americas Cables and Radio Inc.; Commercial Cable Company; Globe- Mackay Cable and Radio Corp.; ITT All America Communications—Caribbean Inc.; ITT Cable and Radio Inc.—Puerto Rico; ITT Communications Inc.—Virgin Islands; ITT World Communications Inc., Press Wireless, Inc.; Compañía Radio Internacional de Brasil, R. I. S. de Janeiro; Compañía Internacional de Radio Boliviana, La Paz; Compañía Internacional de Radio, S. A., Buenos Aires; Com- pañía Internacional de Radio, S. A., San- tigo; Cuban American Telephone and Telegraph Co. (50% interest), Havana; Radio Corp. of Cuba, Havana.

FINANCIAL AND OTHER SERVICES


INTERESTS (minority and other) AND ASSOCIATE LICENSEES

AUSTRALIA


FRANCE

Lignes Télégraphiques et Téléphoniques, Paris.

ITALY

Società Italiana Reti Telefoniche Inte- urbane, Milan.

JAPAN

Nippon Electric Co., Tokyo; Sumitomo Electric Industries, Osaka.

SPAIN

Marceni España, S. A., Madrid.
Here Come the TR-70's!

Top-Performance High Band Color Recorder Now Rolls to Customers

UNMATCHED CONVENIENCE—With the TR-70's unequaled features for error-proof operation the best pictures snap in most readily and stay in without varying from day to day.

The one that leap-frogged all other designs is now taking another important leap...to users! Scores of these top-performance Tape Recorders with unmatched design features are coming off production lines as fast as we can make them, destined for users in United States, Canada, Australia and Europe...now.

Those who have waited will be glad they did. If you want operating ease that makes even the beginner a pro—you've got it. If you want performance that means tapes of increased brilliance and realism at all times—you've got it. If you want innovations that you expect the most trusted name in electronics to provide—error-proof controls, standardized modules, switchable FM standards (all modes built-in)—you've got every one and a lot of others, too.
If you're not yet on the list to receive one of these truly amazing recorders we suggest you see your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.

The Most Trusted Name in Electronics
Sponsors sign for Super Bowl TV

Super Bowl coverage was reported last week to be 100% sold to advertisers at NBC-TV and 75% sold at CBS-TV in what will be the first professional football simulcast on two networks Jan. 15 (Broadcasting, Dec. 19).

The game was made possible by the merger of the National Football League and the American Football League.

In the dual-TV-network coverage (4-7 p.m. EST) from the Los Angeles Coliseum, each network will carry 18 minutes of commercial time, with NBC-TV pricing its commercials at $75,000 a minute and CBS-TV at $85,000 a minute. NBC-TV has signed seven national and four regional sponsors.

CBS-TV said it has contracts with three national advertisers, and that negotiations are underway with two other national and a number of regional sponsors.

NBC Radio, it was announced last week, will carry the Super Bowl in addition to CBS Radio, which had already announced its coverage plans.

The Line-Up • CBS Radio, which is charging $1,500 per minute, was reported to have committed all of its coverage to four advertisers—Plymouth (through Young & Rubicam); Anheuser-Busch (D'Arcy); P. Lorillard (Grey), and American Express (through Ogilvy & Mather).

NBC-TV’s national advertisers are: Chrysler Corp. (Young & Rubicam); R. J. Reynolds Tobacco (William Esty); RCA (J. Walter Thompson); American Airlines (Doyle Dane Bernbach); Schick Safety Razor Division of Eversharp (Compton); Kellogg Co. (Leo Burnett); and McDonalds Corp. (D’Arcy). It was noted that Chrysler, Reynolds and RCA are also regular-season advertisers on AFL telecasts on NBC.

NBC-TV’s regional lineup includes: Sun Oil Co. (Esty); Wilson & Co. (Campbell-Mithun); Haggar Slacks (Tracy Locke), and Lone Star Brewing Co. (Glenn Advertising). Regular AFL advertisers in this group are Sun Oil and Lone Star Brewing.

CBS-TV reported deals with McDonalds Corp. (D’Arcy), for two minutes; Philip Morris (Burnett), for two or three minutes, and Trans World Airlines (Foote, Cone & Belding), for three minutes. Negotiations as of last Thursday (Dec. 22) were being held with Ford (JWT), for three minutes. Another national advertiser was also being considered. CBS-TV said it also has six regional minutes available for sponsor...
new card that offers advertisers specific rates for 30-second announcements in all parts of its schedule.

The Katz organization drew back from a general endorsement of the plan for all its stations, but did not attempt to disguise its enthusiasm in the instant case or deny that it would be in favor of the plan for other outlets it handles.

In a letter covering the new card, Katz said: "It's no secret that piggyback announcements are unwieldy. . . . The servicing of piggybacks—scheduling instructions, copy changes, late arrival of film—are continuing problems."

An Option • This card differs from the new Blair plan in that sponsors still have the option of purchasing one-minute single spots or piggybacks at regular one-minute rates. It's difficult to compare the new WKRC-TV card (effective Jan. 1) with the old one because coincident with the introduction of half-minute prices there was a regular seasonal adjustment of the station's rates based on recent audience rating information. However, with its new structure the station offers only 30's, 20's and 10's in prime time, and, outside of prime-time, 20's and 30's carry precisely the same price, further indication of the moribund state of 20-second announcements.

Outside of prime-time on the WKRC-TV card all 30-second prices are more than half of minute rates although this ratio changes slightly throughout the schedule. The onetime rate for a minute of class A time (7:30-8 p.m.) is $330 while twice the 30-second rate is $364, or approximately 10% above the minute fee.

Katz says the new card isn't designed to discourage piggybacks, rather to encourage 30's.

Still another big rep, Peters, Griffin, Woodward, put its word in on the subject last week. PGW advised its stations to review their price structures with an eye to establishment of half-minute rates. PGW President Lloyd Griffin said he doubts 30's will ever overtake minute announcements as the dominant spot unit but went on to say piggybacks have gone a long way toward establishing the value of 30 TV seconds and that now this length of time ought to be pegged at a "realistic" price.

PGW is suggesting that its stations charge between 50% and 65% of minute rates for 30-second announcements in fringe time depending on schedule position, pre-emptibility and local market conditions.

Time Eater • Asserting that the expanding use of piggybacks has been attended by lost time in handling problems at agency, station and rep, PGW also said that present commercial practices of most major advertisers and the commercial formats of stations and networks are not synchronized.

While suggesting that its stations institute half-minute rates, the rep firm advised that it be done on an ad hoc basis, not without a blanket formula.

Eastman TV puts itself at the forefront of those fighting for new status for the half-minute announcement. Al Shepard, president of the organization, says letters went out to agency media departments two weeks ago proclaiming the availability of 30-second units in all time categories on 15 of the 27 TV stations that Eastman represents. The half-minute commercials are priced at 20-second rates, according to Mr. Shepard.

There has been some speculation that networks may soon be offering half-minute units for sale in their prime-time schedules. And this change, if it materializes, would likely have side affects on the spot-television business. It is remembered that piggyback commercials were taken in network front doors before a reluctant spot industry let them in its back door.

Much of the talk of network half-minute pricing has centered around CBS-TV. Officials there have denied imminent plans for half-minute sales, but responsible sources inside CBS have predicted that 30-second network pricing is inevitable at CBS-TV, certainly within several years, probably much sooner.

Katz upholds idea of color charges

The Katz Agency, which sells time for the first TV station to announce a color rate card, last week came to the defense of higher charges for color but professed distaste for the term "premium" to describe such increases.

A color-based rate card was introduced last October at the Katz-represented WNEW-TV Syracuse, N. Y., asking a 5% increase for all commercials running in color. The new card drew protests and threats of business cancellations from a number of major advertising agencies (Broadcasting, Dec. 5).

The Katz statement last week suggested that color TV gives sponsors "a new sales medium of unparalleled value."

"The time has come," said Katz, "for advertising agencies to accept new cost-per-thousand guidelines for color television that reflect its added value. The old cost-per-thousand standards for black-and-white TV no longer apply."

Kenneth Donnellon, Katz director of advertising and public relations, said the company was taking a stand on the issue now because penetration of color sets has reached a significant level in many markets and continues to grow quickly.

"Establishing the point at which penetration is sufficient to justify rate increases has to be determined market by market," he said.

The Katz announcement said: "This is not to suggest premiums for color. It simply suggests that buyers pay for value received. In fact, as color viewing becomes more commonplace, stations may be giving discounts to old-fashioned black-and-white advertisers."

Guidelines set for banks, S&L ads

Advertising by banks and savings-and-loan associations concerning the interest they pay to depositors was the subject of a new set of guidelines issued by the federal agencies that regulate these financial institutions last week.

The new guides were laid down in letters to presidents of all such firms the
Network TV-radio is formula for more sales

Formula 409 Inc., Westport, Conn., intends to double its advertising billing in 1967 to $3 million from $1.5 million this year as the company places its Formula 409 household spray cleaner in network television and radio for the first time, starting Jan. 2.

An estimated 95% of the spending for Formula 409 is in TV-radio with the product advertised heretofore by 150 local personalities. With its entry into national distribution in 1967, Formula 409 will be advertised by Art Linkletter on three CBS-TV programs, House Party, Password and To Tell The Truth and on CBS Radio's House Party.

Until February 1965, Formula 409 was sold exclusively at various military installations throughout the world. At that time it was placed on the civilian market and advertised almost exclusively by local TV and radio personalities, who improvised commercials from a fact sheet supplied by Wilson Harrell & Co., Westport, marketing agency for the product. Sales in 1966 rose to an estimated $5.6 million wholesale, up from $1.6 million in 1965, according to Mr. Harrell.

Mr. Harrell reported that a new Formula 409 spot dry cleaner has been developed by the company and voiced the view that it will be the second product to be placed on the market.

TV-radio personality Art Linkletter (l) discusses Formula 409 advertising plans with Wilson Harrell, president of Formula 409 Inc. and Wilson Harrell & Co. The household spray cleaner goes national on Jan. 2 and will be advertised by Mr. Linkletter on various programs.

whose deposits are insured by the federal government. The statements stressed the guides were merely "principles" but the threat of legal action for failure to comply was also implied.

The four principles outlined were as a result of some "flambouyant" types of advertising during the interest-rate war between banks and S&L's earlier this year, one agency official noted. However, it was also acknowledged that there had been a lessening of such advertising recently. Some of these advertising practices were deemed to be misleading or "detrimental to the public's attitude toward the nation's financial system."

The new advertising requirements stressed that only the simple annual interest rate can be stated in the ads, that the ads cannot imply that more than $15,000 deposit ceiling will be covered by federal insurance, that the word "profit" may not be used to describe the interest on deposits and that the ads will have to declare any minimum time or size requirements for deposits.

The principles were issued jointly by the Securities and Exchange Commission, the Federal Deposit Insurance Corp., the Federal Home Loan Bank Board and the Federal Reserve Board. Prosecution for violations would fall under the antifraud provisions of the securities act.

Nielsen moves up dates for all-market reports

Agencies can move ahead faster now with their planning of new spot TV schedules, A. C. Nielsen Co. said last week in announcing a more-rapid production and distribution of its NSI all-market measurement reports. The report cycle presently in distribution will beat last year by some two weeks with top markets already moving a week earlier.

Nielsen's fall measurement of all 226 TV markets ended Nov. 23 and by Dec. 7 the first reports were mailed for Chicago, Indianapolis, Milwaukee and Cincinnati. Others followed daily with New York moving Dec. 20. Nielsen said reports for 25 of the top 30 markets already have been delivered.

Business briefly...

P. Lorillard Co., for True cigarettes, through Foote, Cone & Belding, both New York, has purchased 35-week sponsorship in NBC Radio's News on the Hour. Wynn Oil Co., Azusa, Calif., through Erwin Wasey, Los Angeles, has purchased sponsorship in the network's Monitor. American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, both New York, has renewed sponsorship in David Brinkley Reports, also on NBC Radio.

The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor the special color production of Irving Berlin's Annie Get Your Gun, starring Ethel Merman, on NBC-TV Sunday, March 19 (8:30-10 p.m. EST).

Austin, Nichols & Co., Maspeth, N. Y., through Alfred Lilly Co., both New York, has doubled its advertising budget for Campari (an aperitif) to $50,000. About half of that will go into radio. The company plans to use WQXR New York, WDOV Philadelphia, KPIT San Francisco,
CBS researchers hit ‘Life’ study

CBS-TV Network researchers drew a bead last week on a Life magazine promotion that sought to show that the number of homes actually using television is substantially below the totals indicated by the A. C. Nielsen Co.'s national reports.

Life's promotion, they said, was based on figures compiled by Alfred Politz Media Studies that showed 41% of all households were tuned to TV during the average minute during the 6:30-10 p.m. interview period. Life then compared this 41% figure to a 56% figure derived from the Nielsen Television Index (NTI).

CBS-TV researchers said the Nielsen figures, normally expressed as percentages of TV homes, actually translated out to 55% of all homes, not 56%. But they concentrated their fire on the techniques and conclusions of the Politz study.

Almost 70% of the difference between the Politz and Nielsen figures, they said, could be accounted for by Politz's finding that 35% of the households contacted were "not at home" because nobody answered the interviewer's ringing of the doorbell.

Households that responded to Politz's bell-ringing but refused to be interviewed were classified as viewing or not viewing in the same proportion indicated by households that cooperated. These and other considerations resulted in an understatement of viewing, according to CBS-TV researchers.

The CBS researchers concluded that "several aspects" of the Politz study led them to disregard its findings, and neither the study nor the conclusions that Life drew from it "give us [any] reason to question Nielsen evening homes-using-television figures.”

Pulse affirms intent to do ‘67 radio study

Dr. Sydney Roslow director of The Pulse Inc., has written to radio stations to answer what he called "scuttlebut" and to assure them that Pulse has "every intention" of proceeding with its radio coverage study in 1967 and will start field work in January.

Actually, he said, Pulse's original plan has been expanded to include field work for three months in summer as well as three months in winter, which he said is "the only adequate basis" to give "year-around" circulation figures. This expansion was decided upon, he said, in response to "legitimate reactions" of broadcasters who felt a winter-only survey would not give a true measure of year-around circulation.

"As a result," he continued, "we have been put at a disadvantage because our competitors will survery only the spring months and consequently have the report available toward the end of the year. Why hasn't the radio industry expressed the same reaction to our competitor?"

Of the "scuttlebut," Dr. Roslow said: "Apparently our competitors have succeeded in creating the idea that we are not doing our CP '67. As a result, we understand that the major reps are advising their stations to purchase the coverage study that is being planned by our competitors.

"I want you to know that, as of this moment, we have every intention of executing the circulation study in 1967. We go into the field with our survey work in January 1967."

Dr. Roslow's letter did not identify his "competitors," but the American Research Bureau plans a radio coverage study with station circulation information to be gathered between April 13 and May 10, 1967, and with the results promised for distribution to clients at the end of the month. Two weeks ago ARB reported that 28 advertising agencies, which is described as a record number, had agreed to buy the full study (BROADCASTING, Dec. 19).
ARB lists color and UHF sets

Report finds seven markets with over 20% color penetration; 18 cities have over 90% UHF coverage

The American Research Bureau last week released its first figures on color TV and UHF set penetration in major markets in the United States, based on its November research.

The ARB report showed that seven U.S. markets stand at 20% or higher penetration of color TV, and, since the research firm is releasing color only as its surveys are verified, this doesn't include such major markets as New York, Chicago, Los Angeles, Philadelphia and Washington. ARB said that it would release these color percentages sometime this week.

According to the Beltville, Md., research organization, these are the leading markets in color TV receivers: Santa Barbara, Calif., 25% of all homes; South Bend-Elkhart, Ind., 24%; Dayton, Ohio, 23%; Fort Wayne, Ind., 22%; Youngstown, Ohio, 21%; Peoria, Ill., and Salinas-Monterey, Calif., tied at 20%.

And, the leading cities (market metro only) in the UHF sweepstakes, with 90% or more penetration: Fresno Calif., and South Bend-Elkhart, 100%; Evansville, Ind., Fort Wayne, Lexington, Ky., Youngstown, each 99%; Wilkes Barre-Scranton, Pa., and Yakima, Wash., 98%; Bakersfield, Calif., Madison, Wis., Rockford, Ill., Springfield-Holyoke, Mass., each 97%; Champagne-Decatur-Springfield, Ill., Harrisburg, Pa., and Montgomery, Ala., each 96%; Binghamton, N. Y., and Peoria, Ill., each 94%; and Erie, Pa., 93%.

The color and UHF listings come from ARB's November sweep of more than 230 TV markets. The UHF penetration figures are complete; the color listings are only being released as they are confirmed.

Here are the complete listings as released by ARB last week:

**UHF penetration as percent of TV homes, by metro markets:**
- Atlanta, 30% - Atlanta, Tex., 44% - Bakersfield, Calif., 97% - Baltimore, 36% - Birmingham, N. Y., 94% - Binghampton, N. Y., 45% - Buffalo, N. Y., 49% - Campaigna-Decatur-Springfield, Ill., 96% - Charlotte, 59% - Chicago, 41% - Cleveland, 39% - Columbus, S.C., 89% - Columbus, Ohio, 44%.
- And Dallas-Fort Worth, 40% - Dayton, 52% - Detroit, 52% - Erie, 52% - Evansville, 99% - Flint-Saginaw-Bay City, 48% - Fort Wayne, 100% - Fresno, Calif., 96% - Greensville-Spartanburg-Asheville, 24% - Harrisburg, 96% - Harrisburg-Lancaster-Lebanon-York, Pa., 80% - Hartford-New Haven, Conn., 69% - Houston, 41%.
- And Indianapolis, 61% - Jacksonvile, 85% - Johnstown-Altoona, 50% - Kansas City, 36% - Knoxville, Tenn., 59% - Lexington, Ky., 99% - Los Angeles, 48% - Louisville, Ky., 94% - Madison, 97% - Miami, 36% - Milwaukee, 81% - Minneapolis-St. Paul, 35% - Montgomery, Ala., 96% - New York, 32% - Oklahoma City, 26% - Peoria, 94% - Philadelphia, 58% - Pittsburgh, 35% - Roanoke, Va., 18% - Rochester, 97% - St. Louis, 54%.
- And San Antonio, 68% - San Diego, 36% - San Francisco, 35% - Seattle-Tacoma, 27% - South Bend-Elkhart, 100% - Springfield-Holyoke, 97% - Tampa-St. Petersburg, Fla., 78% - Toledo, 46% - Washington, 84% - Wilkes Barre-Scranton, 98% - Yakima, Wash., 98% - Youngstown, 93%.
- Color TV set penetration: Blixol, Miss., 12%; Binghamton, 20%; W. V., 10% - Bristol, Va.-Johnson City, Tenn., 11% - Cedar Rapids-Waterloo, 18% - Charlotte, N. C., 15% - Dayton, Ohio, 25% - Des Moines, 13% - Detroit, 71% - Duluth, Minn.-Superior, Wis., 10% - Eugene, 1%, 3% - Eugene, Ore., 1% - Flint-Saginaw-Bay City, Mich., 18% - Fort Wayne, 25% - Grand Rapids-Kalamazoo, Mich., 18% - Green Bay, Wis., 13% - Greenville-Spartanburg, S. C.-Asheville, N. C., 13%.
- And Greensville-Washington-New Bern, N. C., 12% - Harrisburg-Lancaster-Lebanon-York, Pa., 17% - Hattiesburg-Laurel, Miss., 11% - Hays, Kan., 19% - Huntsville-Decatur-Florence, Ala., 8% - Jacksonville, Fla., 16% - Johnstown-Altoona, Pa., 12% - Lima, Ohio, 18% - Madison, 16% - Manchester, N. H., 13% - Manistee, Minn., 12% - Medford, Ore., 17% - Meridian, Minn., 9% - Miami, 10% - and Norfolk-Portsmouth-Newport News-Hampton Roads, Va., 12% - O'Fallon, Ill., 10% - Phoenix, 14% - Pittsburgh, 13% - Davenport-Rock Island-Moline-East Moline, Ill., 17% - Raleigh-Durham, N. C., 11% - Richmond, 13% - Rochester, N. Y., 10% - Rockford, Ill., 17% - Salinas-Monterey, Calif., 22% - Salisbury, Md., 12% - Salt Lake City-Ogden-Provo, 15% - San Antonio, 10% - Santa Barbara-Calif., 28% - South Bend-Elkhart, 24% - Springfield-Holyoke, 13% - Toledo, Ohio, 17% - and Topeka, 12% - Tulsa, 14% - West Palm Beach, Fla., 19% - Wheeling-Stevensville, W. Va., 14% - Wichita-Hutchinson, Kan., 14% - Wilkes-Barre-Scranton, Youngstown, 21% - Yuma-El Centro, Calif., 19%.

They forgot the FCC

In the true spirit of Christmas, brotherhood, ABC's Washington news bureau decided to try harder. The decoration on its window calls for "Peace on earth—goodwill to NBC and CBS."
Readying bills for the hopper

Congress's interest mounts in election-coverage laws; fairness procedures hit

Broadcasters last week were assured they will be the subject of much congressional attention when the lawmakers return to Washington early next year. At that time members of Congress have forewarned that they will again scrutinize broadcasting practices concerning editorials, political endorsements, election coverage and fairness policies.

Already on tap are the Senate Communications Subcommittee's fact-finding into public affairs programming and the fairness question and the House Commerce Committee's proposed scrutiny of broadcaster endorsement of political candidates.

However, last week came confirmation that other parties would bring up the issue of broadcasting election returns and the making of vote predictions before polls have closed. A lot of words were spilled and much time spent on these subjects before and after the 1964 elections but nothing was resolved at that time.

Last week Representative Lionel Van Deerlin (D-Calif.), a former broadcaster who is a member of the Communications Subcommittee, said he would introduce legislation forbidding the broadcast of state or local election results while any polls in the area remain open. The Senate Communications Subcommittee also confirmed it planned to back Senator Vance Hartke's call for it to probe radio-TV vote predictions made while the polls are still open. The Indiana Democrat had been particularly concerned about the influence such predictions might have on intentions to vote and the impact this might have in close races.

Prediction Hearing = The Senate unit reportedly is planning to make this one of its first orders of business after the next session of Congress opens Jan. 10. Officials of the networks and FCC Chairman Rosel Hyde are certain to be called when the subcommittee begins drafting plans for the inquiry after the holidays.

Representative Van Deerlin told a gathering of Triangle Stations personnel in New York that he and probably other congressmen would introduce bills to prohibit the broadcasting of results until after voting stops. He noted that in the California race, one network had announced a winner 27 minutes before the close of city polls and that 13 people told a precinct worker they were not going to bother voting. Admitting the suggested bill would bring up questions of speech infringement, he said, however, that the measure would protect the sanctity of the ballot and could stand any court test.

He said that although his measure would be confined to reporting of results, he knew that other congressmen are considering bills to prohibit vote predictions. Another Communications Subcommittee member, John Moss (D-Calif.), and Representative John M. Slack Jr. (D-W.Va.) are reported considering such action.

The former San Diego-area newscast and commentator also outlined other areas of interest to broadcasting he felt Congress would study in the upcoming session.

Focus on Extremists = Among these he mentioned an examination of the fairness doctrine with emphasis on the use of broadcasting by extremist organizations and the possibility of mandatory suspension of licenses of any broadcaster who is in willful violation of the doctrine. Although he said he was prepared to defend the endorsement of political candidates within the confines of the fairness doctrine, he predicted that bills probably would be introduced to ban the practice. He cited outrages by House Speaker John W. McCormack (D-Mass.), House Commerce Committee Chairman Harley O. Staggers (D-W.Va.), House Judiciary Committee Chairman Emanuel Celler (D-N.Y.) and complaints about broadcasters in North Carolina and California campaigns.

It is also expected there may be some backing for legislation to require radio and TV stations to keep better records on how they are meeting the fairness doctrine's equal-time provision. Some congressional observers see the stations as not bothering to keep records or tapes and feel that the doctrine is being taken too lightly.

Representative Van Deerlin also said there will probably be a congressional inquiry into the subject of quick license transfers. He said this would focus on "short-haul ownership" whereby purchasers build up station evaluations for quick resale of the property.
What price national ETV?

NAEB group sees $392 million needed by 1971 for capital expenditures, $285 million yearly for operating costs

Planning ahead for the forthcoming report on educational television by the Carnegie Commission and the subsequent Senate hearing, educational broadcasters have taken a look toward what they will need by 1971 to provide a truly national ETV service.

The Educational Television Stations division of the National Association of Educational Broadcasters said there must be “at least 364” operating ETV’s in 1971 compared to the 118 on the air as of Sept. 1, 1966. These stations should be operating seven days a week, with optimum power and antenna height and be capable of color broadcasting, the report said.

After a four-month study, ETS offered a five-year projection for ETV. It estimated $392 million would be required for construction and modernization and $285 million annually in operating costs.

It said that capital funds needed to construct the 246 new stations would be $246,750,000; to update the existing 118 stations would cost $120,587,500, and to construct intrastate interconnection systems would cost $25 million. The total five-year capital needs would be $392,437,500.

On an annual basis, it estimated station operating budgets at $153 million; national and regional instruction and noninstructional program service at $125 million (a Ford Foundation estimate); interconnection costs at $7.2 million. The total annual operating costs would be $285,200,000. This figure is based, the study said, on the assumption “there will be no ETV capital cost for use of a satellite system.”

As envisioned by the ETS study, the 364 stations would cover about 90% of the country. It broke the stations down into five categories: AA, A, B, C and D.

• Of the 246 new stations needed by 1971, ETS said 143 (58%) would be in the D category, primarily satellite stations with possible future “minimal one-camera capability, equipped with minimum video-tape and film playback capability.” There are now 21 D stations on the air.

• It said an additional 54 stations (22%) would be required in the C category, small-city outlets with basic one-studio production capability. There are now 24 C stations on the air.

• ETS said another 25 B category stations (10%) would be needed. These are middle-sized city operations with two-studio and mobile production facilities. At present 27 are on the air.

• In the A category, the study saw 24 stations (10%) being added to the 34 now in operation. These are major city stations with complete multiple-studio and mobile-unit production capabilities.

• The AA category now has 12 outlets on the air and ETS does not see any more necessary by 1971. The AA’s are very large regional and national broadcast and production facilities equipped with large multiple-studio TV and film production facilities, mobile units, and all attendant studio and broadcast services.

The study, termed by ETS as a “model” of “realistic goals” for ETV within five years, noted that operating funds are more critically needed than are capital funds. “We must achieve a suitable and stable operations base,”
the study said, "allowing for total use of the ETV facilities or the multi-million-dollar capital investment will represent a considerable waste of public and private funds."

A 1964 ETS study showed ETV's average operating budgets were about $370,000 annually. The five-year plan calls for an average annual budget of $390,000. This ranges from a $2 million budget for AA stations to $100,000 annually for D category outlets. These were termed "most conservative" by Chalmers H. Marquis, ETS executive director.

He noted the figures were simply an ETS appraisal of what would be needed. "It is by no means a list of how you get there," he added, saying he hoped the Carnegie Commission report "will speak to when and how" these goals can be reached.

New Formula * He noted that the $32 million in federal money allocated as matching funds under the ETV Facilities Act of 1962 is now totally committed to operating stations, permittees and those whose applications have been accepted by the FCC. The current formula for the matching grants is 50% for new operations and up to 75% federal funds for updating existing stations.

However, he felt the same formula won't work with the influx of new stations, and that possibly some new formula will be an outgrowth of the forthcoming hearings planned by Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

The ETS report noted that local matching funds "are already exhausted in many states." It said a new program providing at least 75% federal funds or 90%, similar to the highway support program, would be needed.

NAEB 'hopeful' of NAB support

The National Association of Educational Broadcasters, which is seeking $100,000 to bolster its Washington staff (CLOSED CIRCUIT, Dec. 5)—a big portion of it from commercial broadcasters—is on the verge of getting some of the money. William Harley, NAEB president, said he has received "assurances of some imminent" fiscal support from foundations and electronics firms. How much they are giving is not known.

NAEB officials met with National Association of Broadcasters officials two weeks ago in an attempt to find common interests between the associations. Mr. Harley said the session produced "a good deal of agreement in general exploratory discussions." He said this would probably be additional meetings with NAB.

NAEB is hopeful of getting $15,000—either directly from NAB, or from broadcasters with NAB's assistance.

The meeting with NAB was initiated in part by NBC after NAEB had approached the network for $25,000. It requested a similar sum from CBS. ABC was also asked for financial aid.

NBC suggested that NAEB confer with NAB to see if commercial broadcasting and educational broadcasting had common ground so that any money contributed would not be going into research that would be detrimental to commercial broadcasting positions.

Mr. Harley said one major area of agreement was that both commercial and educational broadcasting can exist as complementary parts of the total broadcast service. He said the NAEB representatives pointed out the fear of "creeping commercialism"—advertisers underwriting ETV programs—represents "no more than 1% to 1½% of the total funds going into ETV."
Speech association set for TV symposiums

TIO PROVIDES FILMS FOR THREE DAYS OF SCREENINGS

A three-day series of television program screenings will be presented by the Television Information Office as a major feature of the Speech Association of America's annual convention this week in Chicago.

Morning screenings on Wednesday, Thursday and Friday (Dec. 28-30) will be followed in each case by an afternoon symposium pointing up television's potential as a teaching tool for the 3,500 teachers expected to attend the convention.

Dr. Donald W. MacLennan of Brooklyn College Television Center, New York, who is the SAA coordinator of television symposiums, said the screenings and TV discussion sessions represent an important advance for teachers.

"They can help us give the young viewers we teach valuable yardsticks for appreciating, understanding and criticizing television," Dr. MacLennan said. "The programs the public sees on home screens reflect, in the last analysis, the public's taste. Thus, as we give our students a deeper understanding of what makes good and bad television, we will shape this powerful medium."

TIO obtained the films scheduled for the SAA screenings, cooperated in arranging for symposium participants and prepared a program folder for distribution to the teachers.

The screenings and symposiums will be held at the Conrad Hilton hotel and will be divided into three categories. Wednesday's will be devoted to television in elementary speech education, Thursday's to TV in college speech education, Friday's to TV in secondary speech education.

Films to be screened at the elementary school level are NBC's The First Look—At Words, Wild Kingdom—"Voyage to Raza" and Exploring—The Constitution; CBS's Juggler of Our Lady and ABC's Directions: "Wilderness of Walden" and Discovery Goes to Kong Kong.

Screenings set for the college-level session Thursday are WCBS-TV New York's College Counterpoint, "Noon Wine" from the ABC Stage '67 series and the Eastern Educational Network's Broadcasting: Is the Viewer Remembered? Films to be shown at the secondary-level screening Friday are "Volvorez" from NTA's Play of the Week and CBS's A Dickens Chronicle.

Symposium participants include Hubbell Robinson, executive producer of ABC Stage '67; Richard Reinauer of Don Meier Productions, producer of Wild Kingdom, and a number of prominent educators.

TIO Busy • The SAA's will be the second major educational convention in which TIO has participated in a little more than a month. Late in November it cooperated in staging another program of screenings for the National Council of Teachers of English convention and also prepared a folder describing the programs for the 7,000 NCTE delegates (Broadcasting, Nov. 28).

In the program folder being distributed at this week's sessions, Dr. MacLennan calls TIO's "the most extensive library and information center covering the cultural and sociological aspects of television" and suggests that teachers may use it with profit.

Harcourt, Brace gets CP for Denver channel 20

Harcourt, Brace & World Inc., New York, which applied earlier this year for five UHF licenses, last week received its first construction permit for channel 20 in Denver.

The book-publishing company still has applications pending for Augusta, Ga. (channel 54); Salt Lake City (channel 14); Portland, Ore. (channel 24), and Phoenix (channel 15) and has also said that it will seek commission approval of a sixth UHF outlet in an undisclosed eastern city (Broadcasting, Oct. 10).

The Denver CP is for 627 kw visual, 125 kw aural and an antenna 930 feet above average terrain.

HB&W is owned by 1,937 stockholders. Hastings Harcourt owns 9.9% of the corporation's stock, Katharine Brace, 7.8% and Donna Brace Ogilvie, 7.7%.

Changing hands . . .

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

• KBLU-AM-TV Yuma, Ariz.: Sold by Robert W. Crites and associates to Eller Telecasting Co. for $470,000. Buyers are headed by Karl Eller, outdoor advertising, and will include Mr. Crites who becomes president. No changes in personnel are contemplated. KBLU is 500 w daytimer on 1320 kc. KBLU-TV on channel 13, is affiliated with CBS.

• KEAP Fresno, Calif.: Sold by KEAP
BROADCASTING, December 26, 1966

No dues due, but he pays

A year ago, when James Gerity Jr., president and general manager, WNEM-FM-TV Flint-Bay City-Saginaw, Mich., was made an honorary member of Local 48 of the National Association of Broadcast Employees and Technicians, he took it literally. Testimony of this has come in a telegram to Mr. Gerity saluting his efforts on behalf of good relations between labor and management. The wire noted that although no financial requirement is made of honorary members, Mr. Gerity has consistently made regular dues payments.

No hidden deals, says French bank

A French bank which owns 20% of Columbia Pictures Corp. and plans to acquire another 18% says it has no agreement concerning the stock with any of the financial institutions or the stockholder group with which it has become involved in its Columbia Pictures dealings.

The Banque de Paris et des Pays Bas responded last week to a series of FCC questions apparently designed to determine whether the new acquisition would enable the bank to wield effective control of Columbia Pictures. The commission is concerned because of Columbia's control, through a subsidiary, of six broadcast stations.

The bank proposes to acquire the additional shares—340,000—from a group of dissident stockholders, headed by N. M. Clairmont of New York, who had originally sought to acquire control of the company. The purchase is subject to commission approval. The bank says it will place the additional shares in trust, with the U.S. Trust Co., to avoid a commission rule permitting the commission to revoke or refuse renewal of the license of a station whose parent company is 25% owned by aliens.

In its letter to the commission last week, the bank said there are no agreements or understandings concerning the Columbia stock between it and the Clairmont group, the trust company or the Madison Fund Inc. and the Dreyfus Fund Inc. The bank in November signed to the two funds 14% of the 34% of Columbia stock it had originally purchased through a tender offer in October.
programing

Nbc-Tv claims 1.3 lead in nielsens

For NBC-TV last week, the latest Nielsen numbers were good news. The network had won handily its fourth national ratings report in the six issued this season.

In the 7:30-11 p.m. period in the two weeks ended Dec. 4, NBC-TV had 20.2, CBS-TV 18.9 and ABC-TV 16.9.

NBC-TV claimed its win as "the biggest of the season," its 1.3 lead over CBS-TV, representing a clear margin as compared to past reports of the season in which the two networks have usually been only a fraction apart. CBS-TV has come up on top in two of the six reports, while ABC-TV has yet to capture the lead spot.

In computing the figures, NBC-TV entered another claim: It said it had become the first network this season "whose average evening program topped 11 million homes per minute."

The report gave NBC-TV dominance in wins by half-hour periods and nights of the week: NBC-TV 26 and Wednesday, Thursday, Saturday and Sunday; CBS-TV 17 and Tuesday and Friday, and ABC-TV six and Monday.

National Nielsen TV ranking
(two weeks ending Dec. 4, 1966)

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<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>U.S. TV Households</th>
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<tbody>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>28.9</td>
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<tr>
<td>2</td>
<td>Red Skelton (CBS)</td>
<td>28.5</td>
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<tr>
<td>3</td>
<td>Lucy Show (CBS)</td>
<td>28.5</td>
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<tr>
<td>4</td>
<td>Andy Griffith (CBS)</td>
<td>26.3</td>
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<tr>
<td>5</td>
<td>Jack Benny (S) (NBC)</td>
<td>26.2</td>
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<tr>
<td>6</td>
<td>Saturday Movie (NBC)</td>
<td>25.1</td>
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<tr>
<td>7</td>
<td>Jackie Gleason (CBS)</td>
<td>25.0</td>
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<tr>
<td>8</td>
<td>Green Acres (CBS)</td>
<td>24.3</td>
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<td>9</td>
<td>Ed Sullivan (CBS)</td>
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<td>10</td>
<td>Walt Disney-Color (NBC)</td>
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<td>11</td>
<td>The Virginian (NBC)</td>
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<td>12</td>
<td>Gomer Pyle (CBS)</td>
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<td>Oaktari (CBS)</td>
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<td>14</td>
<td>Get Smart (NBC)</td>
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<td>15</td>
<td>Lassie** (CBS)</td>
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<td>16</td>
<td>Lawrence Weil (ABC)</td>
<td>21.1</td>
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<tr>
<td>17</td>
<td>Family Affair (CBS)</td>
<td>21.5</td>
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<tr>
<td>18</td>
<td>Daniel Boone* (NBC)</td>
<td>21.2</td>
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<tr>
<td>19</td>
<td>G.E. Fantasy Hour (S) (NBC)</td>
<td>21.2</td>
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<tr>
<td>20</td>
<td>Hogan's Heroes (CBS)</td>
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<tr>
<td>21</td>
<td>It's A Dog's World (S) (NBC)</td>
<td>20.9</td>
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<tr>
<td>22</td>
<td>Petticoat Junction (CBS)</td>
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<td>23</td>
<td>Rat Patrol (ABC)</td>
<td>20.9</td>
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<tr>
<td>24</td>
<td>Tuesday Movie (NBC)</td>
<td>20.9</td>
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**Television only one week of this report.
**Television, Sunday, 7-7:30 p.m. (S) Special or pre-emtping program.
Households reached during the average minute of the program.

Taft moves to clear dispute on H-B purchase

Litigation that threatened to block the proposed $26.4 million sale of Hanna-Barbera Productions Inc. to Taft Broadcasting Co. apparently was cleared in a Los Angeles court last week. In superior court proceedings, Taft interests guaranteed that no prejudicial disposition would be made of 264,000 shares of stock claimed by John and Harry Cohn Jr. until a suit brought by the two sons of the late president of Columbia Pictures Corp. against Hanna-Barbera principals is decided.

The sons, in a suit filed last year, complain that in 1959 their mother, Mrs. Joan Cohn, then acting as their guardian, was induced to sell their stock in the Los Angeles-based production company, then known as H-B Enterprises, for $65,000 when it was really worth more than $200,000 (BROADCASTING, Dec. 20, 1965). The sons demand return of the stock, and $3 million punitive damages from William Hanna, Joseph R. Barbera and George Sidney, major stockholders in the animation company. The defendants claim that the Cohn boys were paid a fair price for their stock under conditions then existing and have no right to it now.

In last week's court action, the Cohn sons sought an injunction to prevent the sale to Taft Broadcasting pending trial of their suit. It was revealed that Taft will pay $24 a share for the Hanna-Barbera purchase. Nearly half of the purchase price will be in cash and the rest in Taft stock.

The Hanna-Barbera stock is closely held. Mr. Hanna owns 204,000 shares, while his two children own 132,000 shares each. Mr. Sidney owns 264,000 shares and Mr. Barbera owns 351,000 shares. Mr. Barbera's former wife, Mrs. Dorothy E. Barbera, owns 117,000 shares.

Taft Broadcasting has agreed to buy all of the 1 million shares outstanding in Hanna-Barbera Productions (BROADCASTING, Oct. 31).

World rights to thomas series go to CBS Films

The acquisition by CBS Films of the worldwide syndication rights to the Make Room For Daddy series, starring Danny Thomas, was announced last week by Sam Cook Digges, administrative vice president, CBS Films.

Available to stations are 195 black-and-white episodes of the series, originally telecast on CBS-TV from 1958-64 under the title of The Danny Thomas Show. The films were purchased from Mr. Thomas' production organization, which was represented in negotiations by the William Morris Agency.

AM-FM separation stays denied for 3 stations

The FCC last week denied petitions filed by WRKO-FM Boston, WROC-FM Rochester, New York, and WTOP-FM Washington for reconsideration of earlier commission actions that denied the stations' requests for long-term exemption from the AM-FM nonduplication rule.

The commission's rule states that

Jewish group lashes out at 'big lies' on radio-TV

The broadcast industry has been urged by the American Jewish Committee to police itself against abuses of "talk-back" radio-TV programs that provide bigots an opportunity to exploit "big-lie" techniques. In a newsletter, the editorial titled "New Kind of Air Pollution," the AJC charged the industry to follow its own program codes in choosing responsible persons for public-affairs broadcasts.

Citing producer desires for "ever more sensational guests" with "audience response the be-all and end-all," the editorial stated: "AJC bows to no one in its dedication to free speech. But is freedom of speech at stake here? We bar the airwaves to frauds, slanders and pornographers. Why, then, open them to bigots, who often represent no one but their own warped selves, and whose invited appearances on certain programs are meant only to irritate, not educate?"

The editorial refuted David Susskind's recent comment that "kooks and bigots" quickly expose themselves under the camera's clinical eye. "Too often, guests on these programs are masters of the 'big-lie' technique," the AJC commented, "and frequently neither the moderator, no matter how angry he pretends to become, nor questioners from the studio audience are equipped to nail the lies. Yet we know only too well what tragedy big lies can beget."
FM stations in cities of over 100,000 persons can devote no more than 50% of their broadcast time to duplicating the programs of commonly-owned AM’s in the same area. The effective date of the rule was Oct. 15, 1965, but it was extended to Dec. 31, 1966, for stations that requested extensions.

The commission said that the above stations and 10 others have until April 1, 1967, to comply with the rule.

The commission, in another order, gave the chief of the Broadcast bureau authority to grant exemptions to the rule for periods up to three months after the final deadline.

NBC engineers protest Super Bowl

The National Association of Broadcast Employees and Technicians filed a complaint last Thursday (Dec. 22) with the FCC, protesting plans for a single network pickup by CBS-TV of next month’s Super Bowl football game which would be fed also to NBC-TV (see page 32). Copies were sent to the Federal Trade Commission, the Justice Department, and the House and Senate Judiciary committees.

Woody Schlegel, director of network affairs for NABET, which has jurisdiction over cameramen and technicians at NBC, said the complaint was filed after Pete Rozelle, commissioner of the American and National Football Leagues, turned down the union’s appeal to be allowed to handle the pickup for NBC-TV. (CBS technicians belong to the International Brotherhood of Electrical Workers.)

Mr. Schlegel told Broadcasting the intent of the complaint was to seek an investigation by the government into what he called “Mr. Rozelle’s attempt to control the telecasting of pro football games.”

One Interest • Mr. Rozelle issued a statement Thursday saying the decision to limit accessibility for TV camera locations was based on “a single interest—the viewing public at home and in the stands.”

NBC and CBS each paid $1 million in rights fees to telescast the game between the champions of the AFL and the NFL, which will be held on Jan. 15 in the Los Angeles Coliseum (BROADCASTING, Dec. 19).

NABET’s letter to the FCC pointed out that NBC had advised Mr. Rozelle there was sufficient room at the Coliseum for three or more camera crews, but the leagues’ commissioner insisted that only one camera crew could be accommodated. NABET also claimed that NBC offered to pool the cameras and said this arrangement has “worked well” for more than a year at White House telecasts.

NABET charged CBS with “apparent collusion” with the leagues’ office.

The complaint asserted that Mr. Rozelle chose CBS to produce the game because of “his greater personal familiarity with CBS” leaving NBC to take a video feed but using its own announcers. It contended that CBS “obviously would benefit from the prestige of having the exclusive right to pick up the game and feed it not only to its own network stations but also to the NBC stations.”

A CBS Sports spokesman declined to comment on the NABET complaint, stating he had not seen it.

Mutual gets rights for Clay-Terrell bout

Mutual last week said it has purchased exclusive U. S. and Canadian radio rights to the scheduled heavyweight championship fight between Cassius Clay and challenger Ernie Terrell on Feb. 6, 1967 (10 p.m. EST). Mutual’s price was estimated by one source at $125,000.

Mutual plans to feed the bout to its 523 affiliates and to other stations in noncompeting markets. Four sponsors will be signed, according to Mutual.

Ancillary radio-TV rights to all of Clay’s fights are owned by Main Bout Inc., New York. A company spokesman indicated the bout may also be carried live to Hawaii and Japan by Lani Bird II, if that satellite is launched successfully on Jan. 11 (CLOSED CIRCUIT, Dec. 19). Satellite transmissions are also being arranged on Early Bird to the United Kingdom where Main Bout has made closed-circuit TV deals with Viewport and with BBC for live and delayed coverage in Britain and Europe.

TV in court would need no ‘interpretation’

Adverse newspaper influence might not have occurred, Dr. Sam Sheppard has said on WBBM-TV Chicago, if the first trial for the murder of his wife in Cleveland had been covered by television. On a retrial he recently won an acquittal.

Talking on the WBBM-TV At Random conversation show in the early hours of Dec. 17, Dr. Sheppard advocated using television in the courtroom to report the facts of a case rather than relying upon newspaper interpretation of the proceedings.

“I wish there had been television cameras just like these in the courtroom during the first trial,” Dr. Sheppard said, “so that the newspaper people would not have ‘interpreted’ the facts.”

Describing his dislike of the manner in which the press handled his case and for pretrial publicity in general, Dr. Sheppard felt that from arrest to trial no statements should be made by the defense or prosecution to newsmen. At the time of trial also, he said, “the prosecutor has no right to make any statement to the press outside of the courtroom.”

Ford’s $10 million may go to Columbia

A silence at the Ford Foundation, which has made its recently announced grant to noncommercial television seem like $10 million in search of a taker, was partially broken last week although not officially.

Ford Foundation officials have been in negotiations with representatives of the Columbia University School of Journalism looking toward formation of a TV program source that would present a weekly review of national and world affairs and the arts.

Creation of a staff of professional journalists and installation of new studio equipment were said to be part of the plan that would bring together colleges throughout the country in a nonprofit TV service.

Presumably professional newsmen from the television industry and newspapers would be asked to join the project on leave from their commercial employers.

The idea of a weekly TV program that would “speak directly to the great issues of the day in every field of action” was mentioned with the original announcement of the new Ford grant. Who would receive and administer the funds has not been disclosed.

Nothing Definite • Dean Edward Barrett of the Columbia School of Journalism acknowledged last week that negotiations between the foundation and Columbia about such a project were indeed under way but that plans were still tentative and nothing had been approved by the university’s board.

The weekly two- or three-hour program would be presented to a national hookup of close to 100 educational stations.
Best news: Uptrends continue

Year churns out changes as industry grows:
new jobs, new people; FCC gets new head,
takes on CATV; ITT-ABC merger caps the climax

It was a year of change and a year of stability. The changes made the news, but radio and TV continued their upward climb, encompassing the changes without much of a tremor in their business nerve centers.

It was the year that saw CATV come under full FCC regulation, color TV move so quickly to the forefront that virtually all network programs are now broadcast in color and color TV receivers account for more than one-third of all set sales to retailers.

It was the year that saw the country's first all-advertising radio station; the announcement of a fourth TV network, the beginning of commercial space relays over the Pacific.

It was the year that saw the multimillion-dollar merger of ABC with giant, international telecommunications firm, ITT, and the ownership of MBS change once again.

And it was the year that saw a one-time House Commerce Committee ratings investigator sued by A. C. Nielsen Co. for attempting to rig a CBS special and finally sign a consent order admitting the attempt and promising not to do it again.

Television undoubtedly went over the $2 billion mark in revenues this year, since total revenues reached $1.9 billion in 1965. Radio on the other hand is inching toward its first billion mark; last year radio's total revenues came to $792.5 million. Based on financial data reported to the FCC in 1966, TV's net income before taxes was $447.9 million in 1965; radio's $77.8 million.

Continuing as TV's top spot buyer is Procter & Gamble, which in the third quarter of this year had spent over $19.5 million in the medium. Total TV spot billings for the third quarter amounted to $270.6 million, compared to $248.3 million for the same nine-month period in 1965.

Ford Motor Co. led in radio spot buying at the six-month mark. It spent $13.5 million on spot radio, and $160.6 million on all radio, up 11.5% over the same period last year.

J. Walter Thompson stayed at the top of the list of broadcast agencies, spending an estimated $225 million in both radio and TV, principally TV.

BBDO led the list in top radio billing, with $32.7 million spent in that medium.

Hyde for Henry • As in all years, broadcasting saw a lot of people change jobs. At the top of the list this year was the name of Republican Commissioner Rosel H. Hyde, a long-time FCC career official, who was named chairman by President Johnson. He succeeded E. William Henry who resigned to help his friend John Jay Hooker Jr. in the Tennessee Democratic gubernatorial primary, but was back in Washington following Mr. Hooker's defeat.

Mr. Henry has joined the Washington law firm of Arnold and Porter.

For Mr. Hyde's full seven-year term, President Johnson named Nicholas Johnson (no relation), firebrand Maritime Commission executive officer.

Mr. Hyde's assumption of the FCC chairmanship, heralding a more conservative attitude toward broadcast regulation, was underlined when a new Broadcast Bureau chief was appointed to succeed the controversial James B. Sheridan. The new chief: George Smith, previously legal assistant to Commissioner Robert E. Lee, and before that in private practice in Washington.

Also in government switches, Oren Harris, long-time chairman of the House Commerce Committee, resigned to assume a federal judgeship in Arkansas, and Representative Harley O. Staggers (D-W. Va.) became the new committee chairman.

And, in the industry at large, the year saw Robert E. Kintner resign as chairman of NBC, and a few months later accept appointment as an assistant to President Johnson as secretary of the cabinet; Walter D. Scott named chairman of NBC, and Julian Goodman, president.

John A. Schneider, who took over after James T. Aubrey was deposed, as president of CBS-TV, became president of the new CBS/Broadcast Group; and Thomas H. Dawson became president of CBS-TV after John T. Reynolds resigned. Earlier Fred Friendly, hypercharged president of CBS News, resigned because the network wouldn't carry full testimony before the Senate Foreign Relations Committee hearing on the Vietnam War.

And as the year drew to a close, Larry H. Israel, executive vice president of Westinghouse Broadcasting Co., was named president of the new WBC Station Group; and George B. Storer Jr., heir to the Storer Broadcasting-Northeast Airline empire, resigned as vice chairman of both companies. He remains on the Northeast board, however. J. Alphonse Ouimet resigned as president of the Canadian Broadcasting
Corp. and Thomas S. Murphy was elected chairman and chief executive officer of Capital Cities Broadcasting Co. following the death of Frank Smith.

Movies, Movies, Movies • Movies became the staple of TV during the year. Every network and virtually every station had at least one movie on during the week, and moviegoers could, without stirring from their homes and hearths, see a movie every night.

The correctness of program managers in embracing motion pictures for TV was never more underscored than by ABC's three-hour, gangbuster presentation of Bridge on the River Kwai. It zipped all competition and estimates of its audience ran as high as 66 million. ABC paid $2 million to Columbia Pictures for the rights to two showings; and Ford Motor Co. sponsored the first at $1.8 million.

The blitz galvanized the TV industry. ABC signed with two major Hollywood producers for about 50 feature films laying out almost $40 million for the rights. It acquired 17 Twentieth-Century Fox films for $19.5 million, including Cleopatra which it can't release until 1971. ABC also paid almost $20 million for 32 Paramount Picture features. And CBS-TV signed for 63 MGM features at cost estimated at $32.8 million.

CATV and FCC • CATV operators, not exactly happy but resigned, came under FCC jurisdiction; the move being the second step in the commission's assumption of authority over all CATV. Previously it had asserted jurisdiction over only those cable systems fed by FCC-licensed microwave relays. Legal challenges immediately were filed, but no definitive decision has yet been handed down.

In its Second Report and Order the commission told CATV systems that they must carry local stations, provide duplication protection to local stations, and, for the top-100 markets, keep distant stations that do not provide a Grade B signal in the CATV-served city.

But the cable operators' national association heard its president, Frederick W. Ford, urge CATV's to begin originating local programs. A few began moving in this direction, but the great bulk were still considering action, the main barrier being expense. Nevertheless, a firm known as Del-Worth in Dallas-Fort Worth proposed to furnish programming to CATV systems in the Southwest and asked the FCC for permission to link up through microwaves a substantial number of CATV systems in that area.

On the legislative front, a House Commerce Committee reported out a bill establishing FCC jurisdiction over cable operations and banning all origination by CATV with a few exceptions (time, weather, teletype news).

Although he didn't make the list of 10 best dressed men, FCC Chairman E. William Henry, turned up as Batman at the Multiple Sclerosis Society benefit ball in Washington on March 4. But he did make 'Esquire' and other national magazines and newspapers with this photo snapped at the ball. A month later he resigned as FCC chairman to take up the cause of his friend John J. Hooker Jr. in the latter's unsuccessful bid for the Democratic nomination for governor of Tennessee.

A House copyright committee completed a full revision of the decades-old Copyright Law and included a section on CATV. This would require license fees where cable systems carry other than local stations. Both bills
And announced was the long-awaited fourth TV network. Underwritten by D. H. Overmyer, a national warehousing businessman and holder of H. Overmyer, KADS (FM), the financing that educational TV of American Telephone & Telegraph Co., received FCC approval only last week (see page 21). The merger, under continual sniping from Senators Gaylord Nelson (D-Wis.) and Wayne Morse (D-Or.) was given clearance by the Department of Justice on antitrust aspects.

If ABC had a tough time joining up with ITT, the radio-only fourth network, Mutual Broadcasting System, changed hands once again—for the fifth time in a decade. The network, which owns no stations, was sold by Minnesota, Mining and Manufacturing Co., St. Paul, to a new group headed by John P. Fraim of Dayton, Ohio. The price: $3.1 million.

As the year ended, Capital Cities Broadcasting Co.'s purchase of KRK (TV) Houston for around $20 million awaited the buyer's decision as to what station he already owns was to go. Speculation centered on Providence, R.I., or Raleigh, N.C. Capital Cities must sell because it already owns its FCC-imposed limit of five VHF TV stations.

Discounting Discounts • A long-established network practice, that of offering discounts to advertisers for purchases of several days' time, ceased after coming under fire by the Senate Antitrust committee, chaired by Senator Philip A. Hart (D-Mich.). Both ABC-TV and CBS-TV dropped the contentious practice early in the year, and as the year ended, NBC-TV also discarded the discounts. Even so, Senator Hart called on the FCC to regulate network business practices. And Federal Trade Commission Chairman W. Rand Dixon let it be known that the deals with favored customers might be considered an unfair business practice if the transaction was not open to all customers.

But of greater significance to the advertising industry were federal personages whose observations and activities caused dismay. Donald F. Turner, chief of the Department of Justice's antitrust division, suggested that large advertising appropriations spent by major companies might be considered an antitrust violation in that they prevent the entry into the market of new firms offering similar products. He also expressed the hope that some means could be evolved to give consumer information to the public, quickly and easily.

This, of course, is exactly what Mrs. Esther Peterson, an assistant secretary of labor and President Johnson's advisor on consumer affairs, long advocated. In fact, with her support, Congress passed a law requiring the printing of ingredients on all packages as well as other standards for packaging. What admen fear is an obvious extension of this move; restrictive legislation on the contents of advertising.

Spectrum Study • The crowded radio spectrum became a top news item when a Department of Commerce advisory committee recommended that a study be undertaken of spectrum use. It suggested that this be done by the Commerce Department, but this immediately raised FCC hackles and also disconcerted the Office of Telecommunications Management in the Executive Office. All agree on the need for a study, but the details of who is to do it and how much can be spent on it are still being worked out.

Meanwhile, the perennial cry by land-mobile services for more spectrum space finally got the FCC's ear. The commission suggested that a test in Los An-geles on sharing of a TV channel by the land-mobile services might be worthwhile, and arrangements were being made as the year came to a close.

The commission, however, did come out with one project that has been iniminent for over a year; the new TV program reporting form, like the one for radio, finally was issued.

In one other FCC field, however, the commission found itself faced by a not unexpected counterattack. A year ago the FCC had proposed that no broadcast entity be permitted to own more than three TV stations in the top 50 markets, and that one or more of the three could be VHF. A group of major group owners, under the name Committee for Television Development, undertook a $300,000 research study by a Cambridge, Mass., organization. This report maintained that the commission's proposal had no relevance to the FCC's purported goals, and in fact would impede them. If the commission is interested in diversity of media, and more local programming, it found, then the groups at which the proposal was aimed were the very ones engaging in these desirable practices.

In news coverage, TV and radio still struggled for what could be called elemental rights. Hope sagged, however, when a special committee of the American Bar Association reported that the protection of the rights to a fair trial required that police, prosecutors, defense lawyers and witnesses be barred from talking to newsmen. The committee, which was headed by Justice Paul C. Reardon of Massachusetts, also urged news media to refrain from printing details not introduced in evidence in criminal trials. It even hinted strongly that judges could use their contempt powers against news media for infracting these rights.

Another setback came in the U. S. Supreme Court's decision in the Sheppard case, which reversed the Cleveland osteopath's conviction for the murder of his first wife because of the "circuit" atmosphere at the 1954 trial. Cleveland newspapers were the target of the Supreme Court's ire, because of the heat they engendered against the defendant.

The extensive television coverage of the congressional and local elections this year won many plaudits but were marred by errors in predictions by some networks and stations. The resulting clamor focused attention again on the drafting of a law to prohibit reporting results until all polls are closed, and circumscribing predictions. Some complaints were made of radio and TV stations editorializing in favor of one candidate or another.

In the music licensing field, a government attempt to force Broadcast Music Inc. to divest itself of its broad-
caster stockholders failed when a consent order entered in New York federal court mentioned not one word about ownership. BMI, meanwhile, signed a new agreement on radio rates; they're higher.

Pay TV got a new breath of life when the California Supreme Court ruled that the referendum in 1964 banning payment for TV programs was unconstitutional. Moving against his own court, the Attorney General of California asked the U. S. Supreme Court to review this decision, but this petition was denied.

Meanwhile the FCC was studying the question of whether to give the green light for commercial, over-the-air subscription TV.

Kemper Pays - A legal benchmark of sorts was established when a federal court ruled that Kemper Insurance Companies had to live up to its contract with ABC. Kemper had bought sponsorship of 26 ABC Evening News shows. After three programs it canceled the contract because it objected to the appearance of Alger Hiss, convicted perjurer, on a Howard K. Smith program about former Vice President Richard Nixon. The ABC suit to collect the $265,000 due, with interest, was successful when the U. S. Supreme Court refused a Kemper petition to review a lower court award to ABC. The significance of the litigation, observers feel, was in binding the sponsor to his contract notwithstanding his attitude toward other programs on the network. After a spell of tugging and hauling on a $2 million headquarters building for the National Association of Broadcasters, the proposed plans won the concurrence of a panel of nationally prominent architects.

NAB re-elected John Dille of the Communicana Stations of Indiana for a second term as chairman.

And the code authority wrestled with a new commercial specter: The purchase of a single minute by two separate companies to advertise two dissimilar products. Its conclusion is that where the products are related it's a single commercial; where not, it's counted as two spots.

A one-time House committee ratings investigator found himself back in the limelight when the A. C. Nielsen Co. sued him for $1.5 million, charging that he attempted to rig the Carol Channing Show on CBS-TV and others. After months of cross-charges and interrogations, Rex Sparger signed a consent order in Oklahoma City admitting that he had made the attempt (he said he was collecting material for a book he was writing) and that he wouldn't do it any more.

Throughout the year, week-by-week, Broadcasting reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as the related fields that influence broadcasting.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1966 and, in order to offer fuller continuity, the last months of 1965.

Midyear saw a new skipper at the helm of the FCC; Rosel H. Hyde who took over the term of E. William Hensley while assuming the chairmanship. At the same time, Nicholas Johnson came to the commission from the Maritime Commission, named to a seven-year term that will run to June 30, 1973.


Advertiser-Agency Relations

Agency compensation—tradition 15% versus fee system—continued controversy. A study shows fee system growing, but most advertisers still use 15% formula—4/19/66.


Agencies created special departments for specialized services: BBDO, Children's Marketing Opportunity—1/31/66, and pharmaceutical ad department—5/2/66; Geyer, Morey, Ballard sets up science department—6/20/66; McCann-Erickson and Interpublic establish Center for Advanced Practice—6/20/66.

Clinic to provide free advertising counsel to small business proposed by Carson/Roberts' Carson—2/7/66.

J. Walter Thompson buys 82% interest in Puerto Rican & American Insurance Co.—1/10/66.

1965 shows new high in agency switches—1/2/66; pace accelerates in 1966—7/11/66.


Agency costs, profits for 15 years, reported by AAAA—7/18/66.

Advertiser-Broadcaster Relations

ANA broadcast committee divided into one for radio, one for TV—11/22/65.

Program material provided gratis by advertisers: Is it programming or advertising? 9/27/65.


Consolidated Cigar cancels sponsorship of Sammy Davis Jr. special when regular series starts first—11/8/65.

Network reject General Motors documentary—12/20/65; GM assures own start in lineup—8/9/66; CBS-owned stations turn down Shick documentary—7/4/66; NBC-TV accepts it—8/29/66.

Colgate-Palmolive cuts ad schedules as strikes slow production—2/14/66; Hubbard stations continue C-F spots without charge—3/14/66; as strike ends TV schedules are expanded—4/25/66, 5/9/66, 5/23/66.

TV network practices hit by Brown & Williamson's Burgess—3/30/66.

TV makes it tough for local merchants, Chicago furrier claims—11/22/65.


Small advertisers claim they can't get TV network time on par with big clients—6/8/66.

Spot TV is great, but too much paperwork,
Advertising-Consumer Relations

Closer cooperation between government and business advocated at AFA-AAW Wash-

ington conference—2/14/66, 3/14/66.

Truth-in-packaging bill—5/9/66, is studied by

House Commerce Committee holds hearing—9/12/66, approp-

rations subcommittee—9/26/66, when pass-

ages House—10/10/66, is accepted by

Senate—11/5/66.

Court upholds FTC complaint against Gen-

eral Foods for using misleading number of

mexipretation in TV commercials—11/15/66, ap-

probation is ordered by judge of District Court.

Forcible entry of FTC complaint requires wathch a program, raises rating questions—10/3/66.

Komen Radio TV-Durham hearing is canceled after His appearance—11/14/66.

Advertisers see need for improvement in

TV operation—11/16.

Consumer-Advertising Relations

New AM applications pile up despite FTC

allocation rule—11/15/66, which is first—9/10/66, pro-

posed to raise minimum power of Class IV AM’s to 250 w—12/20/65, meets mixed response—1/10/66, but FT

C does agree to study all TV A erage time stations add predawn hour—7/25/66,

and protests agencies will act in mid-

October—9/11/66.

Resistance to duplicate applications on clear

ergrounds—9/26/66, but FTC asks people to hold up applications of Class II A stations for high power licenses until FTC rules are completed—11/18/66, 11/22/65.

U. S. Supreme Court upholds decision that FTC gave to NBC A erage on TV in its fight with KOB Albuquerque over TV network’s right to retransmit back to


Congressman promises crackdown on TV sales—11/22/66.

Agency-Advertising Relations

FTC's director of deceptive practices bureau says agencies as well as clients will be

held responsible for misleading ads—11/16/66.

Allocations

New AM applications pile up despite FTC

allocation rule—9/11, 11/13/65, which is first—9/10/66, pro-

posed to raise minimum power of Class IV AM’s to 250 w—12/20/65, meets mixed response—1/10/66, but FT

C does agree to study all TV A erage time stations add predawn hour—7/25/66,

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Agency-Advertising Relations

FTC's director of deceptive practices bureau says agencies as well as clients will be

held responsible for misleading ads—11/16/66.
Buying habits

Radio

WPHL-TV

Heavy radio

Life

Licensed for one

Radio

ARB

New

Chicago's

Broadcasting,

views

loyalty-

Consumers

understanding,

-5/16/66; NH

ing

networks and

expenditures

Newspaper

4/18/66.

66.

battle

York-

strikes

by

owner, Pacific

BROADCASTING'S Taishoff

President asserts

market, often over-

looked —

Negros are intensely brand conscious, sur-

vey by T.A. Simon with strong brand

loyalty—11/7/66; Negro market attracts more advertising—11/17/66.

Complaints need more urgency, effective on well-

liked programs—1/17/66.

Lifeline for Negro Bucks seeks public’s views on beer-wine advertising—11/15/65.

Heavy radio listeners are big beer drinkers.

CBS finds—10/31/66.

Price prospect to test consumer attitudes

—9/27/66.

Tele-Research runs in-store check on commercial effectiveness—9/27/66.

Computers used by stations, reps to provide availabilities—9/27/66; use by agencies, networks and reps reviewed—9/13/66; Campbell-Ewald reorganizes media buying at computer—9/6/65; Carson/Roberts uses computer to keep abreast of competitive situation in major TV markets—10/18/65; FCBS sets up national data processing center—10/20/66; ARB offers "instant spot availability"—12/7/65; NHAS uses computer for media estimates—3/16/66; computers can’t provide human understanding—9/13/65; ARB president tells NAB—4/6/66.

Station sales total $135 million in 1965—2/21/66.

Diversification is pattern for publicly owned broadcasting companies—1/24/66.

Radio employment—1965—10/30/66; more re-

laid-off—9/7/66.

Pilot program to prepare youth for broad-

casting careers starting—9/6/66.

UFH operation economics—1/24/66.

Data on stations’ revenues, profits surveyed by NAB—9/6/66.


Newspaper strikes send retailers to radio in New York—8/27/66, and Boston—7/14/66.

New York transit strike has little effect on broadcasting—11/7/66.

Airlines strike brings immediate loss in bill-

ings and boardtightens ad acceleration—8/29/66.

Appeals court finds too low $30,000 award to WOEL Elyria, Ohio in station’s 15-year-old suit against Lorus (Ohio) Journal—4/18/66.

Licensed for one-year test of want ad sta-


ATM proposes higher rates for radio and

$24.50.

Broadcasting’s contribution to gross national product hard to measure, but NAB trans-

mission—11/7/66.

Joint study of TV problems by advertisers, agencies and broadcasters proposed by ANA TV committee head, accepted by CBS—11/22/66, pondered by AAA—11/28/66.

ARB-BAR combine services so advertisers can access all of their TV advertising budget with that of competing products—11/28/66

Bill increasing minimum payment for TV sales presentation—8/17/66.

New York City Board of Education’s average study planned by Mediatlast—10/31/66.

Chicago’s 69 radio stations 1966 billings are up 12 percent—8/25/66.


New York City Suburban Group organizes to assist national advertising—9/19/66, 11/21/66.

Media Survey finds gaps in distribution of

national advertised products—10/31/66.

Brand preferences in eight major markets reported by TVAR—11/21/66.

Milwaukee Advertising Laboratory reports on progress—10/10/66.

Marketing Information Bank, computerized facility, provides data on sales—Represented by Westphing—9/19/66.

Katz forms electronic data processing depart-

ment—10/10/66.

Blair TV stations in major markets testing new rate formula—11/28/66.

Television achieved was to be labeled one of its finest dramatic hours in May when CBS-TV presented the two-hour ‘Death of a Salesman.’

The program sent critics rushing to
dictionaries for new words of praise and it was considered a major reason that CBS and NBC later in the year announced they would pay top dollar for fresh dramatic scripts.

President complains about TV’s three-man control—10/24/66.

Bills to permit radio-TV coverage of House
debate—11/1/65, introduced—1/17/66, 2/2/66, 3/21/66, 6/20/66, deferred by House Rules Committee—4/20/66, re-

ommended by Joint Committee on 7/22/66, opposed—9/12/66, favored—9/26/66; public favors measure—10/28/66.

Bill introduced to open Senate floor for TV

CRS

New York State Senate admits TV cameras for test—5/2/66; Medicare debate cov-
ered live—5/30/66; Ohio General Assem-

bly wonders live broadcast coverage—4/11/66.


Passed by Senate—10/25/65, 4/6/66, 7/22/66, and by House—2/25/66, 11/27/66; FCC announces immediate compli-


Government relations major problems for

broadcasters—7/15/66.

Squabbling TV crews upset Senate Commis-

sion Court delays Appeals in cases before

Court—11/20/66.

Rep. Oren Harris (D, Ark.) appealed to the Department of Justice to investigate the recent

Harley O. Staggars (D, W. Va.) becomes

President of House Committee on Commerce—11/24/66.

Ask whether bureau for faster, fuller storm reports—9/27/65; terminol-


Uniform daylight savings time bill—3/14/66,


Proposed uniform sales and use tax opposed by

NAB—3/7/66, and Chamber of Commerce—5/14/66.

Corinhamian stations ask Supreme Court to rule by which stations cannot be—11/23/66; court re-

fuses—7/27/66.

Internal Revenue Service studies proposal to liberalize film amortization rules—9/8/66,

7/30/66.

Tax court lets DeSauk court receipts from programs to could—12/16/66.

Taxing on broadcast advertising and loud

commercials proposed in California—9/5/11/66.


WTOV's Hayes nominated ambassador to Switzerland—9/29/66, sworn in—10/10/66.

ABCTV discussion of parasex contributed to delinquency of minors, district attorney charges—9/19/66.

PTC rejects station plan to supply background music and in-store commercials—12/10/66.

PTC chairman tells broadcasters special rate cut not automatic; public is unfair com-

petition—11/14/66.

Cigarette Advertising


Local personalities who smoke on TV con-

cern American Cancer Society—9/27/66.

Placement of Kent commercial next to Beatles questioned by Senate Commerce Committee—10/4/62; agency told to in-

vestigate—3/7/66.

FTC complaint about cigarette advertising is supported by NAB; Cigarette Code Authority—12/6/66, and by CAC—12/13/66.

FTC requires 10-year trial of nico-

tine and tar content advertising—3/28/66, 4/28/66; plans own test—10/6/66; Lorillard signs from CAC—4/4/66, in-


Magnuson bill would require tar and nico-

tine content in ads, on packages—8/11/66; FTC Investigation requested—9/5/66.

Senators ask Dept. of Justice to ex-

plain its promotion of tobacco sales abroad—1/13/66.

American Radio and Television Improve-

ment Association tells stations cigarette commercials violate Communications Act provisions—2/28/66.


More than 800 radio stations request U.S.

Public Health Service for spots on hazards of smoking—10/24/64.

Anti-

Smoking Association seeks public service spots—8/13/66, asks networks to match cigarette commercials with anticigarette spots—12/12/66.

49
Civil Rights

Ralph Blumberg sells WBOX Bogalusa, Miss., boycotted by local merchants for standing against Klux Klan—11/1/65.

Blumberg joins news staff of WCBR-TV New York—1/1/66; testifies to House Un-American Activities Committee—1/10/66.

Ralph Blumberg sells Civil Rights Broadcasting Network—1/10/66.

Ralph Blumberg's death—5/30/66.

Robert Blumberg's role in Civil Rights activism—5/30/66.

Blumberg's family sues WCBR-TV—5/30/66.

Broadcasting report—1/1/66.

Ralph Blumberg's trial for perjury—1/1/66.

Ralph Blumberg's trial for conspiracy—1/1/66.

Ralph Blumberg's trial for fraud—1/1/66.

Ralph Blumberg's trial for racketeering—1/1/66.

Ralph Blumberg's trial for theft—1/1/66.

Ralph Blumberg's trial for wire fraud—1/1/66.

Ralph Blumberg's trial for mail fraud—1/1/66.

Ralph Blumberg's trial for embezzlement—1/1/66.

Ralph Blumberg's trial for fraud—1/1/66.

Ralph Blumberg's trial for bribery—1/1/66.

Ralph Blumberg's trial for obstruction of justice—1/1/66.

Ralph Blumberg's trial for contempt of court—1/1/66.

Ralph Blumberg's trial for perjury—1/1/66.

Ralph Blumberg's trial for obstruction of justice—1/1/66.

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Ralph Blumberg's trial for perjury—1/1/66.

Ralph Blumberg's trial for obstruction of justice—1/1/66.

Ralph Blumberg's trial for contempt of court—1/1/66.
Place of CATV in home communications field a stimulating problem for broadcasters divided whether to fight it or join it, and little agreement on how and whether CATV should be regulated. NCTA policy requiring CATV system fed by microwave relay service to give up-six-months' notice to station. NCTA argues that if FCC curtails CATV service CATV system, NAB should permit them to originate program, carry advertising, and get waiver—9/7/65. FCC and NAB agree—9/7/65. CATV in Chillicothe, Ohio—8/26/66. CATV in Cuyahoga—7/7/66. NCTA and FCC have difference—7/4/66. NCTA feels waiver condition—11/12/65.
Radio Television News Program — 5/30/66
National Broadcast Editorial Conference — 8/11/66
Radio Consumer Protection Conference — 1/31/66
Television Sales—Retailer—Law Conference — 1/29/65
Los Angeles Broadcast Station Association — 1/31/66
Radio-Television Broadcast Station Association — 8/11/66
National Religious Broadcasters — 1/31/66
American Broadcasting Co. — 1/31/66
Washington Broadcasters Association — 10/25/65
Radio-Music Broadcasters Association — 1/4/66
Ohio Association of Broadcasters — 1/17/66
Television Advertising Bureau — 1/12/66
Radio Station Representatives — 2/14/66
California Broadcasters Association — 1/31/66
1966, 1/17/66
New York — 1/25/65; 8/15/66
Radio News Conference — 1/27/65
Engineering Conference — 11/8/65
1966, 2/14/66
Radio News Conference — 1/27/65
Washington — 1/31/66
Election night meant scenes like this at all the networks and, on a comparable elaborate scale, at many stations. But mixed with the praise for radio-TV's reporting were some protests about broadcasting's reports affecting the vote. And several mistakes in computers projection of winners further kindled fires that may not be doused short of Capitol Hill. A. C. Nielsen Co. said 46.3 million households tuned to the TV networks Nov. 8.

National Industry Advisory Committee, FCC emergency defense arm, extended for two years-7/4/66.

House Commerce Committee hears testimony on bill to let FCC employ outside experts with exemptions from conflict-of-interest charges-9/25/65; FCC staffers shy away from luncheon invitations to avoid implication of conflict-of-interest-12/30/65, 2/21/66.

Filing fee schedule revised-11/22/65.

Review board hands down first final decision-4/11/65; value debated-4/18/66.

FCC clarifies rule on what information stations must keep available for local inspection -10/11/65, eliminates contour maps-10/23/65.

Individual commissioners made personally responsible for writing final decisions-2/25/66.


Right of FCC to force witnesses to testify upheld by U.S. Supreme Court, which orders NCA's Schreiber to answer questions, ending eight-year court battle-1/3/66.

Protecting stations against surprise testimony, FCC directs Broadcast Bureau and WERK Richmond, Ky., to exchange lists of witnesses and exhibitors in advance of revocation hearing -7/18/66.

Rule: If FCC finds 1% ownership constitutes control called unrealistic-9/6/65, 9/13/65; CBSigeal of 5%-9/6/65, called too low-9/27/65.

FCC outlaws double billing-10/10/65; draws protests-11/29/65, 11/29/65 but won't reconsider-3/7/66.

Stations warned that when program material is supplied free but underwritten by third party, that party must be identified-4/18/66.

Fairness Doctrine, requiring stations to present all sides of controversial issues, continued to be controversial itself. Senate plans hearings-1/31/66, 2/28/66, 4/4/66; FCC proposes rule making-4/11/66; NAB protests-4/18/66; group of licensees contest constitutionality-6/26/66; other stations oppose rule-6/27/66; ACLU and unions support it-7/11/66; Sen. Pastore (D.-R. I.) seeks station views-10/31/66.

John Birch Society could not become an ETV licensee. FCC general counsel states-9/20/65.


WFRE-TV and WNEP-TV, both Wilkes-Barre-Scranton, Pa., ruled unfair for airing anti-CATV editorials without offering chance to reply-9/27/66.


Rev. Hargis' air attack on Cook for Nation article on hate groups brings recommendation that 10 stations be found guilty of fairness doctrine violation-10/4/65, 10/11/65, 9/19/66.

FCC, divided on license renewal for WLBT (TV) Jackson, Miss., after charges of discriminating against Negroes-10/11/65, approved-12/8/65; U.S. Court of Appeals hears protest of United Church of Christ 12/8/65, ordains Negroes preaching and grant church group standing on basis of listening audience has right to be heard-2/18/66; orders FCC to hold hearing and grant church group standing on historicity-3/4/66; hearing ordered-3/23/66, 4/14/66, 5/13/66; decision hailed as historic-5/16/66; hearing ordered-4/16/66, 5/10/66, 5/18/66; FCC puts burden of proof on church-9/18/66; court appeal -5/17/66; brings ruling church must prove discrimination, station must prove it merits license renewal-11/28/66.

KTVN Inglewood and WEAW Evanston, drop Conservative Viewpoint series after complaints by Anti-Defamation League of B'nai Brith, but KTVN reinstates it-11/22/65, tells FCC it won't be covered-12/8/65; may be test case-4/18/66, 5/2/66, 6/13/66; FCC renews KTWU license-6/20/66. ADL asks reconsideration-7/18/66.

WHAM Rochester, N. Y., had right to cancel church council program, FCC rules-8/1/66.

Women Strike for Peace complaints to FCC when three Washington, D. C. stations refused to sell time for announcements of demonstration opposing Vietnam war-11/22/65; FCC upholds right of stations to refuse-11/29/65.

Media, Pa., borough council complains of anti-Negro policy in telephone-interview program on WXUR Media-12/6/65, 12/27/65, 1/10/66, tells FCC changes in program have removed cause of complaint-1/24/66; civic groups ask for hearing on license renewal-1/28/66; WXUR welcomes hearing-2/4/66.


Sale of KAIL-TV Fresno, Calif., to Tel-Ams invited protest by Anti-Defamation League of B'nai B'rith-10/10/66; charges answered-10/31/66.

National Rifle Association asks that fairness rule be broadened to include broadcasts presenting "unfavorably" positions of individuals or groups on public issues-5/23/66.


WON asks waiver of too-market ownership rule for acquisition of KCTO (TV) Denver-11/1/66, 1/17/66; 2/11/66, transfer approved-3/7/65, 3/14/66; in second exception, FCC also approves sale of WURF (TV) Milwaukee to WKY Oklahoma City-3/28/66; Storper asks approval of purchase of WHIS-TV Boston without hearing-5/23/66; sale of WXHR-AM-FM-
Radio

FCC denies Fox

Cincinnati, AEB

Tulare, NE.

WMOZ

FCC

Tulare, CA.

KQED

San Francisco

KOFI (FM)

San Francisco

KOFI (FM)

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KOFI (FM)

San Francisco

FCC denies renewal

Woodland, CA.

renewal of license

Tulare, CA.

KQED

San Francisco

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Off-beat commercials gained even greater popularity in 1966 with such as the swinging blonde leading the Dodge rebellion, the antics of the Teaberry shuffle and the Mc-

Goo capers for GE. Singled out last March for top TV honors in the International Broadcasting Awards competition was this "Stomach Montage" for Alka-Seltzer.


Frequency Modulation


NAPFM establishes programming information center—11/10/66, holds sales seminar 8/22/66.

FM see "penetration study planned—11/ 16/66; Pulse to rate FM along with AM- 4/4/66; Hooper finds FM in 54% of homes in major markets—9/8/66. FM has 45% national penetration, NAB survey shows—10/10/66, plans Chicago FM study—7/18/66.

FM now authorized to employ 2,407-10/19/66; New York FM stations cluster at Empire State Bldg.—12/20/65, 2/21/66, 8/18/66, 4/7/66.

NAB seeks six-month delay for requirement of FM stations with stereo or subcarrier operations—6/17/66, gets four-month stay—7/4/66.

Legality of AM-FM nonduplication rule is questioned—10/11/65; effective date post- 1/17/66, 2/18/66, 3/4/66; CBS planned syndicated FM TV service—4/11/66, 2/22/66, NBC to program its own FM stations with highbrow serv- ices—12/17/65, 7/29/66; with nonduplication, advertisers will now have to pay for FM-1/11/66.


International

President asks Senate to ratify Interna- tional Communications Convention—7/17/ 68. 263 AM, 877 FM in 65 countries have more than 50 kw power—10/18/65.

Fall programs popular abroad—10/18/66; Interna- tional sale of U.S. TV shows estimated at $76 million for 1965, better in 1966—5/ 18/66, but Britain sells more to us than we to them—11/31/66. U. S. broadcasters accept USIA challenge, invite foreign radio-TV newsmen to work for 66 days in local newsrooms—11/15/65, 12/13/65, 5/16/66.

Voice of America reverts programming— 9/5/66, 11/14/66.

International Telecommunications Union policies change—12/6/65; Consultative Committee on International Radio, ITU standard-setting division, prepares for meeting—8/6/66; Europeans can't agree on color TV system—7/25/66, 8/1/66.


J. Walter Thompson's overseas offices bill $150 million a year—12/13/65.

International Writers Guild plans coordinated bargaining in four English-speaking countries—11/17/66; Soviet Union film writers join—11/29/66, minimum pay for TV writers varies widely around world.

High dubbing costs chief problem in TV sales to Latin America—10/31/66; Demilo & Partners, Inc., New York, plans TV show for Latin American networks.

ABC-TV makes $5 million improvement in Mexico City facilities—7/26/66.

U. S. and Mexico extend present AM radio treaty while negotiating new pact—3/21/ 66, 8/18/66, 6/19/66, 11/29/66; Mexico wants FM in every car—12/17/65, 7/29/66; with nonduplication, advertisers will now have to pay for FM-1/11/65.

High chilling costs chief problem in TV sales to Latin America—10/31/66; Demilo & Partners, Inc., New York, plans TV show for Latin American networks.

ABC-TV makes $5 million improvement in Mexico City facilities—7/26/66.
New Canadian license renewal policy is
bothersome—9/27/65.

Broadcasting: Breslau Governors ease regu-
lations on commercial TV time in Canada

Broadcast billing rise—11/29/65. profits too
—3/7/66, 7/17/66: top radio advertisers

Set sales are up in Canada—11/29/65, 12/
7/66.

Imports of US TV programs into Canada

Experimental Canadian colorcasting to start
Quartet of experimental stations begins Sept.
—1—2/7/66; starts—9/12/66.

Sales

Directive: AAFE-President-7/16/66, and
approved—3/22/66; new TV network is

Canadian football rights go to CTV network

CATV regulations—7/4/66.

Service use by SECAM III color TV system
—8/1/66.

UHF TV is effective ad medium

WBT in St. Paul to get first TV station—2/7/66.

George Brown recommended for British TV—12/6/65, and adopted—3/7/66; color tube plan planned—8/8/66; BHC and independents battle over color sys-
tem.

English agencies use computers
—11/21/65.

Plan for British commercial radio is pre-
sented—2/7/66; Manor Radio is planned
—9/16/65, 9/26/66.

Pirate radio bothers England—6/1/66, 8/28/
1965; cursores—1/22/65.

House of Lords authorizes TV coverage of
legislature—3/26/65, 4/27/66. Lord consi-
siders—8/15/66; rejects test—11/26/66.

Philippines to have color TV—7/4/66.

Philippine government starts building of
radio-TV stations—11/20/65.

Saud Arabia assigns 54 TV stations—8/1/
66, network planned—11/14/66.

Madrid 50 kw UHF TV transmitter under
power—1/29/66.

ABC correspondent in Moscow expelled

 USSR to use SECAM III color TV system
in 1967.

Airline TV for South Vietnam—1/3/66, 8/27/
1965; network—9/1/65.

Pirestore report to Canadian parliament
contains advertising is inflationary—
11/19/66.

Labor Relations

Labor: Management Council on Motion Pic-
ture, East Coast, organized to promote harmony between producers and unions in Western area—9/27/66.

AFL-CIO president criticizes Chicago labor
station.

Federal court upholds NLRB ruling that
unions have right to try to stop adver-
tisers from buying time on strike
stations in case of strike. City TV, KPHO APTRA and NABET—2/29/
66; NAB asks U. S. Supreme Court to re-

NLRB rules that on-air newsmen at KNBR
San Francisco shall be represented by
American Federation of Radio.

National Association of Broadcasters
NAB membership stands at 4,000—1/4/66; most
stations belong to state associations—11/7/
65.

Board approves 1966-67 budget of $25.5
million—1/7/66.

New headquarters building authorized—1/
31/66; plans submitted. criticized—8/27/
66; studies continue—11/7/65. basic design favored—12/18/66.

Full-time office is needed, in-
cumbent, John F. Dille Jr., asserts—1/
31/66; board returns post to Dille—1/
26/66; new office, which Dille policy—4/
4/66; Dille recommended—2/25/66.

New radio board—2/28/66; new TV board

NAB Codes explained in 12-minute film—
10/18/65; after AWA protests—12/27/65; codes in agency ac-
ceptance—10/11/65; codes are good for
promoters in local advertisers. AWA general counsel in-
culos—11/21/66; FCC adopts guidelines
on hemorroid remedying advertisement—12/
13/66; upbeat on anti-smoking and anti-
beverage advertising—7/11/66.

Radio code voted on, lost—9/4/66, 9/8/
166, 11/16/66, 1/5/67.

Radio code drops board 14-minute-per-hour
advertisement rule—9/11/66; covers all
commercials—9/27/66; bans feminine hygiene
products advertisements—11/21/66; permits factual compar-
isons—6/6/66.

TV code's new subscribers and dropouts—
3/7/66, 4/6/66, 7/11/66, 8/15/66, 9/12/66,
10/6/66.

TV code udes 15%—1/31/66.

“Unrestrained” UHF TV code throws in dis-
paraging commercials—9/6/66; cracks on
BBC—11/8/66. Retainers in small town agency protests, asks about Gillette, Ram-
ber commercials—11/11/66, code finds them
acceptable—11/15/66, 12/18/66. policy endorsed by AAAA—re-
signs—12/26/66, modified—8/12/66, 8/1/66.

Two days after TV code for UHF by Corinthian—10/31/66; code board studies
problem—10/31/66; other changes sug-

TV code board orders study of “cutter”—
5/30/66. Code Authority clears toy commercials
9/4/66, 10/11/65, 9/6/66; protests—4/18/
66, and limitations—7/9/66; blasts TV liquor spots—4/13/66.

Networks

Discount policies of TV networks seen as
promoting new large acquirers. Antitrust
and Monopoly Committee plans

American Broadcasting Co. corporate

ABC merger with IT&T—12/6/65, approved
by companies, by company

ABC Radio sales up—9/27/65, 1/4/66, 3/28/
66, 6/1/66; new facilities in Los Angeles—
8/29/66, 9/1/66; eliminates斑斓—9/28/66,
move urged—10/6/65, 10/24/66, 10/31/66; des-
ated—11/7/66. ITT answers ques-
tions—11/21/66, sets more—11/28/66, 12/15/
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66; says ABC News would not be com-

ABC News home network show to be
half-hour in color—6/20/66.

Last reported show on NBC-TV affirms
on no-money-compensation basis—8/4/66.

ABC recognizes New York News depart-
ment—10/10/66; overall reorganization—
11/21/66.

Araway Broadcasting Society diversifica-
tion policies explained to affiliates—11/22/
65, 12/13/65; Los Angeles franchise sale
12/13/65; Reem retires—1/10/66; Schneider
named—11/22/65; new station in New York—
12/5/65; Stanton to continue as president—3/26/66; creates Creative Play-

Affiliate stations—9/5/66, 12/18/66.

Friendly resigns as CBS News head after

3/26/66—12/5/65; Salant takes over temporarily—3/26/66; presently—4/11/66; Stanton
comments—3/7/66.

Dye encouraged over progress of campaign

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BROADCASTING, December 26, 1966

(SPECIAL REPORT: 1966)
to get conservatives to buy CBS stock—3/7/66.

Reference recommendations for setting CBS stockholders suit against former CBS-TV president Aubrey—11/7/66, accepted by CBS stockholders—11/14/66.


CBS-TV finds station clearances improved—10/4/65, lobbies policy on last minute changes in commercial schedules—11/8/65, after affiliates sell spots not set by network—11/22/65; proposes fixed rate schedule without volume discounts—1/24/66, 3/21/66, 4/16/66.

Mutual Broadcasting System sales up—1/3/66 to Mutual Broad-

casters Corp.—5/16/65, 7/11/66; Culligan named president—10/17/66; plan to expand programing plesases affiliates—11/7/66.


NAB sales, profits hit new high—12/6/66.

NISC finds, broadcast Lincoln's speech—11/26/66.

NISC past, reviewed, future previewed—5/16/66.


Radio is dominant daytime news source—1/24/66.

Top radio stations in top ten—1/24/66.

National Newspaper Association charges radio changes—1/17/65.

TV network news may become profitable—1/24/66.

American Home Products spends $3 million for network sponsorship—1/24/66.

In 1965—8/29/66.

CBS-TV query about CBS affiliates' over late-night news—5/8/66, finds little news interest—12/6/66.

CBS studies news fees to non- affiliates—6/2/56, decides not to—9/27/65, but to beef up news for affiliates—9/6/66.

NISC finds fees incorporated into local newscasts—7/13/65.

AP makes five-minute news "order of day"—11/23/65.

Radio and TV networks notes—7/13/65.

MBS studies news fees to non-affiliates—9/20/63.

AP makes five-minute news "order of day"—11/23/65.

Radio and TV networks notes—7/13/65.


National Hurricane Center at U. of Miami inaugurated—9/13/66.

Chicago's new programs now on 112 AM, 27 FM and 22 TV stations—10/25/65.

Putnam, former TV newscaster, award winning—9/25/66.

CBS-TV finds station clearances improved—10/4/65, lobbies policy on last minute changes in commercial schedules—11/8/65, after affiliates sell spots not set by network—11/22/65; proposes fixed rate schedule without volume discounts—1/24/66, 3/21/66, 4/16/66.


11/21/66.

US Circuit Court for Ninth District bars radio-TV from courts and adjacent areas in West Coast cities—2/21/66; Tennessee judge also extends ban beyond courtroom—2/21/66.

WRKL, New City, New York, plans court test of school board ban of tape recorder—4/13/65.


California courts ban—12/6/65, is protested—12/3/65, 1/10/66, 2/7/66, 2/8/66; re- relaxed for experimental filming—1/16/65.

California Bar Association seeks rule barring prejudicial prejudicial pretrial statements—11/22/65.

US Circuit Court for Ninth District bars radio-TV from courts and adjacent areas in West Coast cities—2/21/66; Tennessee judge also extends ban beyond courtroom—2/21/66.


News coverage draws largest TV audiences—11/28/68, Pope's UN visit seen in 99% of U. S. homes—10/11/65; AP president urges more pooled coverage—10/11/65.

Telespace AT&T telecommunication package for utilities and government, may be opened to broadcasters—8/15/66.

KABC-FM Los Angeles goes all-news—9/5/66.

Newsmen attacked by mobs in Grenada, Missouri—2/19/66, and in San Francisco—10/3/66.

ABC-TV finds 5-6 p.m. news period please viewers, advertisers—5/26/66.

AP launches 33mm color slide service—9/26/66.

Foreign newsman get month training pro-
Government relations with news media are far from perfect, and broadcast reformers in California and other states are pressing for a remedy. Sen. Jack Harken (D-N.J.) has been working on a federal bill that would set guidelines for the new era of television broadcasting.

Sen. Harken's bill would require networks to air a certain number of public service announcements and to provide equal time for candidates. It would also limit the number of commercials that can be aired during a single program.

Broadcasters will have to comply with these regulations, or face fines. Many networks are already planning to make changes in their programming to comply with the bill.

A number of changes are already under way. ABC, for example, has announced that it will reduce the number of commercials that it airs during each program. It also plans to increase the amount of news and public service programming.

Other networks are expected to make similar changes. The new bill is expected to have a major impact on the television industry.

Sen. Harken's bill is expected to be signed into law soon. With the new regulations in place, television will be a more democratic medium, with more news and public service programming.

Sen. Harken is expected to be re-elected in November, and he will continue to work on television reform.

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**Politics**

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**Theatrical film industry**

Sen. Harken has been working on a federal bill that would set guidelines for the new era of theatrical film industry.

Sen. Harken's bill would require film studios to air a certain number of public service announcements and to provide equal time for candidates. It would also limit the number of advertisements that can be aired during a single film.

Film studios will have to comply with these regulations, or face fines. Many studios are already planning to make changes in their programming to comply with the bill.

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Other studios are expected to make similar changes. The new bill is expected to have a major impact on the film industry.

Sen. Harken's bill is expected to be signed into law soon. With the new regulations in place, film will be a more democratic medium, with more news and public service programming.

Sen. Harken is expected to be re-elected in November, and he will continue to work on film reform.

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**Satellite television**

Sen. Harken has been working on a federal bill that would set guidelines for the new era of satellite television.

Sen. Harken's bill would require satellite operators to air a certain number of public service announcements and to provide equal time for candidates. It would also limit the number of advertisements that can be aired during a single satellite.

Satellite operators will have to comply with these regulations, or face fines. Many operators are already planning to make changes in their programming to comply with the bill.

A number of changes are already under way. ABC, for example, has announced that it will reduce the number of advertisements that it airs during each satellite. It also plans to increase the amount of news and public service programming.

Other operators are expected to make similar changes. The new bill is expected to have a major impact on the satellite industry.

Sen. Harken's bill is expected to be signed into law soon. With the new regulations in place, satellite will be a more democratic medium, with more news and public service programming.

Sen. Harken is expected to be re-elected in November, and he will continue to work on satellite reform.

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**Television networks**

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Other networks are expected to make similar changes. The new bill is expected to have a major impact on the television network industry.

Sen. Harken's bill is expected to be signed into law soon. With the new regulations in place, network will be a more democratic medium, with more news and public service programming.

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**Theater industry**

Sen. Harken has been working on a federal bill that would set guidelines for the new era of theater industry.

Sen. Harken's bill would require theaters to air a certain number of public service announcements and to provide equal time for candidates. It would also limit the number of advertisements that can be aired during a single theater.

Theaters will have to comply with these regulations, or face fines. Many theaters are already planning to make changes in their programming to comply with the bill.

A number of changes are already under way. ABC, for example, has announced that it will reduce the number of advertisements that it airs during each theater. It also plans to increase the amount of news and public service programming.

Other theaters are expected to make similar changes. The new bill is expected to have a major impact on the theater industry.

Sen. Harken's bill is expected to be signed into law soon. With the new regulations in place, theater will be a more democratic medium, with more news and public service programming.

Sen. Harken is expected to be re-elected in November, and he will continue to work on theater reform.

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**Radio industry**

Sen. Harken has been working on a federal bill that would set guidelines for the new era of radio industry.

Sen. Harken's bill would require radio stations to air a certain number of public service announcements and to provide equal time for candidates. It would also limit the number of advertisements that can be aired during a single station.

Radio stations will have to comply with these regulations, or face fines. Many stations are already planning to make changes in their programming to comply with the bill.

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Lucky Broadcasting Rating Trouble

Ratings

Birch KDAY Reqd. radio sets up special division for Spanish-language radio. ESPN produces campaign.

Seeburg stereo music system uses computer techniques for automatic operation—10/4/66.

Negro oriented stations have special program formats—11/7/66.


British firms combine to sell satellite ground terminals—4/18/66. Worldvision symposium urges broadcast priority for satellites—5/11/66; satellites serve under-developed nations—2/23/66. Atlantic and Pacific satellites to be launched by NASA—8/1/66, 8/29/66; TV tariffs proposed, but government and telephone to get most time 10/24/66.


Space Communications


As Notre Dame and Michigan State battled it out on the snow-swept field in East Lansing, Mich., viewers in sunny Hawaii were taking it all in with the first mainland-Hawaii live feed from Lani Bird satellite. At half-time of the game, the mainland viewers got this glimpse of the 50th state. The live color feed originated from KHVV-TV Honolulu and Mason Aitlcy, the station's news director, described Waikiki as "a tourist paradise."
Sports

Sports broadcasting is big business. NBC-TV sells $22.6 million worth of sports packages in week-1/3/66; major league baseball 1966 season broadcast rights sell for $27.1 million-2/28/66; football rights to stations-$2.2 million-3/8/66; Los Angeles sportscasts have sharp price rise-1/10/66, but CBS News-3/28/66, warns that prices may be rising faster than ad values-2/7/66.

CFL now owns Yankees-9/1/66, Ballentine drops Yankees sponsorship after 30 years-10/3/66.

Rioters to renew Mets for five years-12/12/66.

AT&T proposed rate increase would raise line costs for home burglaries fivefold-10/17/66.

Baseball's Saturday broadcasts get Yankees, but other problems persist-9/8/65, 10/1/65, 10/4/65, 10/18/65, move to NBC-TV in package with World Series and All-Star Game-11/28/65; times standardized-11/28/65, 1/3/66.

L. A. Dodgers keep TV coverage to minimum waiting for pay TV-11/22/65.

Radio sportscasters lead baseball get good package-11/22/65.

White Sox TV rights to WSBK-TV Chicago-9/16/66, 11/21/66.

Houston Astros set up Spanish nation-wide network-8/1/66.


Blackouts of sports broadcasts continued pending settlement. Senate passes bill to give high schools same protection against copyright infringement as professional teams-9/6/65, 9/12/66, 9/19/66, 9/26/66.

Professional sports ask copyright protection against color photo projects problem can be solved-6/28/65; FCC prohibits blackouts of popular events-NBC-19/68, NCAA-11/28/65.


CBS sets up sports radio-11/21/66.

Atlanta Hawks get broadcast rights to Los Angeles Lakers (pro basketball) and Kings (pro hockey) for years-9/28/66.

CBS-TV buys Sunday games of National Professional Soccer League-10/10/66.

The Forum, new Los Angeles sports arena, provides top radio-TV facilities-11/7/66.

SF-CL's regional TV feeds of college basketball-12/13/66; Missouri Valley Conference basketball network moves into color in fourth season-12/15/66.

Success Stories


Tall Towers

Antenna farm rulemaking proposal of FCC-11/14/65, endorsed by NAB and AM-11/30/65; ABC opposes AMST stand-12/20/65.


FAA sets 20,000 feet as initial peak for TV antennas-7/18/66.

Vandalism


Video Tape


TV disc recorders shown by Sony-3/7/66, MVR-3/21/66.

Ampex has new color VTR-3/28/66.

Annex ordered to pay triple damages of Mutual-Tronics and veteran inventor-9/7/65, loses motion for new trial-3/12/65; collects $20,000, settles with Precision-12/6/65, and with Music-6/31/64.

Mid America Video Tape Productions turns out 2,600 commercials a year, plus programs-10/4/65.
BROADCAST ADVERTISING

Sheldon Boden, VP of Norman, Craig & Kimmel, New York, also named media director.

Don Tennant, executive VP in charge of creative services, Leo Burnett Co., Chicago, named chairman of creative review committee effective Jan. 1 succeeding agency founder Leo Burnett, who continues as committee member. Mr. Tennant becomes chief operating officer in area of creating and judging advertising of agency. John E. Matthews and Howard C. Shank, associate creative directors, elected senior VP's. Together these four make up creative review group which now also becomes standing corporate committee.

Thomas M. Comerford, VP of Broadcast Communications Group, New York, also named to newly created post of general manager-television sales. Justin Palmer Paltrow, account executive at WQAM Miami, joins BCG, New York, as account executive.

James Ryan and Frederick Harvey, senior VP's with West, Weir & Bartel, New York, named board chairman and secretary of corporation, respectively. Mr. Ryan, with agency since 1950, fills post vacated by William A. Bartel, who joins Celanese Corp., West, Weir client. Paul Smith, executive VP, becomes senior consultant. J. Lewis Ames and Dulaney Smith elected executive VP's.

Jim Mullen, creative director of Erwin Wasey, Los Angeles, and Fredric Manley, creative director of agency's New York office, named senior VP's. John L. Spencer, technical services marketing director, named VP. Margo Rieman Martin, columnist and copywriter, joins EW, Los Angeles, to augment agency's women's group.

Richard C. Francis, VP, Chevrolet account services, Southern California, at Campbell-Ewald Co., Los Angeles, and with C-E for 41 years, retires Jan. 1.

Casper Yost, president of Ridgway Advertising Agency, St. Louis, named board chairman. Other new officers: Richard M. Donnelly, president; William V. Weston, executive VP for creative services, and Kenneth J. Bayer, executive VP for account services.

Robert N. Bauer, George A. Kibby, Neil McGreevey and Donald E. Rutz, named VP's at Clinton E. Frank Inc., Chicago. Mr. Bauer is director of media department; Messrs. Kibby and Rutz are account supervisors, and Mr. McGreevey is head of promotion department.

Herbert D. Condie III, with Steffner, Bartram, Fisher & Payne, St. Louis, named VP.


Frazer Tindall, with J. Walter Thompson Co., New York, appointed media director of Kingsley, Manton & Palmer, that city.

Arthur H. Pearson, with Bristol-Myers Products division of Bristol-Myers Co., named chairman of advertising planning and evaluation committee of Association of National Advertisers.

Mike Lee, account executive at WLS-FM Chicago, named sales manager. Earl J. Gallagher, with wcco Minneapolis, joins sales staff of WLS.

Robert W. Mazur, general sales manager of WMCA New York and of Strauss Broadcasting Group, elected VP of that group.


Burton M. Adams, account executive for Harrington, Righter & Parsons, New York, appointed to newly created post of director of client services. Joseph Kelly, from Corinithian division of H-R Representatives, New York, joins H-R & P there as account executive.

Michael B. Disney, sales representative for RKO General, Chicago, appointed manager of new Atlanta office of Major Market Radio Inc.

David Larsen, on sales staff of Advertising News of New York, appointed manager of San Francisco office of Savalli/Gates.

John F. Ackerman, regional director of Radio Advertising Bureau, New York, named associate director of RAB's small markets division.

Merle Edwards, account executive at KGB-AM-FM San Diego, appointed sales manager.

Hugo Papstein, with sales staff of KINS Eureka, Calif., named sales manager.

Milton M. Lang, assistant local sales manager of WFTV(TV) Orlando, Fla., appointed local sales manager.


Lester N. Lukkason, director of editorial services, W. L. Towne Co., New York, industrial PR agency, joins Geyer, Morey. Ballard, same city, as manager of technical and industrial communications.

Michael G. Elliot, from Benton & Bowles, New York, joins television sales staff of The Katz Agency, that city. Gilbert Miller, with radio sales staff, H-R Representatives. New York, joins

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radio sales staff of Katz, same city.

Larry A. Olshan and Don F. Willen- burg named media supervisors at Foote, Cone & Belding, Chicago.

Peter J. Herrmann, account executive with Knox Reeves-Fitzgerald Advertising, New Orleans, joins The Marshalk Co., New York, as account executive.

Dick Stein, advertising manager for Allied Chemical Corp., New York, joins Warren, Muller, Dolobosky there as account executive.

George W. Smith joins kervo-TV Tulsa, Okla., as account executive.

James A. Carroll, advertising manager for Maine Insurance Co. of Portland, Me., appointed account executive for wgan-fm, that city.

Cliff Roberts, with Elektra Film Productions, New York, joins Video Pictures Inc. there as director.

Arnold Becker, freelance writer formerly with Wilding Studios, joins Post-Keyes-Gardner, Chicago, as copy writer.

Joseph W. Bli ty, with Compton Advertising, joins PKG as account executive on Hamilton Beach. Charles B. McCann, VP of PKG, named account supervisor on new Amana Refrigerator Inc. account.


Carl F. Hallberg, station manager, wdbo-am-fm Orlando, Fla., named assistant VP, wdbo-am-fm-tv.

Charles Payne, who has been with headquarters staff of Westinghouse Broadcasting Co. since October, has been named general manager of wins New York. He succeeds Joel Chaseman, who was named WBC VP-radio (broadcasting, Dec. 19). Previous to WBC post, Mr. Payne was VP-general manager, KLIF Dallas and sales manager, KABL Oakland, Calif.

Leonard A. Cohen, with wbcn(fm) Boston, appointed general manager.

Marlin R. Taylor, with wbcn(fm) Hartford, Conn., named general manager.

John R. Kaufmann, treasurer of Colonial Mortgage Service Co. of California, joins kron-tv San Francisco as manager of accounting department.

Charles E. Hughes, sales manager of wmak Nashville, appointed general manager, succeeding Larry Edwards, who moves to parent office of Lin

TVSI picks slate

A. Louis Read, president of wdsu-tv New Orleans, was nominated unanimously as chairman of board of TV Stations Inc. at directors meeting in New York last week. Mr. Read will succeed retiring Chairman Douglas L. Manshron, president of wbrz(tv) Baton Rouge, La. at annual meeting next spring.


TVSI is a cooperative enterprise wholly owned by 125 member stations and is now in its 14th year. It acts as an overall program consultant and as buying office for its affiliates.

Charles Payne, who has been with headquarters staff of Westinghouse Broadcasting Co. since October, has been named general manager of wbc-out New York. He succeeds Joel Chaseman, who was named WBC VP-radio (Broadcasting, Dec. 19). Previous to WBC post, Mr. Payne was VP-general manager, KLIF Dallas and sales manager, KABL Oakland, Calif.

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Charles E. Hughes, sales manager of wmak Nashville, appointed general manager, succeeding Larry Edwards, who moves to parent office of Lin

William J. McCarter, general manager of noncommercial weta-tv Washington, named VP.

C. T. Garten, with wsa-z-am-tv Huntington, W. Va., and wcyb-am-tv Bristol, Va., Johnson City-Kingsport, Tenn., appointed adviser on acquisition of broadcast properties for R. L. Drake Co., electronics manufacturers in Mi- amisburg, Ohio.

Raymond J. Tucker, director of corporate accounting for Cox Broadcasting Corp., Atlanta, named to newly created position of controller and assistant-treasurer.

William B. Chamberlain, with Kaplan Chamberlain Inc., Houston, named executive assistant to president of kxv2-am-fm, that city.

Wilson C. Wearn, new president of Southeastern Broadcasting Corp. (broadcasting, Dec. 19) was incorrectly identified as R. A. Jolley in photo accompanying that story. Mr. Wearn, who was executive VP, succeeded Mr. Jolley who became chair- man of executive committee of group that comprises wbc-AM-FM-tv Greenville, S. C.; wbir-AM-FM-tv Knoxville, Tenn., and wma-z-am-FM-tv Macon, Ga.

PROGRAMING

Lewis Freedman leaves as VP of programing for noncommercial wntd(tv) Newark, N.J.-New York. Lee Polk, executive producer of news and public affairs programing, and Christopher Lukas, director of cultural programing, assume Mr. Freedman's duties.


Wayne Jordan, music director for kxk-am-fm Portland, Ore., named program director.

Jack K. Walker Jr, with wct Lima, Ohio, named program director.

John D. Yottes, program director, wfas-am-fm White Plains, N. Y., joins wrb-fm New York, to coordinate all production and programing.

Ed Robbins, program director at wccc-am-fm Hartford, Conn., named program manager for kpat-am-fm Berkeley, Calif.

Leonard Andersen, with kins Eureka, Calif., named program manager.

Don Bruce, station manager of wnor Norfolk, Va., joins Showcase Production division of Pepper Sound Studios, Memphis, as executive producer.

Kurt Lassen, independent producer, joins MPO Productions Inc., New York, as producer-writer.

George Walsh, producer-director at wflk-tv Philadelphia, named program manager.

Raymond DeToumnay, creative director for kta-k-tv Mesa-Phoenix, joins knxt(tv) Los Angeles, as production manager.

Lucien A. Lessard, creative director of Video Tape Center, New York, joins Tele-Tape Productions there as director of production.

Linda Pettengel, operations assistant to producer of special programs at wabc New York, joins wcbs, that city, as coordinator of special programs.

Bill Mason, farm broadcaster with midwest stations joins wgn-am-tv Chicago as associate farm service director.
He succeeds John Almbugh who becomes president of newly formed United Commission Co. which will handle futures trading at Chicago Board of Trade and Mercantile Exchange.

NEWS

Ed Hughes, with wxex-tv Peters burg-Richmond, Va., named news director.

Alfred L. Den Beste named AP correspondent at Bismarck, N. D., succeeding Richard Palmer, who resigned. Tom Kuhn, with AP bureau in Helena, Mont., and formerly news director of KBMY Billings, Mont., and Nelson B. Wadsworth join AP bureau at Salt Lake City.

Ray Scott, Green Bay Packers pro football broadcaster on CBS-TV, joins wcco Minneapolis to broadcast news, sports and documentary programs.

John Masterman, administrative assistant to Representative Walter Rogers (D-Tex.), joins wrc-am-fm-tv Washington as general assignment news reporter.

FANFARE

Douglas Scott, classified promotion manager for San Francisco Examiner, named advertising and sales promotion manager for kCBS San Francisco.

Robert B. Parsil, with Toledo (Ohio) Blade, appointed promotion manager of wspt-tv Toledo.

Matt Heidof, account executive with Foster & Kleiser outdoor advertising division of Metromedia Inc. in Cleveland, joins corporate PR department of Metromedia in New York.

EQUIPMENT & ENGINEERING

John H. Gullans, facility manager in operations and engineering department of NBC, New York, appointed director, radio network operations.

Edward Hamal, with engineering department of CBS since 1932 and with wnav Chicago since 1941, retired last week.

Finn Jorgensen, director of research at Winston Research Corp., named to new position of manager, recording research, for Memorex Corp., Santa Clara, Calif.

Carroll E. Thomas, chief engineer at noncommercial whno-tv Hampton-Norfolk, Va., joins Kentucky Authority for Educational Television, Lexington, Ky., as television systems supervisor.

James W. Ritter, product marketing manager with Sylvanian Electric Products Inc., Seneca Falls, N. Y., appointed marketing manager-original equipment sales for electronic components group.

Bob Cassidy, formerly with wjps Evansville and wctj Tell City, both Indiana, appointed assistant chief engineer at wenvt (tv) Evansville.

George F. Maynard, with Teletronix division of Babcock Electronics Corp., Costa Mesa, Calif., named operations supervisor.

Ted F. Atkins, with CATV system in Savannah, Ga., joins Ameco Inc. in Dallas as CATV sales engineer.

ALLIED FIELDS

Keith L. Andre, VP and general manager, Paul H. Raymer Co., Chicago, named Midwest manager of broadcast sales for American Research Bureau, that city.


H. I. Romnes, president, American Telephone and Telegraph Co., New York, elected chairman of board to succeed Frederick R. Kappel, who is retiring. Ben S. Gilmer, executive VP, elected president, and John D. deButts elected vice chairman of board. Both were also elected directors of company. Angus S. Alston, VP-personnel relations, becomes executive VP and is succeeded by William C. Mercer, former VP-marketing. William M. Ellinghaus, assistant VP-marketing and rate plans, becomes new VP-marketing.

Charles B. Lemonick, formerly with Alfred Politz Research and A. J. Wood Research, and Sanford B. Helman, previously with Blue Cross, New York, join R. H. Bruskin Associates there as senior project directors.


Marshal L. Cole, with Washington law firm of Wilner & Bergson for eight years, has become partner. Firm's name changes Jan. 1, 1967 to Wilner, Scheiner & Greeley. New name recognizes Arthur Scheiner, who joined Morton Wilner about five years ago from FCC, and James Greeley, who joined firm four years ago. Philip Bergson died last year.

INTERNATIONAL

J. R. Wakefield named superintendent engineer, sound broadcasting, British Broadcasting Corp., London, succeeding Dr. F. W. Alexander, who retires after 33 years service.

Michael Callahan of Airtime Quality Sales elected president of Station Representatives Association of Canada. Other officers elected: Hugh Clark of Stovin-Byles Television Ltd., 1st VP; Bart Gibb of Byles, Gibb & Associates Ltd., 2d VP; Ross McCreaith of All-Canada Radio & Television Ltd., secretary; and Alex Bedard of Paul L'Anglais Inc., treasurer.

DEATHS

Kenneth David Soble, 55, president-general manager of CHCH-tv and owner-president of chmi., both Hamilton, Ont., died Dec. 16 in Hamilton. Mr. Sobie first proposed $75-million space-satellite television network which Board of Broadcast Governors will con-

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BROADCASTING
1735 DeSales St., Washington, D.C. 20036

BROADCASTING
December 26, 1966

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sider next March (Broadcasting, Dec. 12). Mr. Soble was one of organizers of Broadcast News Ltd., radio and TV news subsidiary of Canadian Press, and was on board of Canadian Association of Broadcasters.

Floyd E. Weteland, 60, recently retired manager, technical operations scheduling for NBC-TV, Burbank, Calif., died of cancer Dec. 14 in Hollywood West hospital. Mr. Weteland became station announcer in Oregon in 1930 and came to NBC in Hollywood in 1936 as studio engineer. He is survived by his wife, Phyllis, son and daughter.

Syril N. Brooskin, 46, associate producer of CBS-TV's "Gilligan's Island" series died Dec. 14 at his Hollywood home. He is survived by his wife, Naomi, and two children.


Edwin Misurrell, 54, writer of "TV Cameos," newspaper column syndicated nationally by King Features Syndicate, died Dec. 13 enroute to his home in North Brunswick, N. J. He is survived by his wife, Jean, two sons and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Dec. 15 through Dec. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann., announced; ant., antenna; aura., auroral; CATV—community antenna television; CH—critical hours; CP—construction permit; D—day; DA—Directional antenna; ERP—effective radiated power; kw—kilowatts; lat.—local setting; megacycles; mod.—modulation; N—night; RAC—radio communications authorization; SSHA—special service authorization; STA—special temporary authorization; transmitter; UHF—ultra high frequency; unlimited hours; VHF—very high frequency; visual; W—watts; *—educational.

New TV stations

APPLICATIONS

Springfield, Ill.—Illinois Broadcasting Co. Seeks UHF ch. 35 (712-722 mc); ERP 369 kw vs. 60 kw aur. Ant. height above average terrain 909 ft; ant. height above ground 909 ft. P.O. address: 1035 Munsey Building, Washington 20004. Estimated construction cost $225,000; revenue $300,000. Geographic coordinates 39° 47' 24" north lat.; 89° 14' 25" west long. Type trans. RCA TBU-30A Type ant. RCA TPU-30J. Legal counsel Fletcher, Head, Powell, Kenahan & Hilldret, Washington; consulting engineer, George B. Bergan, Fairfax, Va.; Principals: Peter F. Mack Jr. and Stanley C. Myers (each 50%). Mr. Mack is assistant to president of Southern Railroad, president of Mack Motors, Inc. and has interest in and is president of Archway Broadcasting Corp., KNK (Interim), applicant for UHF ch. 2 Springfield, channel deleted. Ann. Dec. 14.


FINAL ACTIONS


St. Petersburg, Fla.—Hubbard Broadcast- ing Inc. Granted UHF ch. 45 (566-568 mc); ERP 802 kw vs. 180 kw aur. Ant. height above average terrain 1,440 ft.; above ground 1,440 ft. P. O. address: c/o Stanley S. Hubbard, 3415 University Ave., St. Paul 54114. Estimated construction cost $1,620,200; first-year operating cost $500,000; revenue $1,300,000. Studio location to be determined; trans. to be located in Riverview, Fla. Geographic coordinates 28° 15' 20" north lat.; 82° 16' 00" west long. Type trans. RCA TUA-30C Type ant. RCA TPU-30J. Legal counsel Frank U. Fletcher; consulting eng. Louis Lohnes and Culver; both Washington. Ann. Dec. 18.

Robert H. W. Bennett, 45, head of Ken- nedy-Howard Advertising Agency, was named head of new Brandon Bennett Agency, Inc., New York advertising firm. Mr. Bennett is former president of American Advertising Federation and an officer of National Ad Club of New York. He is married and has two sons.

Edward S. Connor, 78, former WABC-TV anchor and consumer affairs specialist, died Dec. 14 in New York City. Mr. Connor was well known as consumer affairs specialist for WABC-TV and ABC News and was a frequent guest on "Roger Miret's Morning Show." He had been a New York City police officer and served in the Merchant Marine during World War II. Mr. Connor is survived by his wife, Dorothy, and a son.

James E. Barnard, 38, author of "The Men Who Made the Movies," died Dec. 18 in Hollywood. Mr. Barnard was a former screenwriter and was a frequent contributor to film magazines. He is survived by his wife, Anne, and a son.

Herbert G. Crider, 76, former executive producer of "The Today Show," died Dec. 18 in New York City. Mr. Crider was a former news producer for "The Tonight Show" and was a frequent guest on "The Merv Griffin Show." He is survived by his wife, Dorothy, and a daughter.

Cyril C. Hensley, 61, former executive producer of "The Tonight Show," died Dec. 18 in New York City. Mr. Hensley was a former executive producer of "The Dean Martin Show" and was a frequent guest on "The Merv Griffin Show." He is survived by his wife, Dorothy, and a son.

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EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

BROADCASTING, December 26, 1966

Review board in Galveston, Tex., television broadcast proceeding, Docs. 16745-50, granted additional time to review board for reply to application filed by KUHF, Galveston, Tex., and granted rule waiver to file notice of proposed action with Galveston, Tex., television broadcast proceeding. Action Dec. 19. \( \rightarrow \)

Commission denied application filed by Fidelity TeleVision Inc., seeking renewal of temporary assignment of frequency at Jackson, Miss., for operation of television station in the Jackson, Miss., area. Action Dec. 16. 


Lubbock, Tex.—La Fiesta Besta, Inc., renewed its temporary station license which was released on June 6 which granted application of WQIU Inc. (WQIZ) for standard broadcast station to operate from San Angelo, Tex., on WQIZ. Action Dec. 16.

NEW ACTIONS

WECO-TV Yamhill, Ore.—Broadcast Bureau granted mod. of CP to change name to D. H. Overmyer Communications Co. Inc. Action Dec. 16.

WGR-TV Buffalo—Broadcast Bureau granted mod. of CP to change name to A. R. Warner Broadcasting Co. Inc., and granted license to operate to the new owner. Action Dec. 16.

KJD-TV Roseburg, Oregon—Broadcast Bureau granted mod. of CP to change name to D. H. Overmyer Broadcasting Co. Inc. Action Dec. 16.

WRCI-TV Atlanta, Ga.—Broadcast Bureau granted mod. of CP to change name to D. H. Overmyer Communications Co. Inc. Action Dec. 16.

WDHO-TV Teledo, Ohio—Broadcast Bureau granted mod. of CP to change name to WDOH Broadcasting Co. Inc. Action Dec. 16.

WIBF-TV Philadelphia, Pa.—Broadcast Bureau granted mod. of CP to change name to WIBF Broadcasting Co. Inc. Action Dec. 16.

WSFA-TV Spartanburg, S. C.—Broadcast Bureau granted mod. of CP to change name to WSFA Broadcasting Co. Inc. Action Dec. 16.

WACS-TWED Dawson, Ga.—Broadcast Bureau granted mod. of CP to change name to WACS Broadcasting Co. Inc. Action Dec. 16.

State Board of Directors for Educational Television, Calif., approved license. Action Dec. 16.

CTV-Washington, D. C.—Broadcast Bureau granted mod. of CP to change name to CTV Broadcasting Co. Inc. Action Dec. 16.

GAC-TV Wausau, Wis.—Broadcast Bureau granted mod. of CP to change name to GAC Broadcasting Co. Inc. Action Dec. 16.

OTHER ACTIONS

(a) By order, commission denied petition of Missoula Television Inc. for review of Board of Communications Corp. Action Dec. 16.

(b) By order, commission denied application of Garden City Broadcasting Inc. (KYSS) for review of Review board's decision of June 26 for a television station at Lake City. KYSS denied application for failure to file notice of proposed action with the Board of Communications Corp. Action Dec. 16.

(c) By order, commission denied application of Garden City Broadcasting Inc. (KYSS) for review of Review board's decision of June 26 for a television station at Lake City. KYSS denied application for failure to file notice of proposed action with the Board of Communications Corp. Action Dec. 16.
EXISTING AM STATIONS

APPLICATIONS

KXME Lihue, Hawaii—Requests change frequency to change nighttime to daytime and to install increase in daytime power of 75 kw; increase in nighttime power of 250 kw. For location near WBA, in control point to 3141 Kuhio Hwy., Lihue, Hawaii. Action Dec. 16.

FINAL ACTIONS

Broadcast Bureau granted license for daytime increase in power of 75 kw; daytime to nighttime increase in power of 250 kw. Action Dec. 16.


KKBX San Jose, Calif.—Broadcast Bureau granted license covering increase in power, installation of new transmitters, change in ant. system to 55 kw, 150 ft. Action Dec. 18.

KAPA Raymond, Wash.—Broadcast Bureau granted license covering increase in power installation of new trans., change in ant. system, to 55 kw, 150 ft. Action Dec. 18.

KQAR Plattsburgh, N. Y.—Broadcast Bureau granted license covering increase in power, installation of new transmitters, change in ant. system to 10 kw, 150 ft. Action Dec. 18.

KURI Milwaukee, Wis.—Broadcast Bureau granted license covering increase in power installation of new transmitters, change in ant. system to 20 kw, 150 ft. Action Dec. 18.

KLAK Lakewood, Colo.—Broadcast Bureau granted license covering increase in power installation of new transmitters, change in ant. system to 30 kw, 150 ft. Action Dec. 18.

KLHW Whitehall, Mont.—Broadcast Bureau granted license covering increase in power installation of new transmitters, change in ant. system to 30 kw, 150 ft. Action Dec. 18.

KKBX San Jose, Calif.—Broadcast Bureau granted license covering increase in power installation of new transmitters, change in ant. system to 10 kw, 150 ft. Action Dec. 21.

KXME Lihue, Hawaii—Requests change frequency to change nighttime to daytime and to install increase in daytime power of 75 kw; increase in nighttime power of 250 kw. For location near WBA, in control point to 3141 Kuhio Hwy., Lihue, Hawaii. Action Dec. 16.

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above average terrain 480 ft. P. O. address: c/o John D. Kremer, RFD No. 2, Southeast Mississippi Broadcasting is licen-
see of WJSJ Magee. Action Dec. 3.


WLW-FM Alken, S. C.—Broadcast Bu-
reau granted license for FM station and spec-
fication for new antenna system. Action Dec.
15.

WTGN-FM Lima, Ohio—Broadcast Bu-
reau granted license for FM station and 


division 1/2 to Twin Broadcasting, December 28, 1966
County Trans-Video Inc., owner and operator of CATV systems in Bethlehem, Orn- rod, Freemansburg, and Greenawalds, Pa., to show cause why it should not conc- demn from further operation in violation of Sec. 74.107 of commission's rules. Commissioners Bartley and Loewinger dissented.

By memorandum opinion and order de- nied petition for waiver of program ex- clusivity requirements of Sec. 74.1101(e) of the commission's rules, filed by Resort Cable, operator of CATV systems at Saranac Lake and Lake Placid, N. Y. Commissioner Bartley concurred; Commissioner Loewinger concurred in result.

By memorandum opinion and order, de- nied petition for waiver of program ex- clusivity requirements of Sec. 74.1101(e) of the commission's rules, filed by Florida Cable Television, operator of CATV sys- tems in Port Pierce and Vero Beach, Fla. Commissioner Bartley dissented; Commis- sioner Cox concurred in part and dis- agreed in part.

By memorandum opinion and order, de- nied petition for waiver of program ex- clusivity requirements of Sec. 74.1101(e) of the commission's rules, filed by Scenic Mountain Television Inc., of which W. B. Scenic, a corporation, is the operator. Commissioner Cox concurred in result.

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Saranac Lake,...
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only. (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum. HELP WANTED—50¢ per line, minimum.
- DISPLAY ADS 22¢ per inch—$10.00 minimum for minimum 2nd insertion.
- ADVERTISEMENTS FOR WANT ADS, STATION EMPLOYMENT, AND BUSINESS OPPORTUNITY advertising require display space. 3" or over billed R.O. rate.
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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BROADCASTING, December 26, 1966

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RADIO

Help Wanted—Management

Midwest AM, FM-Stereo wants aggressive, experienced man for national sales and programming to take complete charge of Stibo-FM operation. Would be able to call on all accounts in cities that fit the format. First class estimator. Announce experience preferred but not necessary. Submit tape and resume to: Box M-154, BROADCASTING.

Young growing chain needs two managers and one chief engineer, capable of doing mining work. Call or send resume to Plus copper, WYGO Radio, Corbin, Kentucky.

Manager for small-market daytimer. Salary, including sales or references, Box 192, Brookfield, Missouri or call 816-358-4123 after 6, weekends.

Staffing a new station: Need manager, salesmen, and reliable engineer. Norman A. Thomas & Associates, P. O. Box 428, Chatanooga, Tenn. 37402.

Sales

Salesman for high volume station Houston, Texas, management, 9 station group, proven record, top salary plus bonus. Box L-174, BROADCASTING.

Salesman for new Ohio major market fulltimer. Fine opportunity. Box M-324, BROADCASTING.

Excellent opportunity for local time salesmen in Southwest Iowa. Only those who want a permanent, secure position and whose personal and credit references are excellent need apply. Contact Sales Manager.

Rapid expansion demands capable salesman. Five figure income certain for proven sales ability. Apply P. O. Box 1651, KMO Radio, Topeka, Kansas.

Salesman-sales manager for leader, two station market. Active account list. Heart of Blue Grass country. Contact Ed Pois, KXLF, Butte, Montana.

Country music is the move! And Boston's only country station has an immediate opening for an imaginative radio time salesman and manager. Excellent opportunity for Boston's growing country market. Send complete resume to WHIL-FM, Boston, Mass. 02155.

Tremendous earning potential for aggressive imaginative radio time salesman in major market. Excellent opportunity for the right person. Send complete resume to WHIL Radio, Boston, Mass. 02155.


Announcers


Experienced announcer-news caster needed for Ohio daytimer. We will send you show package. Want a first phone 110/WK start. (If you already have I will start at 165/WK.) Box M-6, BROADCASTING.

Announcers—(cont'd)

Career opportunity. Michigan MOR expanding. Large market group ownership. $110 - $115, Tape, resume to Box M-119, BROADCASTING.

Number one rock station has immediate opening for combo man mid-night shift. First class estimator. Announce experience preferred but not necessary. Submit tape and resume to: Box M-154, BROADCASTING.

Newsman-young hustler with "beat" coverage experience. Has authoritative mature voice. Expanding news operation. Large firm. Must needs aggressive man who can direct sales. Send tape & resume to Box M-168, BROADCASTING.

Three mature voices, first phone jobs. Midwest market. Immediate openings. Top benefits. Submit tape, photo and sales requirements. Box M-178, BROADCASTING.

Publisher wanted: Middle-of-the-road music station. Many years experience only. 3rd class with endorsement. If you are a Kooper please disregard. Box M-183, BROADCASTING.

Announcer to join our staff, Feb. 1st, 1967. Michigan station. Both AM and FM stereo. Most beautiful city in southwest Full Blue Cross and life insurance paid. If you live in or near the shifting state send letter that tells you and your goals as a time salesman. Write Box M-187, BROADCASTING. Our staff knows of this opportunity.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box M-205, BROADCASTING.

Near New York, a New Jersey AM-FM good music station needs a mature staff announcer who can also offer a good-news. Send tape, resume and salary requirements. Interview will follow. Box M-206, BROADCASTING.

Experienced announcer-news caster needed for Orlando. Excellent opportunities. Both AM and FM stereo. Must be a professional. Send resume, photo and salary requirement. Box M-207, BROADCASTING.

Announcer—first phone for radio announcing and TV switching assignments with powerful station located in a beautiful family city under 100,000. Recreational and educational center. Excellent salary and fringe benefits. Fine opportunity for competent 1st class man to combine announcing and light maintenance talents. Send resume, audition tape and recent photograph to Box M-218, BROADCASTING.

Progressive Midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top fill. Send tape and resume today to Box M-242, BROADCASTING.

Experienced wake-up personality with straight or gimmick format for MOR swing. Generally in a market. We've got the newsmen, contests & gimmicks to back you up and all the shoes of a good jock who's ready to help pave the way for you. Modern air-conditioned studios with top power. Write for information, credentials & references at once. We're ready to move. Will return. Box M-250, BROADCASTING.

We offer surf and sunshine in a top Florida market. 6 to midnight man needed yesterday. Box M-256, BROADCASTING.

Thinking announcer needed by SWB CBS regional fulltimer. MOR TV opportunity includes network exclusives. Beautiful accommodations to Doug Sherwin, KGLO, Mason City, Iowa.

Announcers—(cont'd)

An established midwest metro contemporary music station is adding a deejay to its growing staff. Minimum 3 years commercial experience required, production ability also desirable, expanding to tele- phone in 1967, excellent opportunity. Send tape and resume to James M. Watt, KXSTT, Inc., Davenport, Iowa.

KTBB in Tyler, Texas, is expanding its operations in 1967 and can use top dj and national voice for time sales. Preferably combination of the above. Write telling all or call M. E. Dan- born, General Manager, area code 214-LYRIC 4276.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and midnight. Will ac- cept this position if desire is present. Salary open. Call A. A. Harmon, Station WEED, Box 782, Rocky Mount, N. C. 27801.

Immediate opening for announcer with first phone. No maintenance. Liberal benefits. Write with photo, resume and salary requirements. Send tape, resume and photo. WFSB, Box 600, Caribou, Maine.

Immediate opening: Ist phone, combo man, excellent salary, great benefits. Send non- returnable air check and resume to Manager, WKEW, Buena Ventura, S. C.

New England good music station has immediate opening for announcing. Send tape, resume and photo. WFSP, Box 600, Caribou, Maine.

WREO, Ash tabula, Ohio has immediate opening for top 40 dj-personality. Full em- ployee benefits. No selling. Send tape and resume to Manager, WREO, P.O. Box 738, Ash tabula, Ohio.


WSBT & TV offers young announcer chance to move up to established top rated station. Good opportunity staff salary. Good AM, FM and program preparation for automated FM. Good benefits. Send resume, photo, references, day schedule, stable operation plus excellent benefits. Send tape, photo to Personnel Director, South Bend Tribune, South Bend, Indiana. 46626.

Announcer-man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports help. Send resume to Manager, Mr. Ed Hal, WTRC, Elykhar, Indiana.


"Southern California calling." Need an- nouncers and news men . . . good music stations. Contact Mr. Peis, KXLF, Walla Walla, 30-day non-returnable air check and resume to Play Bridge, Box 1758, Santa Ana, Cali- fornia.

Immediate opening, out way west where the air is thin. First class medium market. Excellent opportunity. Scenic mountains. Good hunt- ing, boating and skiing. Small friendly community. box M-159, from major market. Phone 972-5101, Osborn, Idaho, or send tape to Box 23.

Technical

Chief engineer—DA plus studio maintenance. Suburban N.Y.C. Immediate opening. Box M-121, BROADCASTING.

Maintenance engineer for Florida radio and TV. Must have experience in TV studio maintenance. Reply Box M-198, BROADCASTING by phone 2-948-4941.

Chief engineer for well established Michigan AM-FM station with night-time directional signal. Send resume and qualifications to WABC, 1440 West 6th Street, Detroit, Mich. Position available immediately. Send resume and qualifications for top starting salary. Reply Box M-227, BROADCASTING.

Cable TV system in northern Illinois has immediate opening for technicians. First or second class license. Send resume and qualifications to WAPA, 2100 N. Terra Cotta Ave., Elgin, Ill. 60120.

Chief engineer needed for new 1-kilowatt AM just outside Yellowstown. Some experience desired. KSG, St. Anthony, Idaho 83449.

Engineer with first phone. No announcement. Strong sales and promotion background. Must have experience in TV. Send resume to Box M-243, BROADCASTING.

Chief engineer needed for 3,500 watt AM station. Loads of other opportunities are also available. Send resume to Box M-244, BROADCASTING.

NEWS

Authoritative Newsman. College town in NE. Experienced only. Willing to pay to get into larger market. Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Geographic references. Reply Box L-24, BROADCASTING.

Young but mature news reporter wanted. Must be willing to work weekends. Experience in approach. Outstanding opportunity for skilled radio newsmen to break into television. Positions available. Send resume to Box M-166, BROADCASTING.

News director for heavy news, sports, talk, MOR stations in Great Plains. Write Box M-198, BROADCASTING or call 402-462-5101.

News director for progressive N.J. station in N.Y. Metropolitan area. Emphasis on local coverage. Must be experienced in all phases of local newscast operation with mature directing skills. Resume and tape to Box M-198, BROADCASTING.

Have opening for news director with single market station in Midwest. Prefer family man. Must have experience and on-the-job training in setting up and running a successful MOR station. Reply Box M-198, BROADCASTING.

Five figure opportunity for talented young news director on fast-growing, sound Colorado TV network. Experienced local news specialist with flair for bright, sharp copy, audio production. Box M-221, BROADCASTING.

If you're an experienced newsman and want to join a news team that pulls no punches. Send resume and tape and address. Medium market news & talk format with music and local music. Box M-222, BROADCASTING.

NEWS—(Cont'd)

Newman for top N. Y. S. mid-Hudson station. Excellent salary. Box M-223, BROADCASTING.

Newman for station in Central New York. Excellent opportunity for young, energetic newsmen. Reply Box M-224, BROADCASTING.

Thinking reporter-writer-newscaster needed by 560 CBS regional fulltimer. TV opportunity a week, new facilities in beautiful area. Reply Box M-225, BROADCASTING.


Newman, authoritative, to write in-depth news, local color, good working conditions, paid life and disability. Advancement to News Director. In Spring Apply John Rohwer, WJVM, Box 297, Sterling, Illinois.

University Broadcast service needs mature, experienced news-public affairs director to administer and build regional radio-TV news service. Position involves supervision of professional and student participation in news gathering editing, writing, reporting, radio-TV air experience necessary. No teaching experience necessary. Strong aptitude upon qualifications and experience. Position open February 1. Send resume & tape & resume to: Broadcast Services, Ohio University, Athens, Ohio 45701.

Production—Programming, Others

Staff expansion requires immediate top production/programming man to handle top market's number one! Top 100 market. Contemporary progressive operation. Salary: Open; Commensurate with ability. Rush reply to Box M-226, BROADCASTING. All applicants will receive an immediate reply!

"Program director for adult music station. Matures voice, clear diction, must excel in production, promotion, selection, choice, sales-oriented, Southern California, multiple group." Box M-228, BROADCASTING.

RADIO

Situation Wanted—Management

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed, earning high five-figure income. Box M-194, BROADCASTING.

Strong, dedicated, top market pro seeks challenging career opportunity with commensurate earnings. Highly knowledgeable all phases of radio, tight, Parisian, 17 years sales and group management experience. Family man, 41. Journalism degree. Box M-199, BROADCASTING.


Salesman with major market station degree seeks medium or small market management. College degree. First phone. Experienced in engineering-programming-promotions. Excellent references. Box M-211, BROADCASTING.

Extensive radio & TV experience . . . 6 years as G.M. Profit and P.R. conscious. Excellent reputation. Regionally medium market; market; ready for the "big move." Broadcast degree. Thirty-eight-year veteran of radio. Respon-sible, Box M-249, BROADCASTING.

Situations Wanted—Announcers

New working New York Metro area. Warm, richly experienced talent, first phone. Wants greatest opportunity this market: adult oriented format. Box M-145, BROADCASTING.

Destine advancement with progressive group operation. Strong on news. Classics. 3rd phone presently employed at stereo-FM in medium market. Southwest preferred. Box M-208, BROADCASTING.

Reasonably well-informed, single, service committed, highly motivated, good music-in or near populated area north east coast desired. Box M-243, BROADCASTING.

Situations Wanted—Announcers

Continued


I'm ready to move into a large market. Top 40 only. Box M-217, BROADCASTING.

R&B—DJ announcer news commercials will relocate. Third phone okay. Box M-222, BROADCASTING.

Announcer: 20 years exp. all phases. PCB. Network experience. "Cool." Box M-223, BROADCASTING.

Beginner DJ seeks week-end work within 100 miles N.Y.C. Third, college, draft exempt. Prefer Union, 46, or MOR. Box M-225, BROADCASTING.

Top 40 with 1st phone. Box M-226, BROADCASTING.

Announcer-1st phone. Married, military obligation complete-Wash. D.C. area. 4 years experience combo. Box M-235, BROADCASTING.

You want ratings? And wamsum? Me getum for you New Year! Been big chief programming stations to top of totem pole ratings for 15 years. No. 1 morning man with first phone now in top 10 markets needs more Sacramento and Papposas. Box M-238, BROADCASTING.

Aggressive, contemporary program director on the way up. Knows top 40 music inside out. Strong on ideas—promotions—production—sells aggressively. All top offices in—married—draft exempt. Box M-239, BROADCASTING.

On your year's experience, some college, third, presently trained. Box M-244, BROADCASTING.

Recent radio graduate. . . . mid twenties . . . single . . . military service behind . . . locate at any MOR station. Salary a problem. Steady-reliable. Write Box M-246, BROADCASTING.

Young dj, experienced In M.O.R. and C&W wants rock job with emphasis on R&B. Low pay, non-screamer: warm and in-imate. Write to Don Cook, P.O. Box 593, Milford, Pa. 18337. Please include details.

Strong on production spots, news delivery and run tight board. 3rd class trained. Experienced in top 40, also MOR and country format. 11 years experience. Family man. Contact: Richard Hoff, 130 12th Ave., Green Bay.


Tough top forty team will consider all package-deals. 30 years total experience. Consistently top-rated. Not available before January, Pat O'Day, Sir, Arthur, Johnny Geo, Bill Vermillion, WLOF, Orlando, Florida.

Technical

Electronics serviceman—first phone. Storecast, stereo, station, outside. Box M-229, BROADCASTING.

1st—phone—experience in control room. Lightly experienced. Must be able to handle production. Married, discharged from Army. Box M-237, BROADCASTING.

1st phone—experienced, wants to locate in Midwest within next 2 years. Box M-245, BROADCASTING. Call 612-454-1202.

NEWS

Experienced broadcast-reporter. Solid all-around background. Employed. Box M-244, BROADCASTING.


BROADCASTING, December 26, 1966
NEWS—(Cont'd)

Experienced news delivery—can write intelligently. Short on gathering—have 1st phase covered. Need excellent background, Md.-D.C.-Va. only. Box M-236, BROADCASTING.


Production—Programming, Others

Creative program director. Personality/production background. Must be versatile and employed. Box M-230, BROADCASTING.


TELEVISION—Help Wanted

Management

Reminded to? Topped up in your present position? We’re looking for an aggressive “sales oriented” and GM quality, AM TV's in the Midwest. Excellent base, good incentive, beautiful community. Here’s a good spot to settle down. Box M-205, BROADCASTING.

Sales

CBS Owned, KNOX-TV St. Louis, Mo. Outstanding opportunity in a newly created position reporting to the Director of Advertising and Sales Promotion. The man we need is research oriented, experienced and ready to help develop a research oriented, AM TV. He will develop and write sales presentations. N.E. position. Must have strong material and know local and national sales staffs, analyze and distribute summaries of all rating reports, etc. Excellent growth potential. Send confidential detailed resume, salary requirements, samples of your work and whatever else you believe provides insights into your abilities. Mail to: Chooder, Director of Advertising and Sales Promotion, KNOX-TV, 1213 Colic Street, St. Louis, Mo. 63106. An equal opportunity employer.

Announcers

Booth announcer wanted by Midwest TV station. Some on-camera work, some copywriting. Will consider man with solid radio background ready to move into TV. Send Audio or video tape and resume. Full details. Box M-104, BROADCASTING.

Thinking announcer needed by VHF, CBS affiliate. Radio opportunity included with 5 day week. VTR and studio tape and qualifications to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Technical director—for radio-TV group in northeast. Engineering degree desirable but not essential. Please give experience and qualifications with resume. Color and VTR knowledge important. All replies confidential. Box M-89, BROADCASTING.

We’re looking for engineers to run camera, projection, video-tape, 1st ticket or can be close to getting one. Medium market in Midwest. Chance to learn operations. Send resume to Box M-177, BROADCASTING.

Maintenance engineer for Florida radio & TV. Must have experience on TV studio maintenance. Reply Box M-197, BROADCASTING or call RD 2, Box 1244.

Television Operations supervisor for large eastern University Medical Center. Immediate terms circuitry and circuit operation. Coordinate physical functions and perform maintenance on TV equipment. Starting salary commensurate to qualifications. Liberal benefits. Apply by resume to Box M-197, BROADCASTING. An equal employment opportunity.

First class operator-switcher. Midwestern radio stations in medium size market with excellent facilities and personnel. Excellent sports area. Good salary and fringes. Roger. Would like man with some announcing capability and experienced. Box M-197, BROADCASTING

WANTED: Transmitter engineer. Experience desirable but not necessary. Must have recent college experience. Apply to Chief Engineer KCND-TV, Fremont, Neb. Telephone: 715-432-5232.

California broadcast/unexperienced engineers needed for expanding station on California’s central coast. Transmitter and master control, TV and FM, 2 weeks vacation after first year. Send salary and any pertinent experience and availability to: KOVT, P.O. Box 1296, Santa Maria, Calif. 93454.

Southwestern VHF has openings for experienced engineers with multifaceted ability. Position is interesting and challenging in that it will require you to have or achieve studio, audio, transmitter, long haul microwave and maximum power operation in one all encompassing position. All operating in color. First phone and some travel will be required. Many company benefits are offered. For information and application write Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

Transmitter engineer: Immediate opening, strong on maintenance, excellent working conditions. Send resume to Chief Engineer, KKVU-TV, Los Angeles, Calif.

If you are a "displaced midwesterner," here is your opportunity to return to your God's country. Waterloo, Iowa, has just finished remodeling its television studio from the ground up including all new RCA color equipment. We have permanent positions open for both a maintenance engineer at TV master control. First class operator experience is not necessary for operational position. Contact: E. M. Think, Engineering Vice President.

We are growing! Channel 30, WGTZ-TV, Toledo, Ohio needs another staff engineer. First phone in, outstanding opportunities. Contact J. M. Thim, Chief Engineer, WPPT-TV Channel 3, Box 249, Flattsburg, New York.

Television maintenance engineer-first class phone experience in installation, maintenance and operation of tube type and solid state television, audio and studio equipment. Some camera experience desired. Box M-197, BROADCASTING.

Studio supervisor, heavy on maintenance, desire background in video tape, some color experience helpful. Time share, operate and maintain studio, supervising set transit operators. Also, function as maintenance operator for transmitter duty desired. All company benefits. Contact Chief Engineer, WPTZ-TV, Channel 5, Box 249, Plattsburg, New York.

Major new england TV station has openings for FCC first class licensed engineers. Write P. O. Box 1859, Enfield, Conn.

Announced

Need experienced newcomer to direct radio-TV. Send resume to L. H., Department of growing midwest station. Send resume, photo and radio tape or 10 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Television news director-wanted. Must be strong on set and off. Opportunity to advance your profession in large television radio combination. Prefer young man with a strong journalistic approach. We will train employee in all phases of the radio-television business. If he is willing to work for his future. Send VTR, which can be returned, tape & resume to Box M-197, BROADCASTING.

Medium market, midwest looking for newsman to air at 10 pm TV news. Write, edit, report programs. Must have solid studio experience and TV experience. Send resume, tape & pictures to Box M-197, BROADCASTING.

Can you deliver television newswcasts with crisp authority, moderate public affairs programs in a highly-professional manner, and an understanding of programs with clear thinking and sharp writing? If so, you could be the man we need and public affairs air man for a news-minded, group-owned station in the midwest. Send resume, photo, tape, or samples to Box M-247, BROADCASTING.

NEWS—(Cont’d)

Experienced radio reporter-writer-newsman needed by VHF CBS affiliate for TV preparation and on air assignments. Radio opportunity included with 5 day week. VTR or video tape tape and qualifications to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Reporter/photographer—1-2 years experience. Must be a non-smoker. Excellent news operation. Resume to Tom Dorsey, WENS-TV, Columbus, Ohio.

Progressive VHF station in medium size city needs experienced morning news person. Must be able to write, report and develop all phases of news operation to join growing 4 man team. Good benefits. Send resume, salary requirements and based on ability. Contact operation director, WTVM Columbus, Ga.

Production—Programming, Others

Medium market, 100% color, group owned NBC affiliate. VHF VTR-FM-VCR. Excellent growth potential and a sportscaster. Must be able to write, report and develop all phases of news operation. Must have experience in medium market with color, VTR. Salary range will be based on ability. Must have experience in medium market. Contact: 312-8-218, or call 867-6777.

Network-owned VHF station in top 10 market needs three experienced personalities. Must have experience and feel with a sportscaster. Send resume to Box M-207, BROADCASTING.

Program Director sought by leading northeast VHF, experienced all phases of editing, still and cine photography, to manage film department. Send resume, salary requirements to Box M-241, BROADCASTING.

Restaffing station—Need camerman, director, and announcers with experience and imagination. Good salary and benefits, resume and salary requirements to Box M-241, BROADCASTING.

Announcer/director—We contemplate ad- ditional expansion in the aforesaid mentioned cabinet and therefore require applica- tions for experienced TV director, min. 2 yrs. experience. Strong background in live news program must be a plus. Also, we seek probably 25 to 35, college graduate, mar- ried, seeking larger market and full-color station opportunity. Former applicants need not re-apply. Ted Dooley, Prgm. Man. KCHA TV, 310 10th St. Sacramento, Calif.

Cameras needed for production crew of Western VHF affiliate. Contact Marc Mangus. All resumes of experience and salary requirements or phone 319-686-6950.

Program director to set up & direct service origination for new CATV system. Operate cameras, VTR, Handicam, State College town, wonderful year-round climate, two hours drive from Albuquerque. Phone 505-421-7107 or send resume. Earl Hickam, Box 1088, Las Vegas, N. M. 87101.

TELEVISION

Situations Wanted—Management

Presently employed in top 100 market TV station as manager and sales manager. Des- ire change into an area with a better market- ing, 20 years of age. Four years with present organization. Will arrange personal interview. Write Box M-197, BROADCASTING.

WANTED: Newsman with background in documentary, reporting, feature news and production. Contact Marc Mangus. Must have experience with background in documentary, reporting, feature news and production. Contact Marc Mangus.

Radio-TV sportscaster and newsmen seeks relocation. Reliable. Box M-128, BROADCASTING.

Very interested in documentary news work —columnist, editor/challenger, major metropolitan daily; 28; married; Who’s Who in America, 1966. Box M-197, BROADCASTING.

Production—Programming, Others

Director of 9 years experience in all phases of TV production. Currently working with prestige organization. Producer-director position. Show capable of producing adventurous, versatile with strong production background. Box M-190, BROADCASTING.

BROADCASTING, December 26, 1966

72
FOR SALE—Equipment

Television radio transmitters, monitors tubular, cameras, audio. Electrafone, 440 Columbus Ave., N.Y.C.


Sopramaster cartridge tape equipment GKR turntable. All models available. Will take in trade as partial payment any type of audio or transmitter gear regardless age or condition. AVOIDOVOX, 4510 SW 37th Ave., Miami, Florida.


Available at once—Western Electric 406-112, 3 kilowatt, fully loaded studio exciter, excitation, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Check our listings for your equipment needs. Broadcast Equipment & Supply Co., Box 341, Bristol, Tennessee.

$50 feet of used Andrews-72, 94 ohm, 1/4 copper coated, 792 per foot plus freight. KJET, Box 6087, Beaumont, Texas.

Used G.E. UHF transmitter complete, type TT-332, rated at 45 kw visual excellent condition. Excellent delivery. Delivery is about 80 days. Price is $27,000, a real bargain. Box M-146, BROADCASTING.

Speech input console RCA BC 3C, 6 mix channels, 3 output, 5 in, drop in. Self contained PWR sly, $950. PBO Washington, D.C. Contact Mr. E. J. M. Draper, 135 E. 46th Street, New York City, N. Y. 10017.

Amplex 410 construction 7-5, and 3.75 Ips new appearance, good condition $750. Phone 320-456-2500.

Fairchild dynatone—brand new solid-state—useful for recording and broadcast application. Cost new $305 will sell $250. Call The DuPont New Media, 1320 16th St., N.W., D.C. Ph 202 223-9400, Ext. 289.

FOR SALE—Equipment

For sale—One 50Kw DuMont type 12000 transmitter. Will tune from Channels 7 through 13. Contains negative offset. Many spare parts, requires ancillary equip- ment goes with package. In excellent condition, will be inspected at an location on the Empire State Building. In operation until approximately the end of September, 1967. Will be available at that time. For further details please contact: Steve de Satnick Directional Engineering, 212-581-6000 or write 304 West 58th St. New York City.

For Sale: Motorola CC-3012, 25 watt base station, and two-way remote unit. FCC assigned frequency; 150 feet copper cable, and antenna for base station. Full price: $550, o/o KLB5, P.O. Box 972, Los Banos, Calif. Telephone 298-8960. 1-Rust Gates, 3425 Main St., Santa Monica, Calif. 90405.


Deals! 6000 classified ad lines. $5.00 Comedy catalog free, Ed onions, 5034 Gentry, North Hollywood, Calif. 91608.

30 minute tape—"quickie" pop-in voice and/or voice-gal talk to dirdressers different voices—$10 tape shipped return mail. Davis Enterprises, F.O. Box 981, Lexington, Kentucky.

Composite weekly analysis of your logs for AM, FM. TV license renewal. Full audit of past performance plus percentages of pre- sold. Also, Income tax planning analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 528 Warren Ave., Downers Grove, Ill. 60515.

INST decline, W. 38th St., N.Y.C. OX 4-7697.

F.C.C. license preparation thru high-quality training in communications electronics. If you want to be an operator—Radyo are serious about better technical edu- cation. Over 20 years correspondence and resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D.C. FCC license in 4 months. ASSE degree in 16 months—we do not believe in the "license-in-six-weeks philos- ophy." Now in our sixteenth year, Grantham School of Electronics, 1508 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, con- solo operations, and all phases of broadcasting on the nation's only comprehensive training program for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2093 Inwood Road, Dallas, Texas 75215.

The masters, Elkins Radio License School of Minnesota unmatched success of the famous Elkins Laboratory and Theory Classes for the first Class FCC license. Fully G.I. approved. Elkins Radio License School, 411 East Lake Street, Minneapolis, Minn. 55401.

Preparation by G.I. or civilian, with a Top quality theory and laboratory training provided. Elkins Radio License School of Atlanta, 1184 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring all new introductions. Free catalog Orben Comedy Books, Atlantic Beach, N.Y.

Instant gigs for dealuls! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., $5.00—Write for free "Broadcast Com- edy Economy Service" Box 1785 E. 26th Street, New York, N.Y. 11229.


New England's only FCC 1st class course. Newly revised evening courses give you training to pass FCC's new exams. 15 weeks. For information, contact: Frank E. Ruggles, 25 Boylston St., Boston, Mass. 02116.

Your 1st Class License in six weeks or less at America's foremost school of broadcast engineering and operation. Radio and Television (servicing the entire Broadcasting Industry since 1927). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experi- enced personalized instruction and methods. Lowest cost-finest accommodations available only by calls or write, Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) BO 2-5281.


Help Wanted

Management

VICE PRESIDENT

and

GENERAL MANAGER

for Midwest AM-TV. Good base, excel- lent incentives. Nice community, good schools. College degree in electronics in which to live.

Box M-204, Broadcasting.
PUBLIC UTILITY ACCOUNTING SPECIALISTS

National accounting firm seeks technical and administrative public utility and transportation specialists to fill responsible positions in its organization.

Prefer experience in all phases of public utility accounting, finance and regulation, together with management, organization and methods analysis. Auditing experience essential.

Ability to organize programs and to relate them orally and in writing essential. Experience in speaking and testifying extremely helpful. University education and CPA preferred. Travel required.

Compensation will be based on experience and ability.

Box M-240, Broadcasting.

Announcers

SWINGING 'TOP-40' DJ'S WANTED IMMEDIATELY

Large, powerful "independent" North Louisiana station with FM/TV affiliates. Good salary, good benefits, good equipment! Please, no dippers!!! No amateurs!!! We need swingers!!! Air Mail "air-check" tape, resume and photo immediately to:

Norm Perry, KNOE Radio, Monroe, La.
Phane 318-322-8155

NEWS

WE WANT A GO GETTER
to take charge of Radio News in a Major market combination. Experience and strong voice essential but ability to make radio news alive and vibrant is vital. Send tape and resume to:

Box M-96, Broadcasting.

TELEVISION—Help Wanted

HAPPY HOLIDAYS

Broadcast Personnel Consultants

645 N. Michigan Ave., Chicago, Ill. 60611

TECHNICIANS

Need experienced studio and master control technicians with at least 2nd class license for Major Northeastern Market VHF station. Send complete resume and salary requirements to:

Box M-181, Broadcasting.
An Equal Opportunity Employer

CHIEF ENGINEER

Group owned, CBS affiliate in Pennsylvania seeks experienced man. 5kw regional AM, max. power TV-FM. Send resume and salary requirements in strict confidence to:

Box M-257, Broadcasting.

FOR SALE

<table>
<thead>
<tr>
<th>Equipment Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>RCR-580D Power Supplies</td>
<td>$280.00 Ea.</td>
</tr>
<tr>
<td>RCR-580D Power Supplies</td>
<td>$576.00 Ea.</td>
</tr>
<tr>
<td>RCA-1A Distribution Amps</td>
<td>$955.00 Ea.</td>
</tr>
<tr>
<td>RCA-1A Distribution Amps</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>MI-4217 Monitor</td>
<td>17,000.00 Ea.</td>
</tr>
<tr>
<td>TD-3B Camera Pedestals</td>
<td>1,800.00 Ea.</td>
</tr>
<tr>
<td>MI26203A-Cradle Heads</td>
<td>350.00 Ea.</td>
</tr>
<tr>
<td>Hills Filmatic Super 16 mm Negative/Positive Processor</td>
<td>4,500.00</td>
</tr>
</tbody>
</table>

All equipment guaranteed to be in excellent operating condition. Contact—Cecil Suit, KTHV, Little Rock, Arkansas

MISCELLANEOUS

WASHINGTON BROADCAST NEWS

Ken Scheibl, Bureau Chief
TV-Radio beepers, film clips
We cover your Senator. Congressman in Washington: also news and events vital to your city and broadcast area.
Phone or write 1251 Natl. Press Bldg.
Washington, D.C. 702-828-7227

To A.T.S. Grads
and ALUMNAE COAST-TO-COAST
Announcers & F.C.C. 1st Class Techs.

CHEERS
FOR THE NEW YEAR

Thanks for building our proud reputation. We have a gift for you. Please contact:
ANNOUNCER TRAINING STUDIOS
25 West 43rd St.
New York City
or Phone Oxford 5-2945

FOR SALE—Equipment

NAGRA RECORDERS
in stock
America's Midwest distributor of professional recording, motion picture, audio-video and broadcasting studio equipment.

AUDIO DISTRIBUTORS, INC.
2342 S. Division Ave.
Grand Rapids, Michigan 49507
616-452-0309
WE BUY—SELL—TRADE

Broadcasting, December 26, 1966
Bob Graham netted $58,657.41 last year.

He did it with a Columbia School of Broadcasting franchise. The most amazing broadcast school in the world. Serving the world's largest broadcast industry. All the teaching is done via audio visual means from San Francisco—sent directly to the student's home—a franchisee does none. If you are an experienced broadcaster with financial resources in excess of $15M and are interested in this kind of net, send for our booklet describing a Columbia School of Broadcasting franchise. We will air mail it back to you.

Write President, Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco, 94118. Not affiliated with CBS, Inc.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Dec. 21. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Indicates franchise has been granted.
- Applies for franchise.

**Auburndale, Fla.**—Universal Cablevision (multiple CATV owner) has been granted a 10-year franchise with an option for an additional 10 years. The city will receive 3% of gross annual receipts for the first five years, and 4% thereafter. The installation charge will be $4,810 with a monthly charge of $5.

**Canton, Iowa**—Abel Cable Inc. has applied for a 20-year franchise. Installation fee will be $15 with a $4,935 monthly charge. Company owns six licenses.

Other applicants are Tele-Cable Inc., Central Cable TV Co., and Charles Gross of Centralia. The city will receive 4% of annual gross receipts in the third year, and 5% thereafter.

**Quitman, Miss.**—TV Cable of Quitman (O. W. Rushing Jr.) has been granted a 25-year franchise. The city will receive 4% of the annual gross receipts. The installation charge will be $15 and the maximum monthly charge will be $5.75.

**West Wildwood, N.J.**—South Jersey Television Cable Co. has applied for a 30-year franchise.

**Silligboro, N. J.**—General CATV has been granted a 15-year nonexclusive franchise.

**Kittanning, Pa.**—Multiple CATV owner, has applied for a franchise. There will be no installation fee with a $4,765 monthly charge. Company will pay $1,000 or 3% of gross receipts. Another applicant was Highland Cable TV Co. Inc. at Latrobe, Pa.

**Armstrong Utilities Inc., Kittanning, Pa.**—CATV multiple owner, has applied for a franchise. There will be no installation fee with a $4,765 monthly charge. Company will pay 5% of gross receipts.

**Armstrong Utilities Inc., Kittanning, Pa.**—CATV multiple owner, has applied for a franchise. There will be no installation fee with a $4,765 monthly charge. Company will pay 5% of gross receipts.

**Caster, S. D.**—Continental Community Antennas, licensee of the cable system of St. Louis, has applied for a franchise.
At this moment Leo Burnett Co.'s Don Tennant is digging his toes into soft Pacific sands warming himself under a genial Hawaiian sun and scrubbing his mind of even the slightest tendency to digress into advertising's great 10-second nightmare.

Agency Man (surprised): Wow, Mr. Client, thanks for the $10 zillion account!

Client (serious): Now that I'm here, do me something creative. I'll wait.

But by this time next week Mr. Tennant will be clutching his coat tighter against Chicago's winds and very much aware of the challenges of his new responsibilities. Agency-founder Leo Burnett has picked Mr. Tennant to succeed him as chairman of the creative-review committee and in this post he will be the chief operating officer in the area of creating and judging the advertising of Burnett.

Quality Control As executive vice president of the agency and head of its creative services division, Mr. Tennant has been a member of the creative-review committee since 1958. John E. Matthews and Howard C. Shank, executive directors who become senior vice presidents, also serve on the committee. Mr. Burnett continues as a member of this key four-man group as well as board chairman of the agency.

Burnett this year has pushed up to the No. 4 position among the top broadcast agencies. It invests nearly 75% of its some $212-million billings in the television and radio media.

"I'm really not a very modest guy," Mr. Tennant says, "but the truly significant news about this appointment isn't me at all. It's the recognition of reality today by a major agency, the fact that a TV man made it."

Recalling Burnett's hard-won reputation as a creative shop, a heritage he is determined to preserve, Mr. Tennant feels his priority project is the agency's basic challenge: "to be big and still swing."

"Even though we have millions in billings and thousands of commercials each year," Mr. Tennant explains, "content is still more important than numbers."

TV: Hard Row to Hoe Mr. Tennant was Burnett's first full-time television writer-producer when he joined the agency in the fall of 1950. As in most agencies at that time, there seemed to be a battle for some years before television could win the acceptability and respectability among its print media peers.

"That battle was won," he notes, "and now my battle internally is to keep the windows open and the creative breezes blowing through. You need certain layers of organization and working tools, but you need creative freedom. You must save good ideas from getting killed by committees. That's why our creative review group is composed of creative people."

Creativity begins with the response to a challenge, Mr. Tennant believes, "the challenge to change something in life to something better." The creative man, he feels, "is any man who persists in looking at life in new ways."

Mr. Tennant worked for many years on the Kellogg account and his Tony the Tiger creation of 1952 continues to be a top tiger even these days when there's one in every campaign as well as every tank. He also wrote the original Marlboro commercials that introduced the brand to TV more than a decade ago.

Marlboro Man "I'm very proud of them," he says, recalling that the Marlboro spots "influenced many in the business and sold a hell of a lot of cigarettes."

But, he notes, "I can't claim one piece of advertising I ever did all by myself. This is important and particularly true in television; you can't execute alone. All who touch contribute. TV is so big and so complex."

What makes a good commercial? Mr. Tennant relates that early in his career he became convinced "that there is a factor that research can't research, an intangible thing" triggering like or dislike in the viewer. "We're in the selling business," he explains, "but a commercial doesn't have to be dull. You've got to move people to do something. It isn't enough to just evoke emotional response."

The greatest sin is the commercial that is boring, Mr. Tennant says, as a viewer, "for it takes my time without rewarding me." Many commercials, he adds, make the same mistake the movies made in substituting opulence for ingenuity, or if you can't make it better make it bigger."

However the movies learned something the networks still are learning, he observes, "that it is impossible to predict what the human animal will like. Show business is a crap shoot no matter what you do."

Taken for Granted Yet he is troubled that broadcasting, radio or TV, no longer is "an event." He explains that "the sheer quantity and sheer availability of television today is like water at the tap or the electric light, a familiarity that breeds indifference." Television must regain its significance.

Mr. Tennant learned the basics of winning audience response long before his advertising days. Even as a youngster he played theater, built miniatures and dreamed of some day being a movie stunt man, a job that still intrigues him. His ingenuity was tested often in the Navy during fighting in the Pacific in World War II. Example: He got a piano for his crew by swapping a canned ham and a crate of eggs with a British force closing a hospital in the New Hebrides. Postwar jobs ranged from nightclub comedian to puppeteer. Puppeteering came while he was with ABC-TV in Chicago, when Kukla, Fran & Ollie moved to NBC. He not only replaced them in a daily live stent in voices and characters but made his own star puppet, Newton Figg.

Newt still sits by his desk, a reminder "to keep getting my hands dirty" experimenting, looking for new answers to challenges, he says.

Week's Profile

Donald George Tennant—executive VP in charge of creative services, Leo Burnett Co., Chicago; b. Nov. 23, 1922, Sterling, Ill.; BA 1943 Knox College, Galesburg, Ill.; U.S. Navy 1943-46 Lt. (j.g.); theatrical director, John B. Rogers Producing Co., Fostoria, Ohio, 1946; radio producer and writer, NBC, Chicago, 1947-49; producer, writer and performer, ABC-TV, Chicago, 1949-50; joined Burnett in October 1950 as first fulltime TV writer-producer, becoming TV copy supervisor in 1952 and VP in 1957, named head of agency's TV commercial department in 1958 and in charge of entire creative services division in 1962; member of creative review committee since 1958, member of board since 1960 and member of executive committee since 1962, elected executive VP 1964; m. Sept. 13, 1948, Barbara Jean Fuller of Chicago; children—Tim 15, Andy 11 and Tracy 9; they live in suburban Flossmoor where he likes to tinker with his Model T Ford and make experimental movies.

Broadcasting, December 26, 1966
Where the action is to be

EVENTFUL as 1966 has been for broadcasting, as the Special Report elsewhere in this issue reminds us, 1967 promises to provide an even livelier calendar.

In the great business and programming centers of New York and Los Angeles the ferment of change will continue to be evident. In other markets there is forecast no diminution of challenges and opportunities. But it is Washington that is destined to be in 1967 the scene of great debates and perhaps some actions that could profoundly alter the conditions of broadcasters everywhere.

In the Congress there is bound to be an investigation into all of broadcasting's journalistic practices. The focus at the outset will be on the treatment of political campaigns and elections, but it can be expected to extend beyond that to all forms of news and commentary on controversial subjects. The Senate Subcommittee on Communications is already laying the groundwork for its hearings on the fairness doctrine and the coverage of political affairs. Key figures in the House have announced their interest in covering at least part of the same ground: editorializing in support of political candidates and the broadcast of election returns and projections while some polls are still open. Broadcasters will need to muster all the strength at their command to retain their already circumscribed freedom.

The next will also be the year the Congress comes to grips with the planning of the noncommercial television system. The Senate Commerce Committee will be the arena for conflicts over the size, nature and funding of noncommercial TV. The outcome of that committee's considerations could make great changes in both the commercial and noncommercial systems.

Attempts to tidy up the management of spectrum allocations will create another problem of key importance to broadcasters. While these are going on, certainly at the FCC, perhaps at the Department of Commerce which has announced its interest in the subject, as well as at the Office of Telecommunications Management, nonbroadcast users of the spectrum will be intensifying their campaigns for more frequencies. The threat of constriction of the broadcast allocations will loom larger in 1967 than it did in 1966.

These are but a few of the more obvious matters that will engage the broadcasters' serious intention. There will be others as the year wears on. If at the end of 1967 the broadcasters have merely held their ground, they may breathe a sigh of relief.

Dirksen takes the first

SENATOR Everett M. Dirksen, of Illinois, leader of the Republican opposition, on Dec. 15 denounced those government officials and economists who "believe that advertising is economically wasteful and antiscial." If Senator Dirksen had issued that statement a couple of months earlier it would have been dismissed as political byplay. Even on Dec. 15 it might be regarded as having such overtones, but the significant difference is that last November that party for which Senator Dirksen is spokesman won a smashing victory over the incumbent Democrats in Congress and in the state houses. The voice of Senator Dirksen therefore is a voice of infinitely greater authority.

The eloquent Illinoisan chose the 175th anniversary of the Bill of Rights for his broadside, in which he warned against tampering with the news media—including advertising—as an interference with the First Amendment.

"People dare not forget," he said, "that advertising is as much a means of informing our people as any other part of a newspaper or other news media. If one may tamper with or abridge the freedom of one portion of the press, then the entire press structure is jeopardized."

Senator Dirksen's stout defense of advertising as part and parcel of the freedoms protected by the First Amendment must be applauded, even though administrative and court decisions are not as clearly defined in that area as they are where news and editorial content are concerned. But the strength of Mr. Dirksen's position is that he recognizes that media of information should not be used for "wrongful or for unlawful purposes" and that the "public trust" cannot be betrayed.

Moreover, Senator Dirksen isn't dogmatic in his approach to the obvious problem of government interference with the extent, volume and quality of advertising. Public policy, he holds, "demands that the Congress should step in and make certain that this nation is not beginning to undergo a new 'revolution' by arbitrary and capricious administrative edict."

The opportunity for examination and restatement of public policy may come at the new session of Congress just a fortnight away. Representatives of all media and of marketing should be prepared to make the most of it.

Rule without a reason

THE FCC says it will stiffen its station identification rule so that a broadcaster in Oakland, across the bay from San Francisco, cannot say something like "in the air everywhere over San Francisco."

What's so nefarious about stations claiming coverage of areas they cover? The rule now says stations are located wherever their main studio happen to be. But hundreds of broadcast transmitters are located in separately incorporated cities, towns and even different states remote from their main studios.

The public certainly isn't being misled when stations in St. Paul say they cover Minneapolis or those in Dallas cover Fort Worth and vice versa. Oakland-San Francisco is one of scores of hyphenated markets. And since the FCC is thinking ahead these days, what about those megalopolises springing up almost everywhere?

The Communications Act contains a mandate that the government encourage larger and more effective use of the spectrum. It can't achieve that by defying the law of nature that says radio signals know no boundaries.
KSTP-TV is Total Color

In the Twin Cities and has been for five years

Live • Film • Tape • Slides

Ask Petry
If people don't believe in the station, they won't believe your cologne will make them irresistible.

The people of Pittsburgh know KDKA-TV will be around to back up anything it says. This is the station that has kept Pittsburgh well informed for years, now. You can see the evidence of this station's dedication to news every day at noon. In the quality of the news. And in the quality of the personalities who present it. Bill Burns is Mr. Pittsburgh. He's the most popular television personality in the tri-state area. And it's not just a fleeting success he enjoys. He's been handling the news in his warm, responsible way for thirteen years now. "Did you hear what Burns said about...?" is a phrase you'll often hear in Pittsburgh.

Marie Torre has something to say, too. And not just to other women. She's a city-side reporter whose passion is hard news. But this station's dedication to news isn't confined to just noon time. It begins early in the morning. Consistently reappears throughout the day with a full hour report at 6:30 PM. And doesn't end until the 11 o'clock news when Bill Burns wraps up the day. And the people of Pittsburgh appreciate it. And listen. In fact KDKA-TV is a part of their routine. Every day. It's always in their schedule somewhere. Isn't this the kind of station that should be in your advertising schedule? Every day? As a matter of routine? This is one routine that could prove very exciting for your product.

KDKA-TV

WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY
TELEVISION ADVERTISING REPRESENTATIVES, INC.