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8,885,763,000 TV IMPRESSIONS
For The Problem Of Mental Retardation

That's the coverage the Petry represented TV stations delivered for this Advertising Council campaign last year. They believe in service as well as sales.

THE ORIGINAL STATION REPRESENTATIVE

EDWARD PETRY & CO., INC.

THE PETRY REPRESENTED TELEVISION STATIONS—RESPONSIBLE AND RESPONSIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON
OALLAS • DETROIT • LOS ANGELES
PHILADELPHIA • SAN FRANCISCO • ST. LOUIS
CATV’s a big boy now

Born to fulfill a specific television reception need, Community Antenna Television has matured through the solution of innumerable reception problems. CATV now provides viewers with unparalleled picture quality and program variety . . . whether the viewers are surrounded by skyscrapers or beyond the TV horizon. CATV is a proved, practical visual transportation system.

Today, CATV is ready to take on new tasks. Tasks such as only you who are experts in the programming and communication fields can envision for this unlimited channel pipeline.

For more information on this exciting industry, read “Cable TV,” published by the National Community Television Association, Inc. For more details on us, our full-color brochure, “The Jerrold CATV Story,” is a good start. Both publications are available from CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

FIRST IN CATV—The nation’s largest, most experienced manufacturer/supplier of CATV equipment and services.
A stake in K.C.

Sale of KMB-C-AM-FM Kansas City by Metromedia to Bonneville International (Mormon Church) for over $2 million is under discussion, with deal predicted for this week. Metromedia bought Kansas City stations (including KMB-C-TV which is not included in Bonneville negotiation) from Cook Paint and Varnish Co. in 1961, for $9.65 million. Purchase included TV in Sedalia, Mo., and AM in Concordia, Kan., but these were sold off. Bonneville, group owner based at KSL-AM-FM-TV, Salt Lake City, will, have it's understood, first refusal rights for KMB-C-TV if Metromedia decides to sell that station later.

Balancing act

Odds-makers are offering no better than even money on which way FCC may go on Department of Justice petition to reopen ITT-ABC merger proceeding. Prevailing notion is that present Feb. 2 effective date of merger, hitherto approved by 4-3 vote, would be postponed for perhaps another week or 10 days to allow FCC to consider 80-page ABC-ITT opposition to Antitrust Division's petition (see page 54).

Here are options: FCC could sustain its 4-3 vote; it could propose hearing confined to three points raised in Assistant Attorney General Donald Turner's letter of Dec. 20; it could have wide-open full-dress hearing. There's serious talk that ABC will withdraw from merger if there are undue delays and go into the easing money market to finance its color expansion and new-season programming. If that happened, ones would be on DOJ in killing merger.

Backlash

TV set makers have tentatively scheduled strategy meeting for March 15 to decide what to do about Carnegie Commission recommendation that excise tax be imposed on TV sets to support noncommercial TV (see stories beginning page 23). Manufacturers' first response was hostile, but they're beginning now to look for more moderate stand. Some are talking of offering to bear "fair" share of ETV burden—provided broadcasters or TV advertisers are taxed too. One manufacturer has mentioned license fee for set owners, in British style.

Joseph H. McConnell, former NBC president, was only member of Carnegie Commission to take public stand favoring franchise tax on broadcasters but at least one other member, Edwin H. Land, Polaroid president, took same position during early deliberations of commission. One commission member who was consistently opposed to tax on broadcasting wasn't even in country when report came out. He's John S. Hayes, former president of Post-Newsweek stations and now ambassador to Switzerland. Mr. Hayes, however, was in frequent touch with other members during final stages of report preparation.

Bird in hand

High-power panel discussion of future of satellite relays for domestic networking has been scheduled at closing session of National Association of Broadcasters convention in Chicago, April 2-5. James McCormack, chairman of Communications Satellite Corp., has already said he would participate. Word is awaited from two others: McGeorge Bundy, president of Ford Foundation (which has proposed satellite system to give non-commercial TV free ride and some revenue), and Frederick R. Kappel, chairman of AT&T. (Mr. Kappel is due to retire next month.)

Big bug

More details on that agency-media-performers-sponsors (AMPS) project to keep track of performances and wide range of other data on TV-radio commercials (CLOSED CIRCUIT, Jan. 23) began to circulate last week after Screen Actors Guild, one of initiators, held unpublicized meeting to review progress. System would monitor audio of broadcasts in all markets with "little black boxes" activated by subsonic coding on commercials.

Codes would identify spot and give information on scheduling, agency, sponsor, talent employed, music rights and perhaps other elements. Data would be transmitted to central computer operation and compiled for use in billing, talent payments, possibly music-performing-rights calculations and conceivably many other purposes. Philadelphia is being considered as initial test market for system.

Import deal

Syndicators are searching everywhere to replenish supply of programming. Seven Arts Television is understood to have completed negotiations with CTV network in Canada for distribution rights to Country Music Hall, 26 half-hour episodes, which probably will be released in U.S. during spring. It's been one of D. "off-network" programs from Canada that eventually headed across border.

Branching out

H. H. (Tommy) Thomson, millionaire owner of KFZY Anaheim, Calif., reportedly will be partner in Anaheim franchise of new professional basketball league that's forming. Team would play its home games in still-to-be-completed arena of Anaheim convention center. League supposedly has founding meeting set for New York this week.

Program surveillance

FCC had another go-round last week on whether to require renewal applicants to justify proposal for comparatively small amounts of programming in news and public affairs and "other" categories. At conclusion, commission directed staff to grant renewals unless stations—all AM's in Florida—had other problems. But Commissioner Kenneth A. Cox dissented, as he did after similar debate in June (BROADCASTING, June 27, 1966). He reportedly wanted to send letters to five stations that proposed to devote less than 2% of their time to news and to some 30 stations that proposed to devote less than 5% of their time to combination of public affairs and "other" programming, which includes religion, agriculture and instruction. One commissioner still uncommitted on question is Nicholas Johnson.

New customer

After extensive testing of spot TV in 1966, Sentry Insurance Co., Stevens Point, Wis., has decided to launch major-market campaign this spring. Sentry reportedly plans to use spot extensively to build its image nationally in competitive insurance field. Company will eventually become new national spot advertiser. Grey Advertising, New York, is agency.

Guess which one doesn’t listen to WHIO?

You’re right. But even he tunes to 1290 for U. D. basketball, football, the Cincinnati Reds and other major sporting events. (Once in a while he catches WHIO’s Air Scout traffic news, too. He digs anything about wheels.)

The others have grown up, control their own purse strings—and listen to WHIO. They appreciate Dayton’s most complete news coverage, local and national. They enjoy “Conversation Piece,” highest-rated daytime show, where listeners can have their say—and most of them do . . . and CBS Dimension entertainment and information specials. They’re mature enough to prefer WHIO’s music. It’s the kind you listen to instead of at.

Eventually, he’ll be eighteen. Chances are he’ll get a haircut and join the crowd. In Dayton, WHIO is part of growing up.

CBS AFFILIATE/REPRESENTED BY EDWARD PETRY & CO., INC.
Cox Broadcasting Corporation stations: WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WSB AM-FM-TV, Atlanta; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.
WEK IN BRIEF

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**What is an influencible?**

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you’ve got the buying audience, you’ve got the sale. *Influence the influencibles.*

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**STORZ**

WDGY Minneapolis-St. Paul  
KXOK St. Louis  
(W.B.R., Inc.)

WHB Kansas City  
WTIX New Orleans  
(K.O.M.A. Inc.)

KOMA Oklahoma City  
WQAM Miami

(Fran)  
(Lair)  
(Estman)  
(Bran)

_BROADCASTING, January 30, 1967_
Sees TV advertising rising; charges too

Television continues as advertising's pacemaker: advertising expenditures in television (national spot and network) were up approximately 9% last year over 1965 and are expected to increase again this year. Network TV will have estimated 8% rise in rates in 1967 (it was plus 5% in 1966), spot TV 6% and spot radio 4% (both approximating levels last year over 1965) while network radio rates should go up about 2%.

Estimates were contained in report issued Friday (Jan. 27) by Interpublic Group of Companies Inc., New York, which put total U. S. advertising expenditures in 1966 at estimated $16.5 billion, or 8% above 1965, and predicted total would reach $17.8 billion in 1967.

Report (The Decade of Incentive, prepared by Interpublic's Infoplan and Marplan, respective public relations and research organizations of agency complex) said TV's rate rises would be biggest among all national forms of advertising in 1967. Report said network TV's rate rise would be in response to "increasing demand in an already tight market, as well as the significant growth in color telecasting and set penetration."

Report also took note of revised structure of network time rates and "increasing use of relatively expensive programing material" as factors pressuring higher rates in network TV. In spot TV, it said, element of limited availability of "desirable time" plus growth of color and "the increased use of variable commercial length units" would tend to bring rates up.

Impetus in 4% rise in spot radio rates would come from "increasing demand for prime listening time and ... greater awareness of radio efficiency and selectivity revealed by expanded media research efforts."

Hughes-TPT financing for CATV installations

Largest original financing transaction in CATV history is slated to be announced this week involving Hughes Aircraft and Teleprompter Corp. for their CATV installation in upper Manhattan and Los Angeles.

Transaction came to light Friday (Jan. 27) when American Stock Exchange accepted Teleprompter's offer to issue statement before opening trading that day because of heavy backlog of orders for TPT stock.

Teleprompter statement said it and Hughes are arranging for financing with Bank of America, Chase Manhattan Bank, and others. After trading was resumed TPT stock closed Friday at 18 3/8, up from 17 7/16 on Thursday.

American Tobacco-RC deal melds big radio-TV users

Proposed acquisition of Royal Crown Cola Co., Columbus Ga., by American Tobacco Co., New York, would bring together major broadcast spot user and top radio-TV national advertiser. Royal Crown (including its bottling companies) uses some $7 million in spot TV and estimated $3.5 to 4 million in spot radio. American Tobacco spent some $37 million in television alone in 1965 and is also one of radio's leading advertisers.

American Tobacco is negotiating for acquisition of Royal Crown by exchange of one share of new convertible preferred stock of American for each share of Royal Crown common stock. It was estimated Friday (Jan. 27) that transaction (based on existing price of stock) would have value of some $130 million.

American has five advertising agencies (BBDO; Gardner; N. W. Ayer; Sullivan, Stauffer, Colwell & Bayles, and Norman, Craig & Kummel). Royal Crown's is D'Arcy.

NAB board okays new building and budget

National Association of Broadcasters should be moving into new seven-story, $2 million headquarters building in late 1968 if architect and contractual timetable holds. With no opposition and only one cautionary word, NAB board Friday (Jan. 27) quietly accepted report of building committee.

Only comment, aside from report given by building committee chairman Clair McCollough, Steinman Stations, came from Charles Tower, Corinthian Broadcasting. Mr. Tower strongly urged at last meeting use of outside consultation on building; on Friday he recommended committee continue to seek outside assistance.

Target date for NAB to move out of present building, which it occupied in 1946, and into temporary quarters in downtown Washington, is Aug. 1. Construction on new building to be erected on site of present NAB building and adjoining NAB-owned parking lot, is slated to begin Oct. 1.

In other actions, board: (1) adopted $2.3 million budget for 1967-68. This included raise for president Vincent Wasilewski in form of deferred payment through insurance plan still to be selected; (2) approved $115,000 budget for research program. Included is $30,000 for study of radio's role today; $25,000 for study of public reaction to editorializing; $10,000 for research grants of up to $1,000 each; and $50,000 for additional projects (what agencies need in station research; study of stability of early seasonal viewing patterns; data disparities in local rating reports, and methods

Best seller; no sex!

Spokesmen for Bantam Books Inc., New York, said Friday (Jan. 27) that first print order of 50,000 copies of paperback edition of Carnegie Commission's Public Television: A Program For Action (see page 21) had been exhausted one day after its Jan. 26 publication and that they ordered 15,000 additional copies printed.

They said first indications were that biggest orders were coming from broadcasting and public relations fields.

Throws hat in ring

Race is on for joint board chairman of National Association of Broadcasters. Grover Cobb, KVOO Great Bend, Kan., radio board chairman, formally will tell selection committee next week that he is seeking position. Committee, which had its first meeting at Mexico City, will meet again at NAB convention in Chicago and wants to hear before then from potential candidates.
WEEK’S HEADLINERS

William P. Reilly, senior VP and manager, Young & Rubicam, San Francisco, appointed director of Y&R’s U. S. branch offices. His office will be in New York. He succeeds Edward N. Ney, recently appointed director of Young & Rubicam International. Mr. Reilly joined Y&R in 1953 as member of marketing department in New York and was later transferred to San Francisco and placed in charge of marketing.

Donald E. Leonard, director of business development, Metro Radio Sales, New York, elected VP and media director, Ted Bates & Co., New York. in charge of Colgate spot broadcast unit. Group, made up of 20 buyers and staff of 40 estimators and media technicians, is said to be largest such buying unit in spot medium, coordinating spot TV plans of all five Colgate-Palmolive agencies in New York. Before his association with Metromedia’s rep firm, Mr. Leonard was VP-director of media, Tatham-Laird & Kudner, and held top media posts at Kudner International and Fuller & Smith & Ross, all New York.

Gordon B. Hall Jr., associate central division manager and marketing manager-electronics, Curtis Publishing Co., named VP-general sales manager, MBS. Previously Mr. Hall had operated his own sales and marketing management firm in Dallas. In his new post he resumes association with Matthew J. Culligan, MBS president, earlier in his career. Mr. Hall succeeds Raymond M. Smith, who has joined 3M Co. in executive capacity.


For other personnel changes of the week see FATES & FORTUNES

of measuring FM set penetration) and addition to staff member to handle continuing methodological review of radio and TV audience measurement.

Apple sauce in color

Musselman Division of PET Inc., Biglerville, Pa., is beginning estimated $200,000 TV campaign in about 40 major markets, using six 20-second color commercials. Campaign for apple sauce and other fruit products includes “fresh from the tree flavor” theme created by Musselman’s agency, Gardner Advertising Co., New York.

Great Chicago blizzard

Illinois radio and TV stations were lauded by Governor Otto Kerner and other state and local officials for role they played in alerting and advising public during 26-inch blizzard that blanketed state last Thursday (Jan. 26).

Governor Kerner supplied voice tape to broadcasters Friday (Jan. 27) urging citizens to heed instructions of public officials.

Stations throughout area interrupted regular programming during storm to carry heavy load of appeals for volunteers for hospitals, to rescue stranded motorists, etc.

WGN traffic-copter carried physician throughout area for emergency surgery.

Ready MBS news upbeat

Mutual’s plan to beef up network programming (chiefly in sports and news), in which MBS gets more minutes to sell in news periods to national advertisers, goes to advertisers “within the next few weeks.” MBS also confirmed Friday (Jan. 27) earlier report that Mutual hopes to implement new improvement plan by March 1 (CLOSED CIRCUIT, Jan. 16).

According to Mutual’s president, Matthew J. Culligan, plan has received approval of affiliates across country.

Another CATV challenge

Next major challenge to FCC’s jurisdiction over CATV will come from Jerrold Corp., multiple cable system owner and operator and major equipment manufacturer. Word was given that court suit would be filed by Robert H. Beisswenger, president of Philadelphia Corporation, in news conference in Atlanta, following talk he gave to group of Atlanta security analysts.

Mr. Beisswenger charged that commission acted “illegally” in blocking expansion of CATV into major cities (top 100 markets).

CATV on fringe of major market receives waiver

CATV systems seeking waiver of FCC’s top 100-market rule will have better chance of getting one if community they serve is outside heart of market.

Commission indicated as much last week in decision in which one CATV system requested waiver to serve Canton, Ill.; another, to serve Peoria, Peoria Heights and Eastonville, all Illinois.

All communities are in Peoria market, ranked 97th. But only Fulton Community Antenna Television System Inc., serving fringe area of Canton, was granted waiver of rule which requires hearing on proposals for relaying distant signals into major markets.

General Electric Cablevision Corp.’s proposal for serving heart of Peoria market was designated for hearing.

Distinction is that CATV’s in fringe areas would have less impact on stations in center of market.

Canton system intends to carry stations in Davenport, Iowa, and Urbana-Champaign and Springfield, Ill.; GE Cablevision proposed carrying stations in Champaign-Urbana, Ill., Chicago and St. Louis.

Commission vote was 4 to 2, with Commissioners Robert T. Bartley and Lee Loevinger dissenting. Commissioner Robert E. Lee did not participate.

Grant for ETV show

General Telephone & Electronics Corp., New York, has awarded $60,000 grant to National Educational Television to underwrite first U. S. showing of Sir Laurence Olivier’s production Uncle Vanya on 112 NET stations. Price includes show cost and promotion.

Chekhov play, recorded for TV in 1963 by British Home Entertainment Ltd., will be telecast three times, beginning on 24 ETV outlets Feb. 10.

Jack Lynn resigns

Resignation of Jack Lynn as vice president of Trans-Lux Television Corp., announced Friday (Jan. 27). He rejoined company early last year after long-time service as vice president, programming for Metromedia TV stations.
Button up with DAX.

21,346 people are wearing this DAX button. They’re using it to tell us what they think of DAX air freight forwarding service.

It’s turned out to be a pretty good idea.

Because now, without having to bar the breeze around for half an hour, we instantly know how DAX is doing.

All we have to do is look at the button on your lapel.

If the “thumb” is pointing up, the DAX man can breathe easy. That means everything is going along just fine. Pickups are being made when you want them. And so are the deliveries.

If the “thumb” is pointing down, the DAX man knows he better get on the stick. That means finding out what’s wrong and correcting it then and there. On the other hand, if all’s going well between you and DAX, and the “thumb” is pointing down...well, that’s nobody’s business but your own.

Remember, we have a rule at DAX: We won’t make a promise we can’t live up to. Want a button? Call DAX.

DOMESTIC AIR EXPRESS

974 Agents Coast-to-Coast/Regional Offices: Los Angeles 776-0130, Chicago 671-0050, New York 276-3100, Newark 643-2445, Detroit 898-2200, Boston 567-1377
-and that's not all! "Marvel Super Heroes" phenomenal success on WOR, KHJ, WGN, CKLW and WNAC repeats in market after market. ARB studies indicate Time Period Ratings skyrocketed when "Marvel Super Heroes" replaced previous programming. Here are more!

Buffalo—WKBW Up 150%
Denver—KWGN Up 200%
San Antonio—KENS Up 700%

Miami—WCKT Up 133%
Providence—WPRO Up 200%
Albany—WTEN Up 275%
MARVEL SUPER-HEROES
Capt. America • The Mighty Thor • The Incredible Hulk • Sub-Mariner • Iron Man
Full color animation—The same bold and exciting Super-Hero artwork that thrills 60 Million MARVEL comic book fans yearly.
195 six-and-a-half minute color cartoons with openings, closings and bridges to make up 65 half hours.

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Robert Lawrence—Executive Producer

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250 West 57th Street, New York City
Phone (212) 757-4630

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

**DATEBOOK**

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. Applications containing background descriptions, radio and TV program entries require disk, sound tape or film supplement with script. A form should be submitted to Professor Jacob H. Jaffee, curator of the awards, Long Island University, Eckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 33rd annual Chicago magazine advertising contest. Awards for outstanding achievement in news reporting and writing, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editors and public service by a station or network. For rules, regulations and entry blanks write: Mall Dodson, executive secretary, 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, feature writing, photography, commentary, foreign correspondence, foreign news, news photography, radio, television reporting, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, radio stations, networks or television stations or networks. Entry blanks may be obtained by writing to Sigma Delta Chi, 35 E. Wacker Drive, Chicago 60601.

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


Feb. 1—Annual meeting of stockholders of Warner Bros. Pictures Inc. to elect five directors and transact other business. 100 West 10th St., Wilmington, Del.

Feb. 1—New York Television Academy forum on "television's movie-style marriage." Panel includes Abbe Lane, Amory and Judith Crist; Mike Dann, CBS programming vice president; producers Max Wallack and David Suskind and star James Mason. Forum is preceded by special screening of "Hail of Kings," an ABC-TV documentary on Westminster Abbey. New York Hilton hotel, New York.


Feb. 2—Membership meeting, New York State Community Television Association. Country House, Syracuse, N. Y.

Feb. 3—Annual winter meeting and election of officers, Broadcasters Association. Park Motor Inn, Madison.

Feb. 3—Annual meeting of the Minnesota AP Broadcasters Association, Minneapolis.

Feb. 3-4—Sixth annual radio-TV news seminar sponsored by the Northwest Broadcast News Association and the school of journalism and mass communication, University of Washington. Speakers include Bruce Donlles, 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. 6-10—Program meeting sponsored by CBS Owned Radio Stations, exploring new trend in talk radio. Dead Armas Indian Wells hotel, Palm Desert, Calif.

Feb. 7—Annual meeting of stockholders of Columbia Pictures Corp. Studios of EUE/Screen Gems, New York.

Feb. 7—Annual meeting of stockholders of Walt Disney Productions to elect a board of directors and to transact other business. 400 South Bunkhouse, Burbank, Calif.

Feb. 10—Luncheon of the Western States Advertising Agencies Association and presentation of association's "Man of the Year" award. Americas Argus.

Feb. 10—Entry deadline for the 28th annual Overseas Press Club awards for excellence in foreign journalism during 1965. Nominations are sought from individuals, periodicals, wire services and broadcasters. Information and entry blanks should be addressed to Awards Chairman, Overseas Press Club, 54 West 40th Street, New York 10018.


Feb. 13—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 101 through 220, 88.1 mc through 91.9 mc).

Feb. 13—Annual meeting of stockholders of A. C. Nielsen Co. to elect eleven directors and to transact other business. 2100 Howard St., Chicago.


Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wastelewski, National Association of Broadcasters president; White Winrock motel, Albuquerque.


Feb. 28—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 mc through 91.9 mc).

**MARCH**


March 2-4—Southern states conference (Region III) of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

March 3-4—Annual radio-TV conference and exhibition sponsored by the University of Oklahoma. University of Oklahoma, Norman.

March 5-7—Second national conference on foreign financing of educational television sponsored by the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, Washington.


March 7—Special seminar on the use of satellite system by the Board of Broadcast Governors.


March 15—Deadline for comments in FCC inquiry to amend commission rules to reallocate frequency bands 455-465 and 495-505 mc to land mobile use in general (other than remote pickup) and to reduce to 5 kc spacing between assignable frequencies in bands 425-450.5 and 405-455.5 mc for use by remote pickup broadcast stations.

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 ongoing programs in library radio-television-film public relations, sponsored by the American Library Association. Entries may be submitted for: 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 McCoy, c/o Television Information Office, 765 Fifth Avenue, New York 10022.

March 27—Deadline for national awards entries from members of National Academy of
Even Bad News Looks Good on Du Pont

When the pressure's on, Du Pont films have the speed and latitude to deliver a quality picture.

Type 932, the fastest reversal film around, has a standard daylight ASA of 320 but pushes to 1250 with little loss in picture quality.

If you prefer to shoot negative, Du Pont Type 937 gives you fine grain precision with wide latitude. Its nominal speed is 250, and pushes to double that in a crisis.

Du Pont news films have lubricated emulsions. They travel through your film gate smoothly in cold or hot weather.

Next time you run into shooting conditions that are bad news from the start, count on Du Pont for a picture that looks good.
Agency endorses Memo

EDITOR: Both William H. Harrison Jr., president of O’Connor & Goldberg, Chicago, and Junior Magazine have received numerous comments and compliments on Mr. Harrison’s Monday Memo of Jan. 16.

It's one thing for an agency to make suggestions and quite another for a company to have the courage to do something new and different. The success of this radio campaign is in great measure due to the willingness of O’Connor & Goldberg to go along with fresh new thinking—even to allowing their name to be bandied about in a lighthearted vein.

I firmly believe radio will write more and more success stories like this when more clients give their agencies the leeway to use the medium right.

My thanks not only to Broadcasting for printing the article, but to Mr. Harrison, Miss Caren Smit, advertising director, and Sam Pedott, men’s shoe buyer, whose faith in our ideas made it all happen.—I. C. Haag, president, I. C. Haag Advertising, Northbrook, Ill.

Sandy Frank’s color offerings

EDITOR: Your Jan. 2 color report, which listed various film syndicators and available color film programs, unfortunately failed to include Sandy Frank Program Sales Inc. and the three color programs being distributed by my firm. Moreover, my High and Wild series was mistakenly listed as distributed by Tri-angle Program Sales.

Because, as your article points out, only 2% of all syndicated programing currently is in color. I think many of your readers would be interested in knowing that I have the following excellent and proven color programs: The American West with Jack Smith as host (78 half hours); High and Wild (52 half hours of outdoor sports adventure) and The Traveler, 78 half hours of travel adventure.—Sandy Frank, president, Sandy Frank Program Sales Inc., 44 E. 67th St., New York 10021.

(Colored and Wild was formerly distributed by Triangle Program Sales, which reports that it inadvertantly failed to dele the program from the list supplied to BROADCASTING for the Jan. 2 report.)

Cleveland not included

EDITOR: Your January 2 Broadcasting devoted to color television was excellent. However, the story pertaining to local syndication programs contained an error in fact.

On page 72 your special report on color stations: “For 11 years the film portions of George Pierrot’s programs on WJW-TV Cleveland, . . .” As you may know, George Pierrot’s travel programs were among the first in the nation and served as models for other such programs, but it has never been on WJW-TV Cleveland.

The George Pierrot shows began in Detroit in 1948 on WXYZ-TV and then expanded to WJW-TV Cleveland in 1953.
and have been on these two stations continuously since then. The Pierrot shows however, are now being syndicated and are currently in five additional markets—San Francisco, Portland, Ore., Chicago, Grand Rapids, Mich. and Evansville, Ind. The travel program on WJW-TV Cleveland is a direct copy of the Pierrot shows in Detroit, and Mr. Pierrot helped the Cleveland show get started.

We are impressed with BROADCASTING's coverage of the radio-television industry and find it a very useful publication in our business of producing both live and syndicated film travel programs.—Dick Femmel, vice president, George F. Pierrot Productions, Detroit.

Wants to raise 'h'

EDITOR: Re your article on page 40 of the Jan. 16 issue, the abbreviation for kiloHertz is kHz and not khz. Likewise, for MHz, GHz, Hz, etc. It hertz me to point this out.—Myles Friedman Jr., president, Associated Broadcasting Co., 601 May Avenue, Fort Smith, Ark.

(We feel that Heinrich Hertz should be treated equally with James Watt. G. S. Ohm and others who were honored by having electrical values named after them without capitalization.)

‘All that counts is cash’

EDITOR: If Great Britain has proved that cigarette sales increased after TV commercials for them were eliminated (BROADCASTING, Jan. 16), how come the tobacco companies scream so loudly at the mere suggestion that their advertising on American TV be curtailed?

The fact is, nobody who stands to make a buck out of selling anything, whether it be cigarettes, booze or automobiles gives a damn about the health or safety of the public. All that counts is cash.—Clarence W. Metcalf, Editor, Advertising, 710 Turnpike Street, Stoughton, Mass.

Opposes controls too

EDITOR: As a member of the broadcasting industry, I want to thank you from the bottom of my heart for the Jan. 1 editorial, “The 90th Gap.”—Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N. C.

(Mr. Crutchfield refers to an editorial that discusses “free press” and government news control as a gut issue in the current Congress.)

A vote for NET

EDITOR: It is significant that the President, in his State of the Union message, called for an expansion of the facilities of the National Educational Television Network. Far and away the best coverage of Mr. Johnson’s speech was that found on NET. NET’s coverage of the President’s speech, plus live coverage of the Republican news conference, coupled with the panel of knowledgeable experts in domestic and foreign affairs assembled by NET, was outstanding. The three major commercial networks could well profit by this excellent public-affairs coverage by NET.

Let us hope that, by the time the 1968 State of the Union message comes around, the three major networks do a better job of coverage on this annual historic event. Their coverage this year barely scratched the surface of the issues—both raised and unmentioned by President Johnson.—William L. Klinkenstein, director of advertising, WTUL campus-limited radio station, Tulane University of Louisiana, New Orleans.

Wearing the wrong head

EDITOR: In BROADCASTING, Jan. 16, there appeared an article entitled “Y&R realigns creative functions”. But the article it talks about Kenyon & Eckhardt. Which agency is your article talking about?—Bill Waters, BBDO, Los Angeles.

(The Young & Rubicam reference was in error. It should have been K&E.)

A bonus for TELEVISION Magazine subscribers

CATV Directory Issue

The first comprehensive directory of community antenna television systems compiled from official FCC records.

This single source reference to the CATV field will include the following data:

- Location • name of system • address • date started
- Principal officers and stockholders
- Population of community served • Number of subscribers
- Channel capacity • Channel of CATV carriage
- TV stations carried on system, originating channel numbers
- Method of pickup (microwave or off the air)
- Nature of additional services, time devoted to each

PLUS . . . a complete list of multiple CATV owners, and CATV owners having interests in radio or television broadcasting and microwave services.

* Subscribers to TELEVISION Magazine, as of March, will receive this CATV Directory issue without extra charge. Additional copies will be available at $3.00 each.

ORDER YOUR SUBSCRIPTION TODAY . . . ORDER ADDITIONAL COPIES TODAY . . .

BY ALL MEANS, start my TELEVISION subscription immediately to include the March issue containing the CATV Directory.

- 1 YEAR $5.00  
- 2 YEARS $9.00  
- 3 YEARS $12.00

Add 50¢ per year for Canada, $1.00 for foreign

- Please send _______ copies of the CATV Directory (March TELEVISION) at $3.00 per copy.

- My check is enclosed
- Please bill me

Name __________________________ Position __________________________
Company ______________________________________________________________

☐ Business
☐ Home

City __________________________ State __________ Zip __________

TELEVISION MAGAZINE, 1735 DeSales St., Washington, D.C. 20036
Science plus judgment for ratings predictions

As this is written, the first ratings on the second season indicate that most of the new entries fared rather poorly. Only Mr. Terrific (CBS), The Invaders (ABC) and Dragnet (NBC) scored well in their first sampling, but later evidence indicates that even these may not be able to sustain such levels in subsequent telecasts.

While the second season goes down as a rather disappointing event, this will hardly surprise the media and programing people at most of the larger ad agencies. These experts have known this would happen weeks before the first telephone interview or meter check on actual audience levels. How? This article is devoted to the answer and to a unique new approach to the problem employed by my agency, BBDO.

One of the most critical agency responsibilities is the prediction of nighttime network TV program ratings, before the new season begins. Every major agency prides itself on being able to quickly and accurately forecast Nielsen audience levels as soon as the networks firm up their fall or second-season schedules. When finalized, these projections serve as the basic starting point in most network program buys.

The traditional method of analysis relies heavily on the intuitive judgment of professional media and programing people, tempered, where possible, by observations of pilot screenings, evaluations of past performances in each time slot and other evidence. This rather informal approach has the advantage of providing fast estimates, but it often fails to draw critical distinctions, especially where new programing is concerned.

A Hit? • Most agency experts are hesitant to rate a new show as an outstanding hit or a failure, even when they suspect that this will be the case. This benefit-of-the-doubt philosophy frequently results in cautious projections, with poor shows getting 26-28 audience shares while top new entries receive 35-36 shares. In actual practice, the discrepancies are much greater. Unsuccessful programs fall well below the 25-share level, and hits generally attract over 40% of the viewers in their time period.

Although our batting average has always been high, we have devoted over two years to experiments with new and more scientific methods for arriving at our pre-season predictions. These have resulted in BBDO’s Pre-Season Predictor model (PSP), a computerized system for combining facts and judgment to arrive at fast and more-accurate forecasts. Results for the last two seasons indicate that this method is able to predict program performance with success for three out of four shows. More important, it is almost as accurate for new programs as for established ones—and this is really the name of the game.

Our PSP model considers a number of subjective and environmental factors in arriving at audience estimates. First, and most important, are the agency opinions about the relative appeal of each program against its direct network competition. Here, we judge a show’s intrinsic strength or weakness, as a programing attraction, and how it rates with competitive entries on the other two networks. These judgments are made separately for children, teen-agers and adults by age groups.

If we stopped at this, we would have nothing new. Agencies have made these “qualitative” projections for years. PSP’s unique contribution is the combination of qualitative elements with known or easily predictable quantitative dimensions, to produce a systematic and equally objective analysis for every time period.

Three important quantitative considerations are factored into our equation:

- The number of homes viewing in each time period, along with the kinds of viewers they contain (men, women, age composition) and the influence of each group on dial control.
- Normal “carry over” levels from program to program on the same network, identifying the probability that viewers of one show will stay tuned to the next one (based on extensive tabulations of historical data).
- A special factor that accounts for station lineup strengths or problems.

How have we done? The answer: rather well. In the 1965-66 season, our first year with PSP, we came within one rating point of the Nielsen figures about 45% of the time and an additional 25% to 30% of the estimates fell within two or three points. All told, we had a “success rate” of 75% (where success is defined as projections within three rating points of Nielsen).

Last fall we repeated the experiment with similar results. While the “perfect score” rate (only one rating point off) dipped a bit, to 36%, a higher proportion fell into the “very close” range (two points off). In total, 77% of the estimates were within three points.

Most encouraging, our “success rates” for completely new shows (movies excluded) were almost as good as the “all show” averages, in both cases about 70%.

A New Discipline • What do we gain by all of this? Perhaps the most significant benefit is the introduction of a new kind of discipline in TV program analysis. PSP makes us spell out all of our assumptions and the printouts frequently point up inconsistencies in these judgments. It sets up a series of logical checks and balances that reduces the role of guesswork and intuition to its proper area—appraisal of program quality.

Nighttime network programs are, and will continue to be, a very important advertising vehicle for many of our clients. We feel our PSP model introduces an element of scientific analysis to network buying and will help us to use the medium more effectively.

This is a particularly important development in these days of rising cost spirals and high program mortality.

Ed Papazian, vice president in charge of media planning, joined BBDO in 1955 in radio-TV research, became director of the function in 1959 and a year later moved to media, managing BBDO’s media analysis operation. Mr. Papazian has supervised media planning for specific accounts and has directed BBDO’s computer applications, becoming closely associated with the use of the agency’s “Pre-Season Predictor,” a computerized technique of predicting TV-show ratings.
Only the sunshine covers South Florida better than WTVJ.*

* Each day over 72% of our potential viewers watch WTVJ. This tops every station in the first 40 markets.

(Total average daily circulation percentages and market rankings by total viewing areas, ARB 1966 Television Market Analysis. Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities/ Represented by Peters, Griffin, Woodward, Inc./ A Wometco Enterprises, Inc. station/CBS affiliate

BROADCASTING, January 30, 1967
WHY? Because NEWS is their ONLY interest.

Some of our best friends are disc jockies, but we haven't a track for them to ride on. Our course is strictly NEWS, all NEWS, nothing but NEWS, only NEWS, 24 hours a day. Surveys prove more and more thinking listeners tune NEWS where they know it can be found, when they want to find it... Makes Sense!

ATTRACTING THE ADULT AUDIENCE IN BOTH LOS ANGELES AND CHICAGO

all-news / 24 Hours-a-day

X-TRA NEWS

W-NUS

over

LOS ANGELES

ALL NEWS/AM-FM

Blanketing Chicago
A grand design for ‘public TV’

Carnegie plan for interconnection, 380 stations, heavy federal support starts the year of debate on the future of U.S. noncommercial television

The Carnegie Commission on Educational Television unveiled to mixed but for the most part at least tentatively approving reactions last week its long-awaited blueprint for building noncommercial television into “a new and fundamental institution in American culture.”

The plan, relying heavily on federal support, embraced a manufacturers’ excise tax on TV sets that drew quick fire from the set makers, and there were signs of dissatisfaction with some of the other recommendations even within the generally enthusiastic ETV community.

On the whole, however, the first reactions appeared to be favorable, or at worst guarded, ranging from an immediate pledge of $1 million by CBS to more moderate appraisals by other broadcasters still studying the report and its implications.

Senator Warren G. Magnuson (D-Wash.), a long-time advocate of ETV expansion and chairman of the Senate Commerce Committee, which will consider legislation ensuing from the study, called it “thorough and analytical” and said he hoped that the legislation flowing from it “will be available for committee action in the very near future.”

Just when, by whom and in what form the measures will be drafted and introduced remained uncertain last week. But the possibilities for far-reaching legislation were evident in the admittedly ambitious range and goals of the report itself.

The Outline — In essence, the commission’s plan would provide the following (for further details, see stories beginning on page 31):

The ETV system, which the commission hoped could be expanded from 150 stations at the beginning of 1969 to 240 three years later and to 380 by 1980, would have available a steady flow of programing paid for largely by a 2% to 5% manufacturers’ excise tax on TV sets, supplemented by state and local funds and grants from foundations and other private sources.

Additional federal appropriations, totaling an estimated $68 million a year at first and rising to some $91 million annually by 1980, would be authorized through the Department of Health, Education and Welfare and would be used primarily to help build additional TV stations and equip those already on the air with modern facilities, including color gear in many cases.

In all, the plan envisioned an average outlay of $178 million a year for programing, equipment, operating and other costs during the first four years, with the total reaching $270 million a year when the system achieves full operation — no later than 1980, by the commission’s reckoning.

By comparison, the commission noted, there were 124 ETV stations on the air at the end of 1966 and their total income for fiscal 1965-66 was $58,315,464, exclusive of the approximately $8 million budget of their chief program supplier, National Educational Television. Their capital investment and operating expenses, the report said, were about half what is needed to do what they’re trying to do.

The CPTV — At the heart of the commission’s proposal is “public television,” a diversity of programing that in subject matter would be similar to but more wide-ranging than today’s general ETV programing (for details of program plans, see page 31), and at the heart of public television would be the “Corp. for Public Television” (CLOSED

Nine of the 15 architects of the report of the Carnegie Commission of Educational Television were on hand when the report was made public at a news conference in New York last week. Dr. James R. Killian, Jr., chairman of Massachusetts Institute of Technology and of the commission, stands at left. His colleagues in background include (l to r) Dr. James B. Conant, former president of Harvard University; Dr. Franklin Patterson (partly obscured), president of Hampshire College; Dr. Lee A. DuBridge, president of California Institute of Technology; Robert Saudek (partly obscured), president of Robert Saudek Associates, TV production firm; Dr. Edwin H. Land, president of Polaroid Corp.; Ralph Ellison, author, and Terry Sanford, former governor of North Carolina. Leonard Woodcock, vice president, United Auto Workers, was also present but is not visible here. For additional background on these and the other members of the Carnegie commission, see page 24.
A GRAND DESIGN FOR 'PUBLIC TV' continued

CIRCUIT, Jan. 23.

The corporation would be a nonprofit, nongovernmental body that would commission and buy programming, arrange for interconnections to distribute programs (hopefully, the commission said, at preferential rates), provide live networking on occasion, support experimental programming and technological research, recruit and train talent, help set up program libraries and archives and in general provide "effective leadership" for ETV stations as a whole and help elevate their standards of "taste and performance."

Half of the 12-man board of directors of the CPTV would be appointed by the President with the consent of the Senate, and these six would elect the other half. (For details on the proposed corporation, its make-up and authority, see page 33.)

To guard the corporation and especially its program operations from political influences in Congress, its chief single source of funds—the yield of the proposed excise tax on new sets—would flow directly from the U.S. Treasury to the corporation through a trust fund and thus would not be subject to annual congressional appropriation and review. The other federal monies would come through the Department of Health, Education and Welfare and would be used primarily for capital expenditures and amortization and for nonprogramming costs of station operations. (For details on proposed revenues and expenditures, see page 34.)

Question of Action * James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie Commission, said in a news conference announcing the commission's findings in New York last Wednesday that he had no idea as to when Congress might act on the proposals, but he and other members indicated they expected consideration to start soon. Many government officials had been briefed on the report, he said, but these did not include President Johnson, who had given his blessing to the study when the commission was formed.

Dr. Killian anticipated widespread debate over the excise-tax proposal, and noted that one member of the commission itself—Joseph H. McConnell, president of Reynolds Metals Co. and a former president of NBC—felt that TV broadcasters and advertisers ought to share the cost through a franchise tax that would be imposed on broadcasters and presumably passed along to advertisers.

Dr. Killian said the commission as a whole, however, had considered the manufacturers' excise tax to be, as the report put it, "the most appropriate and least onerous" method of funding.

Other financing methods considered and rejected by the commission included license fees for the use of TV sets, permitting ETV stations to accept advertising, gross-revenue taxes on commercial television, a system by which ordinary income taxes paid by commercial TV would be earmarked for support of ETV, and converting ETV to some form of pay-TV operation or alternatively assigning pay-TV rights as a means of financing ETV.

"None of these," the report said, "appeared to be as appropriate, as manageable and as equitable as the excise tax."

Members of the commission said at the news conference that the excise tax was not "central" to their proposal, that other acceptable means of financing might be devised, but that the principle of protection against "political seepage" through congressional scrutiny of day-to-day operations was absolutely vital to the success of the plan.

Excise Questioned * The excise-tax proposal drew the first major criticism of the commission's report, and critics found at least a hint of support on Capitol Hill. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee and one of the few members of Congress willing to comment publicly last week, felt that a great deal could be said on both sides of the excise-tax question.

Senator Pastore said the report as a whole, however, deserved serious consideration and that his subcommittee would give careful study to any legislation based on it. The development of ETV, he felt, depends mainly on raising money for it.

It was considered almost certain that many government agencies and bureaus would have a hand in drafting ETV legislation, including HEW, the FCC, the Budget Bureau, the President's adviser on telecommunications, James O'Connell, and the White House.

It appeared clear that the FCC intended to have a role in further developments. Chairman Rosel H. Hyde called the report an "interesting contribution which we will welcome for consideration in studying ways of developing educational television." He said the FCC "will be involved in developments in this area" and in any event "will be in it to advise and provide information, as well as having some final authority."

One possibility foreseen was that four different pieces of legislation might be needed to do the job: one to create the corporation, one to set up the excise tax or other financing, one to increase HEW's funds for ETV and—if it is decided that FCC does not already have the necessary authority—one to authorize preferential rates for ETV interconnections.

A Small Start * President Johnson meanwhile, in his general budget message of last week, recommended $20 million for ETV as an extension of the Educational Television Facilities Act of 1962, which expires June 30.

The ETV system now: its sources of support

The table below shows how ETV stations on the air during fiscal 1965-66 obtained their operating funds.

Figures are from a Carnegie Commission survey of operating stations. They do not include the $8-million budget ($6 million of it from the Ford Foundation) of National Educational Television, the national program source of ETV. (A total of 124 ETV stations were on the air at the end of calendar 1966.)

<table>
<thead>
<tr>
<th>Source of Revenue</th>
<th>Amount</th>
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<tbody>
<tr>
<td>From local and state government</td>
<td>$32,409,387</td>
</tr>
<tr>
<td>From the Ford Foundation</td>
<td>8,425,730</td>
</tr>
<tr>
<td>From federal government*</td>
<td>6,634,520</td>
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<tr>
<td>From subscribers</td>
<td>3,217,166</td>
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<tr>
<td>From commerce and industry</td>
<td>2,052,418</td>
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<tr>
<td>From underwriting**</td>
<td>1,095,131</td>
</tr>
<tr>
<td>From other***</td>
<td>3,281,212</td>
</tr>
<tr>
<td>** TOTAL **</td>
<td>** $56,315,464 **</td>
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** Grants in support of specific programs by private businesses that received on-the-air credit for their donations.

*** Includes rental of facilities, consulting and production of programs not intended for broadcast by the stations.
The Carnegie public TV system: costs and sources of funds

These tables are the Carnegie Commission's projections of income and outgo (which add up to the same figures) of the non-commercial system it proposes. The column headed "CPTV" refers to income and disbursements of the Corp. for Public Television, with income wholly derived from federal excise taxes on new television sets. The column headed "HEW" refers to income and disbursements of the U.S. Department of Health, Education and Welfare, with all income to come from general federal funds. The column headed "Other" refers to support from state and local governments and private contributions.

### Annual average for first four years

<table>
<thead>
<tr>
<th></th>
<th>Total (millions of dollars annually)</th>
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<tr>
<td>Capital costs</td>
<td></td>
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<tr>
<td>Direct public</td>
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<tr>
<td>programming costs</td>
<td>66*</td>
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<tr>
<td>Other costs</td>
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</tr>
<tr>
<td>Interconnection</td>
<td>12</td>
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<tr>
<td>CPTV (non-broadcast activities)</td>
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<td>TOTAL</td>
<td>178</td>
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<tr>
<th></th>
<th>CPTV</th>
<th>HEW</th>
<th>Other</th>
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<td></td>
<td>11</td>
<td>37</td>
<td>18</td>
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* Includes $2 million per year for production centers.
† Including only operating component of cost of national programs at key stations.
‡ Projected to Jan. 1, 1969.

### Annual average after full development

<table>
<thead>
<tr>
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<th>Total (millions of dollars annually)</th>
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<tr>
<td>Amortization</td>
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<td>Station operations:</td>
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<tr>
<td>Direct public</td>
<td></td>
</tr>
<tr>
<td>programming costs</td>
<td>57</td>
</tr>
<tr>
<td>Other costs</td>
<td></td>
</tr>
<tr>
<td>Interconnection</td>
<td>17</td>
</tr>
<tr>
<td>CPTV (non-broadcast activities)</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>270</td>
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<tr>
<th></th>
<th>CPTV</th>
<th>HEW</th>
<th>Other</th>
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<td></td>
<td>6</td>
<td>34</td>
<td>17</td>
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* Includes $29 million operating component of $31 million for national programs from key stations.

### Number of stations

- At beginning of period = 150
- At close of three years = 240

### Number of stations in 10 years

- 380

The administration budget was prepared long before the Carnegie Commission's report became available. There was speculation last week that President Johnson may now send two special ETV measures to Congress, although they could be combined in one. One section could cover the $20 million (or perhaps more, as the commission recommended) and would have to be sent to meet the June 30 deadline for expiration of the present ETV Facilities Act, and the other section—either concurrently or later—could cover the Carnegie group's recommendations.

Both elements are being given careful consideration by HEW Secretary John W. Gardner (a former president of the Carnegie Corp.—the foundation that established the Carnegie Commission and footed its $500,000 bill) and his principal aides, Dr. Paul Miller, assistant secretary for education, and Dr. John W. Bystrom, assistant to the assistant secretary (for ETV).

The Carnegie group's excise-tax proposal, the focal point of most criticism last week, would yield $40 million a year for the Corp. for Public Television at the 2% level and $100 million at the 5% level, according to the report's estimates. The commission recommended a 2% tax the first year, 3% for the next three years and increases thereafter as needed but not to exceed 5%.

Why Us? Although set manufacturers were highly critical, few wanted to be identified. Several appeared to think they would have a public-relations problem in opposing a tax imposed for so lofty a purpose. One said: "It's like being against motherhood."

One manufacturer not hesitant about being quoted in opposition was S. R. Herkes, marketing vice president of Motorola, who said he intends to take a "damned strong" stand.

"Why should manufacturers of TV sets be singled out for an excise tax for a cultural program that's the responsibility of the whole public?" he wanted to know.

Why not tax broadcasters—or soft-drink bottlers, he asked. The set-manufacturing industry "has done more than its share in holding the price line and has absorbed the extra cost of adding UHF to all sets under the all-channel law passed by Congress," he asserted, branding the excise-tax proposal as clearly discriminatory.

Other manufacturers stressed that, as a result of mark-ups at the wholesale and retail levels, a tax that yielded ETV $2 might cost the consumer $5. Even some sources who thought the excise-tax was probably the best approach felt that the amount of the tax—and probably its purpose—should be spelled out on the price tags on sets.

There were also reports that the U. S. Treasury might look askance at an excise tax on the general grounds of opposing special taxes, particularly when their proceeds don't go into the general treasury.

The Electronic Industries Association had no official comment, but it seemed safe to assume that EIA would oppose the commission's recommendation as both regressive and discriminatory, as it did in fighting for removal of the 10% excise tax that was applied to sets from 1950 to 1965.

The Carnegie group, for its part, estimated a 2-5% tax would cost the buyer of a low-priced black-and-white set from 30 to 75 cents a year over the lifetime of the set. For a color set at present prices the effect of the tax would be $1 to $2.50 a year. In justifying the tax, the commission said, among other things, that "the improved service made possible by the tax directly increases the real value of the set."

Interconnection * The report's recommendation of preferential rates for ETV interconnection facilities—and a completely free ride on interconnection by satellites in the future—drew criticism from the American Telephone & Tele-

(Continued on page 26)
The architects of CPTV

There are 15 members of the Carnegie Commission. Following are short biographical sketches on each of them.

James R. Killian Jr. (chairman of the commission): Chairman of the corporation, Massachusetts Institute of Technology, and president emeritus of MIT. Was special presidential assistant for science and technology 1957-1959. Former chairman of President's Science Advisory Committee. Served on board of visitors of U.S. Naval Academy, chairman of the Army Scientific Advisory Panel and was chairman of President's Foreign Intelligence Advisory Board. Was a director of Federal Reserve Bank of Boston. Is currently a board member of American Telephone & Telegraph, General Motors and Polaroid Corp.


Lee A. DuBridge: President of California Institute of Technology. Holds board memberships in National Educational Television, Community Television of Southern California, Rockefeller Foundation, Henry E. Huntington Library and Art Gallery and National Merit Scholarship Committee. Received Ph.D. in physics from University of Wisconsin (1926) and was research fellow at Cal Tech prior to joining Washington University faculty in 1928. Dean of faculty of arts and sciences at University of Rochester. Member of National Academy of Sciences and American Philosophical Society and past president of American Physical Society.

Ralph Ellison: Author and winner of National Book Award for his novel "Invisible Man" (1952). Attended Tuskegee Institute which gave him honorary doctorate in humane letters (1963). Has taught at Rutgers University, Bard College, University of Chicago and in Europe. Member of editorial board of the American Scholar, executive board of the P.E.N. Club, a fellow of National Institute of Arts and Letters and American Academy of Arts and Sciences. Member of the National Council on the Arts.

John S. Hayes: Ambassador to Switzerland. Prior to foreign service appointment was president of Post-Newsweek Stations (WTOP-AM-FM-TV Washington; WJXT(TV) Jacksonville, Fla.) and executive vice president of Washington Post Co. Named chairman of committee on international broadcasting of the National Association of Broadcasters in 1964. Had been a director of NAB and Association of Maximum Service Telecasters. Was commanding officer of the American Forces Network during World War II and was awarded Bronze Star, Order of the British Empire and Croix de Guerre.

David D. Henry: President of the University of Illinois. Member of the executive committee of the Carnegie Foundation for the Advancement of Teaching. Has served as vice chairman of President's Committee on Education beyond the High School and chairman of Joint Committee on Educational Television and American Council on Education. Served last year as chairman of the executive committee of the National Association of State Universities and Land Grant Colleges and as vice president of the Association of American Universities.

Oveta Culp Hobby: Editor and board chairman of the Houston Post Co. Was secretary of Health, Education and Welfare from 1953 to 1955. She has been member of Texas House of Representatives, Federal Security Administrator, member of National Advisory Board and Advisory Committee for Economic Development. A member of Rockefeller Brothers Fund Special Studies Project, Crusade for Freedom, visiting committee of the Graduate School of Education at Harvard and a trustee of the Eisenhower Birthplace Memorial Park. During World War II was commander of Women's Army Corps.

J. C. Kellam: President and general manager of KTBC-AM-FM-TV Austin, Tex., stations of Texas Broadcasting Corp., owned by President Johnson's family. A former high school teacher, Mr. Kellam has been regional director for the National Youth Administration and is now president of the board of regents, State Senior Colleges. Has been a member of CBS affiliates board of directors and is member of the Texas Citizens Committee of the National Council on Crime and Delinquency. Was deputy state school superintendent and director of rural aid for the State Department of Education.

Edwin H. Land: Founder, president and director of research of Polaroid Corp. A visiting professor at Massachusetts Institute of Technology and a fellow of MIT's School for Advanced Study. Inventor in field of light and photography, he devised first process for synthetic polarization of light. Member of President's Foreign Intelligence Advisory Board and consultant to President's Science Advisory Committee. Was awarded Freedom Medal 1963.


Franklin Patterson: Staff director of Carnegie Commission on ETV until appointment as president of Hampshire College, Amherst, Mass., last June. Was director of Lincoln Filene Center for Citizenship and Public Affairs, Tufts University, from 1957 to 1966. Was professor of government and education at Tufts. He has also taught at University of Michigan, New York University and Vassar College. Member of Massachusetts state commission that developed master plan for public and higher education.


Robert Saudek: President of Robert Saudek Associates, TV production company. A director of New York Uni-
versity's Institute of Film and Television. Recipient of numerous Peabody and Emmy awards. A former vice president of ABC, he was director of the Ford Foundation's TV-Radio Workshop. Was appointee to President's Advisory Committee on the Arts. A trustee of the American Field Service, he is former president of the Bronxville Board of Education.

Rudolph Serkin: Concert pianist. Head of piano department of Curtis Institute of Music and leader of Marlboro Music School. He is a member of the Boston Institute of Fine Arts and Letters. Toured Orient on behalf of the U.S. State Department. Was awarded the Freedom Medal in 1963.


Staff members credited with a major contribution in completing the commission report included:


Stephen White: Assistant to chairman. Serves as consultant to nonprofit organization, Educational Services Inc. (Formed by MIT faculty for instructional materials). Prior to Carnegie assignment, worked in editorial department, Time Inc., New York. With CBS as producer (1964-65), and on ESI.

Gregory G. Harney: Staff associate. On leave from WGBH-TV Boston where he works as director of production operations. Served as consultant to educational and commercial stations in U. S. Involved with production techniques at school for public communications at Boston University. Was director of National Educational Television programs.

Edward Weeks: Staff member. Is consultant and senior editor of Atlantic Monthly. Contributed to magazine, editor various books, and author of "In Friendly Candor," "The Open Heart," and "This Trade Writing."

Mrs. Joan Cummings Solomon: Staff associate. Associated with Educational Services Inc., worked with NBC, CBS and begun with ESI.
A GRAND CONNECTIONS.

rates now, said FCC.

so the commercial television and to help launch the vision solicited.

proposals, however, AT&T found the Carnegie plan "a reasoned and comprehensive guide toward development of a vital and creative noncommercial television service" and said the commission's emphasis on station autonomy in scheduling public-television offerings "raises the prospect of a distribution service that will meet the needs of public television at lower rates."

Although the Carnegie group cited preferential telegraph and cable rates for the press as precedents for its proposal, FCC sources noted that general FCC policy has been to eliminate rather than create special treatment for users within the same services. These sources suggested it would take congressional pressure, if not outright legislation, to get the FCC to approve reduced rates for ETV.

CBS to the Fore. The most tangible show of support for the Carnegie report was CBS's pledge of $1 million toward the $25-million, privately endowed "kitty" that the commission felt the Corp. for Public Television should have to start with.

Dr. Killian read to the Wednesday morning news conference a telegram from Dr. Frank Stanton, CBS president, calling the report "a balanced, realistic and practical approach to a more adequate noncommercial television service." The telegram—which Dr. Killian said was unexpected and unsolicited—continued:

"The report's reasoned safeguards give assurance that educational television will be pluralistic in the sources of its support and of its programing and in its administrative controls. As further evidence of CBS's long-standing endorsement and support of noncommercial television and to help launch the $25 million enabling endowment for the proposed Corp. for Public Television, CBS pledges an unrestricted gift of $1 million payable the day the new corporation is chartered."

"Mr. Paley (William S. Paley, CBS board chairman) joins me in sending congratulations to you and your distinguished colleagues who have worked so long and effectively on this problem of vital interest to all of us."

The other networks reserved comment pending further study of the report, but most indications were that their reactions would be more moderate than CBS's.

The Broadcasters. Some key broadcasters appeared to regard the report as a workable job that nevertheless had some political weaknesses. One weakness, in this view, is that Congress may bridle at turning over $40 million to $100 million—the excise tax yield—to a group of 12 men (the directors of the proposed corporation) over whom it would have no control except through amendment of the corporation's basic charter.

One broadcaster who took this position acknowledged that commercial broadcasting has been accused of being under the control of even fewer men—that it has been charged that all network programing is controlled by "three men in New York"—but he felt there was a significant distinction.

In the case of the Corp. for Public Television, he noted, final say on underwriting all CPTV program proposals would be in the hands of the 12 directors, whereas "by the time a proposal for a commercial network program gets to the pilot stage it has already been through 150 to 160 people." He also felt that since they would not have to worry about the size of a program's audience, the CPTV directors would have to base their choices primarily on instinct.

There appeared to be no widespread immediate fear among commercial broadcasters that there would be significant overlapping of commercial and noncommercial programing under the Carnegie group's approach. To the extent that overlap might develop, the feeling appeared to be that much of it would be in the area of news and analysis, and even here it was felt that CPTV would incline toward lengthier analyses than commercial TV usually provides and would explore areas that commercial TV touches lightly or not at all.

The Carnegie Commission praised commercial TV for its "magnificent" spot-news coverage, but its report also made clear that public television would do some live networking of spot news itself, mentioning as examples "the teach-in in Boston, the riot in Watts, the Senate or House hearing in Washington." Questioned at the news conference, commission members said CPTV might want to give live network coverage of a congressional hearing on education, for example, if commercial TV were not covering it.

Ford Endorsement. The Ford Foundation, which was praised by the Carnegie group for its long-time support of ETV even though its satellite proposal for financing ETV got a skeptical reception in the commission's report, had nothing but praise for the Carnegie proposals.

McGeorge Bundy, Ford Foundation president, called the report a "powerful and comprehensive document," said "we agree with its recommendations" and added that "the job at hand is to turn the report's blueprint into reality."

For its part, the Carnegie commission doubted whether the Ford and similar satellite plans would "yield benefits large enough to provide more than a small part of the funds needed by educational television," but said any such benefits that do become available ought to be used to reduce the ceiling on the proposed excise tax.

The commission also felt that the Ford and similar satellite plans involve questions extending far beyond ETV and that the strengthening of ETV should not be delayed until these are settled.

Yes, But. The various educational groups uniformly found the Carnegie report praiseworthy, although observers detected in the statement by National Educational Television a certain reserve that seemed to betray disappointment.

One NET executive confirmed he was less than happy with some phases of the report. "Hell," he said, "first they say they don't want [CPTV] to be a network, and then they go on and describe all the operations involved in networking."

This was interpreted as allusion to (1) the report's emphasis that the corporation would not be a network but would operate essentially as a supplier of programs which stations could choose or reject as they wished, and (2) its provision that the corporation would not only handle program contracting but also arrange for regular distribution by interconnection and for live networking of programs when it felt the occasion justified live handling.

The report itself had high praise for...
Big time drama in a big time city. Theatre Atlanta, one of the nation's few true repertory groups, presented Waltz of the Toreadors, After the Fall, Tobacco Road, and Royal Hunt of the Sun during its hit season. And WSB-TV, too, scored a smash hit in the recent Nielsen Station Index. A 39% prime time share — compared to its competitors' 33 and 30. Direct your spots toward stage-center in Atlanta, WSB-TV.

*Source: Nielsen Station Index, Oct. 20 - Nov. 2 and Nov. 10 - Nov. 23, 1966.

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This space contributed by the Publisher as a Public Service
A GRAND DESIGN FOR ‘PUBLIC TV’ continued

NET and specified that NET should be one of the national centers producing programs—a total of 10 hours a week, about twice NET’s current volume—for the CPTV system. But the report also felt there should be at least one other national production center, partly for competitive reasons.

John White, president of NET, said the report “is bound to become a milestone in television history” and the achievement of its goals “will provide a great step forward for the American people.

“There are details of this report,” Mr. White said, “with which some persons may disagree, and it is certain that this document will stimulate many exciting and productive debates in the next few months. Nevertheless, the total impact of this report is wholly positive, and it begins this public dialogue on a high plane.

“I am sure that the Congress will find this report most enlightening and that the report will serve as a solid base for congressional deliberation and decision.”

Approval = The Educational Television Stations Division of the National Association of Educational Broadcasters, credited with providing the impetus for creation of the Carnegie Commission, hailed the report.

C. Scott Fletcher, executive consultant to ETS and a director of NAEB, said the report “has opened up exciting and bold new prospects in the field of ETV.” Robert F. Schenken, chairman of ETS, said he was glad to see the report’s emphasis on interconnection, which he called “vital” to ETV’s survival. The report, he said, provides “strong guidelines” for all in ETV.

The seminar on the long-range financing of ETV, successor to the 1964 conference that provided the springboard for formation of the Carnegie Commission—is set March 5-7 in Washington and will examine, among other things, the Carnegie report and also the domestic satellite proposals of the Ford Foundation and the Communications Satellite Corp.

Dr. William G. Carr, executive secretary of the National Education Association, called the report “a realistic approach to a truly inspiring goal.”

Aside from proposing congressional chartering of the Corp. for Public Television and spelling out its responsibilities, the Carnegie group recommended as the first step “concerted efforts at the federal, state and local levels” to strengthen and increase the number of ETV stations.

Instructional TV = Although the commission dealt primarily with general programming rather than instructional or in-class programming, it recognized instructional programming as “no less significant” to ETV and urged that it, too, be strengthened. But it felt that Public Television not only requires but is ready for immediate action, while instructional TV needs intensive further study in the total context of the educational enterprises.

One of the report’s major recommendations was that “extensive and innovative studies” be conducted under sponsorship of federal, state, local and private educational agencies “to develop better insights into the use of television in formal and informal education.”

Throughout the report the commission stressed the need for local-level involvement in ETV—local support of stations, local participation in programming, coverage of local events and institutions, the independence of stations in deciding what programs to present and when to present them. The corporation’s job, the commission said, would be to see that the stations don’t have to take any program that is offered but will have available a variety of quality programs from which they can choose those that will serve local audiences.

The commission paid tribute to commercial television and its accomplishments. It recognized that commercial TV “is obliged for the most part to search for the uniformities within the general public” in order to appeal to large audiences, but said that public television “somehow must seek out the diversities as well.”

No Oblique Ads = The report also seemed likely to win plaudits from commercial broadcasters for its suggestion that in the future there ought to be an end to dependence of advertisers underwriting ETV programs in return for on-air credits.

“When the public television we propose has been created,” the commission said, “it would seem desirable for the corporate support of educational television to take the form of general grants rather than the underwriting of specific programs involving on-air acknowledgements.”

In the news conference the commission members took pains to distinguish the proposed CPTV from broadcasting systems in other countries, particularly the British Broadcasting Corp.

“We do not believe in a BBC,” Dr. Killian said in pointing out that BBC does programing while the proposed CPTV would leave program selection to the individual stations. “We would not like to impose on this system massive, live, real-time broadcasting,” he asserted.

The report said the commission studied the BBC and also systems in Japan, Italy, Germany, Sweden, Canada and Russia but chose to devise a totally different and “indigenous American system arising out of our own traditions and responsive to our own needs.”

News Conference = The commission’s report, 112 pages in length and addressed to “the American people,” was made public by Dr. Killian and eight of his 14 colleagues at a 90-minute news conference held at Rockefeller University and taped for showing by the Eastern Educational Network.

The program was shown on EEN’s stations in Boston, Washington, Philadelphia and New York last Wednesday night and is being offered through NET to other educational stations. NET authorities reported late last week that 34 of its affiliates were scheduled to carry it between Jan. 27 and Feb. 10.

The Carnegie report, plus supplementary papers on costs, legal questions, technology, commercial TV operations and ETV statistics, was also published last week by Bantam Books in a paperback edition at $1 a copy. A spokesman for the publisher said the initial print order was for 50,000 copies. In addition, a hard-cover edition is planned by Harper & Row in March.

The Carnegie Commission was established under a $500,000 grant by the Carnegie Corp. in November 1965. Dr. Killian said the commission "went out of business" with the release of the report but that its members are "deeply committed" and would work to see that its goals are achieved.

The Carnegie Corp. is a philanthropic foundation created by Andrew Carnegie in 1911. Its assets total approximately $327 million at current market value.

The promise of PTV programming

ETV’s could choose from 35 hours of programing weekly on interconnected network

The programing that Public Television would provide, under the proposal of the Carnegie Commission on Educational Television (see page 21), would encompass “all that is of human interest and importance which is not at the moment appropriate or available for support by advertising, and which is not arranged for formal instruction.”

Although this definition from the introduction to the report specifies that Public Television would differ from both instructional and commercial TV programing, the report repeatedly makes
clear that it would be much closer to commercial programming in nature.

Edwin H. Land of the Polaroid Corp., a member of the commission, said at the news conference unveiling the report that the members at various times had jotted down things they'd like to see on television and that they wound up with a list of close to a thousand things. The "things" are not listed in the report, because, according to Robert Saudek, television producer and also a commission member, it seemed better to mention general areas and offer guidelines rather than try to be more specific.

Like NET Programs • One of Public Television's main program sources, National Educational Television and at least one other national production center, would "in general" turn out programs "comparable in subject matter to those now available from NET, although of greater diversity," according to the report. It continues:

"Major theatrical and musical productions, documentaries on subjects of national concern or which require a national approach, programs dealing on a national scale with public affairs or with news commentary are immediately appropriate."

"Light programs, children's programs, and programs of criticism and review, when they are planned on a scale that clearly requires exceptional talents and skills, are equally appropriate. The national programming, in short, is that which is likely to be of major interest to any station in the system, wherever it may be found."

The commission estimated that production costs for these national programs should average $45,000 an hour (as compared to a $20,000 hourly average for NET programs now, and $100,-

00 for a one-hour commercial TV program).

The $45,000 average would allow for an "occasional" show approaching or even surpassing the $100,000 commercial average, the report continues, but it would not permit Public Television to offer "the truly high-cost program in excess of $250,000, such as the commercial production of Death of a Salesman."

To keep from foreclosing the possibility of "truly high-cost programs," however, the commission suggested that the Corp. for Public Television "might be prepared to support an occasional such program," or the production centers might seek underwriting from private foundations.

Other Sources • The commission expressed the hope that, in addition to 10 weekly hours of programs from the two national centers, 20 hours might be produced each week by various major ETV stations on subjects of "more than local" interest, for use on other ETV's around the country.

These, in the commission's estimates, would average $30,000 an hour for production. In some cases they would appeal to other stations in the immediate geographical region and "in other cases the programs, such as Julia Child's widely acclaimed French Chef on NET, would find audiences throughout the country."

The commission expressed hope that in time there would be 20 stations throughout the country equipped and able to turn out major programming of this sort on a consistent basis.

Best Equipment • It also stressed the need for these major supplier-stations to have "modern, multi-camera, mobile color facilities, which will enable the producer to move at will outside the studio and use television at its most flexible and most stimulating." The report continues:

"It will be stations so equipped which can be expected to provide the bulk of the real-time coverage that the system requires. The teach-in in Boston, the riot in Watts, the Senate or House hearing in Washington, all will be covered by the local station and made available to the entire system."

"The corporation must be so organized as to respond quickly with assurances that any extraordinary costs will be met, and to put the resulting programs at once into the interconnection to be made available to all educational stations. The 20 stations—if that number is reached—which are ultimately built to this kind of capacity will provide special news coverage that will be unique to Public Television."

The extent to which this sort of news coverage might bring Public Television into competition with the commercial TV news services was raised at the news conference.

Lee A. DuBridge, president of the California Institute of Technology and a member of the commission, pointed out that Public Television "cannot compete with the magnificent spot news coverage of the commercial networks." He also said, in response to further questioning, that if, for example, a congressional hearing were not going to be covered by the commercial networks, Public Television might carry it on a live-network basis.

Interpretive Reports • The report itself speaks of the need for Public Television's news coverage to "encompass both facts and meaning, both information and interpretation," calling upon "the intellectual resources of the nation to give perspective and depth to interpretation of the news, in addition to coverage of news day by day."

It also calls for an analysis of much more than the events of current history," including "forms and ideas in art and philosophy, in music and literature, in science and technology and in other fields of human expression and endeavor."

In addition to supporting national and regional programming, the Corp. for Public Television would help stations with purely local programming by providing—perhaps on a matching or partially matching basis—an average of $2,000 a week, or about $100,000 a year, per station.

These grants would be in response to specific program proposals from the stations. The report notes that some stations will be able to justify requests for several hundred thousand dollars while others lack the equipment and skills to justify anything like the $2,000-a-week average.

Total 35 Hours Weekly • Assuming five hours of local programming available for exchange among stations, the report notes, some 35 weekly hours would

Grant to oldest noncommercial station

WCET(TV) Cincinnati, Ohio, the first licensed (1954) noncommercial television station in the country, last week required an emergency $50,000 grant from the Ford Foundation to stay on the air. The electoral defeat of a Cincinnati public school levy last November cost the station a total of $157,000 yearly income from its in-school instructional operation. The municipal school system had budgeted $117,000 and the county government $40,000 for instructional TV.
be available through Public Television to all ETV stations—10 from the national centers, 20 from key stations and the five local hours that can be used on more than one station.

The rest of each station's schedule would be filled by its own staff and facilities, which are the prime sources of local ETV programming now.

The commission expressed hope that Public Television programming would be used in the prime viewing hours—"most of the time between 5 p.m. and 11 p.m. on weekdays, between 9 a.m. and 11 p.m. on Saturdays and between noon and 11 p.m. on Sundays."

That totals 55 hours a week. Assuming that a few of those hours might be needed for "other" services, the commission estimated that a station "seriously engaged in Public Television" would need about 50 hours of PTV programming a week. The difference between available PTV programing and 50 hours of PTV program time would be made up by repeats:

"A first-rate play, made with extraordinary care at great expense, warrants at least three showings during the week... A station which chose to use six out of the 10 hours of national programing in any week would thus [by three presentations] have 18 of its hours filled; 10 of the 20 more-than-local programs might complete another 20 hours or more; five hours of local programs might complete another eight. The station is thus able to exercise wide choice and with its staff-produced programs and whatever it finds useful to accept from other sources fill without difficulty its 50 hours a week."

Live Connections • The report regards interconnection of ETV stations as profoundly important. It says Public Televison will probably use live networking—as distinguished from simultaneous feeding of taped or filmed programs—more often than the commercial network. This is where "Public Television can make its decision entirely upon the significance of the event, where commercial television must weigh the event carefully against the disruption of its ordinary fixed schedules and consequent economic loss."

Even so, the report continues, Public Television's use of live networking may be "limited," and interconnection should be regarded primarily as a device for program distribution. In this way, it emphasizes, each station retains a higher degree of independence in choosing which Public Television programs it will present and at what times.

In addition to making programming available on a day-to-day basis, the Corp. for Public Television would support the development of a library of programs which stations could draw upon, plus the creation of archives in which "materials of more than passing significance, from both Public Televison and commercial television, will be held for those who have the desire or the need to make use of them."

The corporation would also support program experimentation in "an environment hospitable to risk, to a search for new forms, and to creative work by persons of exceptional talent," and would actively recruit program as well as other television personnel.

What the program plans all add up to, in the commission's words, is "a television and a better utilization of television's power to enlarge the life of every citizen," giving each home "the opportunity to be a center for learning" and providing "a civilized voice in a civilized community."

Method is legal, lawyer believes

Jennes's memorandum gives his reasoning why CPTV would be constitutional

Looked at from a legal angle, the Carnegie Commission's plan for a Corp. for Public Television is safely within the bounds of the U. S. Constitution—at least according to the commission's counsel.

Ernest W. Jennes, Washington communications attorney and legal adviser to the Carnegie group, cites no exact parallel to the CPTV but sees precedent abounding for organizations of a related nature.

Mr. Jennes's views are expressed in a memorandum of law, one of several supplementary papers attached to the commission's main report. Establishment of the Communications Satellite Corp. is a major example, cited by Mr. Jennes, of the creation by Congress of a nongovernmental corporation charged with a public purpose. "There," he says, "a resource was created at public expense and 'given' to a private entity. . . ."

And he sees nothing to prevent the appropriation of federal funds to the CPTV in the manner prescribed by the commission (a manufacturers' tax on TV sets).

Many Methods • Congress, Mr. Jennes argues, has used a variety of methods for allocating federal funds to preclude the need for annual appropriations. The Tennessee Valley Authority, he notes, generates a major part of its own revenues while also receiving money through annual appropriations.

And there are numerous examples of congressionally established trust funds whose muncies are disbursed for generally defined programs, he says.

A history of broad federal support of educational activity, according to Mr. Jennes, makes it clear that the purpose of the CPTV is "constitutionally proper."

Does the creation of a private corporation, when combined with the provision for federal funds, amount to an unconstitutional delegation of legislative power to a private organization? "We think the answer is no," says Mr. Jennes.

Guide Lines Possible • "It seems clear that with properly drafted legislation the Congress could set forth a sufficient degree of guidance for the corporation so that there would not be an unconstitutional delegation of the Congress's power to legislate," he asserts.

Even if the corporation were held to be a government rather than private entity in the constitutional sense, Mr. Jennes doesn't think its activities would abridge the first amendment, even though its program—selection function, for example, might be challenged as a limitation on the free expression of some program producers. "The Government," he concludes, "is not constitutionally compelled to support all enterprises—commercial and philosophical—or none at all."

CPTV: key unit in Carnegie plan

Nonprofit corporation under federal charter but free of tight supervision, goal

Core of the Carnegie Commission's plan (see page 21) is the "Corp. for Public Television," which would hold the strings of ETV's major purse and apparently is designed to keep government's hands as far from those strings as possible.

The corporation would be federally chartered, nonprofit and nongovernmental, according to the commission, its main function being to receive and disburse funds for educational programing.

The commission put forth a plan for a 12-man board of directors for the corporation, six to be appointed by the President of the U. S. (subject to the consent of the Senate) and the other six to be elected by the first appointees.

One-third of each group of six would complete their terms at two-year intervals and eventually the President would appoint two new members every two years for six-year terms and the whole board would elect two new members,
also for six-year terms, at the same intervals. The directors would be un-salaried.

The commission said it considered the corporation so "fundamental" to its overall proposals that it would be "most reluctant" to recommend other parts of its plan "unless the corporate entity is brought into being."

Widely Diversified • The commission recommended that the board comprise a "broad representation of the various regions of the country, the various professions and occupations and the various areas of talent and experience appropriate to this enterprise." There was no reference to the political composition of the board.

The directors would elect their own chairman and a full-time chief executive officer who would be assigned day-to-day operational responsibility.

Under the executive officer in the corporation's organizational chart are four basic divisions: one for interconnection; one for public information and promotion, one for program grants and contracts—the primary function of the corporation—and one for planning and policy that would organize workshops and seminars and evaluate programs.

The basic functions of the CPTV as outlined by the commission:

To contract with national and regional program-producing sources and acquire existing programs from domestic or foreign services.

To provide a portion of the programming and capital-facilities funds required by selected stations.

To contract for interconnection facilities for distribution of programs requested by local stations.

To make contracts or grants for training of ETV personnel, program experimentation and technological research.

To promote the viewing of public television, support a program library and help set up archives of important ETV and commercial programs.

To appoint consultants and advisory boards as necessary.

The system of PTV financing

A build-up from excises, federal-state-local funds to $270 million a year

The figure-laden report of the Carnegie Commission (story page 21) anticipates a "Public Television" complex that will eventually require $270 million a year to keep the programing coming and facilities running.

The grand total is split in two basic ways in origin and application. Some $104 million will flow to and through the Corp. for Public Television, coming from the proposed excise tax on TV sets and being applied to programming, interconnection and the corporation's expenses.

Another $166 million is proposed as the amount eventually necessary to sustain a system of 380 "modernized and well equipped" ETV stations including operating costs and amortization. The commission suggests that $91 million of this sum be federally funded through the Department of Health, Education and Welfare, the balance, $75 million, to come from nonfederal sources.

The $104 million earmarked by the Carnegie group for funding the CPTV breaks down into allocations of $80 million annually for programming and capital amortization, $9 million for interconnection and $15 million for "other activities."

However, it's expected that CPTV could operate on an average annual budget of $56 million for its first four years ($11 million for capital costs, $31 million for programming and interconnection and $7 million for administrative expenses). Thus the proposed TV-set excise tax would begin at 2% and graduate to a ceiling of 5% as the needs of the corporation expanded.

Source of Funds • A 2% excise tax, according to the commission, would meet a $40-million requirement for the CPTV's first year of operation.

The commission said it adopted the excise tax as the "least onerous" method of fund raising that could protect the ETV programing center from ordinary appropriations procedures that might subject it to congressional influence. It

BROADCAST ADVERTISING

Ad foundation planned by 4A's

$370,000 already in till for project that will establish educational grants, possibly by fall

The first major educational foundation in the advertising field is being announced today (Jan. 31) by the American Association of Advertising Agencies.

The association said at a news conference, held in New York last week to preview details of the fund plan, that the foundation already has about $370,000 in contributions and pledges.

Purpose of the fund is to award grants and fellowships on the graduate-school level as well as eventually to endow one or more advertising chairs at major business schools.

The $370,000 is made up of an outright allocation of $50,000 voted by the 4A's board of directors, and additional commitments of $30,000 a year for five years (this $150,000 earmarked for grants and fellowships) and of $25,000 to finance an academic committee that will guide the assignment of grants and fellowships. (This committee, the AAAA said, will be made up of persons prominent in the educational fields.) Another $145,000 in contributions and pledges have been received from member agencies before the mailing of a prospectus to the membership.

Details of the program were previewed in New York by AAA officials: John Crichton, president; Thomas B. Adams, board chairman; Alfred E. Steers, vice chairman; and William E. Steers, chairman of the advisory council. Mr. Adams is president of Campbell-Ewald, Detroit; Mr. Seaman is president of Sullivan, Stauffer, Colwell & Bayles, New York, and Mr. Steers is chairman of Needham, Harper & Steers, New York.

$2-Million Resources • They indicated that as the foundation gathers momentum and monies, its board of trustees may seek both to expand membership on the board and solicit contributions from media and from advertisers. Initial expectation is that the foundation over a period of a few years may have resources of some $2 million. The foundation is being financed by pledges from individual AAA member agencies (there are 354 in the U.S.). The first grants and fellowships hopefully will be made next fall.

Preliminary estimates are that each research grant will average an estimated $10,000 a year, with a three-year completion, and fellowships will average $3,000 to $5,000 a year.

The 4A's said the seed money granted by its board to help launch the foundation, a nonprofit corporation to which contributions can be expected to be tax deductible, had been made in
called attention to the fact that a TV manufacturers excise tax is not new, that a 10% tax had been placed on sets between 1950 and 1965.

The only mention of dissent by a commission member in the whole Carnegie report came in regard to the method of fund raising. Joseph H. McConnell, former NBC president (see page 24), suggested that a franchise tax on TV stations be adopted instead of the excise tax on sets.

The commission suggested that the CPTV seek to raise an endowment—hopefully $25 million from foundations—that would give it some areas of independence from government funds. Monies needed from private sources and foundations are put at approximately $4 million yearly by the commission.

**Ford Mentioned** * The report makes brief mention of the Ford Foundation's plan for partially subsidizing ETV through income to be generated by a domestic satellite system. The Carnegie report supports reduced costs for interconnection of ETV stations but says "we cannot be certain the ingenious Ford proposal or similar plans would yield benefits large enough to provide more than a small part of the funds needed by educational television. . . ."

Any such benefits that might eventually result should be used to reduce the excise-tax load, the report suggests.

**It also says that the Ford plan involves questions of public policy beyond the scope of the commission and that ETV should not be delayed while they are being answered.**

The report asks that Congress provide for special rates for Public Television interconnection and for free satellite interconnection if such service should be available. It pegs the eventual cost for national leased interconnection of a full 380-station ETV system at $17 million if current facilities are used.

The commission's program cost projections are based on estimates for national, regional and local station efforts. For one-hour programs, appropriate for national distribution—10 each week—it proposes an average cost of $45,000, which, according to the commission, compares to current average expenditure of $20,000 an hour by National Educational Television and $100,000 an hour by commercial TV networks.

Very high cost programs ought to be made possible for Public Television by special CPTV authorizations and grants from private institutions, says the report.

**Local Programs** * For programs that would be produced by local ETV stations, but distributed for more-than-local use, the commission suggested an average allocation by the CPTV of $30,000 per hour with 20 such hours to be produced each week. For strictly local production the CPTV would provide a total of $20 million annually with each station to receive an average of $200 weekly.

For training and recruitment of technical, artistic and specialized personnel, it's proposed that the corporation eventually budget $15 million annually, but at the outset the commission considers a figure of $5 million yearly more appropriate.

It seems certain that more government funds for ETV will be forthcoming. The federal budget submitted to Congress by President Johnson last week included $20 million for educational television. The $20 million is considered a renewal and extension of the $32 million authorized by Congress in 1962 as matching grants to states to help develop new ETV stations and expand existing educational TV stations. The fund is administered by the Department of Health, Education and Welfare. The 1962 authorization expires June 30. Senator Warren G. Magnuson (D-Wash.), author of the 1962 ETV law, has said he intends to hold hearings in this Congress on a continuance of aid for ETV. Senator Magnuson is chairman of the Senate Commerce Committee.

Although the $32 million authorization expires at the end of this fiscal year, there is $8 million remaining, but this too is expected to be awarded to states before June 30.

Under the Educational Television Facilities Act of 1962, there have been 165 projects approved by HEW which has administered the program. Almost half of the obligations are due to be paid out through the fiscal 1968 year. To continue the administration of this ETV program, the President in his budget message asked also for $304,000 for fiscal 1968.

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connection with the organization's 50th anniversary celebration this year.

The foundation, it was explained, will provide grants and fellowships for study projects in advertising, marketing communications and consumer behavior. It was noted also that the establishment of a graduate chair at a major university requires an investment of from $500,000 to $750,000 in a private school.

Contributions (or bequests) will be asked for over a five-year period from individuals and from member companies with adjustments or deferrals permissible. Pledges may be earmarked, the AAAA spokesman said.

The board of trustees will be composed principally of the elected officers of the AAAA and of the chairman of the board of academic committee.

**Purposes Outlined** * Association officials said there were several objectives for such a program, among them the widening of advertising research and teaching on the highest level, an upgrading of advertising's stature in the academic community and in the business field and as a means of conducting an organized activity to attract, train and hold better people in advertising.

Also noted was a by-product benefit advertising could expect in the establishment of one or more chairs of advertising. As has happened in other fields, it was said, the educator holding the chair becomes a national spokesman, particularly among fellow academicians and among officials in government.

Said Mr. Adams of the education foundation at the close of the conference: "It is a level of maturity that all businesses and professions are going through."

**Bates revamps its creative department**

A major reorganization of the creative department of Ted Bates & Co. was announced last week by Jeremy Gury, senior vice president in charge of creative operations.

In place of "a pyramidal structure that was threatening to become a bottleneck," Mr. Gury organized a board of two creative directors and three creative supervisors to handle review and long-range planning. He said Bates hoped to prevent the development of a bottleneck by giving younger people more authority, "and to provide an early-warning system to alert us to a squeaking wheel before it squeaks."

The principal promotion involved in the restructuring is that of Herbert H. Clark, vice president and executive art director, to the post of senior vice president-director of art services. Mr. Clark joins Richard Margulies, senior vice president-director of commercial broadcast production, as a senior member of the creative board. In addition, Mr. Gury named three vice presidents to the board as creative supervisors: William L. Abrams, Barry J. Ballister and William H. Maynard.

Five copywriters were named copy group heads: Ray Baker, Earl Cole, James Dunaway, Alan Johnson and Ronald Romano.
If there's news there,
UPI will get it for you.
Union Carbide looks into the future

Union Carbide is allocating $5 million to a network TV series, including production of a set of unusual commercials, to dramatize its corporate image. The major industrial corporation is sponsoring CBS-TV's The 21st Century, an age that Union Carbide, "the discovery company" wants to be identified with.

The TV effort is part of an overall corporate campaign. The CBS sponsorship was to begin Sunday (Jan. 29) on the 6-6:30 p.m. show. Identification of the corporation is being emphasized in 17 different commercials, all in color, prepared specially for its sponsorship. They sell but one product, an insecticide. Most of the commercials are devoted to research and development techniques. Young & Rubicam, New York, the agency, and VPI (division of Electrographic Corp.), that city, respectively handled creative aspects and commercial production.

Results are commercials that might in a sense give a peek at things to come. The CBS-TV program also attempts to probe into the world of tomorrow.

Employing a variety of camera techniques, Union Carbide undertook to capture the excitement of science and translate its story into layman's language. Commercials depict such matters as lasers, cryosurgery for Parkinson's disease, desalinization, jet piercing equipment, water technology, super-insulation, radio pharmaceuticals and micro-circuitry.

In the commercial series, seven 60-second, eight 90-second and a pair of two-minute messages show how Union Carbide works in research.

One message shows 25 babies just under six weeks old in plastic cribs, all wailing, smiling or gurgling, while a voice talks about future scientific developments. Other commercials show a baby chicken inside a super-insulated can immersed in boiling water, then retrieved unharmed and dry; cabbages grown under water in water technology, jet piercing that drills through hard substance taconite; electric fuel cell used in a motorcycle and compared to a conventional noisy version; a green bollworm from Nicaragua crawling over a black-and-white transparency of the faces of a man and boy, and a drop of water photographed close up for 60 seconds at 2,500 frames per second.

ARB expands study holds up another

American Research Bureau announced last week that it was suspending its planned national radio coverage survey this spring because of lack of broadcast station support. At the same time, ARB announced that it was extending its local market service from the present 30 to 50 areas.

ARB had planned a nationwide county-by-county count of the radio audience based on personal diaries to measure various forms of radio listening. The study was to commence April 13 and run for one month, with distribution to clients early in the fall of this year. ARB had reported that 28 advertising agencies had signed for the study (BROADCASTING, Dec. 19, 1966).

The survey organization intends to preserve the design of the study, a spokesman said, for possible later use.

The firm's local market study is undertaken three times a year. Among the new markets to be included for the first time are Hartford, Conn.; Salt Lake City; San Diego; Dayton, Ohio, and Albany-Schenectady-Troy, N. Y. Concurrently, but understood not to be connected in any way with the postponement of the national radio coverage study, ARB reported that Russell McKenan, its director of research, has resigned. Mr. McKenan is joining Eric Warder and Associates, New York.

At the present time, The Pulse Inc.'s national radio coverage survey is underway, apparently the only study to be done this year.

Firm will supply radio account data

The establishment of a new service providing national and regional radio expenditure figures by all active accounts in the medium is being announced today (Jan. 30) by James M. Boerst, president of Radio Expenditure Reports, Larchmont, N. Y.

The research firm plans to issue a quarterly report on all national and regional radio expenditures and make it available to advertisers, agencies and allied companies. Mr. Boerst said the new service is an outgrowth of the company's work since 1965 for the Radio Advertising Bureau in compiling radio dollar figures for reports of top-100 advertisers on a quarterly basis.

Miles David, president of RAB, applauded the new Radio Expenditure Report service, pointing out that REP "has done an outstanding job for RAB in compiling dollar figures on both advertisers and brands" for the top-100 radio advertisers. He said RAB will continue to release the top-100 list quarterly and annually, as compiled by REP, but this will be amplified by the complete list of radio advertisers made available quarterly by the research organization.

The reports will cover both spot and network radio in separate listings, according to Mr. Boerst. They will cover expenditures of more than 2,000 accounts each quarter with information arranged by category, with alphabetical listings of advertisers and brand expenditures under each category.

Yearly Plan - The reports will be available on an annual subscription basis
with a tentative price set at $150 per year, Mr. Boerst said. Current plans are to publish reports for the first three quarters of 1966 in February. The fourth-quarter 1966 report is expected to be available in March.

Questionnaires for the studies are completed by individual stations and by 16 major station representatives. The total sample covers approximately 600 stations, providing almost complete national coverage, according to Mr. Boerst. REP transposes the data received to consolidate sums under each advertiser and brand so that no individual station's or representative's information is identifiable.

Mr. Boerst has operated Radio Expenditures Reports and its predecessor firm, Executives Radio Research Service, for almost 20 years. It has compiled special radio studies for agencies on an individual assignment basis, and, according to Mr. Boerst, will continue to provide agencies with market and brand reports in specified categories on special order.

ARF plans test of advertising on CATV

The Advertising Research Foundation will establish a pilot CATV project for testing advertising "at an early date," it was revealed at an ARF membership meeting in New York last week.

The project (BROADCASTING, Dec. 19, 1966) will examine the feasibility of CATV testing in terms of markets, wiring systems, survey and purchase diary designs, contractual arrangements with CATV companies and the degree of flexibility affordable to individual participants' problems. It will also test print and TV advertising in 22 exclusive product categories for 13 national advertisers.

A CATV system with a minimum 75 subscriptions in a market of at least 50,000 population will be selected. The market will be split into two artificial test-market areas by dividing the cable and by split-run print advertising. Comparison tests of copy, weight, frequency, duration and media-mix will be conducted. Results will be published with the brands masked at "a later date mutually agreed upon" by the 13 advertiser-sponsors.

These sponsors subscribed a total of $22,000 for the project, at a fee of $1,000 per exclusive product category. Among them: Campbell Soup, Best Foods, Lever Brothers, Chrysler, Johnson & Johnson, General Mills, Colgate-Palmolive, Bristol-Myers, Liggett & Myers and Tatham-Laird & Kudner (for Procter & Gamble).

At the meeting six directors were elected, and six re-elected. Among the new directors was Donald H. McGannon, president of Westinghouse Broadcasting, joining CBS Radio President Arthur Hull Hayes as the second broadcaster on the foundation's 22-member board. Other directors represent advertisers, agencies and the print media.

The membership approved a change in the ARF by-laws permitting independent research firms nonvoting associate membership. Previously, such firms were barred from membership on grounds of questionable "bias." An ARF spokesman explained: "We've been working with them and they, of course, have been working for advertisers and agencies for years. The by-law was simply outdated."

AAW-AFA merger set for D.C. meet

Formal dissolution of the Advertising Federation of America and the Advertising Association of the West and the merger of the two into the American

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YOU MAY NEVER SEE A 40-TON REPTILE*

BUT... Your Spots Carry Weight in the 37th Market via WKZO-TV

SRDS (1966) lists Grand Rapids-Kalamazoo as the nation's 37th television viewing area — UP a couple of notches!

Why the growth? Because the Greater Western Michigan area is booming! In Kalamazoo alone, for instance, just four new plants meant another 7,200 jobs, 18,000 new people in town, and another $25,000,000 in retail sales. And that's going on all over the market.

If you want to do a heavyweight job in a big market that's getting bigger, bear down where it will add up throughout Greater Western Michigan — on WKZO-TV. Your Avery-Knodel man can help you increase your impact if you'll give him the chance.

And if you want all the rest of upstate Michigan worth having, add WVTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*The giant dinosaurs reached this weight.

WKZO-TV

100,000 WATS • CHANNEL 3 • 1000' TOWER

Studios in both Kalamazoo and Grand Rapids

For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING, January 30, 1967
Advertising Federation will take place at a conference in Washington Feb. 6. According to Lee Fondren, station manager and director of sales for KLZ Denver, and chairman of the joint commission of the two merging organizations, a slate of officers to serve one year will be elected at that same conference. Speaking to some 100 members of the San Francisco Advertising Club attending last week, Mr. Fondren revealed that the new officers already had been selected by a nominating committee. They include Donald MacDonald, president of Dow Jones & Co., New York, chairman, and three regional vice chairmen: John P. Cunningham, chairman of the executive committee of Cunningham & Walsh, New York; Arthur E. Tatham, chairman of the executive committee of Tatham-Laird & Kudner Inc., Chicago, and R. K. (Jack) Foley, director of advertising for Pacific Power and Light Co., Portland Ore.

Also Robert Light, president of the Southern California Broadcasters Association, Hollywood, has been named secretary of the AAF, and Charles H. Whitebrook, senior vice president of Bishopric/Green/Fielden Inc., Miami, was named treasurer. Charles W. Collier, president of the dissolving AAW, was appointed president and executive director of the merged organization. He will be its only salaried officer and also will serve a one-year term. Afterwards a permanent president will be appointed.

All of the new officers selected, with the exceptions of Messrs. Cunningham and Tatham, had served interim terms in their positions since last November. The AAW voted to merge on June 27, one week after the same action was taken by the AFA.

RAB sets dates for 15 regional clinics

The Radio Advertising Bureau will hold a series of regional sales clinics in 15 cities over the next five months, starting on Feb. 14 at the Ramada Inn in Dallas.

They will be held under the direction of Maurice E. (Doc) Fidler, vice president-sales of RAB.

Dates and locations of the 14 other meetings are: Feb. 17, Marriott motor hotel, Atlanta; Feb. 28, Chase-Park Plaza hotel, St. Louis; March 3, Terrace Hilton hotel, Cincinnati; March 17, Hyatt House motor hotel, Seattle; March 23, International hotel, Los Angeles; April 18, Downtowner motor inn, New Orleans; April 21, Sheraton Blackstone, Chicago; May 10, Hyatt House motor hotel, Burlingame, Calif.; May 11, Cherry Creek Inn, Denver; May 12, Town House motor inn, Omaha, Neb.; May 22, Schine Ten Eyck hotel, Albany, N.Y.; May 26, Sheraton Barringer hotel, Charlotte, N.C.; June 12, Boston Statler Hilton, Boston, and June 16, Sheraton hotel, Philadelphia.

Entertaining and selling are synonymous

There is a healthy trend of "putting show business back into advertising" and current successful TV commercials prove it, James L. Isham, executive vice president of Needham, Harper & Steers, Chicago, told the Los Angeles Advertising Club last week. "The folks who found a way to entertain and make a point by focusing on a gallery of active stomachs with music so good that it made a hit record did it for Alka-Seltzer," Mr. Isham observed, "and the producers of that captivating 'Music to Watch Girls By' are doing it for Diet Pepsi." Among others in the same class, he indicated, are Marlboro and Pabst.

An emotional appeal, Mr. Isham contended, "will beat a purely rational appeal all hollow nine times out of 10—because you feel it in your gut and it makes an impression that stays with you." But Mr. Isham added that advertising isn't a serious or exacting business because it is. He explained the appeal should be one of differentiation, such as the stand-out or "breaking the mold" aspect that a name personality lends to the message itself which in itself must stick to the key selling proposition. "Great advertising talks straight," he said, and effective advertising speaks the truth directly.

"It generates trust," he said, "and it rings true, reflecting life as it really is, not as the advertiser would will it to be. It avoids advertisingese and uses good old plain, forceful English. It uses disarming candor."

With equal candor Mr. Isham included some of his agency's best TV and radio efforts too. Examples: Ac'cent, Continental Airlines and State Farm Insurance.

Heavier time buys put NBC Radio 16% over '66

Sales to date at NBC Radio for the first half of 1967 have climbed by 16% over those for the corresponding period of 1966, it was announced last week by Stephen B. Labunski, president, NBC Radio Division.

The improvement over 1966 can be attributed to many NBC radio advertisers signing for long-term campaigns, Mr. Labunski reported. He listed these 52-week advertisers: American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles); Bristol-Myers Co. and Chrysler Corp. (both Young & Rubicam); Farmers Insurance Group (Honing-Cooper & Harrington); Miller Brewing Co. (Matthisson & Associates); National Biscuit Co. (Ted Bates & Co.); Retail Clerks International Association (William Magness Advertising); Nationwide Insurance Co. (Ogilvy & Mather); Life Magazine (Y & R) and State Farm Mutual Automobile Insurance Co. (Needham, Harper & Steers).

Mr. Labunski said 71 firms to date have purchased schedules for 1967, including several first-time buyers of NBC Radio programs. In the latter grouping are Craig Panorama Inc. (NCA Inc.); Eastman Dillon, Union Securities & Co. (Callo & Carroll Inc.); Sports Illustrated (Y & R); Armstrong Cork Co. (BBDO); E. J. Brach & Sons (Arthur Meyerhoff Associates); Metropolitan Brewery of N. J. Inc. (Al Paul Lefton Co.), and V-M Corp. (Rink Wells & Associates).

Congressman says clean up ads before U.S. does

Representative Clarence J. Brown Jr. (R-Ohio), a former radio station and newspaper official, has urged the advertising media to weed out questionable practices to "forestall smothering over-protection [of consumers] from a government that pretends to know more about what is good for us than any of us do ourselves."

In an address to the New England Press Association on Jan. 20, Representative Brown, who assumed the congressional seat held by his father on the latter's death in 1965, suggested "advertisers, agencies and media very carefully consider the good taste, propriety and efficiency of the advertising they are using." He added, "neither the games of chance nor the trading stamps can match the oldest advertising gimmick in the world: make a better product, sell it cheaper and let the people know about it."

He also pointed to recent government
New Pepsodent drive

Lever Brothers will soon introduce a new formula “Bright White” Pepsodent toothpaste with the largest campaign in the product's history.

Neither advertiser nor the agency, Sullivan, Stauffer, Colwell & Bayles, New York, would cite figures last week. But the campaign, set for a start sometime in February, would have to exceed the more than $2.5 million in television ($2.2 million in network, some $300,000 in spot) estimated for 1966. Both Pepsodent's package and tube have been revised to emphasize the formula change.

SAG members vote OK for commercials pact

More than 8,000 members of the Screen Actors Guild have approved a new three-year commercials-production contract with the television and advertising industries that earn performers in filmed commercials an additional $5 million a year.

SAG, which represents performers in filmed and in some special cases taped commercials, negotiated the contract with the three television networks, the Association of National Advertisers and the American Association of Advertising Agencies earlier this winter. The American Federation of Television and Radio Artists, which represents performers in taped commercials, joined with SAG in the negotiations.

Approval for the contract was given by SAG members in what was said to be the largest vote ever recorded in the guild's history. The result of a mail referendum, announced last week, showed an affirmative majority of more than 99%, with 8,188 members voting for approval and 75 members voting against. The new contract is retroactive to Nov. 16, 1966.

Lewis & Gilman up 44%


According to Robert G. Wilder, president, the 25-year-old agency entered 1967 with 28 clients billing at an annual rate of over $12 million.

Also in advertising ...

Baseball sponsorships - Five advertisers have combined to buy out complete sponsorship of the 1967 Seattle Angels baseball broadcasts on KVI Seattle more than three months in advance of the season. Renewing for the play-by-play broadcasts were Western Airline referendum, Household Finance Corp., Chevron Dealers/Standard Stations and Wheaties. Lucky Lager beer, the fifth sponsor, is new to the baseball
This high-band color cruiser for KRLD took real system know-how

It's the first high-band color cruiser in the world. It takes KRLD and CBS viewers to events in Dallas-Fort Worth (and beyond) in a big way—with the sharpest of color. It shows what real systems know-how from Ampex can deliver. Aboard are abilities to record on high-band from six color cameras. The director operates at a console as complete as most station studios. Color tapes are edited and dubbed on board. It has: Two Ampex high-band color videotape recorders. (KRLD was also first with Ampex VR-2000 in the studio.) An audio studio. Complete switching equipment. Camera and cable storage. Intercoms. Its own power system. Its own air conditioning. And a top speed of 70 mph. Whether you have the same needs or not, you are invited to study the components, system design abilities and financing brought together by Ampex in this self-contained color teleproduction unit. Our special products engineering group assumes complete design and installation responsibility... offers extra miles of experience in complete mobile and studio systems. Let us show the routes if you're going to color. Just use the ticket at right.
here's my ticket

I want a front seat at a systems presentation from your Special Products Department.

NAME:

STATION:

Mail to: Ampex Corporation, 401 Broadway 7-14, Redwood City, California 94063

AMPEx
The sanctity of the box number is preserved

The FCC has granted a waiver of its sponsorship identification requirements to KADS(FM) Los Angeles, Gordon McLendon's all-classified-advertising station.

The waiver, however, pertains only to the broadcast of classified announcements from individuals and not to those from corporations, the commission said. The grant is intended to protect individuals who wish to retain their anonymity while offering a service or product over the airwaves.

The FCC stated that the waiver would be effective during the remainder of KADS(FM)'s trial period as an all-classified-ad operation, which will be over in August of this year.

The sale of the station (originally having the call letters KOLA(FM)) to Mr. McLendon was approved by the commission in June 1966 (Broadcasting, July 4, 1966); but the FCC conditioned the grant by requiring the licensee to file an application for renewal of the station's license in one year (on Aug. 15, 1967) to permit an early review of the operations. Mr. McLendon was also told that KADS(FM) must limit its programing to classified ads and public service announcements, as proposed in its application. The station is currently presenting all-classified advertising from 6 a.m. to 10 p.m.

broadcasts. Sharing the pre- and postgames shows will be Lucky Lager, Chevron/Standard and Wheaties.


Moving day • The San Francisco office of Venard, Torbet & McConnell will move to new offices at 155 Montgomery Street 94104 on Jan. 23. Phone: 397-6187.

Bufferin charged with misleading ads


The FTC said that Bristol-Myers had misrepresented that Bufferin did not cause any stomach upset to any of the patients participating in the study, when, in fact, Bufferin had caused stomach upset to some patients. The FTC also charged that the report did not attribute any permanent or long-lasting effects due to the Bufferin used in the study.

The FTC said that the advertisements suggest that Bufferin is the only drug that was used in the study and that the results obtained had been achieved safely by using dosages specified on the product’s labels.

The complaints also charged that Bristol-Myers is not, as represented, a "leader" in arthritic research.

The drug company has 30 days to file an answer to the complaint.

AAMCO steps up broadcast budget

AAMCO Transmission Inc., King of Prussia, Pa., which spent almost $3 million in radio-TV in 1966 after three years of operations, intends to allot more than $4 million to broadcast in 1967 as part of an expansion in the nationwide chain of franchised automatic transmission shops.

Robert Morgan, president of AAMCO, which consists of 380 franchise operations, reported last week that the total budget for 1967 has been set at $6 million in anticipation of about 300 additional franchise shops by the end of this year.

AAMCO began its franchised set-up in 1963 and quickly spread throughout the country. A strong advertising push began in 1965 when about $1 million of an approximate $1.5 million budget was placed in broadcast, according to Mr. Morgan.

To more efficiently coordinate its burgeoning advertising expenditures, AAMCO announced last week it has created The Bell Agency as a wholly owned subsidiary of the company. It

Pleased with CPM

Donald Barnes, advertising vice president of the Institute of Life Insurance, reports that the institute had achieved a $4 cost-per-thousand in its TV advertising, and was “delighted” with it.

Last fall, the institute used network scatterplans and sponsored one-quarter of each of the three TV networks' election coverage.

But first-quarter 1967, the institute is depending on sports and special events to do the job. It sponsored half of NBC-TV's The Island Called Ellis (Friday, Jan. 13). It will do the same with the network's The Ice Capades, Monday, Feb. 13 (8-9 p.m.) and End of the Trail, to be seen Thursday, March 16 (7:30-8:30 p.m.). In addition, the institute is a participating sponsor of ABC-TV's Golf Series of 13 weekend tournaments between March 26 and Sept. 4.

44 (BROADCAST ADVERTISING) BROADCASTING, January 30, 1967
CBS-TV to carry Xerox children’s specials

Xerox Corp., Rochester, N.Y., noted in recent years for its association with adult fare on television, is sponsoring a series on CBS-TV for, and about, children.

According to the company's vice president in charge of corporate communications, David J. Curtin, the series of eight Sunday afternoon programs, starting with a Japanese film, “Skinny and Fatty,” on Feb. 5, might well “spark as great a resurgence of quality” children’s programming on network TV as did the Xerox underwriting of Death of a Salesman last May in the area of adult drama.

The Children's Film Festival will be made up of feature films produced around the world. The program will be slotted in the 4-5 p.m. Sunday periods, except for a 90-minute film, starting at 4 o’clock, on Easter Sunday (March 26). The buy was made through Papert, Koenig & Lois, New York.

Robert Morgan (I) president of AAMCO Transmissions Inc. and Anthony A. Martino, vice president of the company, flank Zsa Zsa Gabor, a mainstay in AAMCO’s fast-spreading TV-radio campaign that is expected to reach $4 million in 1967.

will create and place approximately $750,000 in advertising for AAMCO’s franchise department and for company dealers in Pennsylvania, southern New Jersey and eastern Ohio, formerly handled by Wermen & Schorr, Philadelphia. In addition, Bell will provide creative and production services for 14 agencies that place regional advertising for AAMCO’s dealers.

Under the AAMCO formula, dealers in a particular region assume complete costs of advertising there on an equal-share basis, with AAMCO providing creative, production and media selection services. AAMCO itself owns and operates 18 transmission shops.

“We’re particularly high on TV and radio because they give us the needed selectivity of audience, the flexibility to move in and out of markets and the opportunity for quick saturation of certain areas at certain times,” Mr. Morgan commented.

Single client buys all Saturdays on WNHC-FM

WNHC-FM New Haven, Conn., has sold out all Saturdays in 1967 to Bob Chevrolet Co., Branford, Conn. It’s estimated the advertiser is paying $350, $360 at the regular card rate of $680 per day, subject possibly to a 52-week discount. WNHC-FM is making 68 minutes of commercial time available each Saturday during its regular 17-hour block of stereo programming. The station is also helping the car dealer to prepare its commercials.

WNHC-FM wrapped up another unusual package last June when it sold 72 hours of “dead” air time to the First New Haven National Bank.

7 BRIGHT YOUNG MEN ARE BEING SELECTED

—For intensive 60 day training under the personal tutelage of Gordon McLendon and Bill Stewart plus occasional outside speakers. Courses will include Idea Creation, Idea Execution and General Creativity.

—Applications are now being solicited. All who finish will be required to fulfill 7 year contracts, in executive positions, with the McLendon Corporation, the Radio Minded company.

—There will be no set hours to this course—but very long tests will be given each day. You will find your course—

1) Highly Difficult
2) Extremely unpleasant
3) Profitable, Stimulating and Rewarding

—Those chosen (radio experience not a necessity) will school at $500 per month. Tell us why you think you qualify. Forward I.Q. information, resume etc. to—

"MAGNIFICENT 7"
MCLENNDON CORP.
2008 JACKSON
DALLAS, TEXAS

BROADCASTING, January 30, 1967
NAB radio code subscribers must show 'good cause' and 'special circumstances'

After what one board member described as "having talked ourselves into a circle," the National Association of Broadcasters radio board approved an amendment to the radio code that allows flexibility in the present 18-minute-an-hour code commercial standard. The amendment, which would allow code subscribers to exceed the 18-minute limitation for "good cause" and only in "special circumstances" had been recommended a week earlier by the NAB radio code board (BROADCASTING, Jan. 23).

About 90 minutes of the four-hour board session on Thursday (Jan. 26) was taken up with the time standards. The discussion was extensive and it kept getting back to the code authority's contention that some flexibility was needed in the standards. Howard Bell, code director, repeated his original position that a new ceiling of 20 minutes should be allowed in special circumstances, but the code board's no ceiling point of view was the one that prevailed.

Mr. Bell said the question of what is good cause or special circumstances has not been spelled out and won't be until the code authority has gained some experience in the area. He added: "We have not developed criteria on which exceptions would be acceptable."

Criteria: There is no intention, he went on, "to make the exceptions the rule by accepting just any reason. Whatever criteria are finally decided upon will have to be related to public interest reasons rather than economic reasons which are not the concern of the code."

There was some confusion among board members about use of the word "should" in the new language as opposed to the word "shall" in the old language in stating that stations are not allowed more than 18 minutes of commercial time per hour. The board was told that as far as the code is concerned, "should" means "shall" and there is no intent in the new language to make exceeding the 18-minute limit a permissive uncontrolled area.

The board also approved an amendment to the radio code that noncommercial stations be allowed to become code subscribers at $12 a year, a figure designed simply to cover expenses. The code presently has 47 noncommercial radio members, all of whom pay nothing and are on the rolls at their request. The code's thinking is that in soliciting noncommercial membership it will be reaching those students who will be the commercial broadcasters of tomorrow with the code story.

Elsewhere: In other actions, the radio board: approved the dates for the radio program clinics in the spring; asked that NAB work with the Electronic Industries Association toward improved calibration of radio dials; heard of engineering plans to have a clearing house for an exchange of do-it-yourself ideas, and heard the Radio Month jingles.

The program clinics will be held: May 18-19, at the Hotel Utah, Salt Lake City; May 22-23, Rickey's Hyatt House, Palo Alto, Calif.; May 25-26, the Skirvin, Oklahoma City; June 4-5, Holiday Inn, Nashville; June 6-7, Sheraton Cadillac, Detroit, and June 8-9, Marriott Motor Hotel, Philadelphia. Sherril Taylor, vice president for radio, said the clinics this year would be self-supporting by reducing the number of speakers at each clinic.

The board asked the staff to work with EIA in seeking cooperation of radio-set manufacturers to improve the...
calibration of the tuners to dials.

Frank Gaither, wsn Atlanta, chairman of the public relations committee, told of the May Radio Month plans using the theme "Radio—The People's Choice" and of the upcoming three-month spring campaign to promote AM-FM portable radios using a newly created set of jingles.

Also approved were reappointment of four radio code board members by President Vincent Wasilewski. Approved for second two-year terms were: Richard Brown, KFOT Portland, Ore. radio code board chairman; Morton Henkin, KSEO Sioux Falls, S. D.; James Quello, WJR Detroit, and Virginia Pate, WASA Havre de Grace, Md. Carl Watson, NBC, was designated to represent that network for a two-year term. He replaces Grace Johnsen of ABC who served a one-year term. NBC was originally to designate Lee Jahncke to the radio code board; however, it was felt that since he is the TV code representative, he should not be on both boards.

NAB lines up convention speakers

A third-day speaker for the National Association of Broadcasters convention in Chicago, April 2-5, is still among the missing although the rest of the program is shaping up. The report was made last Monday (Jan. 23) to the NAB convention committee in Mexico City which devoted time to refining the agenda for the spring meeting at the Conrad Hilton.

Already set are the annual luncheon speeches by the NAB president and the FCC chairman. President Vincent Wasilewski will speak at the April 3 management luncheon, and Chairman Rosel Hyde will speak the following day.

The committee also approved the participants for radio and television sessions at the convention. Included were the panelists for that portion of the Monday afternoon session being programmed by Television Film Exhibit. TFE has lined up Danny Thomas, Otto Preminger, Joe Barbera, David Wolper and David Susskind for the session, which is aimed at giving broadcasters an insight into motion picture and TV series production (Broadcasting, Jan. 16).

Still to be named to that panel is a representative from one of the TV networks.

NAB TV board OK's $15,000 for NAEB

Code matters, small-market committee approved; meeting cut short by visit to Mexican president

In a session cut in half by a visit to the president of Mexico (see page 48) on Wednesday (Jan. 25), the National Association of Broadcasters television board approved a grant of $15,000 to the National Association of Educational Broadcasters, approved creation of a small-market television committee and took pre-forma actions on TV code board matters.

The grant to the NAEB is for research on how best to use television for instructional purposes. The NAEB late in 1966 went to the NAB, the TV networks and equipment manufacturers for $100,000 to beef up the NAEB staff (Closed Circuit, Dec. 5, 1966). It was seeking $25,000 each from the networks and $15,000 from the NAB. NAEB said the funds would be used primarily in the area of research and development so it could do its own long-range planning on the future role of educational broadcasting.

In mid-December NAEB officials met with NAB executives in a session designed to see if an NAB grant to NAEB would be putting commercial broadcasters in the position of backing research that might be harmful to themselves. Last week's TV board grant was an outgrowth of that meeting.

Follows Radio Board = Creation of the small-market TV committee follows the format devised last year by the radio board when it created a similar committee. It will be designed to look at the problems that are unique to small markets. The committee members will be designated later by NAB president Vincent Wasilewski.

The TV board also approved President Wasilewski's nomination of Mike Shapiro, WPLA-TV Dallas-Fort Worth to a two-year term on the television code board replacing Douglas Manship, WBRZ (TV) Baton Rouge, who is concluding his second two-year term. It also approved appointment of Harold See, KRKN-TV San Francisco, to a second code-board term.

An amendment to the television code, strengthening its provisions on cigarette advertising, was also approved. The new language, recommended by the TV code board last October, provides that cigarette advertising should not imply or state health claims and it should not imply to youths that cigarette smoking is worthy of imitation.

Howard Bell, code director, told the board that cigarette guidelines, also announced at the October meetings, and the general area of commercial time standards are the two top items on the agenda of the TV code board's next meeting.

Those sessions are scheduled to be held Feb. 21 and 22 at the Camelback Inn in Scottsdale, Ariz.

TIO Reports = Roy Danish, director of the Television Information Office, said TIO had a net gain of 12 members during 1966 and said that starting this summer it plans to begin a test seminar to encourage students to watch television for news.

The seminar will be handled in conjunction with the National Council of Social Studies and is designed to have students--starting in grammar school—start using TV as their daily news source.

He also noted that TIO's mailing list of opinion leaders gained 4,500 last year, and after thinning out, will number about 30,000.

The board received a summary report of highlights from the Carnegie report (see page 21) but felt it did not have enough information available to take a stand at this time.

It asked the staff to make detailed proposals asked the Future-of-Broadcasting Committee to make recommendations to the executive committee and urged individual board members to submit their comments to the executive committee.

It also discussed land-mobile users' attempts to gain broadcast spectrum space and deferred the problem to the Future-of-Broadcasting Committee, which will meet in February (see related story, page 66).
View from Mexico: similar problems

U.S., MEXICAN BROADCASTERS COMPARE NOTES AT JOINT MEETING

American and Mexican broadcasters met in a joint session last Tuesday (Jan. 24) and they discovered they have more in common than the Rio Grande river. They found that there were the same problems in both countries.

The scene of the meeting between the National Association of Broadcasters and the Mexican Broadcasters Association was the NAB board meeting in Mexico City—its first outside the U. S.

The MBA further showed the bond between the two nations by presenting NAB members with scrolls making them honorary members of the Mexican association.

The joint session resembled a miniature United Nations with members of both groups sitting with headphones on, listening to simultaneous translations of the remarks.

Problems Briefed * NAB President Vincent Wasilewski and MBA President Guillermo Morales Blumenkron presented brief descriptions of the major problems and issues facing the broadcasters in their respective countries. Herbert Evans, former president of Peoples Broadcasting Co. and long-time NAB delegate to the Inter-American Association of Broadcasters, and E. Guillermo Salas, MBA's delegate to IAAB, discussed the role of that organization and the success it has had in fighting proposed and actual curbs on freedom of broadcasting in the Western Hemisphere.

Mr. Wasilewski pointed out that NAB is now "engaged in a major effort to convince our Congress" that broadcasters have basic "important rights which should not be curtailed." He listed them as editorializing, opinion programs, candidate endorsement, election productions and early election-return coverage.

He claimed that the NAB codes are the "broadcasters' best defense against government encroachment and [the industry is] now engaged in a battle to prevent the government from taking over part of these codes and administering them as law."

He also noted that broadcasters are concerned with satellite development and the future role of educational television.

M. Morales found that the problems faced by Mexican broadcasters have great similarity to those faced in the U. S. Among those he mentioned were overpopulation of AM's in some markets, which leads to rate cutting and severe economic difficulties for some of the stations, the need for valid methods

Huntley and Brinkley to add NAB award to their hardware

Chet Huntley and David Brinkley, coanchormen of NBC-TV's Huntley-Brinkley Report were selected last week as recipients of the National Association of Broadcasters 1967 Distinguished Service Award. The presentation, at the April 3 opening general assembly of the NAB convention in Chicago, marks the first time in the 15-year history of the award that it has gone to two men.

The award, an annual event since 1953, is given for "significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry."

11-year Association * Messrs. Huntley and Brinkley have been teamed at NBC since their standout performance in covering the national political conventions in the summer of 1956. By October of that year, NBC-TV had scheduled the news correspondents in the early-evening The Huntley-Brinkley Report, 15 minutes weeknights until 1963 when the newscast was extended to a half hour.

In TV journalism, Mr. Huntley, who covers world news from his base in New York, has portrayed his role in the team as "an informed straight man," while Mr. Brinkley, who covers the Washington scene from the Capital City, says he's "the other half of a hyphen."

Mr. Huntley, 56, a native of Montana, handled news on radio for the Seattle Star, moved to newscasting in Los Angeles, in 1939 with CBS, 1951 with ABC and 1955 with NBC. He was transferred to NBC News' Washington Bureau in 1956 at which time he was teamed with Mr. Brinkley.

A North Carolinian, Mr. Brinkley, 46, started journalism as a reporter for his hometown Wilmington (N.C.) Star-News, worked for the United Press for three years in three bureaus (Atlanta, Montgomery, Ala., and Nashville), and in 1943 joined NBC News in Washington, where he was assigned the White House beat for a time.

They have won many major awards in TV news, including six Emmy awards and two George Foster Peabody awards.

to get ratings, and newspaper attacks on radio-TV.

Half-Hour Duration • He also mentioned that Mexican stations devote a half hour daily to the government for its use and that the broadcasters consider this a wise investment since they can operate under 30-year licenses. (One NAB board member later offered a tongue-in-cheek suggestion that the NAB finance an FCC expedition to Mexico to have the commission study the extra-long license term.) At a joint luncheon, sponsored by MBA, Mr. Wasilewski noted the similarities in the Mexican and American broadcasting systems—both have privately owned stations—and said that broadcasters in both nations must "stand together in their determination to preserve and protect this broadcasting system which we all believe to be the foundation stone of any truly democratic political system."

Turning to Spanish for his closing remarks, he hoped the meeting would mark the start of an increasing exchange and dialogue between U. S. and Mexican broadcasters.

At the joint meeting, Willard Walbridge, KTVM-TV Houston, suggested that NAB and MBA staffs could see if exchange visits by broadcasters could be worked out, possibly for three-month periods.

At noon Wednesday (Jan. 25) more than a hundred members of the NAB delegation—including directors, staff, invited guests, wives and families—attended a reception with Mexican President Gustavo Diaz Ordaz at the National Palace.

Thanks in Spanish • Speaking for the NAB in Spanish, code director Howard Bell expressed the association's appreciation for the hospitality of the Mexican government and the Mexican broadcasters.

In his remarks, President Diaz told the broadcasters that it was fitting that Mr. Bell, who is the head of the NAB ethics group, gave the NAB statement since "it is impossible to understand a medium like you have in your hands being without ethics. Such ethics are needed for your own good and the spiritual health of the people."

He also complimented the Mexican radio and TV industry for its contribution of time to a government program to increase literacy in the country. "One of the most important things for us is public education," he said, and "radio and television have done all they can to help, not because the authorities wanted them to but voluntarily."

The program, in effect for about a year, has found stations devoting time (in addition to the regular government half hour) to a daily program teaching reading and writing.

President Diaz also said he was impressed that the NAB had chosen Mexico for its first out-of-country board meeting and added that through broadcasters Mexico can express its intention to be friendly with other nations—particularly the U. S. to the north and Guatemala to the south.

NAB supports research plans

Grants of up to $1,000 made to 11 investigators of wide range of problems

Eleven research grants ranging up to $1,000 were awarded last week by the National Association of Broadcasters. The grants for research in broadcasting came from a $10,000 fund in the NAB research budget and will go for projects that range from broadcasting's role in emergencies to the content of TV cartoon programs.

Grants went to Dr. Joe A. Bailey, assistant professor of speech, University of Texas, for an analysis of the performance of broadcast media during an extraordinary local emergency; James K. Buckalew, doctoral candidate in mass communications, University of Iowa, for an investigation of the most important factors in the TV news editor's selection of broadcast material; Dr. David G. Clark, assistant professor of mass communications, Stanford University, for an adaptation of the Bush test of public attitudes toward newspapers, to measure television attitudes; and Thomas E. Roeger, master candidate in mass communications, University of Wisconsin, for development of the fair use doctrine in applying the U. S. copyright code, and Dr. Charles Winick, professor of sociology and anthropolgy, City College of New York, for an analysis of content of TV cartoon programs for children.

The 11 recipients were selected from 65 that applied for the grants. The judging was done by Dr. Thomas E. Coffin, NBC; Dr. Lee Barrow, New York University; Hugh Cordier, University of Illinois radio and TV departments; Howard Mandel, and Harold Niven, both NAB.

NAB committee begins chairman selection

The eight outgoing members of the NAB board of directors held their initial session during the NAB board meeting in Mexico City last week as a selection committee to recommend a name for next joint board chairman.

Joseph Baudino, Westinghouse Broadcasting, Washington, was elected chairman of the committee. Between now and April 2, the committee's meeting date, it hopes to hear from NAB members who wish to be considered for the post or from members wishing to support someone's candidacy.

Other committee members are John Dille Jr., Communicana Group of Indiana, current joint chairman; Otto Brandt, KING-TV Seattle; Glenn Marshall, WJXT(TV) Jacksonville, Fla.; Jack W. Lee, WSAZ Huntington, W. Va.; John Lemme, KLTP Little Falls, Minn.; Hugh Turner, KTIN San Rafael, Calif., and Cecil Woodland, WEJL Scranton, Pa.
NAB loudness tape to be field-tested

The National Association of Broadcasters will be going to a number of markets to test reliability, in the field, of its loudness reference tape. A report on the tape was given to the NAB joint board at the opening board session in Mexico City Tuesday (Jan. 24).

NAB's engineering advisory committee and its loudness subcommittee have been studying the loudness problem for more than a year. Recently it approved use of a reference tape as one means of helping broadcasters determine if commercials are too loud (CLOSED CIRCUIT, Dec. 19, 1966).

The tape features a noise burst, which is used to set VU meters, and is followed by audio copy designed to fall within the preset range. It would then be up to the person doing the checking to match the loudness of a commercial against the reference tape to determine before airing if the commercial is too loud.

The system has been in use for several months at CBS-TV and NAB now wants to put about 20 or 30 of the systems in the field for testing by stations of all sizes in different-sized markets.

Editorials Solicited • Also taken up at the Tuesday meeting was a proposal that a second campaign be undertaken by the American values committee. This year the committee asked stations to send in editorials which were then passed on to other stations requesting them. To date, NAB has sent out more than 1,200 booklets containing 34 editorials.

Originally formed in 1966, the committee has been designed to aid broadcasters in promoting a better social and moral climate. The new campaign approved by a 25-to-12 vote of the 42 board members attending, calls for "a positive campaign to encourage good citizenship, the assumption of personal and political responsibilities, and to build respect for law and orderly processes."

Revercomb Renamed • In other actions, the board re-elected Everett Revercomb to his 12th term as secretary-treasurer; approved a third engineering management seminar at Purdue University in the fall; set the summer board meeting for the Williamsburg Inn and Lodge, Williamsburg, Va., June 25 to July 1; set the 1968 winter board meeting for the Far Horizons in Longboat Key, Sarasota, Fla., the week of Jan. 21, and set the 1970 and 1971 annual conventions for the Conrad Hilton hotel in Chicago.

Broadcaster helps form N.Y. advisory groups

The formation of a nonpartisan committee of leading New York State citizens to advise the State Constitutional Convention was announced last week by its co-chairmen—New York University Law School professor Robert B. McKay, and R. Peter Straus, president, WMCA New York and the Straus Broadcasting Group.

The Committee on Constitutional Issues is preparing special briefing papers on a dozen issues including reapportionment. Mr. Straus and WMCA initiated the federal court action which, in a 1964 Supreme Court decision, struck down the old apportionment of New York's legislature.

Changing hands . . .

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

- KOY-AM-FM Phoenix: Sold by Glenn Snyder, Jack Williams and others to Southern Broadcasting Co. for approximately $2.1 million (see opposite page).

- WYBG Massena, N. Y.: Sold by Robert D. Stoehr and associates to Michael DeSisti, Dr. Alexander Orlando and Charles Snyder for $64,400. Buyers are all from Sayre, Pa., and own WJFC Towanda, Pa. WYBG operates daytime only on 1050 kc with 1 kw. Broker: Chapman Co.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 71).

- WLWK Providence, R. I.: Sold by Mowry Lowe, Harry Pinkerson, Morris Feldman and Louis Bilow to Alexander M. Tanger for $710,700. Mr. Tanger is Boston broadcast consultant. WLWX is 50 kw daytimer on 990 kc.

- KBLU-AM-TV Yuma, Ariz.: Sold by Robert W. Crites and associates to Karl Eller and group for $470,000. Mr. Eller is owner of outdoor advertising company. Mr. Crites remains as president. KBLU is 500 w daytimer on 1320 kc. KBLU-TV, on channel 13, is affiliated with CBS.

COMMUNITY TELEVISION

- Owosso, Mich.: Owosso-Corunna Cable TV Inc. sold to General Tele-

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phone and Electronics Corp. (multiple CATV owner). Price not disclosed. Franchise was granted in October 1965, but system is not operating. Original owners were principals in WOAF-AM-FM Owosso and Owosso Press.

New TV stations

Channel 18, Ventura, Calif., will begin broadcasting May 30 and will operate with an ERP of 35.5 kW visual and 6.92 kW aural from an antenna 1,640 feet above average terrain and 201 feet above ground. Permittee is Julian F. Meyers, public relations man in Beverly Hills, Calif. TV location is at the peak of Red Mountain, four miles north and two miles inland from Ventura.

WDAZ-TV (ch. 8) Devils Lake and Grand Forks, N. D., was to begin telecasting Sunday (Jan. 29) with an ERP of 316 kW visual and 100 kW aural from a 1,461-foot tower. Permittee is WDAY Inc. The station will broadcast from 7 a.m. to midnight with Saturday sign-on time moved up to 8 a.m., and Sunday to 9 a.m. WDAZ-TV is an NBC affiliate.

Money is the root of initial decision

One of the two applicants for a UHF television station on channel 38 in Chicago convinced an FCC hearing examiner that its proposals were comparatively superior—but lost his recommendation for the grant because of failure to prove financial capability.

FCC Hearing Examiner Chester F. Naumowicz Jr. last week recommended that the last free UHF frequency assigned to Chicago should be given to the Chicago Federation of Labor & Union Council. The examiner would deny the competing application filed by Chicagoland TV Co.

In his initial decision, Mr. Naumowicz said that Chicagoland “is to be preferred on important elements making up the standard comparative issue . . . However, it has failed to prove its financial capability, and is to be denied for that reason.”

Chicagoland TV is owned equally by Frederick B. Livingston and Thomas L. Davis. Mr. Livingston is majority owner of the Chicago advertising and public relations firm, Livingston and Associates. Mr. Davis is vice president and general manager of WMAF Chicago, president of 50% owner of KLEE Ottumwa, Iowa, and part owner of WNOB Terre Haute and WHTF Anderson, both Indiana.

The Chicago Federation of Labor and Industrial Union Council, which is the licensee of WCFL Chicago, is an unincorporated federation of area labor organizations. Each of these organizations elects delegates to the federation, whose current officers are: William A. Lee, president; Stephen M. Bailey, first vice president; Albert Towers, second vice president; Thomas E. Paul, secretary-treasurer; and Paul A. Iaccino, assistant to the president.

Referring to Chicagoland's financial qualifications to construct and operate the UHF, Mr. Naumowicz noted that the revenues needed for initial development might exceed $500,000. “There is no presumption,” he said, “that sums of such magnitude will be made available [by Chicagoland] during the first year of operation of a new UHF . . . . The federation application, however, having met its issues of basic qualifications, will be granted.”

KOY Phoenix sold to Southern group

One of radio’s pioneer stations has been sold—the fourth time in its 45-year history. The station is KOY Phoenix, Ariz., founded as a commercial station in 1922, which has been sold to the Southern broadcasting Co. group for approximately $2.1 million. The sale is subject to the usual FCC approval.

Sellers are veteran broadcaster Glenn Snyder, Arizona’s new governor, Jack Williams, and George Cook, Midwest farm-paper publisher. Mr. Snyder, chairman of KOY, said that the death of former president John L. Hogg, and the election of Mr. Williams, current president, as governor of the state had brought a number of inquiries for the purchase of the station.

Southern Broadcasting Co. is headed by John G. Johnson. It owns WJOB Winston-Salem and WGHP-TV High Point, both North Carolina; WSBN and 33 1/3% of WBMG-TV, both Birmingham, Ala., and KXTV Houston. It is also an applicant for TV stations in Cincinnati and Sacramento-Stockton, Calif. Other principals of Southern Broadcasting are James W. Coan, Earl F. Slick and Alfred L. Butler. Company headquarters are in Winston-Salem.

Present management of KOY will continue, it was announced, with Mr. Williams serving as consultant and vice president of Southern Broadcasting. Mr. Williams has also sold his interests in KSUN Bisbee, Ariz., for $3,000 to partners in the station.

KOY was first owned by Nielsen Radio and Sporting Goods Co. In 1936 it was bought by Burridge D. Butler, owner of WLS Chicago and publisher of Chicago Reader and Chicago Sun Times.

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Contact—George W. Moore in our Dallas office.

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of the *Prairie Farmer*. Following the death of Mr. Butler in 1948, the station ownership was reorganized with Messrs. Snyder, Cook, Hogg, Williams and Irving A. Jennings and Albert S. Johnson. The last two stockholders, both of Phoenix, were bought out by the first four owners.

Koy operates fulltime on 550 kc with 5 kw days and 1 kw nights. Broker: Hamilton-Landis and Associates.

**Back Mountain allowed 60 days**

A Pennsylvania CATV that was ordered by the FCC in November 1966 to stop the operation of its three Pennsylvania systems has received a temporary reprieve from the commission.

Back Mountain Telecable Inc., which owns systems in Dallas borough, Dallas township and Kingston township, all Pennsylvania, was told last week that it has authority to carry local signals on the three systems for a period of 60 days. The commission said that the grant of temporary relief would prevent Back Mountain's subscribers from being "unduly inconvenienced," but a longer reprieve, as asked, could not be granted without hearing opposition views, which were invited.

The commission's order permits the CATV's systems to carry the local signals of WDAU-TV Scranton, Pa., WNBP-TV, WBRE-TV and WWTV-TV, all Wilkes-Barre, Pa., and WBNP-TV Binghamton, N. Y., during the 60-day relief period.

The FCC issued the 1966 cease-and-desist order against Back Mountain because of violations of the commission rule that requires notification of local stations of incipient CATV operations. The CATV was also cited for violating the top-100 rule that requires systems to obtain FCC permission in a hearing before carrying signals beyond their grade B contour into any of the top television markets (Broadcasting, Dec. 5, 1966). Back Mountain had previously been importing the distant signals of WNBF-TV, WOR-TV and WIPX-TV, all New York, and KWV-TV and WPIL-TV, both Philadelphia.

The commission said that it had acted in response to Back Mountain's petition to carry local signals that was filed after the CATV's motion for stay of the FCC's order had been denied by a federal court of appeals.

In other CATV matters the commission:

* Denied a request for waiver of the nonduplication and local-station carriage requirements filed by Chester TV Cable System, CATV operator in Chester, Calif.
* Denied a petition for waiver of the nonduplication requirement filed by Community Cable Service Inc., operator of a CATV system in Logan, Ohio.
* Granted a motion filed by Valtronics of Wisconsin Inc., CATV operator in Merrill, Wis., for temporary stay of an order requiring compliance with the nonduplication rule, and gave the CATV until March 2 to install automatic switching equipment.

### Georgia meet hears

**D.C. situation report**

In a broad outline of possible congressional activity in the broadcasting field, a member of the House Communications Subcommittee last week defended broadcasters' right to editorialize but warned that there will be more, not less, scrutiny of electronic journalism in the future.

Addressing the Georgia Radio and Television Institute in Athens, Ga., Representative Horace R. Kornegay (D-N.C.) touched on most of the broadcasting issues that Congress is expected to discuss. He also commented on areas that have just recently begun to arouse congressional attention, saying these subjects would probably be examined closer. These include the issues of station ownership and advertising.

In the area of editorializing, a subject scheduled to be examined by the House Commerce Committee, he said Congress should consider the need for clarifying legislation. He added that he felt broadcasters not only had the right to editorialize but also the responsibility, but that fairness must be exercised in this respect. He also said Congress could determine whether a station is a propaganda outlet for the political philosophy of some tax-exempt foundation or the concealed economic interest of those in control of the station.

He is also of the opinion that Congress should take another look at monopoly in broadcasting and the growing number of corporate conglomerates that hold licenses. The pattern of personal ownership of a station has changed into license transfers through brokers that "get the FCC rubber stamp of approval" in a "brief and perfunctory" procedure.

The Georgia Radio and Television Institute is co-sponsored by the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism. Kathryn Bankston of WGAU, Athens, Ga., was chairman of the 1967 session.
Rev. Norris to bring prayer to bear on FCC

A clergymen-broadcaster who feels that the FCC is discriminating against him in handling his applications intends to bring his own special brand of pressure to bear in the case.

The Rev. John M. Norris is the licensee involved. An application he filed for renewal of WGCX-AM-FM Red Lion, Pa., has been pending since last summer. An application for a TV station in Red Lion has been pending since December 1965.

Mr. Norris, who has brought a court suit to have the commission's fairness doctrine declared unconstitutional, expresses the view that his troubles stem from his fight "to defend our 'freedom of speech.' This amounts to discrimination against those who are for God and country," he said in a letter to the FCC.

Commission officials, however, say the renewal applications have been delayed because of questions about statements in them regarding efforts to ascertain community needs and about the stations' policy in connection with the fairness doctrine. The commission would not act on the television application without resolving questions about the renewals.

Mr. Norris also felt the commission's refusal to grant renewal of WXUR-AM-FM Media, Pa., also amounts to discrimination against him (see page 61). His son, John H. Norris, is president of the stations, and he has long been associated with the Rev. Dr. Carl McIntire, head of the Faith Theological Seminary, which owns the stations.

In view of the delay in getting favorable commission action, Mr. Norris said in his letters, "a representative group" of the congregation of his Bible Presbyterian church in Red Lion "will congregate for a prayer meeting, on Tuesday, Feb. 14th (St. Valentine's Day) in front of the office door of each commissioner."

Mr. Norris indicated he was employing the prayer-meeting device because he felt the commissioners themselves might not be entirely to blame. "So if the Devil is loitering elsewhere about the FCC, he will be resisted by our prayer greeting and will flee." Maybe then the licenses will be granted, he said.

Who's to prove what in Largo

The FCC last week shifted the burden of proof in a hearing case involving a proposed transmitter-site change. But neither side in the case is likely to be entirely satisfied.

At issue is the application of WLGY-TV (ch. 10) Largo, Fla. to move its transmitter 182 miles from the transmitter site of co-channel WLBW-TV Miami. This is 37 miles less than required by commission rules.

The commission in designating the application for hearing imposed on opponents of the move the burden of proof as to whether the applicant could find another site that would meet the commission's rules and provide services equivalent to that proposed in the application. It also directed that the opponents bear the burden in connection with an issue dealing with the economic impact of proposed transmitter-site relocation.

The Association of Maximum Service Telecasters asked the commission to reconsider its order and place the burden of proof for both issues on WLGY-TV. Along with other opponents of the move-in, it addressed a similar appeal to the review board (Broadcasting, Jan. 23).

Petition Thrown Out. But The commission last week dismissed AMST's petition on a technicality. But on its own motion it "clarified" the designation order. The ultimate burden of proof regarding the issues was placed on the applicant. But the opponents still have the burden of initially presenting the defense on the two issues.

The commission vote was 6 to 0. However, Commissioners Robert T. Bartley and Kenneth A. Cox dissented in part. Commissioner Nicholas A. Johnson abstained.

Besides AMST, the site change is opposed by WLBW-TV, WSUN-TV (ch. 38) St. Petersburg, Fla., and Hubbard Broadcasting Inc., permittee of channel 44 St. Petersburg.

The commission's action does not necessarily end the case in view of the appeals all four opponents have filed with the review board. Those requests for shifting the burden of proof on the issues are still pending.

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FCC nears moment of truth on merger
ITT, ABC protest to commission on 'maneuver' to block plans, urge that case not be reopened

The FCC may come to grips this week with the Justice Department's effort to block commission approval of the proposed merger of ABC and International Telephone & Telegraph Corp. without a full evidentiary hearing.

ITT and ABC, in a joint filing which scored the Justice Department for attempting to 'maneuver' the commission into preventing the merger on grounds, they said, that wouldn't support an action of its own, urged the commission to deny the department's request that the proceeding be reopened and a hearing held. The ITT-ABC pleading, which was filed Thursday, labeled the Justice petition an "unprecedented attack on the competence and administrative integrity of the commission."

The department was expected to re-open the proceeding next week, and the commission, officials have indicated, may decide by the end of the week whether or not to grant Justice's petition for reconsideration of the Dec. 21, 1966, order approving the $2.5 billion merger.

Merger in Trouble • The commissioners, reportedly, have not discussed the case since the department's petition was filed. But there was growing speculation within the ranks of the agency's lawyers that the commission will submit to the department's request for a hearing—though not necessarily because of the department's arguments.

The feeling is that the commission could not deny the petition of a government agency without being reversed on appeal to the courts. Cases have been sent back to the commission for hearings on appeals by parties with less standing than Justice.

Furthermore, only one commissioner need waver for the hearing to be granted. The commission approved the merger—actually approval of a transfer of the network's 17 AM, FM and TV stations to ITT—on a 4-to-3 vote.

Thus, the historic transaction, which two weeks ago appeared a foregone conclusion—the department's petition was filed Jan. 18, two days before the commission order was to become effective—seemed likely last week to be delayed for some time. And that assumes a majority of the commission still favors the merger at the end of a hearing.

This turn in fortune was accompanied by the first expressions of sympathy the companies and the FCC have heard from Capitol Hill since the proposed merger became controversial. Members of both the House and Senate criticized the Justice Department for its handling of the case and voiced support for the commission (see page 55).

Justice's Argument • The department, in its petition, argued that the commission failed to consider adequately the anticompetitive aspects of the case and had not considered facts essential to an informed judgment. It said it had developed information through its own

Hereafter the FCBA will invite both chiefs and braves

Next time the Federal Communications Bar Association has a social fying with FCC members and staff in attendance, there will be some changes made in the protocol followed in the issuance of all invitations.

For years, at FCBA fall outings and winter banquets, the association has invited commissioners and top staff members, while individual FCBA members invited lower echelon people. From here on, probably, all invitations will come through the association.

The established procedure was called into question on the afternoon of Jan. 20, a few hours before the FCBA's winter banquet in Washington. An official of the Civil Service Commission, when informed that representatives of FCC-regulated companies were buying tickets for commission staffers, said the practice appeared to violate CSC regulations. The information came from a reporter for the Washington Post.

Henry Geller, FCC general counsel, promptly offered to direct all commission personnel to stay away from the dinner if there was any impropriety. But Carl Ruediger, assistant general counsel for the CSC, said he didn't believe it necessary to disrupt the affair on such short notice.

Mr. Ruediger told Broadcasting last week that there is "nothing wrong in accepting invitations tendered by the association, but we don't think it right for employees of federal regulatory agencies to accept entertainment from the industry they regulate."

Mr. Ruediger was principally concerned about FCBA members who are house counsel—that is, employed directly by individual companies. But he indicated he would be concerned also about invitations from outside attorneys as well.

The commission last week had not received a formal ruling from the CSC. But officials were moving toward a resolution of the problem with the cooperation of the FCBA.

Arthur Schroeder, president of the association, in a letter to FCC Chairman Rosel H. Hyde, offered to discuss the problem with the commission. And Chairman Hyde, in his response, said Mr. Geller would discuss the " advisability" of adopting a new policy under which all invitations would come through the association. The association's executive board will discuss the matter at its next board meeting.

Mr. Schroeder and Mr. Geller were not conceding the practice that was followed was in any sense wrong. Mr. Schroeder cited the FCC's own regulations which permit staffers to accept food and entertainment "of nominal value" on "infrequent occasions." The dinner ticket was $16.

And Mr. Geller, in commenting on the letter to Mr. Schroeder, said "it's not a matter of whether the procedure was illegal or unethical. It's a matter of policy. Why shouldn't all invitations be issued through the association, instead of just those for the commissioners and the top staff people?"

Mr. Ruediger wasn't arguing the point. "There's no problem now, he said. "The FCC has generously solved it for us."
investigation that was not in the commission's record (Broadcasting, Jan. 23).

The department notified ITT and ABC last week of the source of the information on which it relied in requesting reconsideration. Much of it was documents the companies had supplied to Justice in the course of its investigation. But additional material was obtained from interviews with third parties whom Justice declined to identify without their permission. It said it would identify the witnesses it intends to call in a hearing "at an appropriate time."

ITT and ABC, however, argued that the department had not justified its request for reconsideration. They asserted that the department had discharged its responsibility for preserving competition "by a dilatory listing of conjectural possibilities which on their face are admittedly so speculative as not to justify an antitrust complaint."

Consequently, they added, Justice's arguments "cannot conceivably justify upsetting the balanced public-interest judgment of the commission. It inevitably follows that any reopening would accomplish nothing but enable the department to vent its pique against the commission."

**Rebutting Claims** - They also sought to rebut claims Justice made in requesting the hearing. The most serious charge was that, contrary to the representations of ITT and ABC principals, ITT regards ABC as a source of a "large cash flow which would be available for use outside the broadcast industry."

The commission's principal reason for approving the merger was the financial assistance the parties said ABC would receive.

ITT and ABC said the department's claim is based on a report that ITT staff personnel prepared early in December 1965 that contained "estimates conditioned upon the premise 'once the network attains meaningful profitability.'" And the network has not been able to achieve that profitability, the parties added.

They also said the cash-flow estimate does not cover dividend requirements and doesn't allow for ABC's "very large capital requirements for color conversion and other purposes."

They said that information wasn't available to ITT at the time the report was prepared.

**Three Points** - The department also said the commission had been at fault in failing to consider three points the department had said should be weighed in any appraisal of anticompetitive aspects involved in the merger—the possible elimination of ITT as a potential competitor in network broadcasting, as an operator of numerous and extensive CATV systems that might eventually be capable of competing with conventional network broadcasting, and as an independent source of basic technological development that could lead to new systems of communication.

Taking these one at a time, the parties said:

* None of the documents relied on by Justice indicates more than a "periodic consideration by ITT of acquiring individual television stations or groups of stations." None, they said, indicates ITT ever considered station ownership as a springboard into networking. Furthermore, they said, the record indicates that ITT's business experience doesn't qualify it to engage "on its own" in the network business.

* "The department's petition is utterly devoid of any recognition, or indeed any awareness," of commission policies "making it impossible to compete with conventional broadcasting."

Furthermore, they said, the documents relied on by the department establish that ITT consideration of entry into the CATV field occurred "well before" the commission asserted jurisdiction over all CATV systems, in March 1966. They said ITT's president, Harold S. Geneen, on Nov. 2, 1965, had put a "freeze" on additional CATV projects.

* The department's theory that ITT would have an interest in slowing the pace of technological development that could lead to more competition in broadcasting "is sheer speculation and contrary to common sense." They said "it would be absurd for ITT to adopt the shortsighted and self-defeating policy conjured up by the department."

A key argument in the companies' opposition is that the Justice Department's petition was simply filed too late to be considered. They noted that although the department had been studying the case since December 1965 it didn't attempt to block the merger until 28 days after the order approving it.

The department on Nov. 3 told the commission that "sufficient antitrust questions are present" in the case and on Dec. 20 it said that the commission should consider such matters but that the questions are too speculative to warrant any effort by the department to block the merger. None of that time did the department seek to intervene or become a party to the proceeding, ITT and ABC said.

For the commission to grant the department's "belated request" for a hearing, they added, would run counter to congressionally declared policies. They said the department is no position "to assert that it couldn't have asked to become a party to this proceeding at least seven weeks before the decision it challenges was rendered."

### Merger friends appear in force

**Justice's move against ITT-ABC described as 'shocking', 'speculative'; but Senator Yarborough joins dissidents**

Congressional supporters of the proposed merger of the American Broadcasting Companies Inc. and International Telephone & Telegraph Corp., who had remained silent while its critics opened fire on the deal for three months, suddenly rallied to its defense last week in reaction to the intervention of the Justice Department (Broadcasting, Jan. 23.)

A bipartisan group of key members of both the House and Senate took strong exception to the Justice Department's last-minute appeal for a delay in the giant merger and some objected to criticism of the FCC and its handling of the case.

One of the group also personally attacked the leader of the FCC minority in the decision.

However, at the same time another senator was added to the ranks of those who have objected to the FCC manner of disposing of the case. Senator Ralph Yarborough (D-Tex.) commended the Justice Department's action because at this point, he said, that agency was the only entity "in a position to assert the public interest." He added that the appeal for reconsideration of the merger should be granted "so that the public and the Congress might learn what is involved in this $2.5-billion merger before this hasty 4-to-3 Christmas holiday—Dec. 21—decision of the FCC becomes law of the land." He pointed to the magnitude of the merger and what he termed the insufficient attention given to the deal by the FCC.

**Morton Leads Off** - The defensive
Most committee positions filled on Capitol Hill

Congress completed its committee assignments last week. But the fate of Representative John Bell Williams (D-Miss.) was left unresolved, leaving uncertainty about the structure of the House Commerce Committee.

The Democratic and Republican parties ended the biennial chore of dispensing committee positions, but Representative Williams's bid to regain the seniority that was taken from him for supporting Barry Goldwater in the 1964 presidential election was rejected by his party's Committee on Committees. As a last resort, he will seek a reversal of the verdict by a vote of the full Democratic membership.

Although he had switched his strategy and asked only for the second position on the House Commerce Committee, the betting is now that he will be rebuffed by his colleagues and may resign to run for governor of Mississippi instead.

The election will be held Aug. 8 and he would face the opposition of former Governor Ross Barnett, but Representative Williams has said he has received thousands of requests for him to run for the statehouse.

Assignments Delayed * In the meantime, all other assignments on the Commerce Committee were completed, but a spot was left vacant pending the vote on the Williams dispute. Another spot was also left empty awaiting a recount of the ballots in an election which Representative James A. Mackay (D-Ga.) apparently lost by a narrow margin.

Until the solution to these problems has been found the assignments to the group's subcommittees will be delayed.

Also delayed was the naming of a chairman for the group's Communications and Power Subcommittee. This position is expected to go to Representative Torbert Macdonald (D-Mass.).

The parties assigned members to the full committees. Assigned to the House Commerce Committee by the Democrats was Representative Ray Blanton (D-Tenn.), a freshman who took the place of Representative William R. Anderson (D-Tenn.), who took a post on the Rules Committee. Representative Blanton, 36, was a construction-company executive before running for Congress.

GOP Names Three * On the Republican side of the committee, which was revamped from the 22-11 Democratic majority to a ratio of 19-14 to reflect the Republican gains in the House the following were appointed: Representative Donald G. Brotzman (R-Colo.), who formerly was a member of Congress and a member of the Commerce Committee, before losing his seat in 1964; Representative Clarence J. Brown Jr. (R-Ohio), who is a former broadcaster and newspaper executive and replaced his father in Congress after his father's death in 1965, and Representative Dan Kuykendall (R-Tenn.) who is a former insurance agent.

In the Senate Commerce Committee where Senators Ernest F. Hollings (D-S.C.), Frank Moss (D-Utah) and Donald Griffin (R-Mich.) had been appointed to mem-

barrage was initiated by Senator Thruston Morton (R-Ky.), a member of the Senate Commerce Committee. He stood by the FCC's handling of the case, attacked the Justice Department and pointed to many of ITT's activities for the U.S. government and military—involvments cited by opponents of the merger as a possible source of compromise to the independence of ABC in reporting of government and military matters. However, Senator Morton cited these past ITT activities as testimony to the firm's patriotism and ability to work as "a partner in the defense of the free world."

He also said he was "appalled at the ill-conceived action of the Justice Department and thoroughly shocked" by the statement of Senator Gaylord Nelson (D-Wis.) urging President Johnson to seek resignations from some members of the FCC if the commission did not heed the Justice appeal for a reconsideration of its decision. He said the FCC was not an irresponsible body, but instead had discharged its obligations in a manner beyond reproach and beyond the "mudslinging and name calling to which it has been subjected." He charged, however, that the Justice Department "has embarked upon a course of action which is inexcusable for its lack of substance, lack of fact, lack of judgment, and lack of carefully considered evidence. Perhaps it is the Justice Department who should be taken to task, not the FCC."

The department, he said, not only impugned the actions of the FCC, its staff, the officers of the two corporations, members of Congress and the four Presidents who had appointed the members of the FCC, but had also "created havoc" on the stock market causing ABC investors to lose $67 million in value in the decline following the Justice action. The senator also dismissed the Justice grounds for objecting to the merger as "speculative" and "blue-sky thinking."

Long Joins * Senator Russell Long (D-La.), also a member of the Commerce Committee and its Communications Subcommittee, rose to the defense of the FCC, the merger and the firms involved. He argued the merger would enable ABC to become more competitive with the other TV networks, questioned the Justice Department's tardiness in acting and mentioned the impact of the action on the stock prices, placing the loss at $69 million in ABC and ITT stock. Senator Long also attacked FCC Commissioner Nicholas Johnson, formerly maritime administrator, as "having made himself so unpopular with the maritime industry that his removal from that position was dictated by virtue of the fact that he had made countless enemies, both for himself and the Johnson administration." In dealing with this nation's maritime industry, in his former post, Mr. Johnson had aroused industry opposition with his attempts to change or eliminate government subsidies to the industry. Senator Long said he hoped Commissioner Johnson wasn't going to establish the same type of record with the FCC.

Another member of both the Commerce Committee and the Communications Subcommittee, Senator Hugh Scott (R-Pa.) also joined the fray. He questioned the lateness of the Justice action after it had the opportunity to intervene earlier and challenged it to attempt to block the merger in the courts if it objected rather than trying to sway the FCC with "a last-minute blitz." He questioned the propriety of the action by the Justice Department against an independent agency.

Senator Bourke B. Hickenlooper (R-Iowa) also joined the growing criticism of the Justice Department and Assistant Attorney General Donald Turner, when he termed the action "astounding." He said the department remained silent for more than a year on the matter and then intervened at the last minute in the affairs of an independent agency. "What kind of government process is this?" he inquired.

56 (THE MEDIA)

BORADCASTING, January 30, 1967
Records tumble in 1966—NBC

New highs punctuate report on first full-year under Scott-Goodman leadership

NBC spotlighted a year-end report last week by noting its sales in 1966 were up 11% over 1965 "with profit improvement even greater."

The sales-and-profit picture was the best in its 40-year history, according to the network. It said sales exceeded $540 million in 1966. Profit was not disclosed.

NBC detailed in length what it said were "new levels of achievement in news, sports and entertainment" in 1966, adding that this was the year it became (on Nov. 7) 100% color.

The report, covering NBC's first full year under the leadership of Walter D. Scott, board chairman, and Julian B. Goodman, president, also highlighted the following:

- NBC News was the TV network's largest supplier of programing. It was responsible for more than 25% of the network's total program schedule. The output in 1966: 1,172 hours of TV programing, 1,819 hours of radio programing, or a total of more than 300 hours over 1965. NBC News, whose staff reached 900 last year, had 27 news personnel in Vietnam reporting on the war at the year's end. News specials produced increased from 83 hours in 1965 to 104 hours in 1966. NBC added morning and afternoon hotline special reports in its daily spot news feed to radio affiliates during the year.
- NBC-TV, the report claimed, offered more special programing than either ABC-TV or CBS-TV, gained in audience, sales and earnings while attracting more national advertisers than the other two networks. Among the accomplishments during the year, were the signing of exclusive program development contracts with four TV producers, David Dortort, Norman Felton, Bob Finkel and Sheldon Leonard, and the announcement of a nighttime schedule for the current season as early as six months before (on last March 7).
- NBC Enterprises division, the report said, had its highest sales and profits in its history, with 138 film series syndicated and services in 93 countries to more than 300 TV stations. NBC Merchandising's gross in 1966 increased 50% over 1965.

In sales, NBC said advertiser expenditures on the television network were the greatest in the network's 19-year history, that NBC-TV carried nearly 60% of all network automotive advertising with heavy emphasis also by advertisers of life insurance, soap and detergents. The TV network, according to the report, had more "program sponsors" than the other two networks combined. A total of 14 new advertisers were attracted to TV via the Today and Tonight shows, which NBC said had record sales volumes in 1966.

More and More Color • The report noted that NBC-TV programed more than 4,300 hours in color in 1966 and that about 85% of the commercials broadcast on its nighttime schedule were also in color.

Nearly 300 hours of sports were broadcast in the year, presentations including professional baseball, football, soccer, hockey and golf.

Also mentioned in the report were the inauguration of separate FM programing by NBC's six owned radio stations and a "substantial" billings advance by National Radio Spot Sales. The five NBC-owned TV stations attained "new peaks" in sales and profit levels in 1966, the report said, while NBC Television Spot Sales and individual local station sales showed a 17% increase over 1965.


He also commented that perhaps Mr. Turner was trying to get the FCC to do for him what he had been unable or unwilling to do himself. He added that neither Mr. Turner nor anyone else had raised any question about the merger "that was not raised and answered to the satisfaction of a majority of the FCC during its extensive investigation.

In the House of Representatives, Representative Fred B. Rooney (D-Pa.) and Representative Ross Adair (R-Ind.) sided with the commission and the two corporations. Representative Rooney said he felt "the entire regulatory process is endangered by this late action... What the Department of Justice is in effect saying to the FCC is that we do not have a case but we think you should reverse your decision. There is positively no basis for this action and I believe that the duties, responsibilities and integrity of the members of the FCC must be upheld." He also introduced into the record a copy of an editorial challenging the Justice action that appeared in Broadcasting (Jan. 23).

Representative Adair said he was dismayed by the action. He added the department brought forth no new information on the merger but only "speculative questions which have already been answered..."

FCC's Johnson wants study of media ownership

FCC Commissioner Nicholas Johnson last week called for more extensive examination of the effects of media ownership "on what the American people see and hear."

Mr. Johnson, one of the dissenting commissioners to the FCC opinion that approved the merger of ABC and International Telephone & Telegraph Corp., said that the question of media ownership is "one of the most important issues before our nation... It's virtually impossible to achieve anything in this country," he said, "without some interest on the part of the media. We are a nation that is almost entirely dependent upon what we see and hear in the broadcasting industry and also to some extent from the print industry."

Speaking on the program WCBS...
Radio (New York) Looks at Television (Jan. 23), Mr. Johnson went on to urge that any possible adverse impact of ownership or other economic interests on independent news judgment be minimized.

Asked about the role of the FCC in television programming, Mr. Johnson said the commission ought to stay away from the kind of “censorship function that the advertiser performs.”

But he continued: “For the FCC to provide standards, to provide suggestions, to say that we ought to have more children’s programming than we have in terms of quantity, to hold hearings as to the impact of children’s television, I think these would be appropriate.”

LBJ budget smiles on FCC

Largest part of $1.2-million recommended increase set for engineering and frequency-allocation studies

An increase of over $1,250,000 for the FCC was asked by the President last week in his budget message to Congress. The President proposed $19.1 million for the commission during the fiscal year 1968, which begins July 1.

The major increase for the commission is for engineering studies and frequency allocation. This amounts to $520,000, with $300,000 earmarked for increased FCC activity in studying spectrum usage and management (see page 66).

Other increases, by activities: $200,000 for citizens-band radio, for a total of $890,000; $177,000 for field engineering, totaling $4,643,000, but this includes stores and unfilled orders; $142,000 for common carrier, for a total of $2,490,000; $81,000 for CATV, for a total of $353,000; $33,000 for broadcast, totaling $4,138,000; $12,000 for safety and special services for a total of $1,797,000 and $6,000 for legal services, totaling $616,000.

The added funds would permit the FCC to hire 46 additional persons; bringing permanent jobs up to 1,645. People. Among added personnel allowed for in the proposed budget are an econometrician (a combination mathematician and economist who specializes in long-range forecasting) at $20,585 annually; four attorneys in the $17,500 to $23,013 yearly pay category, and two attorneys and two engineers in the $15,106 to $19,813 annual classification.

The 1967 Commission figures are based on a budget authorization of $17,338,000 for the FCC plus $474,000 to be sought as a supplemental appropriation to cover raises during that year.

In the 1966 fiscal year, the FCC was authorized $17,302,000, but only $17,217,000 was actually spent.

In budget recommendations, the President:
* Ask for almost $1 million more, to $15,225,000, for the Federal Trade Commission, with the added funds principally to implement the Fair Packaging and Labeling Act. Part of this additional money, however, will be used to strengthen the antimonopoly and deceptive practices program.

In the deceptive practices field, the budget recommends a boost from the current $3,813,000 to $4,232,000. Also suggested is a $30,000 jump for trade practice conferences, industry guides and for small business activities.

The budget indicates that the FTC expects to issue 75 deceptive practices complaints in the new fiscal year.
* Boosted the outlay for the United States Information Agency by over $6.5 million to $160,900,000. The increases, the President said, are for expanded programs in Southeast Asia, plus "selected" program expansions.

The Voice of America is increased by $1,443,000 to $33,608,000. Also included in the USIA budget is a request for $9,254,000 for completion of a relay station in Greece. VOA broadcasts in English and 37 foreign languages from five domestic and 11 overseas transmitters.
* Justice Department's antitrust division, expecting to continue at the same level as this year, seeks $7,620,000, up a mere $25,000.
* National Aeronautics and Space Administration asks for a boost of $23,817,000 to $671,300,000 to support manned space-flight programs and planned build-up of the Electronics Research Center. ESC was established two years ago in Boston, and will add 300 employees to bring its staff to 1,000.

FCC wants no more misleading ID's

RULE WOULD PREVENT IDENTIFICATION WITH NEIGHBORS

The FCC moved last week toward adoption of a broadly phrased rule designed to prohibit broadcasters from misleading listeners and viewers about the city they are licensed to serve.

The commission, in a notice of rulemaking, noted that some licensees manage to mislead audiences as to the city they are licensed to serve—despite their literal compliance with present station-identification rules.

The commission said that in most cases stations identify themselves by call letter and community at the times required by the rules. But at other times, the commission added, the station-identification and promotional announcements appear to be part of an effort to mislead the public as to their cities of license.

As a result, the commission proposed a rule that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

KABL Case The proposed rulemaking was indicated in the commission's decision in a hearing case in which KABL Oakland, Calif., was charged with violating the station-identification rules. The commission concluded that the station had obeyed the letter of the law but had violated its intent through announcements tending to link the station with San Francisco. The commission said then it would propose a rule to plug the loophole (Broadcasting, Dec. 19, 1966).

The proposed rule could affect many metropolitan-area stations that seek to identify with the central city, even though they broadcast the required station-identification announcements.

To what extent they would be barred from referring to the central city was left unclear. Some commission officials said that a final order might include examples of the kinds of practice that would be barred.

The commission said the purpose of the present rules is to permit the public as well as the FCC's monitoring stations to identify not only the stations to which they are tuned, but the communities to which those stations are licensed. Announcements that mislead listeners and viewers on those points, the commission said, defeat the intent and purpose of the present rules and are inconsistent with the public interest.

The commission vote on the notice of rulemaking was 6 to 1, with Commissioner Lee Loevinger dissenting and Commissioner Nicholas Johnson concurring. Comments on the proposed rule are due March 6 and reply comments, March 21.
NC&K up $10 million; sets up in Europe

Norman, Craig & Kummel last week reported 1966 worldwide billings of $107 million and announced formation of a nine-partner NC&K/Europe company that will work with NC&K's New York headquarters.

In a 25th-anniversary celebration, President Norman B. Norman, said NC&K last year surpassed the $100-million mark from a 1965 level of $97.6 million, because of "new business, increased business from our present clients, and a impressive growth internationally." Among NC&K's new accounts in 1966 were: Arnold Bakers Inc., (all products), Austin-Nichols & Co. (Grants's Scotch), Cheseborough-Pond's (Cutex and Angel Face), Salada Food Corp., Pedders Corp., and Popper Morson Corp. (Clan MacGregor Scotch whisky).

B. David Kaplan, president of NC&K's international division, said the new NC&K/Europe will be wholly owned and operated by NC&K's nine European partner agencies and contain its own creative and marketing staff. NC&K's European billings in 1966, he reported, rose $6.4 million to $43.3 million. Mr. Kaplan forecast that 1967 billings would grow to $48-50 million.

NC&K's nine partners are Crane-NCK, London; ProVente, Paris; Markenwerbung Internatioanl-NCK, Hamburg; Ciesa-NCK, Espanola de Publicidad, Madrid; Ciesa-NCK, Publicidad, S.A.R.L., Lisbon; Continental Ads-NCK, Milan; Lockey-NCK, Copenhagen; Kittelsen & Kvaerk A/S, Oslo; and Leijon & Luning-NCK AB, Stockholm.

The agency's oldest international partner, NC&K (Canada) Ltd., boosted 1966 billings by over 75% to $4.8 million, it was reported. NC&K said about 55% of this billing is from U. S. clients, the rest from Canadian firms. NC&K, which maintains offices in the Caribbean (Puerto Rico, Jamaica, Trinidad, Barbados), reported total Western Hemisphere billings at $8.1 million in 1966.

Closed-circuit show inaugurates Lani II

Comsat's newest TV satellite, Intelsat II (F-2) (Lani Bird II), was formally inaugurated last Thursday night (Jan. 26) in a special 92-minute closed-circuit color-TV exchange between Comsat and the KDD (Japan's privately owned overseas telephone and telegraph company).

Lani Bird II began transmitting to Japan a telecast originating at the Washington-Hilton hotel in Washington, showing a three-minute film of its launch on Jan. 11, and, through animation, the successful firing two days later into a permanent 22,300-mile-high synchronous orbit over the Pacific. Following this, James McCormack, Comsat chairman and chief executive officer, introduced Bemwarren G. Magnuson (D.-Wash) who read remarks prepared by President Johnson. FCC Chairman Rosel H. Hyde also spoke in this five-minute segment. Japan reciprocated with its own five-minute segment, featuring Japanese government counterparts. A 20-minute segment followed including news reports from Japan (Japan Broadcasting Corp. [NHK] and Yoko Broadcasting System) and from the U. S.—current reports drawn from ABC-TV's Peter Jennings, CBS-TV's Walter Cronkite and NBC-TV's Huntley-Brinkley news shows.

A final portion of the telecast was a nine-minute film, "Art Scene U. S. A.," produced by Ed Emshwiller, followed by a Japanese film on the Kabuki theater. (National Educational Television, which was scheduled to provide programming for the cultural exchange, could only furnish a black and white dance film. Comsat, however, stipulated that the telecast to be fully in color).

The three TV networks in the U. S. planned to tape the exchange for possible network showing. CBS News provided the producer and director and coordinated electronic facilities for the satellite transmission.

Observers reported that picture quality on the closed-circuit presentation was excellent. At 12:01 a.m., Friday (Jan. 27) Lani Bird II was opened for commercial traffic.

Agency man tells RAB: toss out cigarette ads

Jerry Goodis, of Goodis Goldberg, Sorens Ltd., Don Mills, Ont., told a sales and management conference of the Canadian Radio Advertising Bureau in Toronto last week that radio stations should refuse to broadcast cigarette commercials.

Mr. Goodis also urged radio to air nonprofit educational shows on the health hazards of smoking.

Mr. Goodis, whose firm does not handle cigarette advertising accounts, said: "All these youngsters your electronic octopus is plugged into can be discouraged from the weed before they try it and get hung up on it like the rest of us. You owe it to them to do this."
CBS edges ahead in 8th Nielsen

Football coverage shows up in top-10 positions
for report covering yearend holiday period

Though the TV networks have settled into second-season programing, final ratings on the first season were still being read with interest last week.

CBS edged ahead in the national Nielsen report covering the two weeks ended Jan. 8, with a 20.7 average audience rating for the 7:30-11 p.m. period. NBC, which had led in five to CBS's two previous reports this season, had 19.5. ABC's score was 16.9.

Included in the report's coverage were eight days of the Christmas holidays. The Nielsen figure also put into focus the extent of football watching over that period.

NBC maintained that the overall rating average for the 7:30-11 p.m. period this season still gives it the advantage in rating points. The network reported these as NBC 19.4, CBS 18.9 and ABC 16.7.

CBS, meantime, claimed a lead on the second season. For the first week (Jan. 9-15), Nielsen 3-D-market ratings gave CBS 19.9, ABC 18.2 and NBC 17.5.

Nothing Unusual • Advertising agency buyers found little in the continuing battle for rating points of network second-season show entries to upset their previous predictions that new program entries would inevitably give viewership a temporary hypo but otherwise fail to inject excitement in what they regard as generally a dull season.

It was conceded that new programs, particularly Dragnet on NBC, Mr. Terrific on CBS, The Invaders on ABC and last week's ABC Wednesday movie, "Bus Stop" with Marilyn Monroe, would increase audience shares over previous audience levels in the same time periods. But, they pointed out, audience-share slippages are already evident in the overnight ratings of many second-season programs.

Of all second-season entries thus far, several agency programers pointed to The Invaders as holding the most promise for sustained popularity.

ABC premiered The Avengers in the Friday, 10-11 p.m. period on Jan. 20. In the overnight ratings, it came off second best in its one-hour time slot: 10.5 rating, 21 share in the Arbitrons and 14.4 rating, 30.8 share in the Trendex. A CBS movie (starring Jerry Lewis) swept the 9-11 period that night with an average 23.7 rating, 45 share in the Arbitrons. (In the 10-11 period in the Trendex, the motion picture captured an 18.8 rating, 40 share).

Four football telecasts broke into the top sponsored network program category (see box). They ranged from the national football championship game on CBS-TV, which wound up third with a 30.3 rating, to the Sugar Bowl contest on NBC-TV, which scored a 23.9.

Tracking the NFL telecast on CBS-TV but ranking in top positions were NBC-TV's coverage of the Rose Bowl (29.3); Sugar Bowl (23.9) and the AFL championship (21.2). ABC's telecast of the North-South game registered a 14.5 rating.

Following are ratings reports made available last week. (No Trendex report was made for the Monday, 8-8:30 p.m. period). "S" denotes special and "N" new in the second season.

Schubert group thinks
about a TV program

Schubert Theater Enterprises is considering the production of a one-hour weekly TV series, Schubert Alley, it was reported last week.

Material for the show would come from Schubert's rights to more than

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<thead>
<tr>
<th>Thursday, Jan. 19</th>
<th>Arbriron Rating</th>
<th>Trendex Rating</th>
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<tbody>
<tr>
<td>9:30-10</td>
<td></td>
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<tr>
<td>ABC That Girl</td>
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<tr>
<td>CBS Movie</td>
<td>12.7</td>
<td>18.8</td>
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<tr>
<td>NBC Dragnet (N)</td>
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<tr>
<td>9:30-9</td>
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<tr>
<td>ABC Rango (N)</td>
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<td>NBC Man from U.N.C.L.E.</td>
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<tr>
<td>ABC The Avengers (N)</td>
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<td>CBS Movie</td>
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<td>NBC Laredo</td>
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<tr>
<td>7:30-8</td>
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<tr>
<td>ABC Dating Game (N)</td>
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<tr>
<td>CBS Jackie Gleason</td>
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<td>NBC Flipper</td>
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<td>ABC Newwyed Game (N)</td>
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<td>CBS Jackie Gleason</td>
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<td>NBC Please Don't Eat the Daises</td>
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<th>Monday, Jan. 23</th>
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<tr>
<td>8:30</td>
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<tr>
<td>ABC Iron Horse</td>
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<thead>
<tr>
<th>Arbriron Rating</th>
<th>Trendex Rating</th>
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<tbody>
<tr>
<td>CBS Mr. Terrific (N)</td>
<td>16.7</td>
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<tr>
<td>NBC I Dream of Jeannie</td>
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<tr>
<td>ABC Rat Patrol</td>
<td>18.5</td>
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<tr>
<td>CBS Lucille Ball</td>
<td>22.9</td>
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<tr>
<td>NBC Captain Nice (N)</td>
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<tr>
<td>8:30-9</td>
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<tr>
<td>ABC The Invaders (N)</td>
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<td>CBS Red Skelton</td>
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<td>NBC Occasional Wife</td>
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<td>CBS Danny Kaye</td>
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<td>NBC I Spy</td>
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<td>10:30-11</td>
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<td>ABC Movie</td>
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<td>CBS Danny Kaye</td>
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<td>NBC I Spy</td>
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80 BROADCASTING, January 30, 1967
ETV's on air more, also present greater variety

Educational TV stations are putting on more hours of programming but are relying more on outside sources than on local production for its shows, according to a survey.

The report issued by the Morse Communication Research Center of Brandeis University, Waltham, Mass., and the National Center for School and College Television, Bloomington, Ind., based on a survey taken during one week last April, the results of which were compared with a similar report made in 1964.

The report said 115 ETV stations broadcast 5,688 hours during the survey week this year, representing a weekly average of 49 hours 27 minutes, or an increase of seven hours over the 1964 survey; that 39 stations were broadcasting on weekends in 1966 compared to 16 two years before; that 27% of all ETV programming was produced at the local level in 1966 (vs. 37% two years ago) and that national, regional and state ETV agencies account for 53% of the total broadcast time in 1966.

National Educational Television (NET) was shown to be the largest single source of ETV programs. Programming emphasis on ETV is swinging more toward arts, news-public affairs and children's programming, the report said.

War II drama syndicated

Trans-Lux Television Corp. announced last week it has placed into syndication 39 half hours of The Big Attack. Initial sales on the series already have been made to WNEW-TV New York and KTTV(TV) Los Angeles, according to Jack Lynn, vice president of Trans-Lux TV. Based on true heroic exploits of American GI's in Europe during World War II, The Big Attack had limited exposure in TV several years ago when it was released under the title of Citizen Soldier.

Radio shows airborne

New medium for radio program syndicators: in-flight entertainment systems of major airlines. Functional Music Inc., Chicago, and United Air Lines have announced that transcontinental and Hawaiian flights will be programmed for FMI shows including John Doremus Show now sold in 42 markets. United also will feature a channel of old radio favorites including daytime soap operas for those who want to relive radio's golden days, FMI said.

500 musicals, plays, revues and sketches. Irving Mansfield, a co-producer, said last week: "Some of the material is dated, of course, and has to be revised. For this we plan to use such writers as Abe Burrows, Neil Simon, George Axelrod and Nat Hiken."

But according to a spokesman for Howard Teichmann, the other co-producer and an executive of the Schubert chain: "It will be impossible to discuss details for another three or four months. Earliest production would be for the 1968-69 TV season."

Landau/Unger begins documentary series

The Landau/Unger Co., New York, announced last week it is entering the television and theatrical documentary field with a series of three feature-length "reality" films, of which the first, "The Face of War," is in the postproduction stage.

Landau/Unger has made a three-picture agreement with Eugene S. Jones, journalist and producer-director who was with NBC for 14 years. "The Face of War" is a 102-minute study of a Marine rifle squad in action in Vietnam and was produced by Mr. Jones over a period of 97 days there. It will be distributed initially to theaters and subsequently to TV, according to Ely A. Landau, president of the production-distribution company.

Hearing set for McIntire outlets

Complaints of violations of fairness doctrine will be at issue in case

Two years ago a theological school headed by the controversial Dr. Carl McIntire was given FCC approval to purchase WXUR-AM-FM Media, Pa., despite the protests of scores of civic and religious groups. Now it will have to prove in a commission hearing in Media its right to continue operating those stations.

The commission last week, acting on a petition filed by 19 civic and religious groups including some of those that had opposed the station's sale, designated the license-renewal applications for the stations for hearing. The vote was unanimous.

The issues include questions as to whether the stations violated the fairness doctrine and the equal-time law, and whether they were served to the sectarian and political views of their owners and to raise funds for the support of those views rather than to serve the community generally.

Another issue is whether the applicant, in the transfer application, misrepresented its program plans and thus its intent to observe the fairness doctrine. The commission will also seek to determine whether the seminary sought to determine, and meet, the community's programming needs.

These issues reflect not only the complaints about the station's programming contained in the petition, but the arguments that the groups had made two years ago in urging the commission to hold a hearing on the application to transfer control of the stations to the Faith Theological Seminary of Philadelphia.

McIntire was Target Dr. McIntire, whose conservatively oriented 20th Century Reformation Hour is carried by some 600 radio stations, is president of the seminary. Petitions to deny the transfer claimed that he is "intemperate," would have a "divisive influence" on the community and would put his interests above those of the public.

Accordingly, in approving the transfer, the commission stressed the understanding that "the licensee will make a good-faith effort to ascertain and serve the needs and interests of its area (rather than to serve its private interests); that it will abide by the require-
Lower seeks cooperation with ABA on crime news

ABC News President Elmer W. Lower called on the American Bar Association last week to cooperate with the broadcast and print news media in evolving an advisory set of principles and guidelines regarding coverage of crime stories.

Mr. Lower urged the ABA to invite a delegation of newsmen to its board of governors and house of delegates meeting in Honolulu in August when the group will consider whether to adopt the recommendations of the association's Committee on Free Press and Fair Trial. Mr. Lower noted a committee report concluded that "it is absolutely necessary to impose stringent limitations on all information released to news media about persons accused of any crimes."

Mr. Lower proposed that "a summit conference" be held during the Honolulu meeting at which newsmedia representatives could offer their views and suggestions. He expressed fear that unless such a conference is held, the bar association is virtually certain to adopt the committee's recommendations, "thus placing the First Amendment under attack."

The appeal for a conference was made by Mr. Lower during a talk before the Pittsburgh Radio and Television Club last Thursday (Jan. 26). He volunteered to lead a delegation to such a meeting, and said that although he was not speaking for other networks or the various journalistic societies, he felt reasonably certain they also would be interested enough to attend.

Influential • The ABA report was compiled by a committee, headed by Judge Paul C. Reardon of the Supreme Judicial Court of Massachusetts, that spent two years examining the way the press and broadcasters report pretrial news. Mr. Lower told the gathering. He said the Reardon report carries "tremendous influence," and predicted that if its conclusions are endorsed by the ABA, "the chances are excellent that many, if not most, of the state and local bar associations will quickly follow suit."

He warned that if this should occur, newsmen "may find the prosecutor shutting his door in your face . . . you may find the defense attorney unwilling to speak to you for fear of being cited for contempt of court, or in an extreme case, disbarred . . . you may find yourselves facing a contempt-of-court citation if you dig up the facts of a case independently and broadcast them."

Mr. Lower emphasized that not all members of the legal profession endorse the Reardon report. An outspoken critic, he said, is Judge George C. Edwards Jr. of the U.S. Court of Appeals for the Sixth District, who recently called the report "the most dangerous threat to the American ideal of free press since the days of Joe McCarthy."

Mr. Lower added that a panel of New York judges and lawyers headed by Federal Circuit Judge Harold Medina has also prepared a similar report that will be officially released shortly (Broadcasting, Jan. 16).

A Muzzle • The Medina report, Mr. Lower stated, feels that news media should be left alone but that the courts, attorneys and police "should be carefully and circumspectly wise about the fairness doctrine . . . and that it will not slant the news or in any way distort factual material" (Broadcasting, March 22, 1965).

But in requesting a hearing on the renewal applications, the 19 religious and civic groups claimed that the stations carried only the right-wing view of controversial issues of public importance, in violation of the fairness doctrine, attacked various religious and racial minority groups, and failed to live up to the programing promises contained in the transfer application.

It appears, the commission said, that "substantial questions" exist as to whether the stations have met the conditions set forth in the order approving the transfer.

The commission noted that charges have been made that the stations operated as a "divisive influence by disparaging racial and religious groups and by castigating and vilifying persons and groups espousing views on public controversial issues different from those of the applicant."

The issue regarding the question of whether the stations were used to raise money for the support of the owners views is believed to refer to programs broadcast by Dr. McIntire to raise funds to support the stations. Station officials say the McIntire broadcasts came in the wake of an advertiser boycott that was led by some of the group now seeking a hearing on the renewal applications and that caused a sharp drop in the stations' revenues. The broadcasts were said to have raised $54,000.

The licensee, Brandywine-Main Line Radio Inc., has denied the charges of the petitioners. But rather than oppose the petition, it "consented" to the request and said it is prepared to appear in a hearing to disprove the charges (Broadcasting, Sept. 9, 1966). The stations are said to have correspondence in their files indicating that some of the groups petitioning for a hearing have declined offers of air time.

The petitioners requesting the hearing—all of whom were made parties to the proceeding—include the Greater Philadelphia Council of Churches, the AFL-CIO of Pennsylvania, the American Baptist Convention, the Division of Evangelism, the Delaware Valley Council of the American Jewish Congress, the Anti-Defamation League of B'nai B'rith, and the Media chapter of the National Association for the Advancement of Colored People.

In addition, the commission received a number of separate requests for an investigation or hearing on the stations' programing including one from the House of Representatives of the General Assembly of Pennsylvania and another from the Philadelphia branch of the American Civil Liberties Union. Support for the stations has been received from the 30th General Synod of the Bible Presbyterian Church and several individuals.

Election restraints killed in Wisconsin

The Senate Judiciary Committee of the Wisconsin State Legislature last week threw out a bill that would ban election forecasting on radio-TV or in any other news medium in that state prior to 8 p.m. on election day. The committee action was unanimous.

The bill, proposed by Senator Taylor Benson (D-Milwaukee), sought essentially to prevent the reports of electronic computers used by the networks to predict the outcome of Wisconsin elections based on the voting trend on election day. A public hearing was held Wednesday by the five-man committee (Broadcasting, Jan. 23).

State Senator Benson was the only person testifying for the measure. He said he would seek a resolution calling

62 (Programming)
ly muzzled.” During the pretrial stage the Medina group wants the muzzling handled on a voluntary basis, Mr. Lower continued, but the judge will be in complete control once the trial begins. But he stressed that the Medina group holds that the courts do not have the power to issue contempt citations against news media, maintaining this is unconstitutional and a “clear violation” of the First Amendment.

Mr. Lower indicated that cooperation between the Bar and news media is possible and cited several areas of the nation (Toledo, Ohio; Louisville, Ky.; Oregon, and the state of Washington) where guidelines have been drawn up by the two groups. He added:

“I firmly believe that the journalistic community is peopled with responsible men, and if the ABA would only sit down and thrash things out with the leaders in our field, I’m sure some kind of informal ground rules could be agreed to. And right now, I think it is imperative to have such a conference and establish such a statement of principles . . .”

for a legislative council study of the issue.

It was indicated that the bill, providing for denial penalties, stemmed from the 1966 general-election coverage in which CBS-TV computers picked Democratic Lieutenant Governor Patrick J. Lucey and NBC-TV picked Republican Governor Warren P. Knowles as the state gubernatorial winner two hours before the polls closed. NBC-TV’s prediction was correct.

Mr. Benson felt that projected declarations of winners in this manner either caused people to stay home and not bother to vote or encouraged them to switch to the apparent winner. But if TV really has no effect, he commented, “an awful lot of advertisers aren’t getting their money’s worth.”

John Winner, counsel for the Wisconsin Broadcasters Association told the committee it would be absolutely impossible for a local station to black out portions of a network program that pertained to Wisconsin. He said the proposed bill also would violate constitutional guarantees of freedom of the press and speech.

Robert Boddin, vice president and general manager of WWV Platteville and president of WBA, told the committee that the proposal would prevent listeners or viewers from receiving a complete and well-rounded account of the news. Tony Moe, executive vice president and general manager of WKKO-AM-Madison, said that “If there is a problem, it is national and the solution should be national.” He also explained there is no way of controlling out-of-state stations whose programs reach into Wisconsin.

Program notes . . .

Company formed • Richard Dorso and Robert Sweeney have formed Hill Top Productions to turn out feature films and television series. First production for the new company will be a half-hour situation comedy called Shoe-string Safari. It will be produced in association with Red Skelton’s Van Bernard production company and CBS-TV.

Lots of pictures • There are 11,325 feature films available to TV, of which 2,217 are in color, according to a compilation by the Broadcast Information Bureau, New York, in its TV Feature Film Source Book issued last week. The listing compiles westerns separately and places that total at 1,339.

High jinks, animal-style • Marc A. Lesley Television Features Inc., New York, is syndicating 100 five-minute, color films of animal acts. The acts include “lions that swing from a trapeze, poodles that comprise a six-piece band, boxing kangaroos . . . a flea circus, a complete chorus of parakeets.” The firm’s address: 200 Park Avenue, 10017.

School days • A TV production workshop, oriented toward news and public affairs programming, will be offered for the spring semester beginning Jan. 31 at The New School, New York. The course will be taught by David J. Ebin, who has written and produced several documentaries, mainly for CBS-TV.

New radio show • Merle Travis, said to be an authority in the country-folk field, has signed with Coal Creek Music Inc., California firm, to narrate a five-minute radio series to be called Country Music Narrative. The show will provide information about country and folk music. It will be offered to stations early this year, with syndication handled by Heather Enterprises, 3285 S. Wadsworth Blvd., Denver 80227.

TV series sales . . .

Bachelor Father (MCA): WHNB-TV New Britain, Conn.

Exploitable 13 (Independent Television Corp.): KTVU-TV Oakland-San Francisco; WYTV(YV) Youngstown, Ohio; KBTY(TV) Omaha; WJHF(TV) Raleigh, N. C., and WTMJ-TV Milwaukee.

Due East To June (Triangle): KPIX(TV) San Francisco, and KTLA(TV) Los Angeles.

Ambassador One Top Time Feature Films (Embassy Pictures): WLWC(TV) Columbus, Ohio, and WJHF(TV) Raleigh, N. C.

Radio series sales . . .


Doctor’s House Call (Signal Productions): KCNO Kansas City, Mo.; WCBQ Providence, R. I.; WSB Atlanta; WDRR Altavista, Va., and WHTC Holland, Mich.

The World of Money (Signal Productions): KARM Fresno, Calif.; WMPO Hibbing, Minn., and WMKC Oshkosh, Wis.

Tentative pact set by AFTRA, networks

The American Federation of Television and Radio Artists said last week that a new tentative agreement has been reached to cover on-the-air network newsmen, calling for a minimum $350 weekly salary plus a revised schedule of commercial fees and fringe benefits.

Negotiations between AFTRA and the national networks (ABC, CBS, NBC and Mutual) were reopened Jan. 3 after network newsmen balked at approving an earlier tentative agreement that specified a weekly minimum of $300 per week.

Donald F. Conaway, national executive secretary of AFTRA, said that network newsmen in Washington, New York, Chicago and Los Angeles have indicated unanimous approval of the new tentative agreement.

An outstanding feature of the new proposals is that under no circumstances may a newsmen earn less than $350 weekly, plus 50% of his commercial and sustaining fees, except for radio network sustaining fees, which are recaptured 100% by the network. The network may recapture only 50% of the fees until the amount equals the worker’s basic salary, after which the newsmen retain the entire fee. For example an employee with a salary of $350 a week who earns $700 a week in fees would receive an additional $350, and he also would retain in full any fees beyond the $700 figure.

Other provisions in the new agreement call for a five-day week with two
Corinthian's campus capers in the Capital

More than 800 members and guests of the Federal Communications Bar Association heard some sprightly young talent at the FCBA's annual banquet held in Washington Jan. 20 (see page 54). The talent was provided by Corinthian Broadcasting Corp., which supplied a setup of college campus acts, all winners of Corinthian stations' "Campus Talent" contests during the past few years. Shown here in the finale are the 14 performers representing Sacramento State College, Baylor University, University of Kansas, Stephens College, Notre Dame and Texas Southern University. The group also entertained Vietnam War wounded at Walter Reed Hospital, also in Washington.

days off and extra payment of at least $90 a day if a newsmen works on his day off; $60 per week extra for combat or hazardous assignments; four weeks' notice or four weeks' pay in the event of termination of employment and severance remuneration at the rate of one week for each year of company employment.

The agreement covering network newsmen must be ratified by AFTRA's national board. The union still must work out terms of a new contract for network announcers and for local newsmen and announcers at network-owned-and-operated stations. The overall pact must be submitted for approval to membership before any agreements can take effect, Mr. Conaway said. The old contract expired on Nov. 15, 1966, and new agreements will be retroactive to last Nov. 16.

Gun-carrying intruder tries to get on air

Ralph Renick, wtvj(tv) Miami found himself covered by two cameras and a pistol during a commercial break on his program, Ralph Renick Reports, last Wednesday (Jan. 25).

An intruder, identified as an unemployed former Army officer and charged by police with carrying a concealed weapon and two counts of aggravated assault, forced the station's sports director at gunpoint to lead him to the studio where the Renick show was going on the air. After a brief scuffle, Mr. Renick and Del Frank, market reporter on the show, wrested the weapon from the man's hand. It was later found to be unloaded.

The man said that he intended to read a two-page statement attacking the news media as "deceivers of the public" and saying that he was "sick of the government."

Mr. Renick returned to the cameras with an account of the intrusion.

New 'Voice of Freedom' features national heroes

Storer Broadcasting Co. and Freedoms Foundation at Valley Forge, Pa., are producing series six of the Voices of Freedom radio series. Each program, one minute in length, is conducted by Walter Brennan who introduces one of 30 winners of the Congressional Medal of Honor with a capsule review of their accomplishments. The holders of the nation's highest honor then narrate the works of American statesmen and winners of Freedoms Foundation awards.

Voices of Freedom, originated in 1962, has been carried by almost 600 radio stations. The program is available without charge. Requests for series six should be addressed to: Program Manager, wsib Philadelphia 19103.

Lawrence in roving role; Reynolds gets White House

ABC News Washington correspondent William H. Lawrence has been named a roving political editor to cover national and international stories for Peter Jennings with the News, and to lay some of the groundwork for ABC-TV coverage of the 1968 presidential elections. One of his most immediate projects, however, will be the preparation of two-hour-long political documentaries for presentation during this summer.

Frank Reynolds will become ABC News' chief correspondent at the White House.

FINANCIAL REPORTS

Cox Broadcasting cites above-average gains

Cox Broadcasting Corp., Atlanta, has reported gains in both revenues and net income for the year ended Dec. 31, 1966. Operating revenues were up 27% over 1965. The firm said that television broadcasting had contributed 69% of total revenues, while radio had contributed 14%, technical publishing 12% and CATV systems 5%.

J. Leonard Reinsch, president of Cox Broadcasting, said that the firm's radio and TV operations generally showed greater percentage gains for the year than the broadcasting industry as a whole.

Cox owns and operates five VHF television stations and four AM and FM radio stations. The company also operates CATV systems in five states; provides microwave service in Illinois and Indiana; and is engaged in technical publishing. Last month Cox purchased Walter Schwimmer Inc., Chicago, a producer and distributor of network and syndicated television programs (Broadcasting, Dec. 19, 1966). The report for the year ended Dec. 31, 1966.

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*Before special charge of $1,146,000 from sale of 50% interest in Kaiser-Cox Corp.

DDB profits soar

Doyle Dane Bernbach Inc., New York, has reported record highs in the year ended Oct. 31, 1966, compared with the same fiscal year in 1965. Bill-
ings for the agency were up 45.9%, gross income up 43.4% and net profit up 81.6%. For the fiscal year ended Oct. 31, 1966:

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</table>

*Adjusted for 2-for-1 stock split.

WCPO sale contributed to Scripps-Howard net

Scripps-Howard Broadcasting Co. reported last week that net income for 1966 rose appreciably over 1965. Figures for 1966 included an extraordinary credit of $419,151, or 16 cents a share, representing the gain on the sale of WCPO-AM-FM, Cincinnati, it was said.

The company's report for the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Income per share</th>
<th>Net income</th>
<th>Net operating income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>$2.11</td>
<td>5,485,032</td>
<td>18,683,579</td>
</tr>
<tr>
<td>1966</td>
<td>$1.73</td>
<td>4,488,254</td>
<td>17,384,362</td>
</tr>
</tbody>
</table>

Columbia, duPont in preliminary talks

A Columbia University spokesman last week confirmed reports that the school may take on the administration of the Alfred I. duPont awards for radio and television (CLOSED CIRCUIT, Jan. 23) but stressed that talks are still in the exploratory stages and a decision is not expected for several months.

It was said that Columbia has offered several suggestions to the duPont trustees on how the award program might be revised. The university also is reported to be seeking assurances of permanence and independence for its role in the duPont awards program. If the Columbia University Graduate School of Journalism approves the school's participation in the program, a spokesman said, it would still require approval of the university's trustees.

Columbia University has for many years administered the famed Pulitzer prizes.

For 16 years Washington and Lee University has served as administrator of the duPont awards which were established in 1942. The termination of the W&L association was announced earlier this month (BROADCASTING, Jan. 23).

Drumbeats...

Birdwoman = "Be a flying reporter. Two KABC Radio ladybirds wanted. When the new KABC Radio helicopter takes off you could be the lady at the microphone to advise millions of drivers as to freeway conditions. Apply at the KABC mobile audition studio at the Hollywood Palace parking lot..." Since this ad began to run in Los Angeles area newspapers on Jan. 3, nearly 500 Southern California females have applied. Two girls with exciting voices who are flight-minded will be selected by a judging panel by the end of this month and be awarded KABC contracts. They and other contestants also will get such awards as a new automobile. Following the contest, the two winning girls will become the station's daily traffic reporters.

Snowballs = WGN Televents Inc., Chicago, the CATV service for Houghton, Hancock and Dollar Bay, all Michigan, has launched a winter safety driving contest. Drivers and their home town and features about the U. S. and Canadian communities may obtain from WGN a free bright-orange safety ball made of foam plastic to place on their car radio antennas.

Free TV = WNS-TV Columbus, Ohio, has announced the winners of its second annual pre-season "TV Critics Contest." First-prize winner, Margaret M. Ott of Needham, Harper & Steers, Chicago, won a portable television set. Agency personnel, television critics and the station's advertisers were invited to predict the success of CBS-TV's 1967-68 new shows.

World response = United Artists Television Inc., New York, syndicators of the Patty Duke Show, has announced "amazing response" from stations participating in a tie-in "I'll Tell the World" contest. The contest requires viewers to submit a letter stating what they would like foreigners to know about the U. S. and their home town and features a national grand prize consisting of a trip around the world.

Skippering safety = WRNZ-TV Boston has won the communications division 1966 National Gold Cup award for boating safety. The station's production S. O. S., Safety Off Shore, televised during National Safe Boating week, presented actual situations involving rules of the road and safety precautions filmed on the Charles river in Boston. Through the camera's eye the viewer was placed behind the wheel of a power boat and was tested in a series of potentially dangerous situations.

Driving safety = ABC Radio, in recognition of its efforts for driver safety, was a guest of honor at a special reception Jan. 28 during the National Automobile Dealers Association convention in San Francisco. In conjunction with NADA, ABC Radio has produced and broadcast messages designed to make drivers safety conscious and to emphasize safe driving habits.

How to = WSBK-TV Boston (ch. 38) and the Electronic Technician's Guild of Massachusetts are pooling resources in a campaign to instruct people on how to tune their TV sets to UHF and as to what attachments may be necessary. Among the plans: production of an on-air panel program to inform viewers of the types of programing available on UHF.
Spectrum studies get push from budget

JTAC and DTM join in technology survey while FCC and Commerce get OK for more study funds

Long urged and discussed, a major survey of the radio spectrum seems to be getting underway. Two reports last week point this up.

The first was the President's budget message to Congress which contains a number of items relating to telecommunications research, including $300,000 to the FCC for engineering studies relating to the more effective use of the electromagnetic spectrum.

The other is the announcement that the Joint Technical Advisory Committee and the Director of Telecommunications Management are cooperating in a project "to develop information on the prospective effects of new technology on radio spectrum usage."

In the FCC's budget proposal, there's a $320,000 item for engineering studies and frequency allocations. This sum includes $300,000 for spectrum studies to be undertaken under contract by private engineering firms. These studies, it was learned, will be in various fields of spectrum usage, and are not projected at this time as an overall task-force project.

The $300,000 is part of a planned five-year FCC project that may run to $2 million.

Commerce, Too * In the Department of Commerce's proposed $28,829,000 item for research and development, research in telecommunications was put at $6,941,000, up $1,350,000 from the 1967 fiscal figures.

The budget spoke of various Commerce studies in the electromagnetic spectrum, some of which, it was noted, could be significant for an evaluation of the radio spectrum.

An advisory committee of the Department of Commerce only recently recommended that a massive, wholesale study of the radio spectrum be undertaken. The group, the Telecommunications Science Panel, recommended that a $10-million-to-$50-million attack on the problem be mounted under the aegis of the Department of Commerce (Broadcasting, Nov. 14, Oct. 24, 1966).

The budget for telecommunications research activities in the Office of Emergency Planning, which is part of the Executive Office of the President, was placed at $800,000, up $375,000 from the 1967 figure. Most of this money, it's learned, will go for studies on the management side of telecommunications, although the budget itself speaks of this activity as "technical studies of telecommunications matters which are too broad in scope to be undertaken by any single department."

At the same time additional funds for telecommunications research were requested for the Department of Defense and for the National Aeronautics and Space Administration, whose Electronics Research Center in Boston will be adding personnel.

Joint Effort * In its statement, JTAC, which is jointly sponsored by the Electronic Industries Association and the Institute of Electrical and Electronic Engineers, said it was establishing a special subcommittee to develop information on the impact of new technology on the radio spectrum. It was sending out questionnaires, it said, to commercial organizations, returnable by March 1. DTM is preparing to do the same thing for government agencies.

The JTAC subcommittee of 22 members is headed by David R. Hull, director of EIA engineering, former president of Raytheon Corp. and of EIA.

The call for a new look at the radio spectrum has been particularly sounded by JTAC over the past 15 years. The group has issued two reports on the subject, the first in 1952, the second in 1964.

Technical awards set for March IEEE meet

The Institute of Electrical and Electronics Engineers Inc., New York, has announced winners of 10 awards, some of which will be presented during IEEE's 1967 International Convention and Exhibition (March 20-23) in New York.

IEEE has selected Dr. Charles H. Townes as recipient of its medal of honor and Dr. George H. Brown for the Edison medal. Dr. Townes, institute professor at Massachusetts Institute of Technology Cambridge, Mass., was cited for his contributions in quantum electronics leading to maser and laser techniques. For technical work, Dr. Brown, RCA executive vice president of research and engineering and member of the board of directors, Princeton, N. J., was recognized for work in "antenna development, electromagnetic propagation, the broadcast industry, the art of radio frequency heating and color television."

Other major awards went to Dr. Harvey Fletcher, retired from Bell Telephone Laboratories and currently dean emeritus, Brigham Young University, Provo, Utah, for physical acoustics, electrical engineering and lab research (founders award); Dr. Warren P. McClean, retired head of and now consultant to, Bell Telephone Laboratories, for work in electrical and electronic apparatus or systems (Lamme medal award); and Dr. John R. Whinnery, professor of electrical engineering, University of California, for engineering education (education medal). Four other award recipients were cited for prize technical papers.

Increase from 1 w to 5 w asked for translators

Scripps-Howard Broadcasting Co., New York, last week asked the FCC to amend its rules to permit the increase in transmitter power output of VHF translators to 5 w. Current commission regulations limit the transmitter output of VHF translators to 1 w peak visual power.

Robert A. Frase, technical director of WMCT-TV Memphis, one of the S-H stations, said that improved signals from his station could be provided to the area if the 5 w output power for translators was allowed. He also contended that no interference problem to any TV station or other service would be created by the power increase.

S-H began operating nine VHF translators last year to serve various communities on the fringe of the grade B coverage contour of WMCT. Viewers, however, complained about the quality of the signal even with the improvement provided by the translators. "Investigation of the complaints revealed they were justified and came from areas on the fringe of each translator radiation contour such as newly developed suburban subdivisions," S-H
In addition to WMCT(TV) S-H is the licensee of WMC-AM-FM Memphis, WEWS(TV) Cleveland, WCPO-TV Cincinnati, WPTV(TV) West Palm Beach, Fla., and WNOX Knoxville, Tenn.

Remote logging asked for directional arrays

The National Association of Broadcasters has asked the FCC to permit broadcasters to monitor by remote control their remotely controlled directional antenna systems. Current commission regulations require that directional antenna readings and loggings be made at the transmitter once each day within two hours after the station begins operations.

The NAB stated that during the past 10 years since remote control of directional stations has been authorized, "field experience indicates that remotely controlled directional antenna systems are extremely stable and that there is little, if any, need for the type of close inspection presently required." The association also said that adoption of its proposed changes would bring the commission's "outdated" 1957 criteria for metering remotely controlled systems in step with modern technological developments.

Technical topics...

New monitor • The Teletronix Division of Babcock Electronics Corp., Costa Mesa, Calif., has introduced a $395 19-ku stereo frequency monitor. Advantages claimed by the new instrument are greater stability and linearity.

Audio control center • Sparta Electronics Corp., Sacramento, Calif., is offering a new audio control center, AC-155. The entire unit, housed in a one-piece, open cabinet, little more than four feet wide and two feet deep, is said to give it the portability needed for remote broadcasts, use in mobile trucks and temporary setups.

TV tower falls down during ice storm

A 1,335-foot tower, due to be put in service this week at Fithian, Ill., by the Plains TV Corp., collapsed Thursday (Jan. 26) during an ice storm. The tower, said to have been the tallest structure in the state and one of the 10 tallest in the U.S., was intended to serve the Champaign and Danville, Ill., areas as WCHU(TV) Champaign (ch. 15) replacing two satellites of WICS(TV) Springfield, Ill.

Plains TV officials said that the tower was a total loss. No one was hurt in the collapse but it was reported that wreckage damaged an automobile and a corner of the transmitter building.

For the present, service to Champaign and Danville will continue via the satellite stations, it was indicated by a spokesman for the company.

No estimate of the tower's value was immediately available. Cause of the collapse is being studied.

FATES & FORTUNES


William B. Campbell, with Warmman Inc., Philadelphia, named executive VP.

A Carl Rigrod, VP in charge of radio and TV production at West, Weir & Bartel, New York, elected senior VP.

Edward H. Mahoney, with Fuller & Smith & Ross, New York, elected senior VP and manager of radio-television.

Russell I. Haley, VP and associate research director of Grey Advertising, New York, named VP and research director of D'Arcy Advertising, that city.

Ben S. Lochridge, general sales manager of CBS Radio, New York, named VP, network sales.

Byron A. Bonnhein, senior VP, Edward H. Weiss & Co., Chicago, resigns to become president of Lebbon and Sons, automotive company in Beverly Hills, Calif.

Harry Wheeler, manager of sales administration at WHDH-AM-FM-TV Boston, elected VP-sales administration.

Ronald S. Brello, formerly with Doyle Dane Bernbach and Pritchard Wood Inc., both New York, named VP and associate creative director of Daniel & Charles Inc., that city.

J. B. (Jeff) Davidson, operations director at WSTV-TV Steubenville, Ohio, Wheeling, W. Va., named national sales manager.

George W. Elliott, commercial manager for KGTV-TV Harlingen, Tex., appointed general sales manager of KHFI-TV Austin, Tex.


George Hagar, general sales manager of KHON-TV Honolulu, named VP.

J. Preston Selvage Jr., account supervisor for Foote, Cone & Belden, New York, elected VP.

Stanley S. Merritt, VP and associate creative director, William Esty Co., New York, joins Lennen & Newell, same city, as VP and creative group head.

Marvin Stoves, account executive for Papert, Koenig, Lois, New York, named VP and account supervisor.

John P. McAulhlin Jr., manager of media and programming, Carl Alty Inc., New York, joins Spade and Archer, same city, as VP.

James S. Dugan, VP of sales for KTAJ-TV Texarkana, Tex.-Shreveport, La., named general sales manager for
KETV (TV) Omaha, Neb.-Council Bluffs, Iowa.

Wallace B. Walters, president of KLTR Blackwell, Okla., also appointed general sales manager for WKTR-TV Kettering, Ohio.

Charles F. Adams, VP in charge of commercial sales for Video Tape Center, New York, named VP and general sales manager of VPI division of Electrophonic Corp., that city.

Robert S. Walsh, account executive in central office of NBC Television Spot Sales, Chicago, named manager of that office.

James J. Hawkins, general manager of KXX Seattle, joins KXX, that city, as local sales manager.

Merrell Clark, account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Josef Rosenberg, with N. W. Ayer & Son, New York, named creative director, sales planning, at Blair Television, that city.

Stephanie Blaine, head of broadcast affairs at Needham, Harper & Steers, New York, joins Rockwell, Quinn & Wall there as broadcast business manager.

Norma Harris, associate producer, Group Productions Inc., New York, joins Savage Friedman Inc., same city, producers of TV commercials, as associate producer. Arthur Gagger, former English teacher, Riverside (N. J.) high school, named administrative assistant at Savage Friedman.

John P. Barry and Robert J. McCarthy, sales managers for Major Market Radio Inc. in New York and Chicago elected VP's-sales in their respective offices. They had been in similar sales capacities for AM Radio Sales until formation last July of MMR. Joyce Hardy, former business manager also with AM Radio Sales and now with MMR, named rep's treasurer and business manager.

William Davol, free lance advertising and PR consultant, appointed advertising and promotion director at WIP Philadelphia.

Ronald Toth, with Steimler, Bartram, Fisher & Payne, St. Louis, appointed art director.


Elaine Evans, previously with Indianapolis Star-News and wire Indianapolis, appointed director of media development at OAC Advertising Inc., Endicott, N. Y.

Clarence M. Binder, executive art director at Perrin & Associates, Chicago, named creative director, graphics.

George I. Haggerty, with N. W. Ayer & Son, Chicago, appointed account supervisor.

Joseph Del Papa, with Campbell-Mithun, joins BBDO, Chicago, as copy supervisor.


James B. Bocock, with WESX Salem, Mass., John Kearney, account executive for O'Ryan and Batchelder, Boston outdoor advertising firm, and Joseph N. Goldman, account executive at WCOB Boston, named account executives for WSBK-TV Boston.

John Abernethy, station manager at KAAR (TV) San Diego, joins KFMB there as account executive.

Tom Nebbia, photographer for National Geographic Magazine, Washington, joins EUE/Screen Gems, New York, as film director.

Frank Moore, account executive with KKKA-TV Pittsburgh, appointed special representative in special projects department of Television Advertising Representatives, New York.

Miles Staples, account executive for Paul H. Raymer Co., San Francisco, joins San Francisco office of George P. Hollingbery Co.

Donald Demarest, with production department of Young & Rubicam, New York, joins Norman, Craig & Kummel there as assistant production manager.


Peter Brysac, director of operations for WJNJ-TV Linden-Newark, N. J., named manager of Tape House 47, station's commercial production division.

Herb Isaacs, with Metro TV Sales, Chicago, appointed manager of firm's St. Louis office.


Jack P. McCarthy, account executive with WHIO-AM-FM-TV Dayton, Ohio, named national sales manager.

Christopher W. Denison, with ABC Owned Radio Stations division in New York, appointed research director for that division.

Ralph Davis, VP and manager of Portland, Ore., office of McCann-Erickson, named assistant manager of agency's Detroit office.

Thomas W. Eicher, account director on Opel automobile, elected VP and named Buick division account director.

MEDIA

Two killed while filming

The routine filming of an automobile commercial in Hollywood ended in a tragedy on Jan. 19 when an actress and a camera man were killed. Pelican Productions Co. was filming a TV spot on a highway for the General Motors Corp. when the boom on the camera truck coming from opposite direction failed to lift and went through the windshield of the new car actress Brenda Power was driving. Cameraman Ray Esposito also was killed. Boom operator George Hill also was injured seriously in the freak accident.


Dan Kramer, with noncommercial WOSU-TV Columbus, Ohio, appointed producer-director.

Martin (Mickey) Schildkraut, treasurer of Trans-Beacon Corp., named controller of Landau/Unger Co., New York.

Ellen Tucker, radio station production head, named studio manager of MBA Studios, New York, studio and production facility.

Jerry Baker, production director of WIRE Indianapolis, joins WSUN St. Petersburg, Fla., as production director.

NEWS

Ron Nessen, who was wounded in Vietnam while working as NBC News correspondent (BROADCASTING, July 18, 1966) and has been doing daily Vietnam reports on NBC-TV's Today show and Vietnam Weekly Review, named Latin American correspondent for NBC News. He succeeds Tom Streithorst, who becomes NBC News correspondent in Middle East. George Burlbaugh, director of news and public affairs, WJCT-TV Pittsburgh, joins staff of NBC News, Washington.

Ted Koppel, correspondent for ABC News, New York, for past three years, will be assigned to Vietnam in mid-February.

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for National Educational Television’s International Magazine, joins CBS News, New York, as correspondent.

John Griffin, news director of WTRAM-FM-TV Norfolk, Va., named director of news and public affairs.

John Murphy, news director of WJBJ Greensburg, Pa., named director of news operations and special programs director at WTRA Latrobe, Pa.

Donald Faas, WLAE(FM) Hartford, elected president of Connecticut AP Broadcasters Association.

Ted Caper, KSL-AM-TV Salt Lake City, elected president of Utah-Idaho AP Broadcasters Association.

Dan Allison, with KMOX-TV St. Louis, and Jack Cole, with KYTV-AM Philadelphia, named general assignment reporters for KMOX-TV.

Philip Lenhart, formerly with WINS New York, and WPEN Philadelphia, joins news staff of WCBS New York.


David Rodgers and Charles Arlington, both newsmen for KLAC Los Angeles, join news staff of KFWB Los Angeles.

Thad Thompson, formerly with WHHI Portsmouth, Va., and WYNN Florence, S.C., joins news department of KATZ St. Louis.

Geoff Smith, with WAPI-TV Birmingham, Ala., joins KTIV-TV St. Louis, as news reporter.

Sylvia Wayne joins WJBK-TV Detroit as reporter.

Don Miller joins news department of WVTI Minneapolis.

Malcolm H. Cross, floor director for KWOV-TV Portland, Ore., named to news staff.

FANFARE

Dick Goss, WBBN-TV Atlanta, and Keith Nicholson, KOGO-TV San Diego, appointed to NBC affiliates promotion committee.

Paul H. Burke Jr., former head of Paul Burke and Associates, St. Louis PR firm, named VP and director of public relations for Lynch, Phillips & Waterbury, that city.


Dolores M. Finlay, assistant publicity director for KTTY(TV) Los Angeles, resigns to open Dee-Lin & Associates, Hollywood, PR and promotion firm.

Joel Carlson, with WTRAM-FM-TV Norfolk, Va., named to newly created post of director of community relations.

M. Kathleen O’Brien named director of press information at WBBM Chicago, succeeding Linda Dillman, named.

W. Slater Barkentin, with WOR-AM-FM-TV New York, appointed Connecticut community relations representative.

W. R. (Bob) Williams, publicity manager with WWJ-AM-FM-TV Detroit, appointed assistant promotion manager.

Robert D. Willis, promotion manager of WORAM-FM-TV Burlington, N.J.-Philadelphia, named assistant director of promotion and public relations for WNC-TV Pittsburgh. He succeeds Robert E. Humphrey, who moves to Orlando, Fla.

Michael John Fleurn Pliskett, film editor with KDKA-TV Pittsburgh, appointed assistant promotion-publicity manager of KDKA-AM-FM.

EQUIPMENT & ENGINEERING

Richard Q. Kress, director of advertising at North American Philips Co., New York, named to newly created post of assistant VP-consumer products. Roger J. Probert, assistant director of advertising, succeeds Mr. Kress.

George Tokar, engineer for KMH-TV Los Angeles, appointed chief engineer.


George A. Schupp, VP and director of operations for Transamerican Electronics International Inc., joins Zenith Radio Corp., Chicago, as staff assistant to N. W. Aram, VP and chief engineer.

Philip K. Baldwin, chief engineer at WHHD-AM-FM-TV Boston, elected VP-engineering.

William R. Ahern, with NBC-TV, New York, appointed manager, film operations.

Donald Rohn, with Rohn Manufacturing Co., Peoria, Ill., named executive VP. Richard A. Klein, also with Rohn in Peoria, named VP. Charles A. Mitchell named chief engineer.

Robert J. Greiner, northeastern regional sales manager of Craftsman Electronic Products Inc., Manlius, N.Y., named to newly created position of assistant national sales manager. Robert D. Spencer, midwest regional sales manager at Production Products Co., and Kenneth P. Siegel, sales representative with Charles Bruning Co., Mount Prospect, Ill., appointed regional sales managers of Craftsman, Manlius, N.Y.

Paul O. Kirkhammer, technical director at WAC Washington, appointed technical supervisor of WRC-AM-FM-TV.

Barry Holland, with Visual Electronics Corp., New York, appointed television systems engineer.

Geoffrey E. Norman, superintendent at TV division of Technicolor Corp., named assistant plant manager of motion picture division in Hollywood.

INTERNATIONAL

Jacques Sorbac, account supervisor, Foote, Cone & Belding, Paris, appointed general manager of that office. He succeeds Richard Romansell, named operations manager of Rapp & Collins, New York, FC&B’s mail order division. Marcel H. Lacroix, who joined FC&B in Europe last year, named head of FC&B Advertising Ltd., Brussels, formerly FC&B’s office in that city and now full service agency. Mr. Lacroix also appointed member of agency’s European operations committee.

George Cockburn, head of television establishment department, BBC, London, named assistant controller, staff administration, succeeding Michael K. Smith.

ALLIED FIELDS

John T. Murphy, president of Avco Broadcasting Corp., Cincinnati, ap-
pointed national vice chairman for broadcasting of 1967 campaign for members and funds of American Red Cross, Washington.

June Dilworth, director of school broadcasting for noncommercial KCTS-TV Seattle, elected VP of department of audio-visual instruction of National Education Association.

J. C. Kellam, manager of Johnson family CBS-AM-FM-TV Austin, Tex., and chairman of board of regents of Texas State College, Austin, and member of Carnegie Commission (see page 24), appointed by President Johnson to seven-member National Advisory Committee on Adult Basic Education.

John Gordon Smith joins Washington law firm of Emery, Sells & Wood as associate. Mr. Smith has been associated with Dow, Lohnes & Albertson, and Wilner, Scheiner & Greetley, both Washington law firms.

Bill Nimmo, with WLWT(TV) Cincinnati, joins radio and television department of University of Cincinnati.

Richard D. Hutto, graduate teaching assistant in speech at Florida State University, Tallahassee, Fla., joins faculty of St. Lawrence University, Canton, N. Y., as assistant professor and director of radio.

DEATHS

Raymond E. Jones Jr., 51, coordinator of media relations, radio-TV, for Young & Rubicam, died of heart attack in New York on Jan. 22. He joined Y&R in 1955. Earlier in his career he had been with KMOV-TV Houston-Galveston, Tex., and with CBS and Foote, Cone & Belding in New York.

Liza Chapman, 37, television and stage actress, died Jan. 21 in auto accident on Connecticut Turnpike. She played in NBC's Another World and in CBS's The Secret Storm. Surviving is her husband, Andrew Heath Jr.

Bob Callan, 45, newsman, wins New York, died apparently of heart attack Jan. 19 in New York. Mr. Callan began as sports announcer on radio outlets in Georgia and North Carolina, and had worked at WMCA and WGMG (now WNYE) New York.

John A. Smith, 63, studio engineer, television network operations, NBC, New York, died Jan. 19 of heart attack at work in New York. He is survived by his daughter and two sons.

Joseph O'Haire, 36, reporter in TV-radio department of New York Daily News, died Jan. 20 of injuries he sustained when he was struck by automobile in Forest Hills, N. Y. Mr. O'Haire was returning home from newspaper.

Richard B. Marsh, 54, account executive with BBDO, New York, died Jan. 20 at Hardness Pavilion of Columbia Presbyterian Medical Center in New York.

Ann Sheridan, 51, Hollywood actress, died Jan. 21 at her home in Hollywood Hills, Calif. A movie actress for more than 30 years, she was a star of CBS-TV's Pistols 'n Petticoats and had acted in television soap operas in recent years. She is survived by her husband, Scott McKay.

Harold G. (Bob) Kronenwetter, 62, manager of advertising and distribution center of Sylvania Electric Products Inc., Buffalo, N. Y., for 18 years, died Jan. 22 in Buffalo General hospital after long illness. He is survived by his wife, Cecelia, daughter and three sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 19 through Jan. 25 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann, announced; ant., antenna; aural, CATV—community antenna television; CH—critical hours; CP—construction permit; D—day; DA—directional antenna, ERP—effective radiated power. acc. —accepted; DEP —designated engineer; E —equipment; Elect —electronics; ERP —effective radiated power; mod. —modulation; N —night; RCA—subsidiary communications authority; STA—special temporary authority; TER—terrestrial; UHF—ultra high frequency; vis.—visual; w.—watts; —educational.

NEW TV STATIONS

APPLICATIONS

Columbus, Ga.—Inland Broadcasting Co. seeks UHF ch. 38 (614-620 mc); ERP 260 kw. vis., 100 kw. aur. Ant. height above average terrain 58 ft.; ant. height above ground 601 ft; P.O. address: Columbus Bank & Trust Co. Building, Columbus 3929. Estimated construction cost $600,000. Operating cost $250,000; construction cost $250,000. Revenue $250,000. Geographic coordinates 30° 51' 25" north lat.; 85° 6' 11" west long. Type tran. RCA P7U-30A. Type ant. RCA TVF-57D. Legal counsel Cole & Zylstra; consulting engineer Commercial Radio Equipment Co. both Washington, Principals: David Rothschild II, president, John Swift, vice president and J. Kyle Spencer (each 30%), et al. Ann. Jan. 23.

INITIAL DECISIONS

Hearing Examiner Chester F. Naumowitz Jr. issued initial decision looking toward granting application of Chicago Federation of Labor and Industrial Union Council for CP for new UHF television station on ch. 38 in Chicago, and denying application of Frederick B. Livingston and Thomas E. Davis for TV Co, Chicago, for same facility (Doc. 15688, 10768).

OTHER ACTIONS


— By memorandum opinion and order, commission granted joint request for approval of agreement whereby Vermont New York Television Inc. would reimburse Sidney Z. Young for out-of-pocket expenses incurred in prosecution of his application for a new TV station to operate on ch. 22 in Burlington, Vt., in return for withdrawal of his application, and retained in processing line application of Vermont New York Tele- vision Inc. Action Jan. 18.

ACTIONS ON MOTIONS

— Hearing Examiner Millard F. French on Jan. 19 in proceeding on TV application of Cosmos Broadcasting Corp., Montgomery, Ala., granted petition to intervene filed by WOCV Inc. (Doc. 16796).

— Hearing Examiner David I. Kraushaar on Jan. 17 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., denied in all respects motion of Vincent Foy to quash subpoena (Docs. 14386-72, 14444-46). On Jan. 19 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., denied motion of William J. Murphy to quash subpoena (Docs. 14386-...
CALL LETTER APPLICATION
- Beacon Television Corp., Tulsa, Okla. Requests call letter KDIT.

CALL LETTER ACTIONS
- Associated TV Corp., Springfield, Mo. Granted call letter KMTC-TV.

Existing TV stations

FILIAL ACTIONS

\[\text{KUAT-TV (Tucson, Ariz.) - Broadcast Bureau granted mod. of license covering change in name to Arizona Board of Regents. Action Jan. 17.} \]

\[\text{KWTV (TV) Corpus Christi, Tex. - Broadcast Bureau granted CP to change ERP to 47.9 kw air. Condition: Action Jan. 17.} \]

\[\text{KJDO-TV (Rosenberg, Texas) - Broadcast Bureau granted mod. of license applying to} \]

\[\text{memo order and order adopted Nov. 2, 1965, in lieu of ch. 58, ERP 1000 kw vis. 156 kw air.} \]

\[\text{type trans., increase ant. height to 1,633 ft. Action Jan. 13.} \]

OTHER ACTIONS
- By memorandum opinion and order commission dismissed petition of Association of Maximum Service Television Inc. for reconsider K3TV-T (TV) corporation, Texas. - Broadcast Bureau granted CP to change ERP to 17.9 kw air. Condition: Action Jan. 17.

\[\text{KJDO-TV (Rosenberg, Texas) - Broadcast Bureau granted mod. of license applying to} \]

\[\text{memo order and order adopted Nov. 2, 1965, in lieu of ch. 58, ERP 1000 kw vis. 156 kw air.} \]

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\[\text{type trans., increase ant. height to 1,633 ft. Action Jan. 13.} \]
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jansky &amp; Bailey</td>
<td>Broadcasting, Wash., P.O. Box 1302</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer, National Press Bldg. Wash., D.C.</td>
<td>717-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Paul Godfrey Co.</td>
<td>Consulting Engineers, Box 798, Upper Montclair, N.J.,07043</td>
<td>714-8000</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineers, Radio &amp; Television, 572 Munsey Bldg. Sterling 9-0111</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Edward E. Everly</td>
<td>729 15th St., Charleston, W. Va.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>717-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Engineers, Inwood Post Office, Dallas 9, Texas</td>
<td>717-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Guy C. Hutcheson</td>
<td>Consulting Radio Engineers, Box 68, International Airport, San Francisco 28, California</td>
<td>717-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Hammett &amp; Edison</td>
<td>Consulting Radio Engineers, Box 68, International Airport, San Francisco 28, California</td>
<td>717-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Radio Engineers, 8200 Snowville Road, Cleveland 41, Ohio</td>
<td>216-526-4586</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Vir N. James</td>
<td>Consulting Radio Engineers, Applications and Field Engineering, 345 Colorado Blvd.--80204 Phone: (Area Code 303) 383-5552</td>
<td>717-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>William B. Carr</td>
<td>Consulting Engineers, Walker Blvd., 4028 Daley Fort Worth, Texas AT 4-9331</td>
<td>717-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>Consulting Radio Engineer, 622 Holskens Street, Lufkin, Texas</td>
<td>634-9558</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Rosner Television Systems</td>
<td>Engineers-Contractors, 120 East 66th St., New York, N.Y. 10022</td>
<td>917-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Spot Your Firm's Name Here</td>
<td>To Be Seen by 100,000* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities.</td>
<td>917-1205</td>
<td>Member AFCCE</td>
</tr>
</tbody>
</table>
**SUMMARY OF BROADCASTING**

Compiled by FCC, Nov. 30, 1966

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,083</td>
<td>1,533</td>
</tr>
<tr>
<td>CP's (on air new stations)</td>
<td>25</td>
<td>69</td>
</tr>
<tr>
<td>CP's (not on air new stations)</td>
<td>51</td>
<td>170</td>
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<tr>
<td>Total authorized stations</td>
<td>4,180</td>
<td>1,844</td>
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<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

In addition, two AM's operate with Special Temporary Authorization. In addition, an licensed VHF is not on the air, two VHF's operate with STAs, and three licensed UHF's are not on the air.

**STATION BOXSCORE**

Compiled by FCC, Nov. 30, 1966

<table>
<thead>
<tr>
<th>Lil' Tolu</th>
<th>CP's</th>
<th>ON AIR</th>
<th>CP's</th>
<th>NOT ON AIR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>1403</td>
<td>241</td>
<td>241</td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1475</td>
<td>55</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>Commercial TV</td>
<td>71</td>
<td>71</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>30</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational FM</td>
<td>25</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational TV</td>
<td>7</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>8</td>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**AUTHORIZED TELEVISION STATIONS**

Compiled by FCC, Jan. 26

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>519</td>
<td>243</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>72</td>
<td>95</td>
</tr>
</tbody>
</table>

**ACTION ON MOTIONS**


**RULEMAKING ACTIONS**

WAGG Franklin, Tenn. - Requested assignment of rules so that CP to Franklin, Tenn. Denied by commission memorandum opinion. Memorandum adopted on Jan. 18 and released on Jan. 20.

**CALL LETTER APPLICATIONS**


**CALL LETTER ACTIONS**

- Itawamba County Broadcasting Co., Fult- on, Mo., granted WTFO (Doc. 16291).-Baraboo Broadcasting Corp., Baraboo, Wis. Granted WBOO.

**EXISTING AM STATIONS**

**APPLICATIONS**

KORT Grangeville, Idaho - Seeks CP to increase daytime power from 250 w to 1 kw. Ann. Jan. 25

KIGF Iowa Falls, Iowa - Seeks CP to increase nighttime power from 500 w in 1 kw (0 w CH). Ann. Jan. 19.


**FINAL ACTIONS**


**OTHER ACTIONS**


- By memorandum opinion and order, commission denied petition of Santa Rosa Broadcasting Co., subject to order, FCC 66-495, released June 8, 1966. Petitioner to demonstrate why its license for WSRA Milton, Fla., should not be revoked. Licensee sought termination of revocation proceedings and commission approval of application for assignment of license (Docs. 16974). Action Jan. 23.


- Broadcast Bureau granted renewal of license for WBCP-FM, Des Moines, Iowa, on terms: Principal owner, WIBC, Des Moines, Iowa; 10,000 kw, 98.9 m. Terms of new license: P.O. address: 1550 North Meridian, Indianapolis, Ind.; Ant. height: 193 ft., 7,000,000 watts ERP. Action Jan. 19.


Help Wanted—Sales (Cont'd)

One or two over-aggressive employed salesmen. Salary, plus commission. Potential to $15,000 a year. Small group station. No has been, drifters, sharps or shoplifters. Young climbers seem unnecessary, etc., in confidence to Jerry Jacob, General Manager, WAMM, Flint, Michigan.

Want to sell for one of the nation's outstanding stereo FM stations, WPHT. Fort Lauderdale, Florida. Send recent photo, resume, WPHT is well-equipped, well staffed, and has a high acceptance in the exciting station in a fine city. Write WPHT, 3330 North Wauy, Indianapolis 46208.

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Help Wanted—Management

Live wire FM, single station market, needs aggressive sales/announcer to assist manager, salary and commission plus override, contemporary, midwest. Box A-350, BROADCASTING.

New England general manager, established AM/FM station in growing area. Sales, management and technical experience required. Full responsibility delegated with opportunity to grow. Send complete resume on confidential basis. Box A-15, BROADCASTING.

Assistant controller opportunity at CARSON/ROBERTS/INC. In line with C/R's growth plan, we have created the position of assistant controller. The man who joins us will have thorough academic background in accounting, plus strong sales background in an advertising agency accounting department, plus experience in handling accounts receivable. We will also have strong supervisory experience, plus proven record in this supervisory position in the controller's department, now number five. People willing to be given responsibility for specific accounting areas consistent with his experience. We will be responsive to the opportunity to assist and assist in special cost accounting and financial analyses. For further details, please contact Pat Dacey, New York. Box A-995, BROADCASTING.

Midwest network station—tops in medium size station market—needs a go go, general sales/announcer to assist in station management and sales department. Current sales manager makes over $20,000 per year. Sales plus "skies the limit" commission set up. The boss expects nothing but maximum results. That's me. Box A-362, BROADCASTING.

Help Wanted—Sales

Salesman for top 500 watt midday day Fever-FM music format to need to number 1 in the market, is the organization. Want a go-getter, who is not afraid of hard work, salesmanship. Compensation a right deal to the right person. Box A-154, BROADCASTING.

Fire figures plus for proven man who wants to really sell modern good music AM format to the suburban market. Good sale post and benefits plus major college town's local radio market. Box A-353, BROADCASTING.

If you can sell radio, have creative ideas, like a smaller market away from the 'Fat City' market, have personality, and are mobile. Immediate opening at recently purchased station. Write manager, KGEX, Sterling, Colorado.

Tacoaco—Professional radio salesman needed, with 2 years of management experience, to sell radio. Salary plus—pay rush return—more than $10,000. Excellent account list awaits you in growing south Jersey market. Commission with Guarantee. Monthly median income of 60,000. Send resume to WJIC, Salem, New Jersey.

Wisconsin—No. 1 music/news station has career opportunity for young, creative type salesman. Open on way up for aggressive, young midwest group seeks man with management potential. Experience or job does not offer better pay, living conditions, opportunity for fun and vacations. Consideration for Illinois & Michigan stations very possible. WISM, Madison, Wisconsin.

Help Wanted—Sales

One or two over-aggressive employed salesmen. Salary, plus commission. Potential to $15,000 a year. Small group station. No has been, drifters, sharps or shoplifters. Young climbers seem unnecessary, etc., in confidence to Jerry Jacob, General Manager, WAMM, Flint, Michigan.

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Announcers—(cont'd)

Midwest University City M.O.R. station needs experienced announcer. Position offers promotion to P.D. Send resume, tape, salary requirements to Bruce Michaels, P.D., KASH, Ames, Iowa.

Wanted—Mature, experienced announcer at 5 evening stations in one of Midwest's substantial medium markets. Excellent starting salary, good prestige, open. Send reply tape and resume to KCRG, Cedar Rapids, Iowa.

Announcer—first class—3rd (sales) KHHL—Willcox, Arizona.

Immediate opening—University Educational AM station needs announcer for football music, news and staff announcing. This man will be assistant to the operations director. Excellent prospects to FM stereo. Salary is open. Send complete background, references and tape to Martin Suech, Director, KUSD, Vermillion, South Dakota 57069.

New FM-stereo station needs immediately a mature 3rd-phone announcer, strong on news, sports, all new studio and equipment. Station features better adult music, high KVU with news on weekends. Send complete resume and tape to Jack D. V. Kavadlo, West Northern Avenue, Pueblo, Colorado 81004.

Immediate opening for staff announcer. New $500,000 AM-FM station. Friendly fast moving Formal, L. M. M. and gospel program selected by program director. Pleasant working conditions, good salary. Salary determined by your ability and experience. Must have five years experience, resume and tape to KXXW, P. O. Box 797, Hot Springs, Arkansas.

Anouncer needed. MOR small market. Experience preferred, but beginners considered. Send tape resume to WXYZ, Dayton, Tenn, or call Jack Pullin, 618-778-2331.

Immediate opening for 1st phone, morning male for right market. No maintenance. 3 hour board shift with remainer of time spent in production for AM-FM stereo. All benefits including profit sharing. Contact Tom Karavakas, WDXU, Waupaca, Wis.

Progressive station needs news director to gather, write and edit local news. Take responsibility for UPN wire and audio service. Write: V. J. Kaspar, WILCO-AM-FM, Frankfort, Indiana, for interview.

Security, chance for advancement, top pay offer for experienced announcer. Established full time kilowatter in pleasant, busy, growing community. Excellent staff, gracious living, away from metro- politan pressures. Must be good, working, conditions, sparkling, upbeat person with good working relationships. Brand new modern building, exceptionally well-equipped. Write WRAN, Kankakee, Illinois, with details of experience, references, tape.

Country music station, Pensacola, Florida, needs alert announcer. Send tape and resume to Sky Toar, WMEL, Pensacola.


Radio announcer wanted for suburban good music station in growing markets. $150 a week to start and one of Midwest's most active. Apply by letter, call or first phone. $35 per week for an announcer without ticket. WRAL, Raleigh, North Carolina.

Broadcasting, January 30, 1967

Announcers—(cont'd)


Experienced, adult announcer for MOR nighttime position. No news. Send resume, tape and references to Bud Clain, WSPR, Springfield, Mass. 01103.

2 top 40 jocks—swinging station! Rush tape, resume—WWO, Connecitcut, Ohio!

Northern Arizona AM-FM, good music station, needs 2nd phone, AM for broadcast endorsement. Housing, good salary. Send resumes, tape and references to Box 1405, Flagstaff, A.

Experienced announcer for 5,000 watt AM station in hunting, fishing, skiing area. Send photo, resume, tape, phone. XKX, Twin Falls, Idaho.

Wanted: Announcer-salesman emphasis on announcing for established station. Base tt salary and commission. Send resume to Box 1530, Shenandoah, Pa.

Morning announcer for successful station in medium market. Third class license necessary. Good wages plus part time sales commission. Call Manager, 713-352-1893.

Wanted immediately—morning-funny-man all-night man. Excellent market. Number 1, top 40. Good pay to good man. Send resume and photo to Box 1002, New York City, N. Y. 94-9911. No collect calls.

Technical

Chief engineer for metropolitan. Ideal climate. Excellent working conditions. Box A-171, BROADCASTING.

Experienced engineer to become chief of AM-FM. Good equipment and professional staff to work with. Real potential with rapidly expanding company in western N. Y. Send complete resume and full details to Box A-215, BROADCASTING.

Young engineer looking for challenge of chief's position. You'll be working for a long established full time non-directional station in the Shenandoah Valley of Virginia. Position offers good starting salary, security and fringe benefits. Theory, maintenance, technical ability must. This is a long term position, with a solid future for the man who earns it in a settled hard-working, friendly operation. Box A-229, BROADCASTING.

Engineer-Technical Maintenance. AM-FM, air shift—Should sell if desired. Send resume and tape to Box A-391, BROADCASTING.

Chief engineer for AM & FM radio station in western South Carolina. You'll be your own boss. Must be strong on maintenance, 18 hours air-work a week. We offer liberal fringe benefits—life insurance, family hospitalization, bonus, etc. Salary $140 weekly. Box A-315, BROADCASTING.


Chief engineer needed for Florida AM-TV stations. Air and technical positions. Experience in AM-director's and all phases of television engineering required. Write Box A-325, BROADCASTING, or call code 813-640-4604.

Transmitter engineer. Experience helpful, but not necessary. W.A.M.D., Aberdeen, Md.

Wanted: 1st phone to become chief engineer of small AM-FM station. Excellent announcing ability desirable. Top pay. 50 mile from N.Y.C. WBNR, Beacon, N. Y. Call BROADCASTING.


Chief engineer for Illinois daytime and FM station. Good working conditions, excellent equipment, vacation, group benefits. B.S. degree in Engineering and some announcing. Salary open. Phone 312-956-2310, Box 376, Chicago, Illinois.

Engineer, experienced in radio broadcasting to become chief engineer of WNYK, Rochester, New York. Unlimited potential with expanding organization. Only willing candidates interested in improving their future need apply. Phone 1-716-635-3283, Rushing to Harold Oliver, 63 East Main St., Rochester, N. Y. All replies confidential.

First phone, expanding 1 kw DA, 3 kw FM operation. Contact Harold Parshall, C. E., KBCB, Madison, Illinois.

Chief engineer—maintenance, some news ability. Good salary and all employees benefits. WRVR, Radio, Spring Valley, N. Y. 18 miles from New York City. Immediate.

Phone 914-922-8001.

Need qualified first phone operator for smooth announcing. Contact WSAY, Rutland, Vermont.

Radio engineer engineer issues money part time with NK Associates is national head- quarters for contract engineering services. Seasonal openings for 1st class engi- neers. For full information write: Personnel Manager, NK Associates, Inc. 203 Pond Street, Natick, Mass. 01760.

If you are now employed by a school teaching TV, you can register for a special workshop and meet our qualifications. --Your response to this ad may well be the most important move you have ever made. Send details in confidence to: Ronald L. Fil, President, National Broadcast- ing Institute, Inc., Continental Towers, 2615 Olive Street, St. Louis, Missouri, 63101.

News

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-386, BROADCASTING.

News immediate openings for news director, morning and p.m. 0's. Must be experienced. Good pay. Send tape and resume to Box L-39, BROADCASTING.

If you're an experienced newsmen and want to join a news team that pulls no punches, then send a tape and background. Medium market news & talk format with minimum on the road music. Box M-352, BROADCASTING.

Newsmen opening at leading Florida net- work affiliate. Good pay, good fringe benefits and want to break into a news oriented atmosphere send full details including resume and photo to Box A-351, BROADCASTING.

AM-FM station with emphasis on commu- nity service needs newscaster. Station is on local voice. TV specials, special events. Your creativity and ideas are your own. Fine operating conditions. First rate show. Send tape, background and references to Box A-287, BROADCASTING.

Milwaukee Metro area. Presently employed wanted for stand by list. Prepare you ad- vancement. All positions. Confidential. Mail only Box A-392, BROADCASTING.

News director sought by eastern Iowa radio station. Friendly, growing city of 6,000. Will consider anyone with a real interest in news. Experienced or inexperienced. Daytime, evening, open. Send tape and resume to Box A-324, BROADCASTING.

Newsmen: Experienced in all phases of re- porting. Available. Call number one news team in eleven market. Must gather, write, broadcast, author. Salary, fringe benefits, resume to Box A-328, BROADCASTING.

Newsmen—announcer, preferably with first ticket. Will consider straight newsmen. Box B-392, BROADCASTING.

Dynamic news personalities needed for ex- citing news operation in a top five market. If you've got an original news delivery, can work under pressure, and are good on the air, you might like to join our team. Some time rush tape, pic, and resume to Box A-395, BROADCASTING.
Aggressive, well established news minded station needs go-getter to gather and report news. Will train responsible, get-better type interested in permanent position. Ideal: college grad, pay $600 plus car allowance and fringe benefits. Contact: George George, WLNR, Sierra Vista Arizona. Phone 692-451-6313.


Copy Gal-Chicago beginning salary $600 per month for quality and volume job. Send resume and tape. Box A-594, BROADCASTING.

Newsman—Young hustler with "beat" coverage experience. Must have authoritative, solid, aggressive writing. Must love dogs. Call or write Today magazine, 1335 Wisconsin Ave., N.W., Washington, D.C., 20005. Phone 332-3689.

Audio-visual/broadcasting advertising director—This is a key post in a rapidly growing Midwest advertising agency. (Nov/Dec) committed to boosting audio-visual, radio and TV billing substantially in 1987. The man chosen will be delegated major responsibility for departmental functions. Approximate age range 25-35. Job includes creative, production, dealing with station and film suppliers. A male or female staff will back up his efforts as needed. Like Chicago, this is a key post and calls for a full-sledged key man. If you think you're the answer, write in confidence and state starting salary required. Box A-222, BROADCASTING.

Copy writer/announcer/producer man. Must be worker. Will be accepting auditions between now and April. Only format type, names and samples need sent. If tape returned, send copy samples. Box A-394, BROADCASTING.

Program director—Ideas man with ideas to sell? Can you manage an announcing crew? A large market opportunity. A medium market station needs a creative, dynamic leader. Familiarity with independent and C&W station operation the top. Assume full responsibility for format, shift change, promotions, personnel, local sales. Salary $4500-$6000 in 40,000-45,000 station. Box A-313, BROADCASTING.

Copywriter—female preferred. Will consider beginner. Join progressive and exciting organization. Box A-322, BROADCASTING.

Operations man, production voice, some board, hour talk for well-equipped established locally owned western New York market. Box A-346, BROADCASTING.

Program director with 1st ticket. Solid production air shift. All employees benefit and get extended resume and air check. Immediate employment. Box A-362, BROADCASTING.

Newswoman with original approach for telling the news capable of becoming a personality in her own right. Womans one of Americas most interesting news operations. Rush tape, resume and pix. Box A-378, BROADCASTING.

Highly regarded AM seeking alert program director to join two markets with 160,000 metro population 100 miles west of Atlanta. AM a good market, FM a large university. Quality MOR. Starting salary $125 week. Send full resume, audition tape, personal photo. Alabama Box 32021, Tape, picture returned upon request.

Currently employed, general manager in four station cluster with excellent success stories, seeks larger market area as general manager. Wishes to move from all areas. A-256, BROADCASTING.

Manager: Experienced branch studio manager, account executive, talk, music, etc. . . . . . seeks station manager opportunity. Box A-251, BROADCASTING.

Youth plus experience—dj, production, sales, programming, etc. BROADCASTING.

Top billing sales manager, presently employed personal billing 50% station gross. 36 year, family man. Civic group operation. Desires management opportunity near east Coast. Box A-328, BROADCASTING.

Midwest owners: Employed, mature, radio manager with excellent record interested in returning to midwest small market station management. Box A-335, BROADCASTING.

Engineering...Well versed in all phases AM-FM radio. Successful background in small group or individual general management. Married, family. Box A-358, BROADCASTING.


Would you hire an intern for your serious operation? Why intrust the serious business of operating your station to inexperienced management? If I offer 18 years experience in every field of broadcasting, experience P. C. F. C. rules and regulations, programing, sales, engineering, management. Not cheap but worth every penny. Let's talk. Box A-346, BROADCASTING.

General Manager. Now successfully producing profits in major market. Exceptional salesman, Trainer, programmer—Qualified in all phases of Radio TV. Advertising Agency. Worth $10,000 plus override. Contract, autonomy, Box A-351, BROADCASTING, 1/2.

Program director anyone? Imaginative. Productive Expert. Many years exp. with MOR/G format, in permanent. Available two weeks after initial contact. Box A-397, BROADCASTING.

Employed radio executive, with over ten years experience, seeks position of general operation, station or operations manager. Interests wide with stock options. Family man—1st phone. Box A-381, BROADCASTING.

Talented & versatile announcer—performer creates news copy—sells sales—delivers news, commercials—mature pleasant personality—reliable broadcast man—enjoys challenging, hard work—well read, knowledgeable. Solid personality—experienced—travel extensively. Box A-359, BROADCASTING.

Young d.j. newscaster Negro looking for small station. Willing to relocate. Third Class lic. Box A-382, BROADCASTING.

The wonderfulness of top 40 radio! I guess, I miss it. What's open? Box A-321, BROADCASTING.

Dj, light board, solid news, commercials, third phone. Box A-323, BROADCASTING.

Family man seeks management position. Experienced d.j., sales, sports, first phone, Box A-383, BROADCASTING.

Talk personality, dynamic, versatile. Love to remember a "talk" show is only as good as the man! Box A-279, BROADCASTING.

BROADCASTING, January 30, 1967
TELEVISION—Help Wanted—Technical

Florida West coast AM-TV operation requires experienced with extensive television experience. Please reply immediately to Box A-358, BROADCASTING or code 813-946-4404, collect.

Chief engineer needed for Florida AM-TV stations. Attractive living conditions. Experience in AM-FM, TV, and all phases of television engineering required. Write Box A-359, BROADCASTING or call code 813-948-4454 collect today.

Mid-Atlantic VHFs have openings for first-class operator. Work sign on to sign off two days per week. Send resume and salary requirements to Box A-358, BROADCASTING.

Working chief engineer needed immediately. Excellent salary and fringe benefits. Take full responsibility engineering department. Opera- tion in Atlantic full power VHFs NBC/ABC affiliate. Finest warm, dry desert climate. Year round boating, fishing, hunting. If you want to get out of the cold and dampness pick up the phone and call me collect (702) 971. L. Wheeler, General Manager, KIVA, Yuma, Arizona.

Studio technician requires first class radio telephone license. Minimum three years experience. Write Box A-357, BROADCASTING.

Assistant engineer/first supervi- sion for AM-TV-FM needed immediately. Maintenance experience desirable. Send resume and salary requirements to Box A-358, BROADCASTING.

Technicians with 1st class phone license needed for well established UHF station in midwest. Must have highly industrialized area plus large State University. Regular staff positions in operation and maintenance. Will train those without experience. Excellent opportunity to acquire experience in many phases of television station engineering. Contact: D. F. Morgan, Station Manager, WABI-TV, Bangor, Maine.

Experienced television studio technician—must be thoroughly familiar with all phases of television studio operations. First-class management—good opportunity for advancement. Box A-358, BROADCASTING.

Immediate employment—engineer, background in video equipment maintenance. Excellent salary and fringe benefits. Contact: Robert Schon, Mass Communications, Wayne State University, Detroit, Michigan.

Need experienced newsman to head radio-television operation. Must have beginning September, M.A. almost essential; teaching experience desirable; must have solid professional background; School of Journalism, University of Iowa, Iowa City.

Director—Must be strong supervisory. Must be able to take charge of all on-air operations on a major Midwest VHF in top 50 market. Salary open. Send resume to Box A-320, BROADCASTING.

Wanted—Experienced program director, Southeastern ABC-TV Station, Box A-382 BROADCASTING.

Production—Programming, Others

Needed immediately: Creative TV copywriter. Excellent compensation, department stores, furniture, drug outlets, shoe centers, radio, TV, advertising, Salary who can do spec commercials and has background in retail TV advertising. Salary. Beginners or fresher need not apply. All replies must be postmarked to a smart Yankee. Contact Fred Fletcher, WRAL-TV, Raleigh, N. C. Box 2553.

TELEVISION

Situations Wanted—Management

TV station manager—Over 25 years in broadcasting; 12 in TV management, seeking change. Highest Industry and personal refer- ences, outstanding record in all phases TV/Radio management. Available 60 days or less. Prefer small-medium markets. Box 336, BROADCASTING.

Sales or manager-Mature (48) effective man in AM-TV operations seeks new position. Experienced in AM-TV sales, man-agement, engineering, TV AM production, FFC, office and business fundamentals. A proven aggressive sales man seeking in challenging opportunity with medium or large television company. Box A-314, BROADCASTING.


Program director—Presently employed with eleven years sold background in TV seek- ing position in similar city. If you need a dedicated and responsible executive write Box A-339, BROADCASTING. Broadcast: 20 years experience television all phases including sales, seeks administra- tive executive position with company, responsible for maximizing operating profits. Dynamic, civic minded family man. Box A-330, BROAD- CASTING.

Frustrated account executive with manage- ment ability and experience too impatient to wait for funeral to advance in present organization. Looking for management or sales management position small to medium market. Box A-353, BROADCASTING.

Sales

Eight years successful Television representa- tive experience, Major rep firms in Chicago & New York. Also Local sales representative. Currently in production of talent. Interested in account or Account Manager position. Box A-346, BROADCASTING.

Situations Wanted

Announcers

Versatile southern staff announcer seeks position in south, west or southwest. Box A-360, BROADCASTING.

TV staff announcer. Heavy experience in on-camera commercials, weather, news, sports, interviews MC work. Host-producer own show. Box A-381, BROADCASTING.

Technical

To the employer with foresight—TV transmission engineer. No experience necessary. Must be at Liberty next July. Good background in planning, drafting, sales. Present position TV Broadcast equipment. Interested in position calling on this experience, either on or off-air. All replies must be answered with complete resume and references. Box A-356, BROADCASTING.

TV chief engineer position, ready to move up, carefully planned background includes; technical, aggressive administrator interested in color, heavy on maintenance, supervi- sion, technical sales. Must be an asset to your station. Box A-337, BROADCASTING.

17 years TV, audio, color, VAT, proofs. Refer- ences, registered broadcast engineer, Larry Sibilla, 11514 Hickory Rd., Omaha, Nebraska, 402-525-7602.
WANTED: Equipment

For Sale—Equipment continued

Complete recording studio package including the following: one each of 392-1 and 39B-2, four 24-track machines; one each of Silver, Yamaha, and other professional tape machines; one each of 349-4 and 601 portable, all in mint condition; new 200W speakers, mixers, rack, speakers, microphone, etc.; additional equipment; parts, tape, and accessories. Music Ads, Inc., 311 North Tenth, Boise, Idaho.

MISCELLANEOUS

39,000 Professional Comedy Lines! Topical laugh service for streaming introductions. Free catalog. Orby Comedy Books. Atlantic Beach, N. Y.

Instant gaggs for death—$35 one-liner gag—free. Available on orders over $100. Weather, Traffic, Mule, etc.—Sample dozen $1.50. Write for complimentary Comedy Catalog. Show-Biz Comedy Service—1755 East 29th St., Brooklyn, N.Y. 11298.

Dejay's 8000 classified gag lines. $5.000 Comedy catalog free. Ed Orrin, 8054 Gentry, North Hollywood, Calif. 91606.

30 minute tape—"quickies" pop-in voices—sexy gag tells to dj's—hundreds different voices—effects $10 tape returns made. Dave's Enterprise, P.O. Box 991, Lexington, Kentucky.

Sell-Kit cuts production costs...raises morale. Custom designed to your specifications. Noyes, Moran & Co., Inc. 928 Radio Division, Downers Grove, Ill. 60510 (312) 969-5553.

TV bowling bingo is the hottest local live entertainment for five days a week. Your men will sell your time for this show, if you can't. Bingo cards Denver Box 500 Denver, Colorado 80209.


INSTRUCTIONS

F.C.C. License preparation thru high-quality training in communications electronics. If you want more than just your license—If you are serious about better technical education—You should consult the instruction and/or resident course. G.I. Bill applied. In the heart of the Midwest, fully supported by grants and scholarships. Approved by all state boards of education and/or resident courses.

Learn Radio-TV announcing, programming, production, writing, recording, on-the-air, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—Kraft-FM—Highly qualified professional teachers. Country's finest practical training.

Institute: Institute, 2603 Inwood Road, Dallas, Texas 75233.

The masters. Ekinks Radio License School of Minneapolis offers the unmatched success of the Famous Ekinks Laboratory and Theory Classes in preparation for the First Class FCC Radio License. Ekinks Radio License School, 419 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks! Top quality labora- tory training. Fully G.I. approved. Ekinks Radio License School, 1120 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Ekinks training for an FCC First Class License. Out- standing instruction and laboratory instruction. Ekinks Radio License School of New Orleans, 333 Charles Street, New Orleans, Louisiana.
Announcers

WE WANT THE FINEST PERSONALITY AVAILABLE

He is now working and doing well but he wants to do better. He is young, bright, clever, knows how to build ratings, client good will and a large. Young man is now here and want to earn more than 15 thousand dollars the first year, send tape resume to:

Box A-366, Broadcasting.

Help Wanted

Get paid while you learn!

Join the training program that produced many of our top Radio/TV Executives.

Learn all phases of broadcasting in the comprehensive 2-year management training program of our major-market Radio/TV Station. Requirements: a college degree in any field and fulfillment of military requirements.

Opportunity for advancement to permanent management positions with our company or affiliated stations. Top people have progressed to their present positions from this training program.

Write or call collect: Robert Goodwin wmal-am/tv

The Evening Star Broadcasting Co. 4461 Connecticut Avenue, N.W. Washington, D.C. 20008

Phone (202) 537-1100

An Equal Opportunity Employer

PRODUCER-PERSONALITY

Yes—Solid Sophisticated Professional in both areas here and abroad. Seeks top offer and top challenge in "TALK or Public Affairs" Creativity a must!

Box A-337, Broadcasting.

TELEVISION—Help Wanted

Send your type-written resume and material today to be considered immediately by our station clients. Tape required from all air personalities. NO FEE!

CHECK AREA OF INTEREST

TV □ RADIO □

General Manager □ Sales Manager □

Program Director □ Chief Engineer □

Production Manager □ Promotion Manager □

Announcer/newscaster □ Sales/local or national □

Engineer/studio or smfr □ Producer/director □

Copy/traffic □ Other □

Salary desired ___________

Address _________________

Name _____________________

NO PLACEMENT FEE ! !

 Broadcast Personnel Consultants

645 N. Michigan Ave., Chicago, Ill. 60611

Sales

Career Opportunity

VHF TV SALESMAN

Major Market—Great Lakes Area

You are proud of your business and personal records. You enjoy your work but would like to make more money and improve your opportunity for future advancement by applying your skills in a larger market with a growing company. You may be just the man we are looking for. Salary, commission, profit sharing and other fringe benefits. Send complete business and personal history to:

Box A-314, Broadcasting.

Production—Programming, Others

PRODUCTION MANAGER

In Chicago—

Must be excellent commercial announcer with creative flair and good ad jib ability. Our expanding multi-market FM organization offers top starting salary, benefits, and further management opportunities to the right man. Send background, salary requirements & tape to:

Larry Gutter, President
CHICAGOLAND BROADCASTING, Inc.
2540 W. Petersen Ave.
Chicago, Ill. 60645

312-761-1800

ANNOUNCERS

SAGINAW—BAY CITY, MICHIGAN

WANTED: Live wire 0) — top forty type—younger to 35, who can work with a M-0-R format. Exceptional medium market position, you can turn people on, not off, rath tape, and resume and picture to:

Paul Pigeon, WXXH, Bay City, Michigan.

BROADCASTING, January 30, 1967
**TELEVISION**  
**Technical**  
**BROADCAST FIELD ENGINEERS RCA**  
Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest. RCA offers outstanding benefits, including liberal vacations, 8 paid holidays, life insurance, retirement plan, plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer

**RADIO CORPORATION OF AMERICA**

**ENGINEERS**  
**Over-seas Opportunity**

International television organization is presently seeking engineer applicants for near-east and far-east projects. Minimum 5 years maintenance and operating experience in such positions as Chief, Transmitter, Mobile Van and Studio engineer. Professional challenge with growth opportunity: Overseas benefits and congenial associates.

Box A-371, Broadcasting.

**Production—Prog. Others**

**WEATHER GAL WANTED**

Major Northeastern TV station needs a gal with a minimum of two years on camera experience. If interested send resume, pictures and tape to Box A-290, Broadcasting.

**RADIO-TV FARM REPORTER**

Opening in Sacramento, 1 to 3 years experience in Farm Radio or Farm Television preferred, but will consider agricultural journalism graduate or newscaster with farm background. Apply in person or send detailed resume to:

Personnel Department  
McClatchy Broadcasting Company  
21st & Q Streets  
Sacramento, California

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**WANTED:**

Creative TV Producer-Director with at least five (5) years experience. Major group station located in North-East. Excellent opportunity for director with ability plus experience.

Box A-230, Broadcasting.

An Equal Opportunity Employer

**TOP EASTERN TV STATION**

Offers bright opportunity for experienced professional sportscaster to become part of its News, Weather, Sports team.

Box A-216, Broadcasting.

An Equal Opportunity Employer

**HELP WANTED**

for Florida TV Station

**DIRECTOR of PUBLIC RELATIONS**

... with TV background ...

... press agent and special project experience ...

... No advertising involved

Send detailed resume. Include minimum salary requirement.

Box A-350, Broadcasting.

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**FOR SALE—Equipment**

**FOR SALE**

HEAVY DUTY TOWERS  
TRIANGULAR, GUYED TYPE  
2-440 ft  3-360 ft.  5-300 ft.  
UNITED STATES TOWERS  
249 Bartow Lane  
Petersburg, Virginia

**FOR SALE-Stations**

NORTHWEST

AM-FM major market profitable. Can be bought for annual Gross billing, F.P. $140,000 with $60,000 Down. Balance 10 years.

Box A-378, Broadcasting.

Ariz. single fulltime $125M sold  
S.E. small daytime 67M terms  
Miss. medium daytime 130M 26%  
R.M. metro fulltime 140M terms  
N.E. suburban daytime 650M 28%  

CHAPMAN ASSOCIATES  
ROAD PEACHTREE, ATLANTA, GA. 30305

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**TV STATION**

Looking for personable Meteorologist to handle TV weather show ...Must have TV experience.

Box A-244, Broadcasting.

An Equal Opportunity Employer

**IMMEDIATE OPPORTUNITY**

for top notch artist at Eastern TV Station. Must have knowledge of Color-Black/White operation. Submit resume to:

Box A-252, Broadcasting.

An Equal Opportunity Employer

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**FOR SALE—Stations**

SELLER: What's my property worth?  
BUYER: What's his property worth?  
ANSWER: Contact...

G. BENDERFTT LARSON, INC.  
R.C.A. Building, 6363 Sunset Blvd. Suite 701  
Hollywood, California 90028  
(213) 469-1171

BROKERS-CONSULTANTS

AVAILABLE

Radio  
Television  
C.A.T.V.  
Newspaper  
Magazines

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BROADCASTING, January 30, 1967
**BROADCASTING, January 30, 1967**

*FOR SALE*

**Station (Cont'd)**

**Valle Media Brokers Inc.**

**116 CENTRAL PARK, SOUTH**

**NEW YORK, N. Y. 248-3430**

**MISCELLANEOUS**

A $400.00 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station.

No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney."

It calls for $15,000 investment plus $5,000 operation capital. Principals only.

Box: 18-95

Broadcasting Magazine

1735 De Sales Street, N.W.

Washington, D.C.
The following are activities in community antenna television reported to BROADCASTING, through Jan. 25. 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.

**Mobile, Ala.**—Mobile TV Cable Co. has applied for a franchise.

- Cedar City, Calif.—Mass Communications System Inc., a new corporation formed by Jim Phinn, Len Harris and Dean Campbell, all Fremont, Calif., has applied for a CATV franchise in Cedar City and Union City, all Alameda county, Calif. Madera, Calif.—General Electric Cablevision Inc., owned by Dr. Sam W. Rous, has applied for a franchise.

- Sonora, Calif.—Tootline Cable Vision Inc., a division of Valley Vision Inc., multidivision CATV owner, has applied for a franchise. The company offered the city $2,100 per year rental rate. Sonora is the only city of the five in the area which the company has refused to serve.

- Vacaville, Calif.—General Electric Cablevision Inc., a subsidiary CATV owner, has applied for a franchise. The company offered the city $20,000 and a monthly charge of $200 for 2,500 subscribers.

- Sacramento, Calif.—Sacramento Cablevision (Sacramento) has been approved for a franchise. Previous applicants are Five Beaches Cable TV Inc., Jerrold Electronics of Philadelphia, Matano Cablevision Inc., and Sunshine Cablevision Co., owner of WBRD-AM-FM Bradenton, Fla.

- Escambia, Fla.—Florida OmniVision Inc. (J. McCarthy Miller) has applied to the county for a franchise.

- Longboat Key, Fla.—Sarasota Cablevision Inc. (multiple CATV owner) has been granted a franchise.

- Rome, Ga.—Rome Broadcasting Co., owners of Valley Cablevision (Stations Gall Stalls), has been granted a franchise.

- Mendota, III.—Television Transmission Co., Peru, Ill., has been granted a franchise. The city will receive $25,000 from the gross receipts. The CATV license tax fee is set at $1,000. Other applicants were Top Vision Cable Inc., Owensboro, Ky.; Telesis Cable Inc., Evansville, Ind.; Georgia Cable Co., Atlanta; Meredith-Axco Inc.; Champaign, Ill.; and Kay-Tonews Antenna Co., Rome, Ga.

- Bristol, Va.—Cablevision, Inc., a division of Valley Vision Inc. (multidivision CATV owner) has offered the city $2,100 per year rental rate. Bristol is the only city of the five in the area which the company has refused to serve.

- Bedford, Va.—Charlottesville Cablevision, Inc., has been granted a franchise. The company offered the city $20,000 and a monthly charge of $200 for 2,500 subscribers.

- Springfield, Ill.—Springfield Cablevision Inc. (James Gregg, Dallas Montgomery, Harold J. Griffin) has offered the city $20,000 and a monthly charge of $200 for 2,500 subscribers.

- McPherson, Kans.—McPherson Cablevision Inc. has offered the city $20,000 and a monthly charge of $200 for 2,500 subscribers.

- Beaverton, Ore.—Beaverton Cablevision Inc., a division of Valley Vision Inc., has offered the city $20,000 and a monthly charge of $200 for 2,500 subscribers.

- Ocean City, Md.—Ocean City Cablevision Inc., a division of Valley Vision Inc. (multidivision CATV owner) has offered the city $20,000 and a monthly charge of $200 for 2,500 subscribers.

- Stephen, N. D.—Stephen Cablevision Inc., has applied for a franchise.

- Royal Oak, Mich.—Royal Oak Cablevision Inc., a division of Valley Vision Inc. (multidivision CATV owner) has offered the city $20,000 and a monthly charge of $200 for 2,500 subscribers.
FRANK Martin realized a long time ago he didn't possess the dulcet tones of a Graham McNamee or a Ted Husing. But he hoped that he might just be endowed with the sales, administrative and executive potential that might eventually develop into a John Blair, for example.

Not that Mr. Martin was intimately acquainted with Mr. Blair back in 1944 when the latter was already a household name in the radio business and the young announcer was completing a two-year stint at WATR Waterbury, Conn. But it was about that time he reached this decision: If his voice were to be his fortune, he would be wise to use it to sell time to advertisers and agencies rather than to try to hit the big time of radio announcing of the 1940's.

His career prognosis proved to be accurate. He confessed recently that he has had his ups and downs in the TV-radio field, but said he never swerved from his goal to attain success in the business side of the industry.

TO Stage Center * Twenty-three years after he surrendered the microphone, Mr. Martin moved clearly to the center stage of John Blair & Co., coincident with the retirement a few weeks ago of Mr. Blair as chairman of the company he founded 33 years ago (BROADCASTING, Jan. 16). Mr. Martin is president and chief executive officer of Blair.

It was an orderly and expected transition from the field to the second-generation broadcaster. In November 1965 Mr. Martin was named president and chief executive officer. Mr. Blair retains an office at the company's headquarters in New York, remains a board member and is still the single largest shareholder with ownership of 10% of the stock.

As a 15-year veteran of the Blair organization, Mr. Martin is most conversant with the policies that have helped propel the company to its prominent position in the TV-radio station-representative field. Blair, which went public in late 1965 and is the only representative firm that is not privately held, attained sales of $105 million in 1965 (1966 figures are not yet available). Naturally, he intends to adhere to Mr. Blair's basic business philosophy, he said, but will remain flexible to meet the ever-changing requirements of the spot industry.

Attention to Details * Mr. Martin is a tall, solidly built man of 46 who seems completely dedicated to the broadcasting field. Colleagues say he is an intense, hard-working individual who pays considerable attention to detail on both the personal and professional level.

"Frank will send Christmas cards, for example, to people he used to do business with years ago and will go to extremes to find out where they are now located, so he can stay in touch," one long-time associate commented. "On the other hand, he keeps a file of information he considers important from years back, including all kinds of rates and rating data, dating back in some instances to the early 1950's."

Except for a two-year hiatus between 1946 and 1948 when he was in promotional work in California, Mr. Martin has been active in television and radio since 1942. He confesses that a job as a New York time salesman eluded him for a considerable period, but he finally obtained one in early 1950 with the old DuMont television network and its New York outlet, WABD(TV) New York (now WNEW-TV).

Hard at First * From the vantage point of selling TV time for more than 17 years, Mr. Martin is naturally ebullient about the values of spot TV. But he acknowledges that it was "a tough sell" in the early 1950's when agencies were heavily print-oriented and the documentation of the medium's effectiveness was not easily understood by the decision-makers.

Mr. Martin concedes that spot TV may not grow so spectacularly on a percentage basis in the future as it has in the past, but he is confident the medium will continue to grow in terms of dollars allocated to it. He regards color as an added dimension that will expand usage of spot TV by both brand and corporate advertisers.

"Here at Blair we're also bullish on spot radio," Mr. Martin remarked. "We envision a greater use of radio by advertisers as they keep reevaluating the role radio will play in their plans. The volume of radio sold by Blair has doubled over the past 10 years and we feel this growth pattern will continue."

Mr. Martin believes that the advantages of "going public" outweigh the disadvantages. He voiced the view that Blair's issuance of stock has eliminated any myth surrounding the representation business and has provided the opportunity for the public, including individuals in broadcasting, to invest in the company. Approximately 35% of Blair's outstanding stock is publicly owned and the remainder is held by various Blair executives and members of the staff.

"I would say the main disadvantage now is that we operate under constant scrutiny," he observed. "And I'm not so sure this is really a disadvantage."

Expansion * In recent years, Blair has diversified into investments in companies in the communications area. Blair has interests in Central Media Bureau, an advertising research and development programing organization; American Printers & Lithographers Inc., and the Boston Herald Traveler Corp. (WHDH-AM-FM-TV Boston).

"We're always looking for other areas into which we can expand," Mr. Martin remarked.

Mr. Martin's post keeps him hopscotching around the country to visit the various representative stations and Blair offices. But travel between his home and the New York office is simple. He lives within walking distance of headquarters.

For relaxation, he enjoys golfing and fishing. And reading is one of his principal avocations.

"I keep up with all the trade publications, of course," he pointed out. "But it is also necessary to read widely to maintain a grasp of the over-all picture."

WEEK'S PROFILE

Francis Martin Jr.—president and chief executive officer of John Blair & Co., b. June 8, 1920, New York; attended Columbia U., 1937-40; Cornell, 1940-41; Cornell law school, 1941-42; announcer-writer, WATR Waterbury, Conn., 1942-44; salesman, WOR Recording Division, 1944-46; independent promotional work in California, 1946-48; sales manager, WCLR Torrington, Conn., 1948; salesman, MCA Syndicated Sales, 1948-49; account executive, Dumont television network, 1950-51; with John Blair & Co. since 1951 as salesman; 1951-61; sales manager, eastern states, 1961-62; executive vice president, Blair Television, 1962-65; president, Blair Television, March 1965; president, John Blair & Co., November 1965; m. Mimi Scott of New York, 1964; children (by former marriage): Francis III, 17; Anne, 13; Scott, 9; member of Station Representatives Association (vice president); Maidstone Club, East Hampton, L. I., and Fifth Avenue Club; hobbies—golf, fishing, reading.
Television in the Great Society

The noncommercial television system described by the Carnegie Commission in its report of last week is much too promising to be set aside as just another romantic dream of well-intentioned visionaries. Though the report may here and there stray into excesses of expectation, it is in the main a practical approach reflecting practical study. It deserves to become the benchmark document in the formation of a national policy on, as the commission calls it, "public television."

This is not to say, however, that the Carnegie proposals should all be swallowed at one gulp. The course of action that the commission has laid out would be a pioneer experiment in this country's history of communications. It must be studied in all of its details. Some of those details, it is at once apparent, are subject to serious dispute.

Throughout the report, the Carnegie Commission repeatedly refers to the essentiality of keeping the noncommercial system free of governmental or political influence, and indeed the methods of funding and organizing its Corp. for Public Television were fashioned to remove CPTV from the control of either the legislative or executive branch. We are not at all sure, however, that the commission has devised a plan that would achieve its purposes. CPTV, as planned by the commission, could become the captive of the President of the United States.

The governing body of the Carnegie Commission's CPTV would consist of 12 directors, six appointed by the President with the consent of the Senate and the other six elected by the presidential appointees. Despite the insertion of the Senate as a factor in the selection of the presidential appointees and the removal of the President from direct selection of the six elected members, all 12 directors would be beholden to the Chief Executive. No presidential appointee who hoped for reappointment would vote for an electoral director who was unacceptable to the President.

Furthermore, after the establishment of the first board of CPTV directors, the machinery proposed by the Carnegie Commission would enable succeeding Presidents to reshape the directorate to their own liking. Under the commission's plan, the terms of one-third of the directors would expire every two years. Within any President's four-year term, two-thirds of the CPTV directorships would become subject to reappointment, re-election or rejection.

Even though it is assumed that all Presidents will be high minded and all their appointees above petty politics, the machinery of selection proposed by the Carnegie Commission would in itself invite suspicion as to the independence of the CPTV directorate. There must be a better way to insulate a CPTV from the administration in power.

This, it seems to us, is the most critical of all considerations in the creation of any system of nonprofit TV. If, as we think inevitable, there is to be a noncommercial apparatus with the capabilities that the Carnegie Commission has prescribed, it must be immunized in both its design and function from capture for political purposes. It is to that problem that the President and the Congress must principally address themselves in working out a legislative program.

There are many attractive features in the Carnegie Commission plan. The checks and balances provided by the separation of CPTV from control of individual stations are obviously desirable. But the relationship outlined in the Carnegie report is another element that bears intensive study. As foreseen by the commission, CPTV would only offer its programs to the noncommercial stations, and the stations would have full discretion to reject or select. But if CPTV became the principal or only source of noncommercial programs that had national significance, would the stations be in a position to decline its offerings? The practical arrangements that might flow from the Carnegie outline must be thought about extensively.

The $500,000 that the Carnegie Corp. spent to support the Carnegie Commission on Educational TV may turn out to be the most fruitful investment any foundation has yet made in the interests of ETV development. The commission's report provides a blueprint that may be defective in its details but is sound in its concept and promise. Now it is up to others to see that the walls will be square and the plumbing operable.

'My friends'

Today—Jan. 30—marks the 85th birthday of Franklin D. Roosevelt, the only President in our history to have been elected to four terms. Tomorrow there will be unveiled at the White House a portrait of the "Radio President" for which he had been posing at the time of his death at Warm Springs, Ga., on April 12, 1945.

FDR was the "Radio President" because he had mastered the microphone as had no politician before him. Crippled by polio, he made radio his link to the people. His instinct for radio showmanship was to elect him to his unprecedented four terms in the face of a generally hostile press. He made some 500 major broadcasts—a record not likely to be surpassed.

Even in the days of FDR there were those in government who felt radio was too potent an instrumentality to be left in private hands. One of FDR's trusted aides, Secretary of Interior Harold L. Ickes, had explored setting up a "government clear-channel network," ostensibly to carry government agriculture, weather and other intelligence to the nation. Spectrum scarcity in the AM broadcast band, plus the obvious reaction of the opposition Republican minority, who had visions of a "propaganda network" by the party in power, nipped the plan.

Those sentiments of a quarter-century ago may arise in modern form in consideration of a noncommercial TV system for which spectrum space is available.

Drawn for BROADCASTING by Sid Hix
"I've changed my mind ... I do, too, like soap operas!"

BROADCASTING, January 30, 1967
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