Next season's CBS-TV schedule has youth in mind. p25
NAB sets out to streamline TV time standards. p28
PERSPECTIVE 1967: Bullish year for radio-TV. p41
Are licenses vulnerable at renewal or sale time? p90

“I'll give you a million dollars if you'll be my husband tonight.”

Jack Lemmon, Romy Schneider and Dorothy Provine star in David Swift's delightful color comedy of two couples' frantic attempt to save $15,000,000, a lady's reputation and an advertising man's job: "Good Neighbor Sam." One of Screen Gems' Post-1960 Feature Films for Television, Volume II. Screen Gems ©
"CATV broadens broadcasting by filling the channel gap"

"Every empty channel on a viewer's TV set represents an opportunity for public service. By working hand in hand with network and local broadcasting stations, CATV can broaden the use of the television set and meet the insatiable desire of all viewers for more educational, entertainment and news programs.

"CATV can increase the number of hours of TV watched per viewer. It can bring in programs which, for one reason or another, are not available in a certain locality, yet they are of interest to the viewers in that area. It can also provide crystal-clear reception of local TV stations regardless of obstructions or terrain.

"Let us remember that a television set is a big investment for most people. When network and local TV stations dovetail their efforts with those of CATV, the people are bound to benefit."

This statement courtesy of Midwestern Broadcasting Company

Les Biederman
President — Midwestern Broadcasting Company
Traverse City, Michigan
Another Saint Louis First... 24 hour news coverage.

The first time in St. Louis, a television news desk is staffed around the clock. KTVI does it, of course! The only TV station to process its own color and black & white news film . . . the station with more working newsmen in the field, eight mobile news units, and a 40 channel communications center . . . the station that gets there first with the most.

MORE reasons why KTVI has the best news facility in St. Louis.
Housewives first choice

To sell food items, health and beauty aids, hosiery, or any of the multitude of products purchased principally by the housewife, select the station that delivers more. In the nation’s 12th ranked television market, KRLD-TV reaches 22.2% more housewives per average quarter-hour than the 2nd station; 70.2% more than the 3rd station; and 238.5% more than the 4th station.*

Contact your H-R representative for a most efficient schedule on the housewives’ preferred station.

*November 1966 ARB Market Report
Television audience estimates
Sunday thru Saturday
9:00 AM to Midnight

represented nationally by HR

KRLD-TV The Dallas Times Herald Station
DALLAS — FT. WORTH

CLYDE W. REMBERT, President

BROADCASTING, February 27, 1967
LBJ for CPTV

President Johnson is expected this week to ask Congress for legislation creating system of "public television" advocated by Carnegie Commission on Educational Television. In special message, President reportedly will request (1) excise tax on new TV sets, (2) chartering of Corp. for Public Televis., (3) appropriation of $20 million, as recommended in his budget message last month, for federal aid to states in establishing noncommercial stations.

Presumably, presidential message will also lend support to other Carnegie suggestions: additional expenditures for ETV by states and local governments, additional contributions from foundations and private donors (Broadcasting, Jan. 30).

Harder bargains

Television networks have unusually tough selling ahead, according to agency sources, and blame is placed on uncertain state of national economy, which is defying near-term economic forecasting. "A guy's a nut if he buys something now that he might get for two-thirds the price later on," says one agency program vice president. One effect, according to agencies, is considerably more dealing in "guaranteed" circulation agreements that usually mean make-good minutes if original schedule's rating isn't up to snuff. Agency men are estimating that last half of network inventories to be sold for 1967-68 season will be available two months later than usual.

Candidates

Early-bird candidates for National Association of Broadcasters television board have begun campaigns seeking support. Two board members are up for re-election to second two-year term and four seats are vacant. Making bids are Burton LaDow KTVK(TV) Phoenix; Eldon Campbell, WFBM-TV Indianapolis; Eugene Wilkin, WGAT-TV Portland, Me., and Hamilton Shea, WSSV-TV Harrodsburg, Va. Up for re-election are Carl Lee, W2O2-O TV Kalama-zoo, Mich., and Charles Tower, Corinthian Broadcasting, New York.

Board members whose terms will end at NAB convention in Chicago in April are Joseph Baudino, Westinghouse Broadcasting, Washington; Otto Brandt, KING-TV Seattle; John E. Dille Jr., Communicana Group of Indiana, joint board chairman, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.

Samuels for Strouse

Announcement will be made this week of appointment of Perry S. Samuels, vice president-general manager of WPTV Albany, N. Y., as general manager of Avco's WWDC-AM-FM Washington. He will succeed Ben Strouse, who has resigned effective July 1 after 25 years with Washington independent, to devote his time to personal interests, including board chairmanship of Broadcast Electronics Inc., Silver Spring, Md., part-ownership of WEBB Baltimore and motion picture and real estate interests in Maryland. Strouse family (including heirs of Joe Katz) sold wvoc properties to Avco Sept. 1, 1965 for $3.2 million.

50-50 fades

Stirrings deep within FCC indicate commission may be facing soon one of most controversial rulemakings it has ever issued—to prohibit television networks from controlling more than 50% of their prime-time programming. Ashbrook P. Bryant, head of commission's network study staff, has been reviewing voluminous comments filed in proceeding, and is expected to draft working paper for consideration by his superiors by end of March—or just about on second anniversary of issuance of rulemaking (Broadcasting, March 29, 1965). It's little early to count commission noses on issue, but odds are against its being approved in anything like present form.

Bulls in broadcasting

New highs were achieved by three group owners last week listed on New York Stock Exchange. Capital Cities (with low of 194 1/4) reached 229 1/4; Cox Broadcasting (low of 194 1/4) attained 195 1/4; and Storer Broadcasting (low of 29 1/4) achieved 48 5/8. Taft (with year's low of 19 1/4) closed Friday at 41 3/4—one point below its year's high of 43 1/2.

Man in the market

Producer Allen Funt, whose nigh-  
perennial Candid Camera series is not being renewed by CBS-TV (story, page 27), is actively seeking to purchase TV station properties to be operated now by himself and eventually by his son, now 20. Mr. Funt plans to keep his production staff intact in hopes that Camera and spin-off series, Candid Kids, can return to some network schedule as replacement in January 1968. He has basis for optimism: Candid Camera has been carried and canceled by NBC, ABC, old DuMont network and also CBS on previous occasions.

P for prestige

If CBS-TV sells all commercial minutes in its 1967 National Football League packages at current offering prices, gross revenues will hit $40 million. This would allow network to "just about break even or make maybe a million, maybe two," according to one CBS official. CBS's commitment in rights totals about $25.5 million. Added to this are costs of production, lines, etc., which official says will bring outlay to around $40 million. Last year's NFL coverage yielded less than $1 million profit. Reason for continuing with marginal property: NFL is considered prestige vehicle and liked by affiliates.

Football package deals at CBS are being offered as Plan A with 21 games for $75,000 per commercial minute, Plan B of 16 games for $48,000 per minute, and 24 games in a pre-game plan for $27,500 per minute, and in postgame for $35,000 per minute. On package sales, network must allow for 15% agency commission. Availabilitys are being offered first to national advertisers, and when "exhausted," will be sold to regional advertisers.

Oracle

What are essential ingredients for start of "viable" fourth network primarily of UHF outlets? Commissioner Robert E. Lee, FCC's most frequent spokesman in behalf of UHF, has this rule-of-thumb: Outlets in top 50 markets, with 50% saturation of sets with UHF capability. With some 25 of top 50 markets already UHF populated and with authorizations in all of others, he figures minimum criteria can be met by end of 1967.
The color trend in Cleveland. We're leading it. A million hungry sports fans a year. They're ours. Hard-nosed news coverage at noon, six and eleven. Outstanding movies. Great CBS programming. You bet we're turned on. And by more and more Clevelanders every day. Because WJW-TV gives Clevelanders what they want, we can give you what you want — more for your buy month after month after month.
WEEK IN BRIEF

CBS-TV reveals swing toward youth-catching fare as network announces 1967-68 schedule. Age-lifting strategy forces some of venerables off air. Casualty list includes 'Gunsmoke' and 'What's My Line.' See . . .

CBS RESHUFFLE . . . 25

NAB TV code board begins comprehensive look at time standards for advertising, comes up with ‘concept’ calling for simplication with emphasis on program interruptions and total nonprogram time. See . . .

STREAMLINING BEGINS . . . 28

New York City bar committee rejects proposal of imposing legal curbs on crime news coverage as unconstitutional. Calls for self-discipline by bar, courts, police and media to protect free trials. See . . .

COURTS HOUSECLEANING? . . . 80

Economic outlook has broadcasting showing unusual strength in generally uncertain year. TV seen making sales advances of 10% in network, 8% in spot. Total radio billings could go up 12%. See . . .

TWO UP-CURVES . . . 41

Radio and TV last year showed increases in all areas: network, national, regional and local spot. TV time sales increased $122.6 million to $1.8 billion. Radio up 98.2 million to $926 million. See . . .

FAT GAINS FOR BOTH . . . 42

Strongly worded ABC-ITT reply to Justice Department's filing on merger bid hits Justice as misrepresenting data, and charges it with using desperation tactics to have FCC re-open case. See . . .

BATTLE ESCALATES . . . 88

Three pending cases before FCC give indication that TV stations are no longer immune from challenges to their licenses. Renewal or sales applications being put to test in current debates. See . . .

KING OF HILL . . . 90

LBJ's telecommunications adviser urges Congress to tackle problem of radio spectrum. In report to Senate and House commerce groups, O'Connell warns of stagnation unless new plan is drawn. See . . .

WARNED ON SPECTRUM . . . 93

Tight money market and new FCC controls didn't put damper on station trading in '66 as 409 properties worth $137.5 million changed hands. Brokers are bullish about prospects in '67. See . . .

STATION TURNOVER . . . 77

AT FCC prime concern is communications satellites and technology; in Congress it's copyright legislation on CATV. NAB worried over congressional reaction to broadcast endorsement of candidates. See . . .

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Broadcasting

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front cover of magazine.

BROADCASTING, February 27, 1967
What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. Influence the Influencibles®. Get the response you want with Storz radio.

© 1965 Storz Broadcasting Co., Inc.
Poole buying WPRO-TV for $16.5 million

OPENs WAY FOR CAPITAL CITIES KTRK-TV ACQUISITION

Capital Cities Broadcasting signed Friday (Feb. 24) for sale of WPRO-TV Providence, R. I., to John B. Poole, Detroit attorney-broadcaster, for $16.5 million (CLOSED CIRCUIT, Jan. 9). Sale is in anticipation of Capital Cities' proposed acquisition of KTRK-TV Houston for $21.3 million (BROADCASTING, Nov. 21, 1966), since company already owns FCC limit of five VHF stations. Both sales are subject to FCC approval.

Mr. Poole is president and principal owner of WJRT-TV Flint, Mich. Capital Cities, represented in negotiations by Howard Stark, is retaining WPRO radio (neither is it acquiring KTRK, KTRK-TV's radio affiliate). WPRO-TV is on channel 12.

Other Capital Cities TV stations are WTN(TV) Albany and WKBW-TV Buffalo, N. Y., WTVD(TV) Durham, N. C. and WSAZ-TV Huntington, W. Va., all VHF and one UHF, WDCD(TV) Adams, Mass.

ASCAP members eye $38 million melon

Members of American Society of Composers, Authors and Publishers will benefit from $38,374,584 in net revenues garnered by licensing organization in 1966.

Financial figures were released at ASCAP's West Coast membership meeting in Los Angeles.

Record monetary melon for ASCAP writers and publishers comes as result of all-time high gross revenues of $46,-

$80,626 and comparative all-time low expenses of $3,829,621. Although ASCAP does not identify income from TV-radio, it is generally understood broadcasting accounts for 85% of take.

Addressing meeting, ASCAP President Stanley Adams vehemently attacked rival Broadcast Music Inc. organization. Among other charges, he said BMI's broadcast survey system is "the greatest invitation to payola that exists anywhere."

Hawaii-Japan by Lani Bird

ABC International said Friday (Feb. 24) that ABC-TV affiliate KHVR-TV Honolulu broadcast over five-day span special programs live via Lani Bird satellite to NET in Tokyo for daily Norio Kijima Morning Show, which usually originates in Tokyo. Programs originated as remotes from various locations in Hawaii. Hawaii-Japan telecasts were conceived by Kenichiri Matsuo, executive vice president of NET. Pickup from various landmarks in Hawaii were sent Sun.-Thurs. 1:30-

2:30 p.m., Hawaiian time, and received in Japan, Monday-Friday, 8:30-9:30 a.m. (one day lost in crossing international dateline).

'Full and open' access sought in Speck trial

Voice of broadcasters was heard Fri
day (Feb. 24) protesting restrictions placed on news coverage of Illinois murder trial.

National Association of Broadcasters President Vincent Wasilewski added his voice to chorus of protests from print media on coverage of Richard Speck trial in Peoria (see page 82). Speck is charged with murder of eight Chicago nurses last summer.

Mr. Wasilewski said several modifications of original court order "fall far short" of TV-radio objections. "The very right of the accused to a fair trial," he added, "is more likely to be served by public knowledge than by secrecy.

Deploring court imposed restrictions, he said, "nothing less than full and open access, subject only to reasonable ground rules to preserve dignity and decorum within the courtroom" will be acceptable to TV-radio.

Earnings are up

Columbia Pictures has achieved comfortable increase in earnings for first six months of current fiscal year, it was reported Friday (Feb. 24) by A. Schneider, president. Columbia Pictures owns 89% of Screen Gems Inc., TV film syndicator and group broadcast owner (KCPX-AM-FM-TV Salt Lake City, WVE[TV] New Orleans, and WAP-A-TV)

High Cotton

Station representation made Congressional Record last week, Rep. T. R. Kupferman (R. N. Y.) in remarks inserted in Record appendix, paid tribute to Edward Petry & Co. Inc. for its trade ad campaign demonstrating extent to which its TV station list, in cooperation with Advertising Council, had donated public service time for such efforts as mental retardation, forest fire prevention, Red Cross, Community Chest and other projects.

Inserted in Record was list of 37 TV stations rapped by Petry, along with statement on campaign crediting Martin L. Nierman, Petry president, as its inspiration, with execution by Robert L. Hutton Jr., Petry promotion and advertising vice president, and Wesley Advertising, Petry agency.
Prior to 1948 he was employed by Newell Emmett Co., predecessor to Cunningham & Walsh, as broadcast supervisor on Liggett & Myers.

Harry K. Renfro, VP, radio-TV at D'Arcy Advertising Co., St. Louis, resigns, effective April 1, to become head of his own broadcast management consulant business in St. Louis. Mr. Renfro joined D'Arcy in 1955 as manager of radio and television, and was named VP in 1960. He was responsible for establishing 100 station Cardinal Baseball Network and also helped organize Sports Network Inc. He is president of Missouri Broadcasting Inc.; executive VP of Calcasiou Radio & TV; operators of KPLC-AM-FM-TV Lake Charles, La.; and member of board of directors of Radio 1380, interim operators of KWK St. Louis.

For other personnel changes of the week see FATES & FORTUNES


Other ABC-TV activities:

* Prime-time schedule for 1967-68 season (September-June) will include more than 75 specials of "documentary, cultural or entertainment nature" it was announced. Network says these programs represent more than two hours weekly. Among these are winter Olympics from Grenoble, France and "The Undersea World of Jacques-Yves Cousteau," series of one-hour "reality" adventures.

* ABC Films will place 152 hour episodes of Combat into syndication for fall start on stations. Series, of which 25 programs are in color, has been on ABC-TV for five years and completes its network cycle at end of season.

Most going into TV

Insurance Company of North America, through N. W. Ayer & Son, both Philadelphia, this year plans largest advertising program in its 175-year history. Major part is earmarked for TV co-sponsor of ABC-TV's NCAA college football, sponsor of NBC-TV specials

Game at 2:23 EST; Dream Girl '67 at 2:30-2:55; Marlene Sanders news show at 2:55-3 and Dating Game at 4-4:30. These become effective in April when ABC revamps daytime schedule, Monday-Friday, 10:30 a.m.-4:30 p.m. (Broadcasting, Feb. 13).

CBS-TV said it will add two more daytime shows to color: Search for Tomorrow and The Guiding Light, which are scheduled Monday-Friday 12:30-12:45 and 12:45-1 respectively. They will join daytime regulars already in color—Art Linkletter's House Party, Password, To Tell the Truth, and As the World Turns.

Broadcasters help kill bill on games, contests

After strong protest from broadcasters and others Friday (Feb. 24) economic affairs committee of Maryland senate killed bill that would have prohibited contests or game promotions where prize winners are determined by chance. Bill would have made anyone conducting such contest or game guilty of misdemeanor and subject to $50 fine. Robert B. Jones Jr., WBAL Baltimore, testifying for Maryland-District of Columbia-Delaware Broadcasters Association, said bill would discriminate against state broadcasters.

There are 15 TV stations and innumerable radio stations in neighboring states putting signals into Maryland, he said, and bill would put Maryland stations "at distinct competitive disadvantage" since populace could participate in games on out-of-state stations.

Billings, earnings rise

Papert, Koenig, Lois Inc., New York, has reported increases in both earnings and billings for fiscal 1966 over previous year.

Year ended Nov. 30, 1966:

1966 1965
Earnings per share $0.61 $0.59
Gross billings 39,961,746 33,135,761
Net income 486,000 462,537

Joint overseas venture

Compton Advertising, New York, is announcing today (Feb. 27) formation of Compton-Clar International Werbeagentur GmbH in Heidelberg. New agency will be directed by Dick Zuver, former Compton management supervisor in New York. Compton-Clar, formed mutually with Clar GmbH & Co. (of which Compton has minority interest), will serve both founder agencies. Compton said its 1966 billings totaled $144 million, lading agency 14th internationally. Clar GmbH that year billed about $7 million.

WEEK'S HEADLINERS

Don Silverman, associate producer for Talent Associates Ltd., New York, since last August, appointed director of daytime programs, East Coast, ABC-TV. He succeeds Irwin W. Greenfield, who recently was named director, daytime programs, West Coast, ABC-TV. Earlier Mr. Silverman served with CBS-TV and NBC-TV in various production capacities and in 1963 formed his own company, Creative Television Inc.


Mr. Silverman

Mr. Renfro

Olym-pics.

Mr. Silverman

Mr. Renfro

Olym-pics.

Mr. Silverman

Mr. Renfro

Olym-pics.

Mr. Silverman

Mr. Renfro

Olym-pics.
IN PITTSBURGH
TAKE THE AND SEE

See your message get through to more young spenders.
See your spots in color, surrounded by color.
See your Katz man now.

WTAE-TV 4

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

**DATEBOOK**

**REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU**

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—Downtown 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, Oklahoma City
May 22—Schine Ten Eyck hotel, Albany, N.Y.
May 26—Sheraton Barringer hotel, Charlotte, N.C.
June 12—Boston Statler Hilton, Boston
June 18—Sheraton hotel, Philadelphia

**Best Gulf Coast Combo --- Best Gulf Coast Buy**

Houston's proven producer with professional personalities and award winning news staff. 24 Hours.

**K-NUZ**

Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

**K-QUAL**

Number 1 FM in Houston with 280,000 watts of wonderful stereo. Soon 560,000 watts with twice the pleasure. 24 Hours.

**KAY-C**

For Complete Information

**THE KATZ AGENCY, Inc. STATION REPRESENTATIVES**

QVMI represents K-Que in New York, Chicago, Detroit and Los Angeles.

In Houston call Dave Morris JA 3-2581

**KATZ AGENCY REPRESENTATIVES**

president, WFTV (TV) Orlando, Fla.; John Courie, vice president for public relations, National Association of Broadcasters; Charles K. Murch Jr., vice president and general manager, WLW Cincinnati; Walter H. Stampfer Jr., Chattanooga Times and Chattanooga Post and former commercial manager of WAPO Chattanooga; and Frank Jordan, director of election broadcasts, NBC News. University of Florida, Gainesville.

March 7—Special hearing on a space satellite system by the Board of Government, Ottawa.


March 7—Thirteenth annual meeting and dinner of the New York State Broadcasters Association. Speaker will be Marcus Cohn, Washington attorney. Thruway Motor Inn, Albany, N.Y.


March 11—First grand dinner dance ball sponsored by Film Producers Association of New York. Guest will be Mayor Lindsay, who will be honored for his efforts in attracting film production to the city with the first such award offered by the FPA since its foundation in 1948. FPA’s officers and directors for 1967 will be installed at the dinner. The Plaza, New York.

March 11—Hollywood chapter, National...
ALL EYES ARE ON AVCO BROADCASTING

Like WOAI Radio... and Not Just the Eyes of Texas, Either!

Watchful time buyers and advertisers know that WOAI is now FIRST in San Antonio 6 A.M. to Noon, third Noon to 6 P.M. Monday through Friday*. And moving, man, moving! Reformated and rejuvenated. Easy listening music. Brought up to the minute to better serve the thriving South Texas market. Ask your BCG man for the story on The Forward Look in Broadcasting... WOAI, Radio Texas... biggest star in the Lone Star State.

*Nov.-Dec. 1966 Metro Pulse. Audience and related data are based on estimate provided by the source indicated and are subject to the qualifications issued by this service. Copy of qualifications available on request.

The Forward Look in Broadcasting

BROADCASTING CORPORATION

TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio
What radio network 48 top markets most

Albany, N. Y.—WRÖW
Baltimore, Md.—WFBR
Bismarck, N. D.—KFYR
Boston, Mass.—WHDH

Cincinnati, Ohio—WCKY
Cleveland, Ohio—WGAR
Columbus, Ohio—WBNS
Dallas, Tex.—KLIF

Houston, Tex.—KLLI
Indianapolis, Ind.—WIBC
Jacksonville, Fla.—WPDQ
Kansas City, Mo.—WHB

Milwaukee, Wisc.—WOKY
Minneapolis, Minn.—WDGY
New Orleans, La.—WDSU
New York, N. Y.—WABC

Phoenix, Ariz.—KOY
Pittsburgh, Pa.—WWSW
Portland, Me.—WG
Portland, Ore.—KGW

San Antonio, Tex.—KTXA
San Diego, Calif.—KCBQ
San Francisco, Calif.—KGO
Seattle, Wash.—KING
reaches these efficiently?

None. The Blair Radio Plans reach them most efficiently.

Now there are two better ways to buy multi-market radio. One is the Blair Radio Spot Bank Plan. The other is the Blair Radio Group Plan. Consider just a few of the advantages they give you, compared with buying radio on the old-fashioned network basis.

First, with the Blair Radio Plans, you can be selective as to which markets you wish to reach, and at what weights.

Second, you can buy more economically, because you can cut down on waste circulation. And you're buying at volume spot radio rates.

Third, each plan offers special timing options, designed to suit your specific business needs.

And those points are only for openers. Just remember that today, the Blair Radio Plans let you buy multi-market radio schedules superior to what any network can offer.

Call your Blair man. Let him show you how a Blair Radio Plan is the better way to sales-manage your dollars.
NOON TIME

IS PRIME TIME IN SHREVEPORT!

KSLA-TV's "NOON NEWS" (12:15-12:30 pm, Mon.-Fri.) DELIVERS MORE HOMES than EITHER of OTHER TWO STATIONS delivers IN PRIME TIME! (6:30-10 pm, Sun.-Sat.)*

Look at the figures! KSLA-TV's "Noon News" delivers:

81,400 Adults
59,100 Women!
59,400 Homes!
82% Audience Share!

Only KSLA-TV's prime-night figures (6:30-10:00 pm, Sun.-Sat.) manage to top this noon-time delivery in Adults and Homes!

A Rating Fluke . . . ?
No . . . Things were the same way last Fall!

Interested in some Noon Time Prime? See your H-R-P rep for limited availabilities in this . . . and other prime news blocks.

KSLA-TV
SHREVEPORT, LOUISIANA

* A.R.B./Nov. '65 (Subject to reasonable error)

Help with the nonburden

EDITOR: I want to congratulate you on your editorial, "Not the broadcaster's burden" (BROADCASTING, Feb. 20). I, too, wanted to write a scorching letter to Life. In fact, what they have been contributing through their articles to the American way of life is sometimes doubtful.

If I could have your permission, I would like to use your editorial on some of our broadcasts.—Ogden R. Davies, general manager, WRAP Allenstown, Pa.

(Permission granted. The BROADCASTING editorial criticized a Life's proposal that television broadcasters and advertisers be taxed to support the "public television" system that the Carnegie Commission on Educational Television has proposed.)

Time spent for payoff

EDITOR: Jim Beach's Monday Memo from Chicago ("You can fill the job today, but tomorrow?", BROADCASTING, Feb. 12) hit home here in New York. I'm as selfish as the rest and, because I will want to hire some of today's college students tomorrow, I've been holding as many tours as my staff will tolerate. This proselytizing is part of the bridge Mr. Beach is building—and our firm's efforts are frankly motivated by the hope that we too can inspire students . . . with the principles, ethics and challenges of advertising" as does Mr.

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City
May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
May 25-26—Sheraton Inn, Oklahoma City
June 4-5—Holiday Inn, Nashville
June 7-8—Sheraton Cadillac, Detroit
June 8-9—Marriott Motor hotel, Philadelphia

of directors and to transact other business.

White Columns, Atlanta.

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

March 18—Deadline for entries to the "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU). Entries should be submitted to: Television suisse romande, 6, place des Eaux-Vives, 1200 Geneva, Switzerland.


March 21—Deadline for reply comments on FCC's proposed rulemaking 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.*

*Indicates first or revised listing.

OPEN MIKE

Beach and his Chicago Advertising Club.

In our Manhattan studios we've often had students from Columbia University, Pratt Institute, The School of Visual Arts—and far-afield trips from Pennsylvania State University, among others. It takes up a lot of our time, but our clients don't complain. In fact, they sit in on some of the discussions. And you know, in a way it's like the father who has a heart-to-heart talk with his son—and learns something from him! Some of these youngsters are ready now.—Samuel Magdoff, president, Elektra Film Productions Inc., New York.

For the record

EDITOR: In the report on Kaiser Industries' 1966 earnings (BROADCASTING, Feb. 20) you also noted that we own five UHF stations and one FM station.

Just for the record, our UHF stations are on the air at WOG-TV Cambridge-Boston, WKBD-TV Detroit, KMTW (TV) Corona-Los Angeles and WBKB-TV Burlington, N. J.-Philadelphia. We also hold a construction permit for KHIK-TV in San Francisco.

In addition to the FM station in San Francisco, KFOG-FM, we have on the air an AM station in Cambridge, Mass., WXHR [request for call-letters change...
Action Report

During 1966, the facilities phase of our expansion program moved closer to the time when each Gilmore station will be operating the finest telecasting equipment in its market.

Now that our coverage patterns have been strengthened and the required manpower skills assured, Gilmore Stations have turned to full-range creative programming, and wider audience shares are being generated.

The deeper penetrations of Gilmore Stations now offer alert marketers new opportunities for sharpened efficiency in four important growth areas totaling $3 billion in sales value.

James S. Gilmore, Jr.
President

GILMORE GROUP
"Equipment programs on schedule ... coverage patterns approaching full strength ... sharpened programming now building larger audience shares."

HAMILTON SHEA
Executive Vice-President

FRED VANCE
Manager

WILLIAM HIGHT
Manager

GILMORE BROADCASTING CORPORATION
GENERAL OFFICES: 202 MICHIGAN BUILDING
KALAMAZOO, MICHIGAN 49006

KODE-TV Joplin WEHT-TV Evansville KGUN-TV Tucson WSVU-TV Harrisonburg
KODE-AM Joplin WSAV-AM Harrisonburg WSVU-FM Harrisonburg
ANNOUNCING
3
unique, new
&
exciting
services
from
pepper

AIRPLAY
INTERNATIONAL
© 1967
monthly releases to meet modern radio's
vital programming needs

CONTESTS & PROMOS
Each month, two clever, fully produced
completely CUSTOMIZED station contests
to attract listeners and listener re-
sponse . . . a Sales Promo or Contest,
completely CUSTOMIZED for sustain-
ing use or sponsorship . . . and a
minimum of 20 stations or Display
Promos completely CUSTOMIZED. Each
Contest has at least five cuts. Every-
thing ready to air right from our tape.

AIRCHECK SERVICE
Hear what the big stations are doing in
the Top 75 markets. A monthly release
of three top stations of Airplay's choice,
one hour segments telescoped into 20
min. playing time for production and
programming ideas. Also, 2 Airchecks
per year, stations of your choice.

PROMOTION MUSIC
For the FIRST TIME! Original music
beds created in our Studios, specifically
designed for use under live copy. Monthly
release contains 24 cuts with copy
guides for continuity adaptation showing
emphasis points, boffs, stabs, and up-
lifts. All music styles included. Disc
monthly in album cover with cataloged
copyguide:

BOOK NOTES
"Best TV Commercials of the Year," edited by Wallace A. Ross, director of
The American TV Commercials Festival,
with the cooperation of Videorock Inc. Published by The American TV Commercials Festival Inc., New
York, distributed by Hastings House,
Publishers, New York, 192 pp including
advertisements (two pp in color). $12.50.

Storyboard treatments, using stills
from the finished commercials, show
70 winners in the 1966 American TV
Commercials Festival. Brief analyses
accompany the presentations, provided
by those involved in the writing or pro-
duction of the messages, with occasion-
al comments from the editor. Full cred-
its are listed.

The American TV Commercials Festival notes that copies are available
to college advertising and broadcasting
classes at $9.50 postpaid, and a 16-mm
print of the commercials is available for classroom use.

Mhz/mHz/mhz controversy
EDITOR: Re Myles Friedman's letter
(Broadcasting, Jan. 30) and the
Hz/hz controversy: While you may
justifiably place Messrs. Hertz, Watt
and Ohm on an equal plane, I charge
discrimination (or lack of it) with regard
to Messrs. mega and milli. These
gentlemen differ by a factor of one
billion, so why not follow the conven-
tion of capitalizing mega when ab-
breviated (as Mhz)?—Glenn Hauser,
North American Shortwave Association,
Albuquerque, N.M.

(Nice try, but BROADCASTING's editors
decided some years ago that as long as
no commercial broadcasters were transmit-
ting with milliwatts copies of plug-in
in the milliby frequency range no confusion
would result if m were used for mega.)

Keeping in touch
EDITOR: Broadcasting Yearbook has
proven to be an invaluable daily guide
to keeping touch with the radio and
television media both in Indiana and
across the nation. If you would be so
kind, I would very much appreciate
your supplying me with the 1967 issue.
—Vance Harke, U. S. senator (D-
Ind.), Committee on Commerce, Wash-
ington.

(Book on the way. The Yearbook is now
being distributed. Orders should be ad-
dressed to Broadcasting, 1730 DeSales
Street, N.W., Washington 5006.)
your official invitation to a festival

Your Official representative has exciting news for you! Twenty-six new, first-run FESTIVAL FEATURES—backed by an unprecedented audience-participation promotion push to bring in the dollars and ring up the ratings.

The features: Adult prime-time entertainment dealing with timely, exciting, off-beat subjects aimed at the new, more demanding tastes of the American TV audience. Top international boxoffice names, award-winning stories, breathtaking locales, half of them in magnificent color!

The promotion: A 70-market FESTIVAL FEATURES PRIZE CONTEST offering 150 all-expenses-paid trips to France's celebrated Cannes Film Festival in 1968.

CALL, WIRE, WRITE NOW! BE THE FIRST ONE IN YOUR MARKET TO MAKE IT EXCLUSIVE WITH OFFICIAL!
Retailer found radio under his Christmas tree

Most of you, as you sit there reading BROADCASTING, have long forgotten about Christmas trees. But for me, as the owner of an independent neighborhood grocery store situated within the sprawling megalopolis of Los Angeles, Christmas trees mean dollars, profits, increased business and particularly, after this past season, a new outlook on the power of a few dollars wisely spent on radio advertising.

Allow me to digress a bit in order to set the stage for what I consider nothing short of a miraculous success story that came about through the combination of a good product, a good price, a good medium and guts enough to gamble on a hitherto untried idea.

Twenty-two years ago I started operating the produce department in the supermarket I now own. After a few years, taking every dollar I had and some I didn't have, I took over the entire market.

Running a one-store operation in the Los Angeles area, where chains of supermarkets abound and make their presence felt through large advertising budgets, is no easy task.

Radio? However, by keeping our overhead down and prices low—by not getting caught up with every merchandising gimmick that came along—we have managed to keep the cash registers ringing and the mortgage paid. We even had enough money coming in to occasionally run some full-page ads in the local newspapers. But radio we assumed was a medium best left to the big boys with the multiple stores and the overwhelming budgets.

How wrong we were, in regard to radio, is the gist of this whole story.

It all started several years ago when I decided to take advantage of a program where, during the holiday season, the larger stores provide low-priced Christmas trees for regular customers. Our self-service tree lot proved a success and annually we would sell a few more trees and make a few more bucks.

Last November, with some reservations, I decided to gamble and contract for 5,000 trees. Having done so my reservations began to grow—"Could I really get rid of 5,000?"

That old adage, "it pays to advertise," kept running through my head. With a perishable product and a relatively limited time in which to move the product, I decided that something more than my newspaper ads was needed. I needed to attract customers in larger numbers and from outside our own neighborhood.

With that in mind and my gambling instinct aroused I began calling radio stations. After six or seven calls, I was convinced—radio was for the big boys. I couldn't afford to gamble a grand for only 30 spots.

I had given up on the idea, when the next morning, Ray Taylor, an account executive from KMPC Los Angeles stopped by the store on his way to the office. Ray explained that the station had no time available during the day, but he could sell me a piece of the all-night show (where 90% of the commercials aired are between the hours of 1 a.m. to 5 a.m.).

Who Needs It? "Are you kidding?" I asked. "Sell Christmas trees from midnight to 6 a.m.? The store isn't even open during those hours." Besides, I didn't see the need of regional coverage on the grounds that no one from Santa Barbara or Orange county would drive all the way to the Mar Vista Market (in West Los Angeles) to buy a Christmas tree.

Fortunately, Ray wasn't daunted and he continued his pitch. For $350 I could buy a package for a seven-day period, getting a total of 66 announcements, an identification with Pete Smith (the KMPC personality) and, as a bonus, wide-spread coverage that, if used properly, might just pay off in customers from the outlying areas.

Based on Ray's enthusiasm and his proof that people do listen to the radio during the wee-small hours, I gambled.

The approach we took for the commercials was to have Pete Smith tell his listeners to put the fun back into Christmas by making tree-selecting a family project—and, of course, getting the tree at a low price.

Our campaign started on Sunday, Dec. 11. By Thursday we were overwhelmed with people telling us "Pete sent me!" And Pete indeed had sent them—from Santa Barbara, from Orange county and from the San Fernando valley. Would you drive more than 50 miles with your whole family packed in the car just to pick out a Christmas tree?

In my 22 years at the Mar Vista Market I had never seen so much customer traffic. We were soon rid of the 5,000 Christmas trees I had contracted for. With over a week to go before Christmas I had no qualms in ordering another 5,000 trees. That wasn't enough! By Dec. 22 we had sold over 21,000 Christmas trees and had cleared more than $20,000.

Not bad for a few days work, which really wasn't work. We weren't offering a whole lot of service. Customers had to pick out their own tree—for $1, $2 or $3—a quarter would buy them a wooden base and we'd throw them a nail and a hammer. It turned out to be a real family project just as Pete Smith had promised.

Grocery Boost, Too = But that's not the entire story. We not only sold more trees than ever before, we had the biggest grocery week in the history of the store. What is even more significant is that since those "seven days in December"—as I refer to our radio campaign—there has been an appreciable letdown in the increased volume of business, which I directly attribute to the $350 we wisely spent on radio advertising.

The big boys with the many stores and the huge advertising budgets are still around; but thanks to radio's ability to work with small budgets as well as large, they no longer stand as tall.
Radio Station

WIL

In St. Louis

will be represented by the

EDWARD PETRY COMPANY

effective March 1, 1967
NEWEST AND FINEST

Unexcelled Performance ... Unequalled Features
The TR-70 Deluxe High Band Color Tape Recorder is the newest entry in a race where each new design "leapfrogs" the last. RCA engineers designing the TR-70 were not satisfied—dared not be satisfied—just to match the already available machines. They had to make the TR-70 better—much better. And they did. Thus, the TR-70 does everything, has everything (good) that the very best previously available recorder could boast of. But that's just the start. In addition it has a whole host of features and advantages not found in other recorders. Read on.

THE TR-70 DOES EVERYTHING
It produces the sharpest, most brilliant, truest color pictures you have seen. Makes superb color dupes through four generations. Offers all the wanted accessories—to electronically edit, compensate for dropouts, dimensional errors, variations in tapes. Operates at four switchable standards. And does it all more easily, more surely and more conveniently than ever before.

THE TR-70 HAS EVERYTHING
Everything you've ever heard of before. The basic machine is High Band color (not monochrome). It's designed, tested, and delivered that way. When you get it, it's ready to go! It's an integrated machine—there's no need to find space for a compressor—everything's built-in. Space is also provided for accessories, and all wiring's in place—no downtime to install—just plug in modules: Velocity Error Correction, Automatic Chroma Control, Dropout Compensator and Remote Control. (Pixlock, Line Lock, ATC and Color ATC are part of basic machine.)

THE TR-70 HAS MORE
Features not available in other machines, features that make for better, easier, more convenient operation and maintenance. Such as all-front access, eye-level (and ear-level) monitoring, less floor space. Standard modules, all the same type, same extenders—easily removed (you don't need a screwdriver). Test points on front of panels, D-C metering panel, built-in FM test facility. Grouped operating controls, automatic guide positioning, foot-operated brake release. And many more. To learn the whole story—hear all of the facts—call your RCA Broadcast Representative.

COLOR TAPE RECORDER
...available today
The World's First Teenage War Correspondent

BART'S BACK
UP FRONT IN VIETNAM

Following full recuperation from his first tour, Bart McLendon returns to the combat zones of bristling Vietnam.

Bart McLendon, an ex-Marine, covers the war head-on — from soggy rice fields during skirmish night patrols, from the front cockpits of F-100's during low altitude air strikes, from half-lit, tangled jungles during raging firefights.

His first award-winning reports, interviews, and documentaries were aired over 47 radio stations — his columns read by millions in Chicago's Sun-Times and 53 Daily-News wire affiliates.

Again, Bart McLendon's compelling coverage becomes immediately and exclusively available (as a public service) to broadcasters in the country's Top 100 markets.

WRITE WIRE PHONE
MITCHELL I. LEWIS, NATIONAL DIRECTOR OF PUBLIC AFFAIRS
2008 JACKSON STREET, DALLAS, TEXAS 75201
AREA CODE: 214-747-9311
CBS reshuffle: emphasis on youth

Network fall schedule begins to take shape with CBS following ABC, NBC footsteps in dropping still-popular over-50 appeal shows, adding new programs

The irresistible appeal of an expanding youth market is still taking age wrinkles off the face of network television.

A massive swing in TV program strategy to catch the fancy of younger viewers was apparent last week as CBS-TV announced its schedule for the 1967-68 season (see page 26). Development piped the evolution toward youth-catching fare—a clear movement for several years, especially at ABC-TV and NBC-TV—had just about run full course.

CBS-TV was cutting well-known programs from its schedule and it served to emphasize that some of television's familiar series were aging and so were their audiences.

The most notable casualty was the 12-year-old Gunsmoke which, for all its longevity, was still sporting a 21.7 rating and a 35% share of audience. But the guns that shot down Gunsmoke were hidden in another drawer. Breakouts from the latest A. C. Nielsen Co. report on the show indicate the program's audience was almost twice as large in the 50-and-over age group as in the 18-to-34 category.

Among male viewers of Gunsmoke, according to this report, little more than half as many fell as in the 50-and-over group. A similar pattern was discernible among female Gunsmoke watchers.

Other programs to fall victim of the demographic facts in the CBS-TV lineup include the game shows I've Got a Secret, What's My Line and To Tell the Truth, plus Candid Camera. These four half-hours, all considered heavyweights in terms of too much weight at the upper end of the age scale, had occupied the 10-11 p.m. blocks on Sunday and Monday nights and have been among the most secure of established network shows. To Tell the Truth had run for 10 years and What's My Line for 17.

Old Folks Favorites • The head-of-household count for Line in the 65-and-over age group was more than double that for 35-to-49 and three times larger than the under-35 group. Secret's 65-and-over count nearly doubled its under-35 category and its 50-to-64 audience held a similar advantage over its 35-to-49's.

It was apparently the end of the CBS prime-time line for Goodson-Todman, whose game shows have speckled day and nighttime television schedules for years. No GT game shows will appear in prime-time next season, but Mark Goodson, partner in the famed game-show factory, thinks the deletions represent considerably more than simple attention to audience demographics.

Mr. Goodson said the move to more movies and 90-minute movie-type productions is making it harder for half-hour programs in general, game shows or any other kind. "When they're up against the long shows and the movies there's a good chance they won't even be sampled," he said.

An independent industry observer thought the game shows would have gone some time ago if it weren't for their attractive production costs—about $35,000 per half-hour, compared to $75,000 or more for a usual half-hour network film show.

Allen Funt, whose candid camera got chopped down with no apparent advance notice, listed among other laments in a radio interview last week that Camera had acquired an old-folks audience image (see page 27).

The rescheduling at CBS comprises eight new shows, one a 90-minute western called Cimarron Strip that will lead off Thursday nights at 7:30, three hours and four half-hours and a reshuffling of six current programs into new time periods.

View at NBC • A spokesman for NBC-TV doubted there'd be a single instance of program pruning in its schedule that could be attributed to old-age audiences. Their cutting, he thought,

Ten shows get the axe on CBS this fall

Now that CBS-TV has announced what shows will be on its nighttime schedule next fall, what comes off?

The panel show as a vehicle, for one, and consequently, a substantial portion of what CBS has remaining in weekly live-on-tape entertainment. Exceptions to this: Jackie Gleason, Smothers Brothers and Ed Sullivan.

Ten shows in all go off. Aside from six of these being live-on-tape, six of the 10 programs have been on the CBS schedule four or more seasons: The oldest, What's My Line?, is playing its 17th on CBS, I've Got a Secret its 15th, Gunsmoke its 12th, To Tell the Truth its 10th, Candid Camera its seventh, and Danny Kaye Show is in its fourth.

The six weekly live-on-tape shows that will not return in the fall are What's My Line, Candid Camera, To Tell the Truth, Danny Kaye Show, I've Got a Secret and Coliseum. Two mid-season replacements, Mr. Terrific and Coliseum, are among the nonreturnees. Another, Smothers Brothers, which hit the ratings bigtime against Bonanza on NBC in the Sunday, 9-10 p.m. period that's always been difficult for CBS, will be carried into the new season. Pistols & Petticoats will not return.

Come next fall, the three live-on-tape entertainment shows being retained will be joined by the newly scheduled Carol Burnett Show, a total of four hours of weekly programming in the tape form, down two hours from the current schedule.
would result from general rather than specific rating anemia.

Among the programs dropping out of the NBC-TV schedule next season are Hey, Landlord and The Andy Williams Show (Sunday), Captain Nice and Road West (Monday), Girl from U.N.C.L.E. and Occasional Wife (Tuesday), Chrysler Theater (Wednesday), T.H.E. Cat and Laredo (Friday), and Please Don’t Eat the Daisies and Flipper (Saturday).

Of these dropouts Andy Williams and Chrysler Theater weigh heavy on the old-age scale but both are reported by the network to be leaving for other reasons: Andy Williams, reportedly because he doesn’t want to do a weekly show (he would have been back otherwise, says the network) and Chrysler Theater because the automaker is cutting back ad budgets, presumably as a result of the softer market for cars.

Whatever the reason for the Williams show departure, a recent Nielsen analysis indicates more than twice as many of its male viewers were in the 50-and-over age group as in the 18-34 age group. Women 50 and over watching Williams also outnumbered the 18-34 group by also almost two to one. The Road West also shows a substantial margin of older viewers. Please Don’t Eat the Daisies has a relatively flat age profile.

New Shows Uncertain • NBC-TV officials were mum on new-season program replacements. They claim to be still at work on the prime-time chart and plan to release their final choices at their affiliates convention in Beverly Hills March 12-14.

Other sources talked more freely of the network’s plans. The biggest NBC hole to be plugged appears to be on Friday night, where T.H.E. Cat and Laredo are being dropped. A tentative NBC schedule lacks two Friday-night decisions to fill the gap between Tarzan and Bell Telephone Hour which is thought to be moving into the 10-11 p.m. spot that has been held by Laredo.

Other highly questionable periods for NBC are Sunday 8:30-9 and Tuesday 8:30-9. Ad agency sources say the latter spot will probably go to a situation-comedy, Everwhere a Chick Chick or Sheriff Who.

Tentative NBC plans for 1967-68: Sunday, Walt Disney, Bonanza and High Chaparrel; Monday, The Monkees, The Man From U.N.C.L.E., Danny Thomas and Run for Your Life; Tuesday, undecided up to 9-11 movie; Wednesday, Virginian, Kraft Theater and I Spy; Thursday, Ironside, Gannon (one-hour spy show), Dragnet and Dean Martin; Friday, Tarzan and Bell Telephone Hour; Saturday, Maya, Get Smart and movies.

No ABC Old-Age Problem • ABC-TV, like NBC-TV, has yet to make a formal announcement of its new-season prime-time grid but a tentative preliminary schedule can be pieced together from the comments of various agency programming officials.

This network, which has done most to acquire a youthful image, does not appear to be axing any current shows because of old-age appeal. In fact, ABC is ridding itself of Combat, whose most recent Nielsen rating was 18.8 and whose 49-and-under audience was easily more than twice the size of its audience 50 and over.

To replace Combat it’s got another war series, Garrison’s Gorillas, another Selmur Productions effort.

ABC-TV’s tentative lineup: Sunday, Voyage to the Bottom of the Sea; FBI and movies; Monday, Iron Horse (or possibly Honda, another western), Rat Patrol, Felony Squad, Peyton Place and Big Valley; Tuesday, Garrison’s Gorillas, The Invaders, Peyton Place and an unnamed variety show (or possibly Hollywood Palace); Wednesday, Tacy, Deborah, Dalby (or Pickle Brothers), The Second Hundred Years and movies; Thursday, Batman, The Flying Nun, Bewitched, That Girl, Peyton Place and The Avengers; Friday, Off to See the Wizard, an unnamed hour western, Mrs. Thursday (which is a British show about a cleaning woman who inherits an estate) and a variety show; Saturday, Dating Game, Newlywed Game, Lawrence Welk; Will Sondheim and Iron Horse (or Hollywood Palace).

Fall schedule announced by CBS

The evening schedule for CBS-TV for the fall of 1967 has been announced as follows (N—new; NT—new time period):

SUNDAY
7:30—Lasie
8:00—The Ed Sullivan Show
9:15—The Smothers Brothers Comedy Hour
10:15—Mission: Impossible (NT)

MONDAY
7:30—Gilligan’s Island
8:30—Doc (NT)
9:30—The Lucy Show
10:30—Family Affair
11:30—The Carol Burnett Show (NT)

TUESDAY
7:30—The Daktari
8:30—The Red Skelton Comedy Hour
9:30—Good Morning, World (NT)

WEDNESDAY
7:30—Lost in Space
8:30—The Beverly Hillbillies
9:00—Green Acres
9:30—He and She (NT)
10:45—CBS News Hour (NT)

THURSDAY
7:30—Cimarron Strip (NT)
9:15—CBS Thursday Night Movies

FRIDAY
7:30—The Wild, Wild West
8:30—Gomer Pyle (NT)
9:15—CBS Friday Night Movies

SATURDAY
7:30—The Jackie Gleason Show
8:30—My Three Sons (NT)
9:30—Hogan’s Heroes (NT)
10:15—Petticoat Junction (NT)

WINTER II
10:45—Dundee and the Culhane (N)

WINTER III
2:00—The Newoma Show
3:00—The Untouchables
4:00—Bonanza
5:00—The Briscoe Boys
6:00—The High Chaparral
7:00—The Alaskans
8:00—Cimarron Strip
9:00—CBS Saturday Night Movies

Spring
7:30—The Doris Day Show
8:30—The New onion Show
9:30—CBS Sunday Night Movies
10:30—CBS Sunday Night Movies

11:15—CBS Sunday Night Movies

**National Nielsen's give CBS 3 in row**

CBS-TV last week won its third national Nielsen report in a row this season. Average audience ratings for the three TV networks for the two-week period (7:30-11 p.m.) through Feb. 5 were: CBS—21.0, NBC—19.5 and ABC—18.4.

Both CBS and NBC have now led in five of the 10 reports this season. Though ABC has not led in any one report, its score last week was its highest rating level reported for the 1966-67 year. For the season as a whole, NBC claims the lead with a 19.5, as against 19.4 for CBS and 17.0 for ABC.

Nielsen’s report also gave its final ratings score on the Super Bowl football game (see page 27).

Three so-called "second season" programs landed among the top 30 in the national Nielsen. They are NBC-TV’s Dragnet (16th place) and CBS-TV’s
Producer Allen Funt provided radio listeners last week with eye-opening details of the high finance and maneuvering associated with his Candid Camera series—which is not returning to CBS-TV for the 1967-68 season.

Mr. Funt appeared for three hours on the Barry Farber Show on WOR New York (11:15 p.m.-5:30 a.m.) shortly before CBS-TV unveiled its new fall schedule on Wednesday with Candid Camera conspicuously absent.

He said it was humiliating to learn first from the newspapers that Camera was being dropped but made it abundantly clear in discussing financial rewards of the series that he was not seeking sympathy.

It's a Living • He indicated that in the current year he will earn over $600,000 as co-producer and co-host—six times what the President of the United States does.

"It's sickening, it's absolutely sickening, for anybody to get the kind of money that television performers are paid," he said.

But beyond Mr. Funt there were other individuals to share the wealth generated by Camera, he reported. He said his agent, Ted Ashley, currently receives a weekly commission of $7,500 for having sold the program seven years ago. The series is now priced at $75,000 a week.

And in order to get Candid Camera on the Barry Moore Show as a weekly segment in the first place, Mr. Funt reported, he had to cut in Bob Banner, producer of the Moore show, for a 50% interest. Mr. Funt also offered an unconventional view on show pricing: "I believe television and radio shows should be cheaper every year, because as they go on and as they age, they should de-escalate instead of escalate their prices. Why should we, seven years after we started, cost so much more than we did when we were the hottest, you know, in the top ten?"

If Mr. Funt and his cohorts are shedding any tears over the demise of Camera in prime time, they'll be crying all the way to the bank. He said all parties to the show's production share in a generous capital-gains deal under which CBS can rerun Camera in the daytime for five years. It is now in the daytime lineup.

Mr. Funt said his own interest in the show was "substantial" and that "in a certain length of time I will own it all."

He said he was confident that in time Camera would be "renewed or resold" but appeared to oppose syndication, which he said "is only a way to make money." He thought the difference between exposure on a network and in syndication is "the difference between a Tiffany product and a dime-store product," but added he "may have to eat those words."

No Hard Feelings • He stressed several times that he did not begrudge the money that went and will go to Mr. Banner and others, pointing out that they made the series possible.

In another revelation Mr. Funt said that for commercial reasons television generally was sensitive about having too many Jews on an entertainment program. He said the rationale was that if a program is "too centered in New York, we know the rest of the country feels it is a Semitic kind of show." But he added that the desire to achieve a diversity of religious faiths and a broad sampling of different geographical settings was not unreasonable for a show directed at the entire country.

Smothers Brothers and Mr. Terrific (17 and 27 respectively).

National Nielsen Ratings
Top sponsored network television programs
Based on Nielsen estimates in first NTI report for February 1967 (two weeks ending Feb. 5)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1</td>
<td>Dean Martin Show* (NBC)</td>
<td>30.1</td>
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<tr>
<td>2</td>
<td>Andy Griffith Show (CBS)</td>
<td>26.9</td>
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<tr>
<td>3</td>
<td>Red Skelton Hour (CBS)</td>
<td>29.7</td>
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<tr>
<td>4</td>
<td>Lucy Show (CBS)</td>
<td>28.7</td>
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<tr>
<td>5</td>
<td>Jackie Gleason Show (CBS)</td>
<td>27.7</td>
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<tr>
<td>6</td>
<td>Bonanza (NBC)</td>
<td>27.1</td>
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<tr>
<td>7</td>
<td>Ed Sullivan Show (CBS)</td>
<td>26.8</td>
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<td>8</td>
<td>Bewitched (ABC)</td>
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<td>9</td>
<td>Daktari (CBS)</td>
<td>25.7</td>
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<tr>
<td>10</td>
<td>Green Acres (CBS)</td>
<td>24.9</td>
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*Subject to definitions and reminders contained in the NTI report. These are available upon request.
**Telecast only one week of this report interval.
†Households reached during the average minute of the program.
(‡) Special or pre-empting program.

They're still playing
The Super Bowl

Revised and "final" Nielsen figures on the dual coverage by CBS-TV and NBC-TV of the Super Bowl football game on Jan. 15 still gave CBS-TV the nod in the audience race. But still unsettled was which network captured the cost-per-thousand competition.

Nielsen did a rebutation of figures released two weeks ago (Broadcasting, Feb. 13) and the latest compilation adds slightly to NBC's audience rating. The latest Nielsen recapitulation shows NBC had a rating of 18.5, reached 48% of persons tuned in to the game for a total of 24,070,000 people per minute in 10,160,000 homes. The comparable CBS-TV figures were rating, 22.6; percentage of people tuned in, 52; people per minute, 26,750,000, and households, 12,410,000.

There was a wide difference in cost-per-thousand-per-households, reaching figures, depending on which network was providing the information. CBS sources said the CPM figures were as follows: for homes, $6.85 for CBS and $6.98 for NBC and for people, $3.18 for CBS and $2.91 for NBC. On the other hand, NBC sources said the cost-per-thousand figures were: for homes, $6.40 for NBC and $6.85 for CBS and for people, $2.70 for NBC and $3.20 for CBS.

It is known that CBS charged more per commercial minute than NBC for the game. CBS based its CPM conclusions on $85,000 a minute for CBS and $70,000 for NBC, while NBC reached its cost-per-thousand estimate on $85,000 a minute for CBS and $65,000 for NBC.
Streamlining begins for time standards

NAB TV code board votes to approach problem by focusing on a three-way over-all view

The television code board of the National Association of Broadcasters last week began what Howard Bell, code authority director, called a "long overdue" project—a simplification of the time standards for television advertising.

At its meeting in Scottsdale, Ariz., Tuesday and Wednesday (Feb. 21-22), the nine-man code board unanimously adopted a "concept" that would see the standards rewritten with the emphasis on program interruptions and total non-program time.

In essence the concept would establish three basic standards:
- The total allowable nonprogram time in all periods.
- A limitation on the number of program interruptions.
- A limitation on the number of appeals to viewers during each hour.

Also under consideration is the "eventual elimination of the distinction between prime time and all other time," Mr. Bell said he could see "no logical reason" to keep the two types of times, but he sensed elimination of the difference may have to be done in stages.

"It won't happen overnight," he added.

(The code now calls for a maximum of 10 minutes, 20 seconds of commercial material in prime time, and 16 minutes, 20 seconds in all other times and limits consecutive announcements to three. Commercial material in all times includes billboards, promos for other programs, below-the-line credits and commercial copy. Public-service announcements are also included in prime time counting.

(The code also defines station breaks and the maximum amount of material allowed in breaks, multiple-product announcements, prize identification, and billboards. It urges "care" in placement of nonprogram material, and "condemns or discards" all but "casual reference" by talent in a show to another's product or service under any trade name.)

One of the significant things about the code board's action, Mr. Bell said, was that "for the first time we're standing back from the code a bit and trying to look at the whole problem instead of trying to solve each little problem as it comes up."

Instead of the usual "patchwork approach" of the past, he continued, "we're talking about basic philosophy."

Responsibility of broadcasters to the public was also touched on by Mr. Bell. He described the objectives as creating "standards which are easier for the broadcaster to implement and which the public itself can more readily appreciate and understand."

As the time standards have increased in complexity, he said "they have been extremely difficult to administer from both the code authority's and broadcaster's standpoint. We have been involved with minutiae of detail and fine distinctions such as integrated vs. piggyback spots, above-the-line as opposed to below-the-line credits."

Does Public Understand? He pointed out it is getting increasingly hard for the broadcaster "to live with such a complicated bit of machinery." In addition, he went on, "many of these complex details are also not understood or appreciated by the public. We doubt seriously if the public now makes some of the distinctions we now make, and if the public doesn't, then we're not serving it the way we should."

For the time being the code board did not buy the proposal outlined by NBC-TV that would have removed the current limits on the number of back-to-back commercials in favor of a limit on the number of interruptions (CLOSED CIRCUIT, Feb. 20).

The NBC proposal included defining prime time as 7:30-11 p.m. (it is now a locally established three-hour period between 6 p.m. and midnight); eliminating the 10-minute, 20-second limit on commercial time in prime time and replacing it with a 12-minute limit on all nonprogram material; setting a limit on the number of interruptions in a given hour, and restricting to 24 the number of viewer appeals per hour.

However, the code board's concept follows the NBC approach, and eventually that may be the path that is followed.

But before the decision is made, the code authority will put much of the responsibility for formulating new standards in the laps of the broadcasters.

By late this week Mr. Bell hopes to have letters in the mail to all TV stations, subscribers and nonsubscribers, asking their help. He will outline the concept and then ask them to assume that standard X is in effect (e.g. only six interruptions per hour and a total of 12 nonprogram minutes). The broadcasters will then be asked if such a plan makes sense, if it is feasible and what effect it will have on their ability to operate.

The whole purpose of such a study, Mr. Bell said, is to get from the field a "realistic appraisal" of what will happen under various circumstances.

Letters will also go to the American
Smoking in commercials still OK

By a vote of six to three the National Association of Broadcasters television code board last week turned down a proposal to ban smoking of cigarettes in commercials. The action came at the TV code board meeting in Scottsdale, Ariz.

Howard Bell, director of the code authority, had proposed the action as an addition to the cigarette guidelines approved by the code board last October (CLOSED CIRCUIT, Feb. 20). The code board is reported to have felt that the present guidelines, which are aimed at restricting the appeal of cigarettes to youth, are sufficient, although it did not vote a reaffirmation of them.

One cigarette manufacturer, Brown & Williamson, has attacked the present guidelines, which still have not been put into effect. Four B&W spots have failed to meet the guideline standards and the cigarette maker and its agency, Ted Bates, had refused to act on the spots until the code board met.

It is expected that the guidelines will be put into effect shortly and that a meeting will be held with Bates to resolve the difference of opinion.

Code drive paying off

48 radio outlets in Ala. signed; Miss. and Ga. next in NAB campaign

In one week Alabama went from 45th to 11th place in state rankings of subscribers to the National Association of Broadcasters radio code. The jump was directly attributable to a concerted subscriber drive conducted in the state by NAB headquarters and field men.

Beginning a three-week, tri-state drive with Alabama, the seven-man team signed 48 radio stations, more than double the 44 already in the code. Prior to the campaign, the 44 members made up only 27.2% of the 162 operating AM and FM stations in the state. Addition of the 48 members gives the code 92 stations (56.8%).

The NAB team made 92 calls on stations and worked closely with Julius Talton, WHBB Selma, president-elect of the Alabama Broadcasters Association, who laid the groundwork for the campaign. The NAB task force was made up of Charles Stone, radio code manager; William Carlisle, vice president for station services; Alvin King, director of state association liaison, and Spencer Denison, Oliver Henry, Ernest Sanders and Dan Valentine, field representatives.

The subscriber drive continued in Mississippi last week and will conclude in Georgia this week. Mississippi with 13 subscribers out of 105 operating station ranks 50th with 12.4%, and Georgia with 62 subscribers out of 200 stations ranks 44th with 31%.

The new Alabama subscribers are: WARI Abbeville; wecta and wewt(WFM), both Andalusia; whma-AM-FM Anniston; wjof(FM) and wkac, both Athens; Waud Auburn; wen, wjld-AM-FM, wvok and wyde, all Birmingham; wbss Boz; wbst Bridgeport; wagc Centre; whbb Centreville; wklf-AM-FM Clanton; wajf, whos and wdrm-AM-FM, all Decatur; wkal Demopolis; wrld Evergreen; waf Fairhope; wcib Flomaton; wjfo Florence; wzbw Fort Payne; wjby and wlmj-FM, both Gadsden; wgea Geneva; whbp Huntsville; waf Jasper; wjef Marion; wmmq Mobile; wmfc-AM-FM Montevideo; wajf-AM-FM, wapx and wmoj, all Montgomery; wlcw Moulton; wphc Pell City; wpid Piedmont; wssm Rainsville; wels Roanoke; wswr Russellville; wtlr Tallahassee and wntf Tuscaloosa.

Earlier the code announced a net gain of 30 stations between Nov. 15 and Dec. 15, 1966.

During that period 58 stations joined the code and 28 withdrew. The TV code, in the same period, added two more members: krcg(TV) Jefferson and kmos-TV Sedalia, both Missouri.

Bleats against TV make an advertiser weary

Television programming this season has improved generally both in content and production quality despite the “viewing with alarm” of many critics, Ward S. Hagan, director of marketing for Household Products Division of Colgate-Palmolive, said in a talk to Chicago's Broadcast Advertising Club.

Yes, he said, and there still is creativity in advertising and it's improving all the time. Advertising agencies everywhere also are doing better jobs and have been accepted as “marketing partners” by their clients, he noted, disproving the cliche that it could only happen in Manhattan. And manufacturers really do know something about the consumer and his needs and are providing products that meet them, the C-P executive emphasized.

In fact, Mr. Hagan said he had gotten so tired of people taking pot shots at the business of broadcasting and advertising that he just had to go out to Chicago and say something cheerful.

Mr. Hagan (second from left) probably got an amen from many of the advertiser and agency executives present including (I to r) Paul Greenfield, executive vice president of Edward H. Weiss & Co.; Robert Daubenspeck, vice president, broadcast media, Foote, Cone & Belding, and Martin J. Simmons, executive vice president and treasurer of Stern, Walters & Simmons Inc.

Celina, WMVR-AM-FM Sidney and WTVM-FM Columbus, all Ohio; kwfs-AM-FM Eugene, Ore.; WIVK-AM-FM Knoxvillle and WTN Trenton, both Tennessee; KAMIL Kenedy-Karnes City, KBCB Waxahachie, KVER San Antonio, KBOP Pleasanton, KCTX Childress, KFYN Bonham, KGRJ-AM-FM Henderson, KGTR Georgetown, KISS(FM) San Antonio, KJUN Pecos, KKAS Sisbee, KMAC San Antonio, KMCO Conroe, KMSC-FM Houston, KNET Palestine, KOPY Alice, KSTX Corpus Christi, KTHT Houston, KTLY Texas City, KTKJ-AM-FM Jasper, KVIL-AM-FM Dallas, KVCM Colorado City and KWDR Henderson, all Texas; WRRS South Charleston, W. Va.

Stations withdrawn: KEAP Fresno and KX0A-AM-FM Sacramento, both California; WAVP Avon Park, Fla.; WRRL West Point and WLET-AM-FM Toccoa, both Georgia; WCRA-AM-FM Effingham and WNT Murphyboro, both Illinois; WADM Columbia, Ky.; WBBJ Picayune and WDAL Meridian, both Mississippi; KPTL Carson City, Nev.; KTMC McAlester, Okla.; KUKK Hillsboro and KORE-AM-FM Springfield, both Oregon; WCWB Bozeman, Pa.; WQVR-AM-FM Greeneville, Tenn.; KSTA Coleman, KTER Terrell and KXOL Forth Worth, all Texas; WRGB Richmond, Va.; KLOG Kelso, KSPO Spokane and KVAN Vancouver, all Washington.

COMMERCIALS

in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of producers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.
'Cleveland Plain Dealer,' Cleveland (newspaper); musical logo for radio, Charles Barclay, production manager. Agency: Moldrum & Feawith Inc., Cleveland. Wally Kin, account executive. Truman Rice, agency producer.
Focus Presentations Inc., 400 Park Avenue, New York 10022.
Jeffers Productions, 1 Julian Price Place, Charlotte, N. C. 28208.
Coca-Cola Co., Atlanta (Tab); one 20 for TV, live on tape, color. Reg Dunlap, agency producer. Agency: McCann-Erickson, New York. Heyward Siddons, agency producer.
Rival Pet Foods, Chicago (pet foods); six 60's, one 10 for TV, live on tape. Reg Dunlap, production manager. Agency: Dancer-Fitzgerald-Sample, New York. Bart Sapperstein, agency producer.
Logos Teleproductions, 3620 South 27th Street, Arlington, Va. 22206.
Movierecord Inc., 845 Third Avenue, New York 10022.
Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.
American National Bank & Trust Co., Fort Lauderdale, Fla. (services); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Also in advertising . . .

Formed and located • Kabaker Gregory Inc., recently formed advertising agency, has located at 5670 Wilshire Boulevard, Los Angeles. Telephone number is (213) 937-4520. The agency was formed by Alvin Kabaker, formerly senior vice president and general manager of Compton Advertising's western division, and Frank Gregory, formerly account executive at same agency.

Name change • A Los Angeles-based agency, Brewer/Holzer/Taylor Inc. has changed its name to Holzer/Taylor/McTighe/Dawson Inc. The change re-

BROADCASTING, February 27, 1967
More people watch Channel 7 News... here’s a good reason why

This year, WHIO-TV’s perennial winners of the Television Division, Ohio News Photographers Association Contest walked off with:

<table>
<thead>
<tr>
<th>FEATURE CATEGORY</th>
<th>GENERAL NEWS</th>
<th>SPOT NEWS</th>
<th>SPORTS</th>
<th>TEAM FILMING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2nd, Cassells; 1st (TIE), Tamaska, Upthegrove; 3rd, Upthegrove; Honorable Mention, Cassells</td>
<td>3rd, Upthegrove; Honorable Mention, Cassells, Tamaska</td>
<td>1st, Upthegrove; 2nd, Upthegrove</td>
<td>One award, Cassells and Tamaska</td>
</tr>
</tbody>
</table>

Thousands of people watch WHIO-TV for the best news coverage in the rich Dayton market. First in full color, film and studio, WHIO-TV news presentations are excellent spot buys for the national advertiser.

Represented by Petry

Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOOC AM-FM-TV, Charlotte; WOOD AM-FM, Miamis; KTVU, San Francisco-Oakland; WHEC TV, Pittsburgh
Katz Radio enlarges auto-promotion plan

Newspapers for years have increased their automotive advertising billing through the use of special automobile editorial feature sections at new-car-model time each fall.

Radio has its own similar promotion format now too, thanks to the Katz Radio Division of the Katz Agency Inc., national station representation firm. It is called MotoRally, an on-the-air auto showroom traffic-stimulation plan that worked successfully last fall on 32 stations and will be expanded this year to about 100 outlets. If the success story is repeated, the concept will be offered to the entire radio industry after that.

This was the news told to Detroit automobile marketing men and their advertising agency representatives last week during a luncheon presentation given in the motor capital by Katz Radio executives. The news appeared to be well received, based on the initial reactions of the nearly 100 present, all of whom were quite aware of the softening in new car sales so far this calendar year.

Could Surpass Print • "This radio promotion could expand into a comprehensive publicity effort equal to if not surpassing the support offered to the automobile industry by print media," noted E. A. W. (Ted) Smith, director of special project sales for Katz.

He noted that auto advertising in spot radio was over $46 million in the first nine months of 1966, more than that spent in all of 1965. Ford was by far the leading spot-radio brand, followed by Plymouth, Chevrolet and Dodge.

Mr. Smith recalled that the idea for MotoRally originated last year in the representative's Detroit office and was accepted on an experimental basis by 32 stations. They ran a wide range of promotional announcements, editorials, dealer interviews, contests, parades and other events under the MotoRally banner to support and merchandise the new-car advertising schedules.

Even if by some chance MotoRally doesn't go national, he said, some stations report they will set up their own local promotional campaigns because the concept produced so much new local business for them quite apart from the traditional factory dollars out of Detroit.

Weiss' third such study made within the last four years in this field.

Business briefly...

Wham-O Manufacturing Co., San Gabriel, Calif., through Marlin Advertising, same city, will break $400,000 national spot TV campaign in March to introduce new product, "Super Stuff." Introductory push will run for five weeks in more than 100 markets. About 200 stations will be used. Wham-O makes novelty toys.

United States Borax & Chemical Corp., Los Angeles, through McCann-Erickson Inc., same city, has bought six-month schedule of nighttime and daytime participation on ABC-TV for Borateem new laundry additive.

General Brewing Corp., San Francisco, through BBDO, same city, will spend about $3 million this year to promote Lucky Lager and Lucky light draft beer brands. Campaign, featuring new

Discussing Katz Radio concept for auto advertising, 'MotoRally,' at Detroit meeting are (l to r) Richard D. O'Connor, Campbell-Ewald; Ray Post, Chevrolet Division of General Motors, and James L. Greenwald, vice president of Katz Radio, New York.
Buying spot

is tough job

So, stations shouldn’t toss extra problems into agencies’ paths

Buying spot television is hard enough without the negative practices being thrust into the picture by some stations today, according to Edward M. Stern, vice president and director of media, Foote, Cone & Belding, Chicago.

Talking to the Chicago chapter of the Station Representatives Association last week, Mr. Stern said the area of control over what happens after a spot-TV buy is made has reached the crisis stage for agencies today. If advertisers don’t get the air exposure in the manner or time they purchased it, he said, all of the fancy creative work and the other agency and station representative planning simply go down the drain.

"Agencies today are encountering billing discrepancies which cannot be resolved for many spot-TV schedules," Mr. Stern said, warning that these cannot continue. Long delays in paying station bills are but one result, he explained.

Among the problems he cited are station failures to give spot rotations in the schedule as promised, failure to properly report which brands were aired when and confusing methods of listing makegoods. He also noted some stations won’t tell an agency if its color commercial actually got on the air in color, explaining such refusal on the basis of since they don’t charge extra for color they won’t guarantee color.

Now and Then As for this sort of color policy, Mr. Stern said, he wished to put stations on notice they would get by with a color miss now and then but "any flagrant abuse should cause us to strongly favor other stations over the offender."

Another practice Mr. Stern challenged is the running of late movie participations in a filler program after the conclusion of the movie. He noted one major station "had a secret policy" of overselling the late movie and then accommodating the extras in the post-movie filler show.

The FC&B official didn’t have all bad news, however. Spot TV is much harder to buy than network, he noted, but this is the agency’s job and FC&B is quite willing to tackle it. In fact FC&B will be buying even more spot TV this year, Mr. Stern said, probably some 50% more than it did just two years ago.

## BAR's network report for week ending Feb. 19

### The three TV networks added $30,579,900 in net revenues in the week ended Feb. 19, bringing their total for the month to $33,289,600 and for the year to that date to $224,061,200. The week’s total was a little below the $31,285,600 recorded the preceding week (Broadcasting, Feb. 20).

### The figures are compiled by Broadcast Advertisers Reports and represent network revenues from time and program sales. In the Feb. 13-19 week, BAR’s estimates showed CBS-TV with $11,-659,200, NBC-TV with $10,367,200 and ABC-TV with $8,552,500. For the year through Feb. 19 CBS-TV was shown with $88,773,400, NBC-TV with $73,732,400 and ABC-TV with $61,555,400.

The following table presents BAR’s estimates for the week and for the month and year through Feb. 19 by day-part, by television network and in total:

### Total Network-TV dollar revenue estimates—week ended Feb. 19, 1967

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended Feb. 19</th>
<th>Cumue Feb 1-19</th>
<th>Cumue Jan 1-Feb 19</th>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended Feb. 19</th>
<th>Cumue Feb 1-19</th>
<th>Cumue Jan 1-Feb 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>$179.3</td>
<td>$492.2</td>
<td>$912.0</td>
<td>Monday-Friday</td>
<td>Network</td>
<td>603.5</td>
<td>1,896.6</td>
<td>5,281.7</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>CBS-TV</td>
<td>325.4</td>
<td>807.3</td>
<td>1,889.2</td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>1,899.3</td>
<td>5,617.4</td>
<td>17,101.9</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>504.7</td>
<td>1,227.5</td>
<td>2,781.2</td>
<td></td>
<td>Total</td>
<td>5,589.9</td>
<td>15,724.1</td>
<td>40,939.5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1,065.9</td>
<td>2,434.8</td>
<td>5,670.4</td>
<td>7:30-11 p.m.</td>
<td>ABC-TV</td>
<td>6,082.7</td>
<td>17,248.6</td>
<td>45,423.9</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>1,561.8</td>
<td>3,938.3</td>
<td>10,820.2</td>
<td></td>
<td>NBC-TV</td>
<td>6,973.9</td>
<td>17,892.2</td>
<td>45,266.0</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>CBS-TV</td>
<td>3,888.8</td>
<td>9,351.5</td>
<td>25,229.6</td>
<td></td>
<td>Total</td>
<td>18,655.5</td>
<td>50,884.9</td>
<td>131,568.8</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>1,734.1</td>
<td>4,414.1</td>
<td>13,124.6</td>
<td></td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>36.0</td>
<td>226.4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>6,964.7</td>
<td>17,731.6</td>
<td>49,176.2</td>
<td>11:00 p.m.-sign off</td>
<td>CBS-TV</td>
<td>127.3</td>
<td>202.0</td>
<td>388.7</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>1,015.5</td>
<td>2,884.5</td>
<td>6,192.9</td>
<td></td>
<td>NBC-TV</td>
<td>392.8</td>
<td>998.5</td>
<td>2,520.7</td>
</tr>
<tr>
<td>Sign-on-9 p.m.</td>
<td>CBS-TV</td>
<td>717.4</td>
<td>2,194.5</td>
<td>5,947.0</td>
<td></td>
<td>Total</td>
<td>556.1</td>
<td>1,247.9</td>
<td>3,964.8</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>335.7</td>
<td>1,327.0</td>
<td>4,728.4</td>
<td></td>
<td>Total</td>
<td>ABC-Networks</td>
<td>8,552.5</td>
<td>23,841.9</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2,058.6</td>
<td>6,396.0</td>
<td>19,968.3</td>
<td></td>
<td>ABC-TV</td>
<td>11,659.2</td>
<td>32,081.3</td>
<td>68,773.4</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>340.3</td>
<td>1,068.6</td>
<td>3,129.0</td>
<td></td>
<td>NBC-TV</td>
<td>10,367.2</td>
<td>27,366.4</td>
<td>73,722.4</td>
</tr>
<tr>
<td>6-7:30 p.m.</td>
<td>CBS-TV</td>
<td>883.7</td>
<td>2,674.5</td>
<td>7,772.2</td>
<td></td>
<td>Total all networks</td>
<td>$30,576.9</td>
<td>$83,289.6</td>
<td>$224,061.2</td>
</tr>
</tbody>
</table>
Gas-pump hula

Car drivers in Alabama, Florida, Georgia, Kentucky and Mississippi who cruise into Chevron service stations this spring may be in for a little "island magic" besides gasoline and oil. Standard Oil of Kentucky plans to add a "come to Chevron island" theme to its "young ho" advertising campaign, backed up with spot radio and TV, print and outdoor advertising in those five states.

Emphasis will be on spot TV with 10- and 60-second color commercials. The campaign is being prepared by BBDO, New York, in association with Burton E. Wyatt & Co., Atlanta. Color commercials feature a sort of "dream" island, replacing the pump island, complete with hula dancers, palm trees, colorful flowers and a native drummer. Service stations will join the fantasy with posters, banners and other materials related to the island theme.

Radio-minded clients in new AKA's shop

A new agency, Ahrens-Kenerson Associates, New York, already has five clients and plans for radio advertising. Marketing-Sales Director Roger H. Ahrens said last week: "Associated Artists Productions, which books acts like Sammy Davis Jr. and Herman and the Hermits around the country, will be using radio extensively. And Iris of Copenhagen, a growing chain of beauty salons will probably be getting into radio as well."


13% billing gain for KM&G

President Edward T. Parrack reported that Ketchum, MacLeod & Grove Inc. billed $68.2 million in 1966, up 13.5% from their 1965 billing of $60.1 million. The 45-year-old agency with headquarters in Pittsburgh and branches in New York, Houston and Washington, indicated that 1967 billings would range from 12% to 15% above 1966.

P&G, FTC agree on Folger acquisition

A consent order was signed last week by the Federal Trade Commission and the Procter & Gamble Co. under which the firm will sell a Houston coffee plant and the FTC approved the acquisition of J. A. Folger & Co., the largest independent coffee producer in the U.S.

The Houston plant was one of five acquired by P&G in 1963. The accord ordered the sale of the plant within five years and placed other restrictions on the firm. These include one that forbids P&G from accepting any media discounts or rate reductions on coffee advertising that result from advertising of its other products for the next five years and another prohibiting it from conducting any coffee promotion in conjunction with any of its other products for the same five-year period.

P&G President Howard Morgens said the agreement did not signify the firm admitted any wrongdoing. He said the giant firm had grown through its own product development rather than by acquisition.

Two FTC commissioners dissented. Commissioner Mary Gardner Jones said the order would fail to remedy the anticompetitive ramifications the P&G acquisition of Folger would have in the coffee industry.

Monsanto buys Van Dyke

Monsanto Textiles Division, St. Louis, through Doyle Dane Bernbach, New York, will sponsor Dick Van Dyke's comedy special on CBS-TV Tuesday, April 11 (8:30-9:30 p.m. EST). Program is the first of three specials under long-term agreement between network and Dramatic Features Inc., Mr. Van Dyke's production company.

Agency appointments...

- Jack-In-The-Box Inc., San Diego, nationwide chain of drive-through restaurants, has appointed Doyle Dane Bernbach, Los Angeles, for its $600,000 account, effective March 1.
- Craig-Panorama Inc., Los Angeles, division of Craig Corp., manufacturer of tape recorders, car stereos and radios, has named Boyh hart, Lovett & Dean Inc., same city.

Rep appointments...


Casting by computer

Computer technology, which is rapidly swallowing up individual broadcast-media responsibilities, now has found a way to unseat the casting director. Computer Talent Inventory, a screening service started in Los Angeles last week, makes use of computer processing to cast performers for radio and television commercials. The key to the system is a comprehensive questionnaire that pin-points the performer's every detail, including experience, physical characteristics and guild and agency affiliations. This information is processed by computer and made readily available to agencies and production houses free of charge. But performers who want their names and backgrounds kept on file are charged a service fee. Running the screening service are public relations executive Lanny Sher and Arthur L. Wilson, former director of management development for Aerojet-General Corp.

RAB, NAFMB team for new FM service

A joint project to advance the fortunes of FM radio was announced last week by the Radio Advertising Bureau and the National Association of FM Broadcasters.

The cooperative arrangement calls for RAB to set up a service addressed specifically to the problems of FM, to include a monthly publication for FM salesmen and collection and dissemination of FM sales success stories.

Under the plan NAFMB is expected to solicit support among its membership for the new RAB services and will also take part in preparing sales services for stations.

RAB President Miles David commented that his organization had been seeking a way to get into FM promotion for many months. He said that the plan had been developed with an eye to minimum duplication of effort by the two groups.

Mr. David said: "The NAFMB arrangement in no way overlaps with NAFMB's role as the national salesman for FM radio while the Radio Advertising Bureau concentrates on producing sales services of value to FM station management, sales management and salesmen."
How does the most flexible director on TV call his shots?

With a Rank-Taylor-Hobson "Shot Box." An RTH Zoom Pre-set Servo Unit, more colorfully called a shot box, is the best right hand helper a director ever had. With a touch of a button his cameraman zooms the lens to one of seven pre-selected positions: five are pre-set to any desired angles over the whole zoom range; one is pre-set for extra narrow zoom and one for extra wide.

The cameraman can go from one angle to another in eleven different speed settings. Anywhere from a quick 3/4 second switch to a slow five-minute zoom. (This automatic control eliminates unnatural effects caused by jerky zooming.) The reaction speed is set with the turn of a dial, located only three inches from the cameraman's hand grip.

And the hand grip gives the cameraman still more flexibility. On it is a spring-loaded, thumb-operated lever, with which he can over-ride any pre-selected setting. This lets him react to any unrehearsed situation. Or respond instantly to the directors instructions.

If you'd like to know more about the shot box, call Jim Tennyson or Roy Leavesley at 914-358-4450. (Collect, of course.) They might tell you that there's a servo model for nearly any Taylor-Hobson-Cooke lens. That its cool d.c. motors do not require cooling. (So it's very quiet.) And that if you made two full zooms per minute, five hours a day, you wouldn't even replace the brushes for 34 years.

Or if you have a more detailed question, write to them at Albion Optical Company, Inc., 260 N. Route 303, West Nyack, N.Y. 10094, Telex 137442, or come and visit us at the 1967 N.A.B Show... Booth number 251.
Across the back fence

USIA's Marks wants international free flow of communications

Leonard H. Marks, one-time Washington communications lawyer and former FCC law official, is the government's top professional communicator today as director of the United States Information Agency. Last week, speaking a continent apart, he expressed the hope for a communications millennium where the nations of the world will exchange information like next-door neighbors over a picket fence. The belief that radio is the most effective medium to get news quickly to the peoples of the world.

Speaking before a luncheon meeting of the Hollywood Radio and Television Society, Mr. Marks pounded out the thesis that radio and television make up a tremendous force for modern diplomacy. But for the world to survive, he emphasized, information must be permitted to flow freely.

"Why should there not be a treaty guaranteeing international freedom of information?" Mr. Marks asked. He indicated that as head of the USIA, he was trying to attain this goal.

Mr. Marks explained that the U.S. stands ready to exchange radio and TV programs with the Soviet Union and challenged Russian authorities to reciprocate.

Earlier, Mr. Marks made a particular point of spelling out USIA policy and illustrating how it's carried out. "I am convinced," he said, "that truth is our best propaganda." And he's satisfied that the true facts about unpleasant happenings in this country have to be told.

"If we don't, you can be sure it will be on Radio Moscow and Radio Peking with all its distortions the next day," he said.

As an example of how the USIA tells the truth even if it hurts, the head of the federal agency cited the recent furor caused when Mayor John Lindsay of New York cancelled a luncheon for King Faisal of Saudi Arabia after the Arab leader supposedly made some uncomplimentary remarks about Jews. According to Mr. Marks, the USIA learned of the incident at 11:53 a.m., yet at noon the same day the Arab world "heard about this unfortunate event" through the Voice of America. Observed Mr. Marks: "We don't cover up our blemishes, but neither do we only show our worths."

Silver Anniversary In a speech to the National Press Club in Washington, Mr. Marks paid tribute to the Voice of America, which celebrated its 25th year on Friday (Feb. 24).

Today, he said, the VOA pumps out 15-million watts from 100 transmitters in 38 languages, and, he said, soon it will be heard virtually all over the world.

To underscore the importance of what he termed the "communications revolution" in the last five years, he cited the rise in worldwide TV stations (from 64 nations to 104 nations), number of TV receivers (from 101 million to 182 million), and radio receivers (from 356 million to 543 million)—"thanks to the low-cost transistor". International broadcasting, the

Radio down under: Sydney swings, but New Zealand struggles

Commercial radio in New Zealand is "years behind the times." But radio in Australia, in terms of style and quality of presentation, "is right next door to radio in this country."

These observations were made to Broadcasting by Ted Randal, head of Ted Randal Enterprises, a Hollywood-based radio program consulting firm. Mr. Randal is just back from a month-long visit to the two British Commonwealth countries, where he provided consultation to six stations in Australia and one still-developing operation in New Zealand. It was the programing specialist's second trip to the area in a year and he found Australian stations showing continuing improvement in format design and control.

According to Mr. Randal, 2SM Sydney, a tightly formatted, middle-of-the-road station, sounds like K100 San Diego or WIP Philadelphia or KSF San Francisco and could be competitive with them if it was operating in the U.S. Also in keeping with our trends, he says that the Australian people "have become tremendously aware of popular music" and the top-40 format is the most favorably received radio sound in the country.

There are 111 commercial radio stations in Australia, but an average-size market such as Brisbane, with about 700,000 population, only has six outlets. This means less program specialization and a sort of unspoken mandate to be more things to more people in order to answer total community needs.

Broadcast Programming As an example, Mr. Randal cites 2GA Sydney, which cannot be meaningfully compared to any U. S. station because it tries to provide service to so many different segments of its market—the size of San Francisco. It features a combination of talk and soft music interspersed with comprehensive news and sports coverage.

Mr. Randal, who also acts as a consultant to some 40 stations in this country and once was a top-rated disk jockey for several West Coast stations, found a considerable degree of professionalism among the Australian radio broadcasters. Most of the on-air and management talent is home grown. And some 35% of the hit tunes showing up on the weekly music charts are Australian products. But, notes the American, "the Australians haven't equalled our recording techniques as yet and that's probably why we haven't heard more about their artists."

Some stations play Australian folk music but there's no country and western music as Americans know it. There's very little rhythm and blues heard and the government does not allow two-way telephone conversation programs. There are no all-news stations but news and sports are given considerable coverage. There are no commercial networks comparable to the ones in the U. S. Independent station, 2SM, has a 17-man news staff and 2nd Newcastle
USIA director said, has jumped from 16,000 hours weekly to 24,000 hours weekly.

And, he added, as a sign that VOA broadcasts are getting through each day, between 500 and 1,000 letters and postcards arrive at the VOA mailroom from all parts of the world, including the communist countries.

Radio, Mr. Marks added, is a "very effective means" of telling a story, particularly a fast-breaking news story. USIA uses other means, he concluded: magazines published for Russian, Polish and Arabic readers, motion-picture films, TV documentaries, USIA libraries.

All are used in explaining the United States to the world.

Goonhilly Downs set for new earth station

A contract to build a second earth station in England for satellite communications at Goonhilly Downs, has been awarded to the Marconi Co. Ltd., Chelmsford, it has been announced.

The new earth station will have a 90-foot antenna and associated transmitting and receiving equipment capable of covering the entire satellite communications band. The installation, to cost an estimated $4 million, is due to be completed by April 1968, in time for operation with Intelsat III which is scheduled to be positioned in synchronous orbit over the Atlantic Ocean after the middle of next year.

Intelsat III, one of the six satellites being built by TRW Systems Inc., Redondo Beach, Calif., for the Communications Satellite Corp. under a $4-million contract issued last summer, will be capable of handling 1,200 two-way telephone voice circuits, four TV channels and will have a five-year life.

London conference plans three continent panel

Twin highlights of the World Advertising Conference in London June 27-29 will be a Tokyo-New York-London debate via satellite TV of "Money, Leisure and the World Consumer," and the appearance of a Soviet delegate to discuss advertising in the USSR.

In all, the anticipated 2,500 delegates from 40 countries will hear 60 speakers, generally organized into platform discussion groups to facilitate audience participation. The conference language is English, with simultaneous translation into French, German and Spanish.

U.S. AM's face Cuban 'invasion'

Castro ignores frequency, power agreements; stations threaten to interfere here

The Cuban government has seven powerful radio stations either in operation or under construction that may cause major interference to broadcasting interests in the U.S., according to a report released by the Library of Congress in Washington. The report was based on a broadcast by a Cuban government official that was monitored in the U.S.

Four of the stations are currently in operation, the report stated. One of the transmitters is located near Holquin and operates on 600 kc with 150 kw, three times the power output of any U.S. station. Broadcasts from this particular operation will have a "substantial" impact on the nighttime skywaves on at least 15 U.S. station using the same regional channel frequency, FCC

uses a helicopter in conjunction with a patrol boat to give listeners the latest reports on shark activities.

In the Australian commercial system, the numeral in front of the call letters designates the market area in which a station is located. The lower the number the larger the market served. Thus 2 stands for the Sydney area, the largest market (about 3 million people out of a nationwide population of about 12 million) in the country. Melbourne, the next largest market, is designated 3; followed by Brisbane, 4; Adelaide, 5 and Perth, 6.

Even in those six major markets, Mr. Randal found that the average cost of commercial announcements was substantially out of proportion to radio's quality service, penetration and influence. He reports that most stations sell a 30-second spot for $15. All announcements are of the 30-second length and usually no more than 18 minutes of commercial time is scheduled in any one hour.

Cigarette, automobile and small-appliance makers are the heaviest supporters of the medium. There's also "a tremendous amount of regional and local advertising." Mr. Randal reports. Hard-liquor advertising is permitted on radio in Australia and is a good source of revenues.

Sees Need to Improve • Mr. Randal feels that radio commercials in the country are "not well done." Almost all are locally produced and lack "the fine touch and care" given to commercials made in this country. Many of the top U.S. advertising agencies, however, have branches in Australia.

On the other hand, Mr. Randal believes that radio research conducted in Australia may be better than its U.S. counterparts. The Anderson Analysis of Advertising Media, put out by The Anderson Analysis Pty. Ltd., cites the weather conditions that occurred during the survey period, lists the time spent by people who listened and breaks the audience down into three socioeconomic class groups (wealthy, middle class and industrial). The methodology used is the diary-personal interview.

Ted Randal sees "great expansion" ahead for the radio industry in Australia. He points out that its probable that industry revenues could reach a record $25 million for the year.

The picture is entirely different in New Zealand, according to Mr. Randal. There is no commercial broadcasting in the country as yet and the government stations sampled "would have a tremendous struggle to win any audience at all even in a small U.S. market."

Radio International, Mr. Randal's client in New Zealand, is attempting to become the first legalized commercial radio station in the country (there is a commercial pirate operation). Even if such permission is granted, and it's expected by March, commercials would be restricted to a certain portion of the broadcast day.
Another active transmitter, also near Holquin and operating with 50 kw, is said to be a former 1 kw station on 670 kc. "Such operation, if confirmed, would indicate almost complete elimination of the nighttime skywave service provided by class I-A station WMAQ Chicago," a commission source said. WMAQ is a clear-channel station that operates on 670 kc with 50 kw full-time.

The two other active transmitters are reportedly operating in Colon, with 30 kw, and Pinar del Rio, also with 30 kw. U.S. officials have no evidence these stations are in operation.

One transmitter under construction at Havana will reportedly operate with 150 kw. Two other stations—being built in Santa Clara and Camaguey—will both operate with 60 kw. The Cubans have not disclosed the frequencies on which these stations will broadcast.

Cuba is known to have purchased six high-power transmitters from Czechoslovakia that are being installed by Czech engineers, the reported also stated.

FCC officials say there is nothing the U.S. can do about the Cuban operations. Cuba is a signatory to the North American Regional Broadcasting Agreement, but, under the Castro regime, has ignored its provisions. The agreement stipulates that certain frequencies are to be reserved for use only by regional stations in a fixed-power category.

BBC troubled by series on interracial marriage

Rainbow City may not be the British Broadcasting Corp.'s cup of tea after all. Last week network executives disagreed over the proposed nationwide screening of the television serial about an English girl and her Negro husband.

Network indecision on the series followed BBC's ban on Cinderella last month (Broadcasting, Jan. 2).

In defense of Rainbow City, program chief David Porter said: "The serial will offend only diehard racialists; it isn't specifically about racialism or the color bar, but it doesn't ignore these problems either."

The serial has been filmed through the third episode.

FINANCIAL REPORTS

Round two in MGM proxy bout

O'Brien, Levin trade verbal blows, but tally of votes holds up stockholders' decision

The latest session in the extended proxy fight for control of Metro-Goldwyn-Mayer was staged in Loew's State theater in New York last Thursday (Feb. 23), and the opponents came out swinging. But results of the battle won't be known for several days.

MGM President Robert H. O'Brien pointed with pride to the corporation's earnings record in the last three years and promised continued growth and higher earnings in the future. He was careful to emphasize MGM's "integral, primary purpose: the production and distribution of feature films to theaters domestically and internationally, and to television." But the basis for most of his promises was "steadily rising prices for leases to television."

Mr. O'Brien said that the average price for each of the 63 films MGM leased to CBS-TV last year (Broadcasting, Oct. 3, 1966) was $800,000, and that he expects "the price to be $1 million on the next go-around."

Even films rereleased to television would bring higher prices in the future, he said. CBS-TV "will be taking six-to-nine films a year at $400,000 each, and that is more than they went for on their initial release to television. We expect the price on rereleased features to go to at least $500,000 each."

Levin’s Views = Phillip J. Levin, self-described as "a minority of one on the board of directors" and leader of the opposition slate, accused the management of "going too fast on sales to television and too slowly on real estate."

But for "those too-quick sales to television," Mr. Levin asserted, "MGM would still be a deficit operation. The only real change in MGM's position is this increased demand for features for television."

The remainder of the profit cited by the management, he said, was due to "accounting changes, and nobody should boast about that."

Mr. Levin repeated his proposal for "a subsidiary for the film library, so that its true market value could become known."

He also urged "full financial disclosure through accounting by divisions," and "new energy in MGM's management, so that income from television can become what it should be—a bonus on the film operation—rather than a refuge and an excuse for inactivity, waste and lethargy."

There was continuous voting from 3:30 p.m. till 6 p.m. but it is said that the deciding votes probably will be cast by the mutual funds that control an estimated 20% of the MGM stock. The proxies will be counted by James E. Gaskin of Bankers Trust Co. and Kenneth D. McLaren of Corporation Trust, both New York, at an undisclosed location.

Last year, in the first proxy fight between Messrs. Levin and O'Brien over a management proposal to issue more stock, the count took 10 days.

MGM's O'Brien

Stockholder Levin
You still find some places around that don't use our wire and cable.

But they're pretty rare. Because at ITT we make wire and cable for literally thousands of uses — everything from your pop-up toaster to the Air Force's 2000-mile-an-hour experimental jet bomber, the XB-70A.

We even make wire for things that have never been wired before—like America's moon-bound Apollo spacecraft. Apollo needed wire that could withstand the incredible extremes of heat and cold. So we developed it.

And that's how it was with community antenna television: to give a better picture, we developed an ultra-distortion-free coaxial cable.

In all, our Wire and Cable Division makes over 23,000 different kinds of wire and cable. And each fills a special need whether it's in a high-flying jet, a moon-bound space vehicle, a factory, or your home.

One of the reasons you take electricity for granted is because, at ITT, we don't.

International Telephone and Telegraph Corporation, New York, N.Y.
Screen Gems' net kept jumping by 'Monkees'

Record earnings and sales for the six-month period ended Dec. 31, 1966 were reported last week by Screen Gems Inc.

Jerome S. Hyams, executive vice president and general manager of SG, called the company's new TV series on NBC-TV, *The Monkees*, "one of the greatest success stories of the entertainment industry." He noted that the popularity of the music, records and products based on this series has had "a profitable impact on a number of company divisions."

For the six months ended Dec. 31:

1966 1965
Earnings per share $0.65 $0.62
Gross income 53,378,000 46,049,000
Net income 2,560,000 2,401,000

Landau/Unger film firm changes hands

Commonwealth United Corp., New York, a diversified company, has signed a contract to acquire the Landau/Unger Co., New York, TV and motion-picture producer, for 380,000 shares of CUC stock. The acquisition, announced last Thursday (Feb. 23), is subject to the approval of CUC stockholders during the company's annual meeting in May.

Landau/Unger recently announced its entry into the TV-documentary field. Its first offering is *Face of War*, a 102-minute study of a Marine rifle squad in action in Vietnam. The company has three feature films completed or in editing and has set five films for production over the next nine months.

General Tire and RKO reach new income highs

Both General Tire & Rubber Co., Akron, Ohio, and its RKO General division have reported record earnings for the year ended Nov. 30, 1966. Consolidated sales for the parent firm increased 5.5% while net earnings were up 18% over 1965. The record $77 million revenues of RKO General are not consolidated in the report of the parent company.

RKO General owns six TV stations (including its subscription-TV station, wsct[Tv] Hartford, Conn.) and seven radio stations. In addition, the division operates RKO Sound Studios, New York; Eastern Broadcasting Corp., Boston (owner and operator of the Muzak franchise in that area); Vumore Inc., Oklahoma City (a CATV owner and operator); Video Independent Theaters Inc., Oklahoma City; Pittsburgh Outdoor Advertising Inc., Pittsburgh; Electronics Leasing Corp., New York; The Equinox House Inc., a summer resort in Manchester, Vt.; Citadel Industries Inc., New York, and three Pepsi-Cola bottling companies in Ohio and Indiana. Through Video Independent Theaters Inc., RKO General owns 29.1% of H&B American Corp., a CATV owner and operator based in Beverly Hills, Calif.

General Tire & Rubber Co. and consolidated subsidiaries for the year ended Nov. 30:

1966 1965
Earnings per share $2.92 $2.48
Net sales 10,951,597,887 9,471,056
Net income 53,555,360 45,747,869
RKO-General revenues 77,792,970 67,181,659
RKO-General net income 10,111,211 8,808,279

*Not included in consolidated net sales.

Storer gets more than expected from Northeast

Storer Broadcasting Co., group station operator and the principal owner of Northeast Airlines, reports net earnings up 23% for 1966.

The record profit was achieved on a gain of 13.4% in gross revenues. Stanton P. Kettler, president, said the company's return of its investment in Northeast had exceeded expectations because of the airline's strike, which shut down competing airlines last summer.

Storer's year-end statement includes 85.7% of Northeast's net operating results.

Year ended Dec. 31:

1966 1965
Earnings per share $6.11 $5.07
Gross income 5,082,000 6,003,000
Net income 131,000 270,000

H&B earnings unchanged as revenue goes up

H&B American Corp., Beverly Hills, Calif., owner and operator of CATV systems, has reported an increase in revenues for the first half of the fiscal year although net income remained at about the same level it was a year ago.

The company also announced it has declared a 12 1/2-cent semiannual dividend payable March 15 to stockholders of record March 1.

For the six months ended Jan. 31:

1967 1966
Earnings per share $6.11 $6.11
Revenues 2,904,555 2,479,319
Net income 278,839 278,804

Financial notes...

- Twentieth Century-Fox Film Corp., New York, has declared a quarterly dividend of 30 cents per share on outstanding common stock, payable March 31 to stockholders of record March 15.
- Chirurg & Cairns Inc., New York, has declared a quarterly dividend of 15 cents per share for the first quarter of 1967, payable on March 1 to stockholders of record as of February 15.
- The board of directors of Walt Disney Productions, Burbank, Calif., has declared a cash dividend of 10 cents a share, payable April 1 to stockholders of record March 15.
Radio, TV: two up-curves to count on

BROADCAST STRENGTHS STAND OUT IN YEAR OF ECONOMIC QUESTIONS

With 1967 in full swing the economic analysts who keep closest watch on the broadcasting business seem a lot more certain about radio-TV’s fortunes in the new year than about the economy in general.

In a year whose overall economic forecast is “unusual uncertainty” the broadcasting industry is expected to show unusual strength.

This is not to suggest that business analysts have come to consider broadcasting a recession-proof industry, but they do seem to feel it’s more immune than most others.

Part of this preferred status may stem from the wide spectrum of American industry from which it draws its revenue and part from its seemingly unending ability to raise rates as the demand for its inventory grows, bringing its schedules closer to saturation.

In any case broadcast economists are looking for network television to advance in billings by as much as 10% in 1967, for national spot television to move ahead as much as 7% or 8% and for local TV to experience another boom year with revenues up 15% or more.

The outlook for radio seems to be suffering from projection jitters that have set in as a result of underestimation of last year’s billing gains and a fear of overcompensating for those mistakes in looking at the new year.

But taken in a bundle radio billings—network and spot—are expected to rise at least 9% and perhaps as much as 12%.

Questions Ahead • While broadcasters may reasonably expect a strong, if not superstrong year, the country’s major economic barometers are not all up to encouraging marks. Indeed, some economists are even predicting a minor recession in 1967; but they are certainly not in the majority. Others look for modest growth, and still others are expecting a substantial economic advance although not up to 1966 standards.

Among those in the last category is David Blank, vice president for economics and research of the CBS Broadcast Group, who expects a good growth in Gross National Product despite a number of unhealthy if not dangerous signs. Auto production and sales are down. Housing starts are still down, presumably as a result of tighter money policy initiated by the federal government last year. And, as one broadcast analyst noted, “if television doesn’t sell houses, it does sell the refrigerators which go inside them.”

Also enumerated as possible danger signs for the general economy are the rapid inventory accumulation which took place in 1966, especially in the final quarter, a large defense industry accumulation and recent declines in consumer spending for durable goods.

According to the more optimistic forecasters these unfavorable signs will be offset by counter trends already
Fat gains for both media in 1966
ADVANCES FOUND IN ALL SECTORS: NATIONAL, REGIONAL AND LOCAL

Whatever their prospects in 1967, both radio and television have entered the year with the confidence born of banking more billings in 1966 than in any other year of either's history. Time sales of radio in 1966 were 11.9% bigger than they were in 1965; television time sales were up 8.2%.

These are Broadcasting's estimates of 1966 net time sales, after frequency and promotional discounts but before deductions of commissions to agencies and station representatives. They are comparable to annual time-sales data compiled by the FCC. (FCC data for 1966 will be published late in 1967.)

In all categories of business, network, national and regional spot and local, both radio and television made gains in 1966. Radio's total gain was $98.2 million in 1966, television's was $122.6 million.

Broadcasting's 1966 estimates were compiled from figures supplied by large samples of radio and TV stations. Returns were tabulated by the Washington firm of Sinrod & Tash, certified public accountants.

In accompanying tables, figures for earlier years are from the FCC.

### TELEVISION TIME SALES 1948-1966

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<tr>
<th>Year</th>
<th>National Network</th>
<th>% change from previous year</th>
<th>National Non-Network</th>
<th>% change from previous year</th>
<th>Local</th>
<th>% change from previous year</th>
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<td>2,117,300,000</td>
<td>+122.5</td>
</tr>
<tr>
<td>1965</td>
<td>585,100,000</td>
<td>+3.9</td>
<td>324,100,000</td>
<td>+9.1</td>
<td>1,673,700,000</td>
<td>+8.0</td>
<td>2,258,800,000</td>
<td>+109.4</td>
</tr>
<tr>
<td>1966†</td>
<td>604,554,000</td>
<td>+3.3</td>
<td>370,459,000</td>
<td>+14.3</td>
<td>1,796,323,000</td>
<td>+8.2</td>
<td>2,571,282,000</td>
<td>+110.0</td>
</tr>
</tbody>
</table>

*In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years. †1966 figures estimated by Broadcasting.

underway including increased spending in the government sector, a gradual relaxation of the government's tight money control and increases in capital spending.

A study published by the Interpublic Group of Companies estimates that total U. S. advertising expenditures will expand to $17.8 billion in 1967. This would be an 8% gain over the $16.5 billion expected as the final tally for the past year.

The same report shows basic media costs climbing by 5% in the new year. Network television should take the highest jump over last year's rate bar, clearing it by 8%. According to the Interpublic study, spot television rates will be up approximately 6%, in line with advances of the past two years.

Spot radio is accorded a 4% rate advance and network radio should cost 2% more than in the previous year.

Gains for Network TV* On the revenue front, CBS economist Blank anticipates network television will be up 10% and spot television ahead by about 8%. Network's unaccustomed growth advantage over spot, a new development in 1966,* is expected by all broadcast industry observers to continue this year.

The speed of network gains relative to the size of the basic media cost increases.

*Network billings in this context refer to revenues from sales of both time and programing. Network time sales alone rose only 3.3% in 1966 over 1965, according to Broadcasting's estimates (see above).

BROADCASTING, February 27, 1967
to spot has generally been attributed to increasingly flexible sales practices but these differences, according to CBS's Dr. Blank, are now stabilizing and spot's growth rate should eventually catch up and, within two or three years, once again surpass that of the networks.

Other broadcast industry analysts are less optimistic about spot's rate of growth in 1967. Emanuel Gerard of Roth, Gerard & Co., who expects the networks to have a "great year" in terms of profit on revenue gains of about 8%, looks for "relatively flat" revenues for spot, which he thinks may be ahead anywhere from 3% to 5%. The same analyst expects "another monster year" for local television.

Phil Clark of Burnham & Co. thinks network TV billings will show big increases in 1967 but expects more modest gains—around 6% to 7%—for spot and local. He considers the network business less cyclical than spot and local and thus more likely to hold up in event of an economic downturn.

Most analysts of the industry are already crediting color television as a vast new lever for higher rates and revenues. George McCloughlin, a Reynolds & Co. broadcast specialist, who considers the rapid transition to color TV and its acceptance by advertisers the most important industry development of the past year, notes color's value is being reflected in higher rates.
Television: Another new peak for sales
BUSINESS IMPROVES AS EVEN CRITICS ADMIT MEDIUM SELLS PRODUCTS

Television is primed for another record sales year in 1967, though the perennial cry of "problems" seems to be the most strident in years.

Criticism over the quality of TV programming, costs and advertising practices is a way of life in television. But even the sharpest critic of the medium, after all is said and done, acknowledges that TV can't be ignored because it sells products and services on a scale that is unmatched.

Threaded through the prophecies of various industry officials questioned by Broadcasting was unmistakable evidence that television in 1967 will surpass 1966 levels by a comfortable margin (barring a severe reversal in the nation's economy). When estimates were provided, they ranged from 5% to 10% increases.

The Television Bureau of Advertising, which in the past has proved to be a reliable barometer of the economic health of television, estimates that in 1967 total television expenditures will climb to $3.06 billion, a 10% jump over 1966. TVB foresees that network will swell to $1.52 billion, 10% over last year; spot to $1.02 billion, a 9% advance over 1966, and local to $520 million, a 13% gain.

TVB notes that 1966 ended with $2,775,000,000 in total TV expenditures, an increase of 10% over 1965, and adds that the year was marked also by a growth in the number of homes tuned to TV each day.

Harvey Spiegel, TVB vice president, research, attributes the gains in the number of homes tuned to TV to two factors: an increase in the number of color homes, which view TV more than monochrome homes, and the growth in the number of multi set homes.

Mr. Spiegel said that in early 1965 color penetration stood at 5% and jumped to 17% by the end of 1966. Similarly, he said, from the start of 1965 the number of homes with two or more TV sets rose from 19% to 25% of all TV households.

The severest critics of television are its best customers, the advertising agencies. In this year's survey, they chafed the medium for a variety of reasons: high costs; erosion of values through loss of billboards; lack of product protection; deterioration of program quality; lack of program innovation; reliance on motion pictures; overcommercialization.

Madison Avenue View = Agency officials foresaw little in the way of program innovation in 1967 but several indicated that a trend is shaping up in "late buying" of network shows as a means of achieving what they called more-efficient buys when prices are lowered. Agencies indicated there was an even more pronounced move on the part of advertisers to buy participations dispersed among the networks and in different types of programs on a short-term basis to reduce their investment risk.

Station representatives expressed the hope that the NAB code board could devise some accommodation with the TV networks vis-a-vis piggybacks. This year will be one in which the 30-second commercial is expected to pose some problems, particularly with pricing, they pointed out. Several reps pointed out that the first quarter of 1967 has been erratic but they were optimistic that the situation would improve unless the economy as a whole dipped.

The three television networks were extremely buoyant about prospects for 1967 and were confident that despite the expressed misgivings of many agen-

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Radio: Gains sure in billings, stature
AURAL MEDIUM FINDS ITS PART IN ADVERTISING GROWING EACH YEAR

Radio is moving into 1967 with brighter hopes—and with more solid reasons for bright hopes—than at any other time since television first cast a dark shadow over the radio business.

In 1966, the tide clearly appeared to turn. The slide had been arrested long before. Actually, in fact, it might be argued that the slide never really occurred, because in only two post-television years have radio's time sales failed to exceed those of the preceding year. But network sales had tailed off drastically from 1949 until 1962, while national spot sales, and to some extent local business, have frequently been sluggish and at times appeared to move ahead only in fits and starts.

What happened in 1966 came as a surprise to most forecasters. Industry sources a year ago were thinking in terms of modest gains. A consensus put the probable sales increase at 5% over 1965 levels, with local expected to get a 7.5% gain, national and regional spot about 4% and network business about 2%.

What happened was something else again: Radio sales as a whole, and each of these elements individually, did about twice as well as predicted.

Best in Years = With two exceptions, network's annual rate of growth in 1966 appeared to be the biggest since 1944. Spot's was greater than in any year since 1948 except for two back-to-back splurges in the mid-1950's, and local's rivaled anything since 1948. For radio as a whole, the year's growth rate was by far the biggest since TV's effects first began to be felt in 1949 (see tables, pages 42 and 43).

The unexpected achievements of 1966 are attributed to a number of reasons that in many cases may be distilled into more aggressive salesmanship all along the line or the self-stimulating influence of success that leads a test advertiser to become a regular advertiser—or a regular user to become a bigger user—and that draws his competitors into the medium as well.

More specifically, it was felt that spiraling costs of other media made
cy officials that the year would be another record-shattering one.

Flexibility and Variety: Thomas W. Moore, president of ABC-TV, offered two reasons for record sales in 1967 and the 1967-68 year in particular: Television's advantages and superiority have been demonstrated and accepted, particularly with color, and networks now are offering "much greater flexibility and program variety," ranging from inexpensive daytime scatter plans to high-quality, prestigious programming.

He noted that the marketplace has changed. He said program costs are now higher, largely because of color, and conventional buying of conventional programing has become flexible and occurs later.

"While the industry may experience some anxious moments this spring, I think it will be because of unfamiliarity with the new programing and sponsorship patterns, rather than long-term results, which will be greater for sponsors, broadcasters and the public particularly."

Thomas H. Dawson, president of CBS-TV, said the network is looking forward to another record-breaking year in 1967, pointing out that the first- and second-quarter business is "substantially higher than last year."

He cited the impact of color and the increase in color set ownership as factors that are impressive to advertisers. Mr. Dawson said CBS-TV is "greatly encouraged" by the continued efficiency of daytime TV, the advertisers' interest in the network's sports schedule and by the reception accorded to quality specials. He singled out Death of a Salesman, The Glass Menagerie and CBS Playhouse as examples of programs that have had "fine ratings" and critical and audience acclaim.

Don Durgin, president of NBC-TV, said that with the renewed strength of the network's daytime schedule and the most successful nighttime schedule in years as the foundation for the 1967-68 season, "we believe we can safely forecast another record year in 1967."

"Two significant strengths of the NBC-TV audience performance and resulting sales success have been our pronounced lead in delivery of young adults and in delivery of color homes," Mr. Durgin stated. "In both areas, the trend to NBC-TV is accelerating as reported by Nielsen. For example, this past fall 20% of NBC-TV's audience came from color homes (although only 15% of the TV homes were color homes). This spring approximately 25% of NBC-TV's audience will come from color homes and by the end of 1967, the NBC-TV network will be receiving about one-third of its audience from color homes. Being the only full-color network has certainly paid off."

Programming: Robert J. Stefan, vice president and director of radio-TV programming for BBDO, pinpointed the lack of opportunity to try new programing as TV's most pressing problem. High costs and the risks involved militate against experimentation, he observed.

"Television continues to improve on a technical level but the engineers are ahead of the creative people," he pointed out.

The overriding trend in TV today, he stated, is for advertisers to "spread their investments around even more than they have in the past" in order to achieve efficiency and growth.

Despite the problems, Mr. Stefan expressed the view that BBDO's investment in television in 1967 will rise appreciably over 1966.

"Television's big plus is still that it provides heavy impact and enormous reach through the combination of sight, sound and color," Mr. Stefan stated.

Scatter Plan Use: A vice president-broadcast director of another major agency predicts more TV spending in 1967, noting such contributing factors of increased use of network scatter plans for "opportunity buys" or ads (Continued on page 46)

To a great extent the hesitancy about predicting 1967 growth rates seems to stem from a feeling that, after under-estimating 1966, it might be too easy to "overcompensate" and hold out unrealistically optimistic goals for 1967. Overall, the consensus appears to be that-unless the general economy goes into a spin—radio billings ought to rise somewhere between 8% and 12% this year.

Station reps point to a growing number of major advertisers expanding their radio commitments or planning to test radio on a larger scale than in the past, but in translating this increased activity into dollar results they take a conservative tack, speaking for the most part in terms like "at least modest gains."

The networks are optimistic. ABC: Six Straight: Robert R. Pauley, president of ABC Radio, noted that 1966 was the sixth straight year in which his network exceeded the preceding year's sales, and said that 1967 shows great promise, as the first quarter of this year is one of the highest sales quarters in the history of the network since the advent of television.

"This," Mr. Pauley said, "is certainly convincing evidence that more and more advertisers are turning to radio, and is further supported by the fact that the ABC Radio Network's Breakfast Club with Don McNeill is sold out for the first quarter of 1967. We anticipate further growth during 1967 as the ABC Radio Network as a whole approaches sellout."

CBS: High Hopes: Arthur Hull Hayes, president of CBS Radio, cited bounding sales of radio sets as evidence of "radio's continuing popularity growth" and noted that CBS Radio research experts "have high hopes" for the so-called RADAR study, aimed at ascertaining radio's cumulative-audience dimensions and underwritten by all four networks under the name Radio's All-Dimension Audience Research (BROADCASTING, Jan. 2).

"The advertising community has become increasingly aware of the public's extraordinary involvement with radio," Mr. Hayes said. "This is reflected in continued expansion in radio's (Continued on page 48)
TELEVISION: ANOTHER NEW PEAK FOR SALES continued

ditional purchases "on top of" single program commitments. He said that scatter plans, usually in six- to eight-week flights, allow the advertiser his "most efficient" method of reaching the greatest number of people in a given area.

Increased costs of program buys have led the advertiser to the scatter plan as a method of purchase, and some buyers are increasingly turning to fringe time to lower their CPM’s, he said.

Late Buying • It used to be that television networks could quickly nail down some of the bigger sales to the bigger advertisers well in advance of a new program season. Not so nowadays, said Lee Currlin, vice president in charge of programing, Benton & Bowles.

Mr. Currlin sees a trend away from early buys and many major advertiser who in "reluctance or withdrawal" hold back until as late as August when networks have unsold time on their hands and become itchy for business.

"This is obviously buying on an opportunistic basis," Mr. Currlin said.

program formats.

He expressed some concern that TV may be losing at least part of its better-educated audience. Mr. Kemp acknowledged that he had no idea how an upgrading of programing could be achieved and added:

"Frankly, I feel that many of the commercials are better than the programs. Commercial production has made many advances in photographic and narrative techniques. Programing ought to catch up to the commercials."

He said stations have to "face up to the fact" that multicorporate announcements are here and that they should learn to live with the 30-second spot.

He agreed that despite carping by critics, TV’s ability to demonstrate products is unsurpassed and he voiced the view that Compton’s investment in TV would increase in 1967 though its percentage probably would remain at about 69% to 70% of overall billing. In his opinion, color will help increase TV advertising, making it even more competitive with print.

He believes either the networks must hold the price line on scatter plans or make the prices more attractive to the "up-front buyer" who "gets the pick of the best [programs] early," or both.

But Mr. Currlin sees no radical change in the TV marketplace, the smaller advertiser still getting a good buy and the big advertiser using the medium "as much as ever even though it costs more."

He predicted that the 30-second commercial may well become the basic unit of sale in television if current trends continue and sees a move underway for the "complete elimination of billboards in network television except for the major sponsorship shows." He finds piggybacks no longer controversial.

CATV will continue to be watched by advertisers, he said, "It may be a factor in five years."

Costs vs. Programing • Frank Kemp, senior vice president in charge of media and programing for Compton Advertisimg, feels that TV’s major problems are to keep costs down and to develop new percentage of total billing would remain at about 60%.

Billboards Lost, Too • Paul Roth, vice president and media director of Kenyon & Eckhardt, voiced concern over losses of value in TV because of constantly rising costs, loss of billboards and a lowering of the quality of TV programing as a whole.

Mr. Roth felt that K&E would spend about the same in TV in 1967 as in 1966 but said it is going to examine its investments more carefully in terms of prices and program values. He claimed that the agency plans to take a closer look at other media, particularly radio, and is planning several tests this year in that medium.

"The piggyback is our one hedge against costs," Mr. Roth said. "More and more agencies are learning to write commercials in 30 seconds. Who needs a minute when we can say all we want to say in 30 seconds?"

Mr. Roth pointed out that affiliates more and more are exercising added control over their prime time and are exhibiting a stronger inclination to preempt network series and schedule their own movies in evening time.

Richard Trea, media director of Richard K. Manoff Inc., shares the common agency concern with rising television costs, and views a number of significant trends as responses to the situation.

"I think we’ll see a reduction in the number of pilots and a trend toward presentation films and even scripts as the basis of buying shows, which is unfortunate. When the number and cost of failures are so high, predictions of new shows’ success are still based on intuition. On the other hand, the development of the second season allows you two rolls of the dice. For example, six of the seven new shows ABC put in are doing better than the shows they replaced," he said.

"Increased network competition, for example the trend toward the Tonight show format in late night programing, and the expansion of late night programing by the Overmyer Network offer advertisers a more varied opportunity."

Rate Concern • Harry G. Ommerle, senior vice president and radio-TV director, Sullivan, Stauffer, Colwell &

46 (PERSPECTIVE 1967)
Spot Radio and Spot Television have spawned a thicket of paperwork that causes confusion and, occasionally, friction between buyer and seller. Spot's very speed and flexibility create most of the trouble. Paper piles on paper in an effort to catch up with the changing requirements of those who buy Spot.

The problem has become so serious that the Tvb, the 4-A's, the ANA, and the Station Representatives Association have appointed committees to seek an industry-wide solution. We're working closely with all of them. But until an industry-wide answer is found, we suggest that station representatives bill and collect for all the national Spot advertising broadcast by stations they represent.

One Monthly Bill

Katz has had a central accounting service for over 30 years, ever since we've been in broadcasting. We bill and collect for all the Spot advertising that we sell. Agencies get one bill each month for each account with schedules on Katz-represented stations. Spot's paperwork jungle could be drastically reduced if all representatives were to follow this procedure.

Of course, billing itself is only a small part of the accounting problem. Spot campaigns differ according to frequency per week and year, time and length of announcements, rate and product protection, pre-emptibility, etc. And, it's in the nature of the Spot business that all of these items change daily.

The Next Logical Step

By acting as the central billing and collecting source for all the stations whose time he sells, the representative will simplify the flow of paperwork. The added burdens on the station representative should not be too severe since he already does most of that work for his own records. The process of billing and collecting is the next logical step.

Guaranteed Payment

At Katz, we go even further. We guarantee payment to all stations for the advertising they run. Katz-represented stations receive one check each month for all the national Spot business they carry, whether or not Katz has been reimbursed. This central accounting service produces substantial clerical savings for Katz-represented stations. And the stations have no problem with delinquent national accounts or delayed payments. More important, advertisers and agencies benefit from the standardized Katz Spot accounting procedures.

When all station representatives provide a central accounting service, the Spot paperwork problem will be much closer to an industrywide solution.
Bayles, is concerned about higher network rates and production costs. “It is increasingly difficult to develop equally effective CPM’s,” he says.

Mr. Ommerle is also upset by “shrinking product protection and the proliferation of brands. Segmental protection means that where we had 20-30
du
bunski, emphasis on political
come up
weekend program
age of sports events; additional
rent program
rate
du
industry
last year.
advertising revenues,
proliferation of brands.
tection means
"shrinking
effective
increasingly
Bayles,
"Late
The plans include more
affiliates.

Mr. Burrows
Mr. Maneloveg

Mr. Zeltner
Mr. Maneloveg
Mr. Fuller
Mr. Buchanan

(headline news on the hour); a new weekend program service, tentatively titled “Wide Wide Weekend”; “Pilot Line,” a project to encourage talent to come up with new show ideas; more emphasis on political news, an “Editor’s Notebook” and greater use of worldwide news-gathering services.

NBC Gets the Sign = Stephen B. Labunski, president of the NBC Radio Division, said that “it is an encouraging sign for network radio, as indicated by NBC sales for 1967, that there is a marked tendency toward healthier and longer advance bookings from advertisers. A significant example is that the du Pont buy as sole sponsor of 16 hours of NBC Radio’s ‘Monitor’ for the weekend of June 10-11, representing an expenditure of nearly a quarter-million, was actually committed more than six months before the air date.

“Late in January, the NBC Radio

Radio announced that its sales for the first half of 1967 were 16% ahead of the comparable period last year. Since that time, the brisk sales pace has continued, with healthy increases indicated for the balance of 1967 as well.”

Best Yet to Be = RAB’s President Miles David, who felt that even the unexpectedly good showing radio made in 1966 was not real progress in relation to what the medium is capable of doing, said that “radio has the potential to pull ahead of its recent good growth patterns and start achieving consistent 12% to 15% over-all annual increases and better” (see statement, page 50).

The following is a roundup of typical observations by officials of leading advertising agencies:

Despite TV’s "tremendous odds,"

Agency test of its station performance affidavits. This is another radio development that should be watched, he noted. (Katz is completing its second test and by the end of February expects to report results on the possible adoption of a standard affidavit checking service.)

Information Gap = Radio has to find a way to tell the agency what an advertiser buys in audience, Herbert Maneloveg, vice president and director of media, BBDO, said, noting that in his opinion the audience information gap in radio is what hampers it most. He also said that now FM apparently is in the grip of the information lag.

Mr. Maneloveg, who is in charge of media at the agency that's the biggest buyer in radio in the U. S., said that only a few advertising agencies, and BBDO of course is one of them, have the research data necessary to develop on their own the various data necessary to plot out radio's dimensions for clients. He noted, however, that this process is both expensive and time-consuming.

The agency executive readily acknowledges that most radio stations have neither the money nor the resources to do meaningful and expensive audience studies on their own. Thus, radio audience research has to be an all-industry effort, Mr. Maneloveg said. Industry-wide efforts made thus far—he cited the ARMS project as one of these—appear to be more politically oriented than helpful, he said.

Television ratings services in the past few years have changed the numbers into "people ratings, viewers per set and the like," the type of information needed in all media. But radio, he said, has no "important or reliable information of this kind. This is particularly important in radio because of its being splintered."

It's so in FM now, Mr. Maneloveg continued. "At one time we could assume that FM had a 'better' audience. Since January [AM and FM program separation] we don't know if FM is 'different,' yet we ought to find out. With FM apart from AM one might say that we have about twice as many radio stations as before."

Mr. Maneloveg said projections on BBDO's radio volume this year—up or down from the approximate $32-$33 million billed in 1966—would be difficult because radio nowadays is seldom
SEW UP
THE BIG TIDEWATER
VIRGINIA MARKET!

HIGH TOWER
WVEC·TV

Since WVEC-TV sent its tower skyrocketing into the air 1049 feet — ratings, too, have climbed to towering new heights!

Before you decide on your buy in the Norfolk/Hampton area — check WVEC-TV. It's the stitch in time that can sew up Virginia's most important market for you!

WVEC·TV
Norfolk/Hampton
Virginia

THE KATZ AGENCY, INC.
Radio could do even better, RAB’s David declares

Good as it was, radio’s 1966 sales record wasn’t good enough. That’s the view of Miles David, president of the Radio Advertising Bureau. In a special statement last week, he said:

“For last year’s Perspective issue we said that if radio achieved a 5% to 7% growth rate in 1966, it would not be sufficient ‘progress relative to our potential.’ Radio just about doubled this growth rate in 1966—but I still don’t think that’s progress! Radio has the potential to pull ahead of its recent good growth patterns and start achieving consistent 12% to 15% over-all increases and better.

“I think the potential of radio nationally is best understood by those who have spent time with national advertising management and heard how strongly they express interest in radio’s potential to them.

“For example, just a few days ago RAB held a radio workshop in cooperation with the Association of National Advertisers—the first such meeting in broadcast history. We attracted about twice as many advertisers and agency executives as anticipated. And a very high percentage of those attending were not current radio advertisers. This is just one of the indications RAB finds as we call on top-level executives of both agencies and clients that our best growth years are ahead of us.

“While local radio has grown more rapidly in recent years than national radio, it too has not attained as substantial growth as possible. Locally, some of the keys to more rapid growth include strengthening sales staffs; deeper and more extensive sales training; and, in general, development of a higher level of professionalism in radio salesmanship.

“Why not a 20% annual over-all growth rate for local radio? It’s possible provided that we don’t consider a local salesman equipped if he has a ratecard, a shoeshine and a thump on the back before he hits the street. It takes a lot more today locally as well as nationally to sell the increasingly scientific buyer.

“I look to 1967 to see greater all-out sales and promotion efforts by radio to meet the national, regional and local sales opportunities. If we as an industry glide, we will lose our momentum. I don’t think that will happen.

“At the ANA-RAB workshop, one well-known broadcaster commented that he felt radio had really arrived when he saw top-level advertising executives devote so much time and interest to our medium. In the words of Alfred Waack, vice president and advertising director of Household Finance Corp. and chairman of ANA radio committee: ‘This meeting marks a turning point in recent radio history.’ At Waack also predicted radio will hit its first billion-dollar year in 1967. Herbert Zeltner, senior vice president, Needham, Harper & Steers, made the same prediction for 1967 at the ANA-RAB meeting.

“We’re so enthusiastic at RAB about what can be achieved that we will work that much harder to see if we can beat the figures that these two customers have suggested are our potential for this year.

“Incidentally, a not insubstantial possibility for contributing to the billion-dollar opportunity is greater growth among major retailers. RAB has had extensive meetings recently with half a dozen major chains who are undertaking new radio activity.”

RADIO: GAINS SURE IN BILLINGS, STATURE continued

bought on a long-term basis—“first we must determine just what we are going to buy,” he noted.

Stumbling Blocks • Joseph Burbeck, head timebuyer at Compton Advertising, considers the paucity of meaningful rating information and the “lack of involvement” by listeners to commercials the stumbling blocks to greater usage of radio by some advertisers and agencies.

He acknowledged that Compton is heavily oriented toward TV and away from radio (estimated 1966 radio billing: $5.5 million) and does not believe the agency’s investment in the medium will grow significantly, if at all, in 1967.

One experiment that Compton plans to undertake this year is to test spot radio in markets in which spot TV availabilities are scarce and the cost-per-thousand is high. He cited San Francisco as such a market in which a radio test is planned, but did not know whether the concept would spread to other areas.

Mr. Burbeck’s view is that radio measuring services do not provide substantial “believability,” and that radio commercials, even in proportion to the dollars invested, do not have the impact or the involvement that TV commercials provide. For Procter & Gamble, he noted, Compton places a hefty schedule in ethnic radio to reach audiences under favorable environmental conditions.

A Long Look • Herbert Zeltner, senior vice president and director of marketing services of Needham, Harper & Steers, New York, took a long look at radio in a major speech in closed workshop sessions sponsored by the Radio Advertising Bureau and the Association of National Advertisers 10 days ago (Broadcasting, Feb. 20).

In his view, advertisers, agencies and broadcasters all share responsibility for radio’s failure to make greater progress and, similarly, jointly hold the keys for bigger and better use of the medium. After noting the need for greater creativity in both commercials and media planning, Mr. Zeltner said in a passage made public last week: “With the large number of stations, lack of standardization in scheduling and measurement limitations, radio is a particularly difficult medium to buy effectively. Yet, all too often, it falls the lot of junior buyers—ill-equipped to properly evaluate the limited research available—to handle this complex job....

“The audience measurement problem in radio has probably received more trade press attention, meeting time and development money than all the other areas combined.... Yet we certainly have delayed an unconsiously long time in finding an acceptable alternative [to present practices]....

“[Another] problem area is bargain-basement thinking. All of us share some of the guilt....

“In their pursuit of revenue, after prime evening hours were lost to television, many station operators became as opportunistic as public tolerance would permit in shoe-horning a maximum number of commercials in the limited traffic hours available.

“In fact, the whole tendency of our business to view radio advertising as a super-efficient tonnage device stresses just one aspect of the medium while overlooking some other valuable strengths.”

Mr. Zeltner urged that agency creative people and media planners abandon “stereotyped” approaches to radio.

“We’ve seen that radio is pervasive,
Introducing: The AG-440

It's ready. Rugged. With new solid maintainability for the broadcaster. New lightning-fast convertibility for the master recording studio. Our new Ampex AG-440 professional audio recorder has everything—no other recorder can match all of these features:

- Precision-milled transport surfaces assure automatic alignment of heads, motors and assemblies.
- Exclusive ribbed, heavy-duty die-cast top plate maintains precision alignment.
- Plug-in head assembly and plug-in heads permit rapid interchange...
- Instant tape-guide convertible—from ¼" to ½" tape.
- Exclusive front mounted plug-in boards for bias, record and reproduce electronics, instant replacement.
- Master bias oscillator and regulated power supply, in transport. Feeds up to four channels.
- New three-way push-button editing; 1.) brake release for manual cueing, 2.) play/edit, and 3.) fast-cue-finding.
- Ampex SEL-SYNCH* on every channel for track revisions and fully synchronized sound-on-sound.
- Jewel-bearing idler in head assembly reduces scrape flutter modulation.
- Individual switches adjust tensions for different reel size on each side.
- Adjustable turntables accept reels up to 11½ inch.
- Push-button solenoids permit either local or remote control with smooth tape handling.
- Newest Ampex advanced engineering, all solid state.
- Your choice of interchangeable versions for rack mounting, console or portable case—all expandable and ready for all assignments?

For an illustrated brochure showing many other features of our rugged new AG-440 professional recorders, write to: Ampex, Room 7-14B, Redwood City, Calif. 94063.

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*AMPLEX

Career opportunities? Write Box B, Redwood City, Calif. 94064.
Only the sunshine covers South Florida better than WTVJ.*

*WTVJ has the largest metro share of audience in prime time of any station in the top 25 markets.

November 1966 ARB, 7:30 to 11 p.m. (6:30 to 10 p.m. Central Time), Sunday through Saturday; markets of three or more vhf stations. (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
November 1966 ARB, 9 a.m. to midnight, Sunday through Saturday; markets of three or more vhf stations. (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, February 27, 1967

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immediate, selective, efficient and effective,” he said, and suggested that advertisers, agencies and broadcasters might profitably work together in testing new approaches in both buying and programming. In the long run, he thought it not too fantastic to assume that advertisers “sometime soon” will be sponsoring major programs on radio to reach specialized audiences.

**Rating Needs** Radio’s most pressing problem continues to be its lack of detailed and reliable rating information, according to Robert Buchanan, vice president and manager of the broadcasting department, J. Walter Thompson Co. The growing amount of demographic information that is being provided by television only accentuates radio’s predicament, Mr. Buchanan observed.

“I think the ARMS study is only a beginning; radio research has a long way to go,” he commented.

Radio’s strength lies in its ability to deliver audiences at a relatively low cost, he stated, and JWT finds radio particularly useful in regional and local advertising campaigns.

He could discern no noteworthy trends in either radio advertising or programming, except to point out that FM is bound to grow gradually, with its appeal to specific cross-sections of the population.

Mr. Buchanan declined to speculate on whether or not Thompson’s billing in radio would grow this year, but traditionally its accounts have made 5% to 6% of over-all U.S. domestic expenditures in the medium (estimated radio billing in 1966: $22 million).

**A Good Buy** Despite long-standing problems of inadequate research information and a continuing fractionalization of the audience, Young & Rubicam intends to bolster its radio investment in 1967, according to James Fuller, Y&R supervisor, broadcast. Y&R, which allotted about $12.5 million to the medium last year, considers radio a good buy for some clients under certain marketing conditions, Mr. Fuller noted.

Radio provides frequency at low cost, he indicated, and can be used effectively with other media. In many markets, he added, FM is a “good buy” on some stations, providing required selectivity. He envisions a larger use of FM in 1967 by some Y&R clients.

He expressed dissatisfaction with radio research as a whole. Mr. Fuller does not believe that the ARMS study has been helpful (“If anything, it confused matters even more”). He said in general radio measuring services “end up by calling one another names.”

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**No letup in government pressures**

**AMONG BIG ISSUES: EDITORIAL FREEDOM, PAY TV, SATELLITES, ETV**

To broadcasters viewing the Washington scene, 1967 is a year of transition. Old issues that have stirred bitter controversy over the years are fading, but new ones, of perhaps greater significance, are developing to take their place. At the FCC there is no longer the concentration on broadcasting matters there once was; top priority now goes to communications satellites and other developments in communications technology.

In Congress, action is expected on copyright legislation that would make CATV systems liable for the payment of fees for some of the material they transmit. Of equal importance is a review of educational television policy promised in the Senate.

But what worries the National Association of Broadcasters particularly is congressional concern with broadcasters in the fields of politics and journalism. A report follows on what the commission and Congress have in store for broadcasters—and what the NAB plans to do about it. First the FCC.

Ten months after Rosel H. Hyde, the FCC’s senior member, became acting chairman, and eight months after President Johnson removed the “acting” from the title, the commission has acquired a new tone. But it’s one that results from the swift pace of developments in the communications industry as well as from changes in personnel.

**Strictly Business** No longer does the commission seem eager, as it often did under Mr. Hyde’s predecessors as chairman, Newton N. Minow and E. William Henry, to engage the forces of the broadcasting industry in controversy. Instead, it appears more concerned with keeping up with, let alone ahead of, problems, and with reducing backlogs.

Indeed, it isn’t broadcasting as such that dominates the commission’s thinking but communications satellites and the whole matrix of related problems in the exotic field of space communications, CATV, the AT&T rate inquiry, and the Chinese puzzle involved in making the spectrum available to the multiplying numbers of its would-be users.

Thus, while the commission is, as one member put it, “more middle of the road” than it was under the liberal Mr. Henry, the significance of the work at the agency isn’t less. Indeed, the issues generated by the problems now under study could have far greater implications for broadcasting than many of those with which the commission has stirred controversy in the past.

**Ford Proposal** The Ford Foundation proposal for financing educational television in part through charges paid by network users of a domestic satellite system—filed in the commission’s inquiry into the feasibility of private ownership of such a system—points to the development of a nationwide, non-commercial service that could rival commercial television in professionalism. So does the Carnegie Commission on Educational Television’s report on “public television.” Chairman Hyde, noting the relationship between the two proposals, says the commission will have a major role in the development of any new system.

The commission’s action last year in asserting jurisdiction over all CATV’s didn’t end the problems of fitting the burgeoning cable-TV industry into the general framework of the television system; it created a host of new ones. A task force designed to deal with the cases arising under the new rules has been virtually overwhelmed, and CATV backlogs are on the rise. In addition, some commissioners are concerned about the delicate question of CATV program origination. They would like Congress to handle the issue of whether or not CATV’s should originate programming, either in general legislation clarifying the commission’s authority over CATV or in the pending copyright bill. If Congress doesn’t, the commission will be stuck with it.

A blue-ribbon panel assembled by the Department of Commerce has recommended the establishment of a heavily financed research organization, to be
Let Jim Schultz, our General Sales Manager, and our P.G.W. Colonels tell you how your product performs in the Greater Salt Lake Market.

Another industry FIRST for KSL Television!


- WHO BUYS?
- HOW MUCH?
- BRAND PREFERENCE
- INCOME, AGE, EDUCATION OF PURCHASERS
- STATION PREFERENCE
- VIEWING HABITS

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One of the on-the-move Bonneville Stations
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housed in Commerce, to study the critical problem of spectrum-space shortage. The commission, however, prefers to do its own research in the area, in collaboration with other affected agencies. This issue—in which the reallocation of spectrum space now assigned to broadcasting may be involved—is yet to be resolved. But in the meantime the commission has sponsored a study by land-mobile radio users of ways in which they can make more effective use of the spectrum space already allocated to them, and a test of the feasibility of land-mobile use of vacant TV channels is scheduled to begin in Washington next month.

Rate Research * The commission's inquiry into the rate structure of AT&T—a massive undertaking—will lead, probably next fall, to questions involving the reasonableness of rates the utility charges for program transmissions. AT&T, which says its return on such service is 0.9 percent, plans to request approval of increases that would boost broadcasting costs some $18 million annually.

In addition, there is the issue which has split the commission, attracted national publicity to it, and generated a kind of cliff-hanger suspense—the proposed merger of ABC and International Telephone & Telegraph Corp. The commission, which approved the merger on a 4-to-3 vote in December, is under Department of Justice pressure to reopen the case and hold a hearing. But in asking the department to show the evidence on which it requested the hearing, the commission indicated it was keeping its cool. A decision on the department's petition could come early in March.

But these are merely the new-style issues before the commission. Some old-style issues, part of the legacy of former Chairman Henry, will command the commission's attention in the months ahead. Should the commission—to take a major example—prevent the networks from controlling more than 50 percent of their prime-time programing, and bar them from domestic syndication, as a means of stimulating competition in the program-production market? And what of the proposal, aimed at diversifying control of television stations in the major markets, to limit acquisitions to three TV outlets (no more than two of them VHF's) in the top-50 markets?

Pay-TV Question * Pending also is an issue which is the product of a rulemaking proposal originally urged on the commission 15 years ago—one that would provide for a nationwide system of pay television. The commission received comments last fall in what it promised would be the last round of comments in the ancient proceeding, and is expected to issue a final order this year—very possibly before the August hiatus if the commissioners do not order an oral argument.

Predictions are hazardous, but neither the 50-50 nor the top-50 proposal appears likely to emerge as a rule in anything like its present form, if at all. The 50-50 proposal was issued two years ago by a 4-to-2 vote of the commission. And as one of the majority on the issue remarked recently, in dated Madison Avenueese: "We ran it up the flagpole, but no one saluted"—a reference to the views expressed in the rulemaking proceeding.

The commission issued the top-50 proposal for comment on a 4-to-3 vote in June 1965, and then proceeded to indicate it wasn't so sure the idea was a good one. In four successive cases it waived an interim policy it had adopted to hold the line pending action on the proposal. At the time of the last waiver, in October, Commissioner Lee Loewinger, who had voted for the rulemaking, said he believes the proposal is too restrictive as it applies to UHF.

Maybe Pay TV * But the prospects are brighter for the pay-television proposal. Although major elements in the broadcasting industry have vigorously opposed it, some commissioners seem disposed to give pay-TV entrepreneurs the chance they ask to gamble on the public's willingness to pay for programming.

In dealing with these matters, the commission, members and staffs say, is more unified than it was under Chairman Henry, and credit Chairman Hyde for this state of affairs. They note that the chairman, a gentlemanly and respected veteran of 42 years of government service, is able to effect compromises among warring factions within the commission that would have been beyond the reach of his predecessor.

But if the chairman has one particular burden to bear, other commissioners and staffs say, it is the commission's newest and youngest member, Nicholas Johnson. His 80-page free-swinging dissent in the ABC-IT&T case was regarded by some members of the majority as an attack on their integrity, a fact that doesn't make it easier for them to deal with him. And Commissioner Johnson himself is said to roll the waters at meetings. "You can't negotiate with him," said one official.

However, Commissioner Johnson, a former head of the Maritime Administration who joined the commission July 1, is an extremely serious-minded hardworking young man who regrets the "wild man" image some say he is acquiring. Throughout many of the 16 dissenting and concurring statements he has written runs the theme that the commission should seek pragmatic solutions on the basis of all available information. "It bothers me," he said the other day "when thought gets associated in the public mind with the forces of evil."

Loewinger Star on Rise * If it's true that the commission is, save for Commissioner Johnson, more cohesive than it was under Chairman Henry, it also appears to be true that Commissioner Loewinger, who was Mr. Henry's frequent critic, has more influence within the commission than he once did.

Although a Democrat, Commissioner Loewinger was always close in attitude to Chairman Hyde, a Republican, and now that Mr. Hyde is chairman, he frequently calls on Mr. Loewinger for advice—particularly in broadcast matters.

Mr. Loewinger's view that broadcasters should have wide latitude of expression, within the bounds established by statute and the fair-use doctrine, was clearly reflected in the commission's order renewing without a hearing the license of KYTM Inglewood, Calif., the station that the Anti-Defamation League of B'nai B'rith has accused of anti-Semitism. That case is now in court on appeal by the ADL. (True, the commission recently ordered a hear-
A true fish story

WTMJ's "Ask Your Neighbor" show proved to be the perfect fishing spot for the Walter Meier Company, food brokers for Icelandic brand fish. Using this program once weekly as their only advertising medium, they increased sales from hundreds of cases per month to thousands . . . gained product representation in eleven chain food stores . . . and achieved recognition as the Number One U.S. broker for Icelandic brand fish!*

"Ask Your Neighbor" isn't the only WTMJ program luring listeners these days. Contact our representatives for details on our complete new radio line-up . . . they'll find a perfect spot for you too.

*Based on sales versus population throughout the United States.

Pick a spot, any spot, and you're sure to pick a winner!

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RADIO 62 • 5000 WATTS/NBC

Represented by: HENRY I. CHRISTAL CO., INC. New York • Chicago • Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis
Are you using the full spectrum of television's selling power?

When the sun goes down, the set looks great... most of the time. Except for a minute here and there, prime-time TV is 100% color. How about your minute? Are you getting the attention color gives your product? Or are you back in the black-and-white ages, where nobody can really afford to be?

Your producer and laboratory rely on the quality and dependability of Eastman color film systems. And Eastman engineering service is continually working behind the scenes to make sure your commercials are color-perfect.

EASTMAN KODAK COMPANY
Atlanta: 404/GL-7-5211
Chicago: 312/654-0200
Dallas: 214/FL-1-3221
Hollywood: 213/464-6131
New York: 212/MU-7-7080
San Francisco: 415/PR-6-6055
"Slow down, world—this kid wants to get on"

"This is a fine little girl that got sidetracked from the rest of the world. Now she's trying to make it back.

"There are lots of kids like this. Little folks that hurt all over, trying to learn how to walk. Trying to do things other kids don't have to learn. They'll make it, too, if they don't run out of hope.

"Hope is a job for Easter Seals. Special doctors and nurses. Special equipment. Special love—special ways to keep these little ones full of hope. It costs money.

"But not a lot if we split it up.

"How about you m'friend? Slow down a minute, and reach out a hand with a few dollars in it, for Easter Seals. If you do, you'll put one of these little kids a little closer to catching up with the rest of the world. And that's a fine thing."

Jimmy Durante
Spring, 1967

Easter Seal Fund Appeal

Leigh Anne, 5, was born paralyzed from the waist down, and Easter Seals are helping her learn to walk and care for herself. Jimmy Durante is National Chairman of the 1967 Easter Seal Fund Appeal.
system issues is somewhat embarrassing. They don't say the commission shouldn't be concerned with commercial practices. But they bemoan the time spent on the issue when issues that could truly be called cosmic require attention.

It's this attitude that Chairman Hyde cites in predicting that the commission increasingly will devote itself to "bigger" issues. But, he also adds with a sigh, "there's always somebody wanting to raise a question about what people are watching on TV."

On the Hill • But if the FCC in 1967 appears more willing than it's been in the past to steer clear of controversy with broadcasters, Congress is heading head-on into a clash with industry over one of its sensitive functions—the reporting—and commenting on—political and controversial issues. Copyright and educational television, however, are the only subjects affecting broadcasting on which legislation is expected.

At a time when congressional attitudes toward most national issues are at best uncertain, Capitol Hill's inclinations concerning problems of interest to the broadcasting community remain
shrouded in doubt.

There may be some spadework done in new areas, some work in familiar regions, but little actual legislation affecting broadcasting is foreseen. The only possibilities involve educational television, where new funds may be appropriated, and community antenna television, where long-pending copyright legislation will probably be passed.

However, a great deal of attention has been promised for other subjects. The Senate Communications Subcommittee is conducting a massive study of broadcasters' handling of public affairs and controversial programming, and on the outcome will hinge a decision as to whether legislation to govern such broadcasts is introduced. The results of a questionnaire sent to broadcasters last year, currently being tabulated on computers at the Bureau of Standards, will be disclosed in a report by Subcommittee Chairman Senator John O. Pastore (D-R.I.), who plans to hold hearings in the matter.

There will be other excursions into the role of broadcasting as a journalistic medium. Senator Pastore has already said his subcommittee will probe broadcasting of election results before all polling places figuring in the reports have closed. In addition, the House Commerce Committee intends to examine the subject of election predictions by the networks. Subcommittee staff members are also gathering data on complaints about the lack of fairness by broadcasters in political campaigns and in the general area of fairness on controversial issues. Some legislators are concerned over what they consider to be the overabundance of ultraconservative programs on the air, many of which they feel are masquerading as religious programs.

Potential Dynamite = Perhaps the most explosive facet of this scrutiny will be the House committee's study of editorializing. Chairman Harley O. Staggers (D-W.Va.) and Speaker John W. McCormack (D-Mass.) question the authority of broadcasters to editorialize and endorse political candidates.

But the major threat is a profound impact on CATV is the proposed revision of the copyright laws. The House Judiciary Committee had completed its work on the bill in 1966, but that effort also fell victim to adjournment. However, the measure has been reintroduced, and it is expected to gain committee clearance again quickly. In the Senate, a judiciary subcommittee already held hearings on the CATV aspects of the bill, and has scheduled hearings on the remainder within the next few weeks. Observers expect the measure to be passed this year. As cleared in the House and foreseen in the Senate, the bill would impose copyright liability on CATV's in some instances while granting them immunity when they act merely as a passive antenna without altering broadcasts or originating programs.

ABC-ITT on Capitol Hill = Two other issues may also affect broadcasting. They are the proposed merger of ITT and ABC and attention to consumer protection. There is considerable interest in the proposed merger, and the House Small Business subcommittee, which has launched a "preliminary" inquiry, has a distinctive liberal cast that can be counted on to view with critical eye the small-business ramifications of the merger. The group has asked the FCC, Justice Department, ABC and ITT for data in the case and hopes to have its preliminary study over in about six weeks, about when the merger should be accomplished if approved.

And the House Commerce Committee and Senate Small Business Subcommittee on Antitrust and Monopoly are also interested in the matter. However, ITT, whose political might seems to be considerable, ABC and other supporters of the merger may be able to sidetrack some of the proposed inquiries.

With Senator Magnuson taking the lead as the chief spokesman for consumer affairs in Congress, and with growing White House support, the movement will probably be a force to be reckoned with. Of particular interest to broadcasters and to the consumer supporters alike are advertising practices. Among the bills contemplated are proposals to have the government furnish product testing information, to support testing itself, to prescribe curbs or alteration of cigarette commercials and to force full disclosure of credit costs in promotions. The credit cost measure is being given better chance of passage than in past years and some of the others cannot be dismissed entirely. The trend in this direction seems strong despite an apparently more conservative Congress. Some lawmakers see consumer protection as a good crusade that is popular with the electorate.

There are many other legislative possibilities in the current Congress...
The New England Quality Network offers national advertisers a simple and effective means to tap the fast-growing FM market. With a single order, single bill, you now can purchase an area from the Canadian border through Long Island, New York embracing a population of over ten and a half million people at an extremely low “cost per thousand.”

With WHDH-FM, Boston, as the key outlet, the Network includes WGAN-FM, a new 100,000 watt station in Portland, Maine; WHYN-FM, Springfield, Massachusetts; WPRO-FM, Providence, Rhode Island and WNHC-FM, New Haven-Hartford, Connecticut. These stations have in common an excellence in programming, technical equipment, quality of operation and maximum coverage.

The New England Quality Network is represented regionally by the Harold H. Segal Company, 224 Clarendon Street, Boston, Massachusetts.
Who's handicapped?  
Not these Western Electric suppliers.

Their eyes may be blind, but their fingers can see. Their bodies may be confined to wheelchairs, but they can all learn skills that can serve the community. And, serving, they can earn their independence and maintain their dignity. All over the country are organizations dedicated to developing the skills of the so-called handicapped. Western Electric is proud to have been among the first to have made use of these skills. And we are pleased to report that in no case do we have to lower our extremely high standards to accept their work. This is true even though what they make for us is some of the most complex communications equipment we supply to the Bell telephone companies.

Associated Craftsmen: Although blind and paralyzed, Edward Ries of Hackensack, N.J., assembles devices to control the signal level in Bell System switchboards. Sponsored by the Bergen County Tuberculosis and Health Association, Associated Craftsmen operates a private company, employing and training people with many kinds of handicaps.

Western Electric
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

Goodwill Industries: Both his legs are gone, but Fred Denning can still do important work for Western Electric. Here he's packing terminal boards, part of the key telephone assembly. Goodwill Industries, a nationwide "sheltered workshop," employs 75 severely handicapped people in Central Indiana who do many jobs for our Indianapolis Works.

Pace Industrial Corporation: Paralyzed from the waist down, Miss Dorothy Pace supervises the production of high-quality communications equipment. In 1963, Western Electric's Merrimack Valley Works provided assistance to Miss Pace in setting up this workshop for the handicapped and preparing them for production.
NO LETUP IN GOVERNMENT PRESSURES continued

that would affect broadcasting, communications or advertising. However, such measures as amendment or repeal of the uniform-time laws, longer broadcast-license terms, or some change in the Communications Act to provide for free political broadcasts are not receiving the backing or interest that legislative winners require. The last of the three, however, might rate as a dark horse.

Human Element - However, as in other Congresses, the sources of the most fireworks may turn out to be individual members of Congress, unexpected reactions or sudden events. Individuals who might play an important role in Congress are Senators Magnuson and Pastore, because of their key committee assignments; Philip A. Hart (D-Mich.), who has always been prominent in consumer affairs; Representative Staggers, as head of the House Commerce Committee and perhaps the leading force in the communications area in that group, Representative John Dingell (D-Mich.), a frequent critic of the FCC, who heads the small-business group studying the ITT-ABC merger; Representatives John Moss (D-Calif.) and Lionel Van Deerlin (D-Calif.), who are members of the House Communications Subcommittee and have carved out reputations as activists in the past.

But most important of all may be the relatively unknown Representative Torbert Macdonald (D-Mass.), who is being counted on to become chairman of the House Communications Subcommittee. Representative Macdonald is generally considered a liberal, but he has no record on which his attitude toward broadcasting can be judged. He has not been on the subcommittee or active in the communications field, and he has withheld comment on his policies until he is officially named. Observers are not predicting whether he will defer to Chairman Staggers; strike out on his own, following his natural inclinations, or follow the advice of Representatives Moss and Van Deerlin. But as subcommittee chairman, he has the potential of becoming one of the most important members of Congress so far as the broadcasters are concerned.

Also not to be ignored in handing out key roles for individuals in Congress are the professional committee staff members. These largely anonymous persons who are experts in their field do most of the spadework on all issues, and their advice is listened to closely by the members of Congress. Many times the spark for legislation, stands on various issues, and proposals for investigations originate with these persons.

Industry Spokesman - One National Association of Broadcasters official, aware of congressional interest in broadcast journalism and advertising, has his own estimate of 1967: "a time of peril." Paul Comstock, NAB's vice president for government relations, has a prescription for broadcasters' defense: Attack, attack, attack.

The Washington outlook for the NAB is bleak, particularly on Capitol Hill. At the top of NAB's "trouble" list are the senators and representatives pushing for what NAB construes as an attack on editorial freedom.

The initial discontent in the 90th Congress is with editorializing in support of political candidates—an issue that has cropped up following each biennial national election for years. This attack has been successfully met by broadcasters before.

But the bigger concern in the NAB's eyes is the habit of recent Congresses to expand the scope of some hearings. If hearings are held on editorializing, Mr. Comstock has noted, "they may be expanded to the broader subjects of editorials in general, 'slanted' news, 'balance' in programing, and control over the 'people's airwaves.' In short, a hearing could open a Pandora's box of pet peves of disgruntled individuals and petulant pressure groups."

Fight All the Way - The way to defend against a formal challenge, from the NAB's point of view, is to fight it all the way from the grass-roots level to the White House and back again.Broadcasting must "vindicate [its] right to editorialize and carry the fight against existing restrictions as well," Mr. Comstock charges.

The continued references, overt and covert, by government officials toward advertising generally have also caused concern at NAB. The major area of advertising that Congress will probably be shooting at this year is cigarette. NAB will be attempting "to convince" Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee that his bill to make tar and nicotine content a mandatory item in advertising should not be passed in its present form. Such a law was eliminated from the present cigarette labeling act, and should one be passed now, NAB looks on it as "a bad precedent for advertising of many other products."

What to do about satellites is another complex issue and NAB is trying to divorce the ETV financing proposals from the general discussion of communications satellites, although the two are becoming entwined.

One thing is crystal clear. Any proposal to pay for ETV by such charges to the users of domestic satellites, or by assessment against broadcasters, or by special taxes on TV set purchases will be opposed by NAB.

The satellite issue, the kindred proposal of the Ford Foundation for an ETV system financed by satellite users, and the Carnegie Commission report on ETV will all be taken up today (Feb. 27) when the NAB's Future of Broadcasting Committee meets in Washington.

' Loudness' Issue - Still of concern to the industry is the stigma attached to the word "loudness" especially when it relates to a television commercial on the late, late show. The NAB engineering advisory committee has given tentative approval to one system of measuring subjective loudness. The system, employing a noise burst and voice-only copy by which to set levels, has been employed for some months now by CBS-TV. The network currently is producing 30 test tapes to be used in the field at large and small stations—to see if it actually does help in preventing commercials from being too loud.

In the broad area of commercials, the industry is coming under increasing fire from within its ranks and from outside to do something about time standards. The NAB Code Authority is concerned about the situation and the response it drew recently from stations, groups and advertisers when it asked for comments on TV time standards, has pointed out the importance of the subject (see story this issue).

A month ago the radio code was amended to allow—for good reasons and for short periods—a relaxation of the 10-minute-per-program maximum. A similar relaxation of the TV code's limit of 10 minutes, 20 seconds in prime time and 16 minutes, 20 seconds outside prime time may come from new studies initiated last week.

But there are increasing indications that the time standards will be modified if for no other reason than to ease the clutter that comes with station breaks, commercials, credits and promos. Even that would be some sort of victory.

In another matter, the television board in January, provided for but has not yet created a small-market television committee. No one has accused the association of giving short shrift to its smaller members, yet the feeling has persisted that a separate committee, aware of the small market's problems, was needed.

The panel, when it is formed, will also act as the TV counterpart to the small-market radio committee created in 1966.
A writer knows that he gets to people when they buy his music. The writers and publishers affiliated with BMI must be reaching pretty nearly everybody—according to 1966 Gold Record Awards, certified by the Record Industry Association of America. This year, out of an all-time high total of Award winners, recordings of music by BMI writers came out on top. 19 out of 23 Singles Gold Record Awards went to music licensed by BMI. 51 of the 58 certified long playing albums contained music by BMI composers. What this signifies is a spectacular talent for pleasing people. To qualify for an RIAA Gold Record Award a single must have amassed a sale of at least one million copies. A Gold Record Album must have earned a minimum of $1 million in sales at the manufacturer level. That's why we say BMI composers must be writing something right.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE.
Will '67 see solution to ETV problems?

SUPPORTERS THINK ONE OF PENDING PROPOSALS MAY BE ADOPTED

Elizabeth P. Campbell, president of the Greater Washington Educational Television Association, a former dean at Mary Baldwin College for Women at Staunton, Va., and a past chairman of the Arlington (Va.) County School Board, has spent the last 10 years begging. She and her devoted band of ETV enthusiasts have raised almost $5 million in that period, all for the construction and operation of noncommercial, educational WETA-TV on channel 26 in the nation's capital.

This year Mrs. Campbell hopes she can stop her constant alms-seeking and settle down to running what everyone considers one of the bright jewels in ETV's diadem.

WETA-TV operates on an annual budget of $1 million. It is also representative of the 50-odd ETV stations owned by community groups serving both the local school systems and also the adult viewers of their coverage area. Other ETV stations are owned and operated by local school systems, state boards of education, or by universities and colleges.

Mrs. Campbell's hopes for relief from her mendicant activities is tied to the various proposals that have been submitted in the last 12 months to lift ETV into the realm of financial independence. In a good many ETV circles 1967 is thought to be the year that Uncle Sam will begin to foot the biggest part of a vastly bigger bill for noncommercial television operation.

The latest proposal to bolster ETV's position was the report of the Carnegie Commission on Educational Television. Earlier there had been a plan by the Ford Foundation to operate a broadcast satellite communications system, with the profits to be used for ETV.

Money for Building • Even earlier, however, the federal government entered the lists of ETV donors. In 1962, Congress, at the urging of Senator Warren G. Magnuson (D-Wash.), passed the educational TV facilities act providing $32 million to be paid to states on a matching basis for the building of educational TV stations. This appropriation runs out on June 30, but President Johnson has recommended that an additional $20 million be granted by Congress to continue this program for another year.

All of this is a far cry from 1952, when the late FCC Commissioner Frieda B. Hennock single-mindedly persuaded her colleagues to reserve 242 noncommercial educational channels in the then new TV allocations plan. Almost immediately, the fledgling ETV system came under the financial wing of the Ford Foundation. In fact, there's a big question whether ETV could have gotten where it is today without the $130 million Ford poured into ETV's blood vessels. The foundation's support helped put ETV stations on the air, and its underwriting of the National Educational Television center in New York insured a central program source for the television educators.

Last summer, Ford proposed the establishment of a nonprofit TV satellite communications system for the U.S. television networks, whose profits would enable ETV at last to stand on its own feet. McGeorge Bundy, president of the foundation, was almost poetic in his view of the possibilities: "The satellite used in the right way can make the desert bloom for whole new areas of television."

The Ford satellite plan is actually the brainchild of Fred Friendly, former CBS News president who resigned last year when his network failed to see eye to eye with him on the need for broadcasting the full hearings on Vietnam being conducted by the Senate Foreign Relations Committee.

Satellite Service • In its simplest terms, Ford proposed that a nonprofit corporation be established to own and operate a domestic satellite communications system for TV networks. The system would consist of four satellites, each with 12 TV channels. Each channel would be 40 mc wide. It is presumed that a satellite system of interconnections would be cheaper than the present $55 million a year paid to AT&T's Long Lines Department to interconnect network affiliates. Therefore, according to the foundation's calculations, the TV networks will be glad to use the satellite facilities, and the "profit" left over after operating costs could be used for program development and other goodies for the ETV table including a possible "fourth" network for noncommercial cultural, documentary and discussion programs and for intensive news coverage. The establishment of such a system, Ford figured, would require about $80 million, and the annual operating cost, including depreciation, about $19.3 million. ETV might benefit by as much as $30 million a year, Ford calculates, and after 10 years, ETV might realize $60 million annually.

The Ford plan was actually submitted in the wider context of an FCC proceeding to determine whether there is a need for a domestic satellite communications system, and if there is, how it should be established, owned and operated.

Comsat Idea • This larger picture on domestic satellites quite obviously brought the Ford plan into conflict with the Communications Satellite Corp., the public corporation holding what it claims is a monopoly on satellite communications. Comsat, in filing its plans with the FCC, proposed a satellite system for internal U.S. use similar to the Ford proposal, but naturally concerned only with commercial telecommunications aspects, including the strong view that any satellite system must be an all-purpose facility capable of handling not only TV but also telephone, telegraph, facsimile and data transmissions.

The import of the Ford proposal, however, was not lost on Comsat management. During the fall of 1966, Comsat Chairman James McCormack and President Joseph V. Charyk journeyed to Cambridge, Mass., to discuss the ETV angle with members of the Carnegie Commission, which at that time was still considering ways and means of financing ETV. The Comsat officials submitted a tentative idea to the Carnegie group: have the government impose a surcharge on all users of a commercial, all-purpose domestic satellite system with the proceeds going to ETV.

Interestingly enough, the Carnegie report on ETV makes no mention of this proposal; the commission declared that
So far, there's only one applicant

It's Lenkurt's 76 TV microwave transmission system.

This is the system that's bringing top-quality color and black & white TV into areas where they used to think something was wrong with their picture if it didn't have snow most of the time.

For instance, take the 76 TV Studio Transmitter installation at station KOLO-TV in Reno, Nevada. Since the 76 is transistorized, the new system operates with practically no maintenance, quite a bonus to KOLO-TV because one of their microwave terminals is located on Freel Peak, where 20 foot snows and 100-200 mile winds are not uncommon.

Another outstanding feature of the 76 system is its versatility. At the University of Kansas Medical Center, a 76 ETV system makes it possible for students to participate in classes being presented at a sister campus, 45 miles away. This is one of the few two-way ETV systems in existence. This system is significant because of the high resolution it provides for remote observation of medical techniques.

And the Columbia Basin Microwave Company is using our microwave to transmit two off-the-air pickups through an extensive 76 network to serve several CATV companies and school districts.

So, whether you're planning a community TV setup, an Educational TV program, or want to join a network, and you want rugged, reliable equipment to help with top-quality color and black & white TV transmission, you'd be doing a smart thing to write us for the resume on our money-saving, solid-state 76 TV microwave system.

Lenkurt Electric Co., Inc., San Carlos, Calif. Other offices in Atlanta, Chicago, Dallas, and New York City.

LENKURT ELECTRIC
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS GT&E
the whole question of satellite communications was outside its ken and involves much more than ETV.

Three Sources: The Carnegie Commission on Educational Television, established in 1964 by the prestigious Carnegie Corp. under the chairmanship of Dr. James R. Killian Jr. of the Massachusetts Institute of Technology, and with the public support of President Johnson, issued its report last month. The document is a model of its kind, and recommends financing ETV from three sources: (1) a tax on TV receivers, (2) funds from the federal government, and (3) funds from state and local governments, foundations and private contributors.

The principal idea propounded by the Carnegie committee is the establishment of a Corporation for Public Television to be underwritten by the proceeds from the tax on TV receivers. This CPTV, as it's called, would use these monies for program development and origination, to interconnect ETV stations for live coverage of important cultural and news events, and to engage in research on programing and equipment.

To raise the estimated $178 million yearly needed at the outset the Carnegie group recommended: a 2%-5% tax on TV receivers, imposed at the manufacturers' level to bring in $56 million; grants from the federal government amounting to $68 million, and grants and donations from state and local sources, plus foundation grants and private contributions to raise $54 million.

After 10 years under this program, the Carnegie group expects some 380 ETV stations on the air (there were 124 on the air at the end of 1966), requiring $270 million a year. The necessary contributions would then rise, the commission calculated, to $104 million from the TV set excise tax, $91 million from the federal government, and $75 million from states, local authorities, foundations and private contributors.

Support Coming: What has been the reaction to the Carnegie plan? In educational circles, there has been much excitement and an uplift in visions of ETV's future. In other circles, however, there have been objections: TV set manufacturers, for example, feel they are being tapped unfairly for the burden of raising funds for ETV; other observers have raised questions regarding the complexion of the governing board of CPTV. The plan calls for the President to appoint six directors, with these six selecting six others to round out a board of 12 members. This method, some critics note, could lend itself to White House "packing".

At the moment, the Carnegie Commission has gone out of existence. Members of the commission, however, in post-report appearances have urged the establishment of interested groups to "sell" the idea—to the federal government, to state and local governments, to foundations, and to the educational world in general. No such group has yet been formed.

Next week, however, a beginning may be made when the second annual conference on ETV financing takes place in Washington. This meeting, to be held March 5-7, is sponsored by the ETV Stations Division of the National Association of Educational Broadcasters. It is expected to draw over 300 ETV managers and board members.

From this conference a lobby may emerge to battle for the Carnegie plan, or variations of it. And its first battle ground may well be Capitol Hill, where the Senate Commerce Committee chairman, Senator Magnuson, has promised to review the entire ETV situation, and where the excise tax proposal requires action by the House Ways and Means Committee, and the federal contribution idea by the House Appropriations Committee.

Over the years commercial broadcasters have not been blind to the needs of their noncommercial brethren. Donations in the form of equipment and of money have flowed to ETV stations from commercial broadcasters. When the Future of Broadcasting Committee of the National Association of Broadcasters meets this week, ETV is one of the items on the agenda. And the FOB committee will have for consideration the proposals of a broadcaster and a Washington communications attorney, Lawrence H. Rogers II, president of Taft Broadcasting Co., last May recommended the establishment of a national educational and cultural authority under the aegis of the federal government to be supported by a tax on commercial broadcast licenses. W. Theodore Pier- son, Washington communications lawyer, also called for the setting up of a national foundation for ETV.

If all these plans fail, or if only a portion of the money required for ETV becomes available, Mrs. Campbell will have to continue her program of putting the bite on her friends and acquaintances in the greater Washington area which includes portions of Virginia and Maryland as well as the District of Columbia. This is necessary, she says, just to keep WETA-TV going at its present level. But, Mrs. Campbell, like other ETV leaders, wants more than that; she wants WETA-TV and its big, lusty voice of education and culture in the metropolitan Washington area—as powerful in the realm of education and culture as her commercial broadcaster friends are in the arena of the marketplace. This goal may not be reached tomorrow, but it's obvious that the present ferment may result in a step forward, a big step forward, in what could become a march by ETV toward national importance.

**Outlook for color in Britain: '69 start**

The question of competing color TV systems in Britain (BROADCASTING, Nov. 21) has been resolved by an announcement from Edward Short, Britain's postmaster general. By the end of 1969, both services of the BBC and Independent television will have color programs.

Transmission will be on 625 lines (UHF), which will become standard in Britain for both color and monochrome. Existing services of 405 lines (VHF) on BBC-1 and ITV will be continued for a number of years further. Cost of the changeover is estimated at $47.5 million for the BBC and $84 million for the Independent Television Authority.

A spokesman for the ITA said they hoped to start their 625-line service by late 1969, providing 40 hours of color TV per week.

The BBC also expects to transmit 40 hours of color weekly via their first service, in addition to 25 hours on BBC-2. Complete changeover to the new system is expected to take until 1980.

**Data for planning**


The guide with graphs, charts and tabular data presents condensed statistics covering the social, economic and political life of the U. S. Copies of the book are available from the Superintendent of Documents, Government Printing Office, Washington 20402 or from the Department of Commerce field offices at $1.50 each.
Advertisers find proof of radio-TV power

TYPICAL EXAMPLES OF HOW MEDIA HELPS BOTH BIG AND LITTLE FIRMS

In the continuous advertiser contest to build sales through radio and television advertising, the prizes can be rich. A 5% or 50% sales increase can be as overwhelming for a little advertiser as for a giant.

Radio has rebounded from its period of TV domination and is looking to 1967 as the year to crack the billion-dollar line.

Television continues to make giant strides and its circle of users is constantly broadening. One of the most important breakthroughs will be increasing use of the medium locally by department stores and 1967 may see that area-long dominated by newspapers-break wide open.

There is no set formula for a successful advertising campaign. It can be humorous, hard sell or soft sell, or a combination of such approaches. Each method serves its purpose and when an advertiser ties a good campaign to a good product the results are often substantial.

The list of successful campaigns in 1966 contains a variety of products. From the McDonald's Restaurants' 15-cent hamburgers to Toyota Motors' Japanese-built car for $1,760.

The 1966 success stories that follow come from a long list that also includes Kentucky Fried Chicken, Great Western Sugar, Burger King, Dairy Queen, Chicken Delight, Motorola, Trane Co., Quaker Oats, General Foods, General Electric, Mailroy, Revlon and American Home Products.

TV 1966—Campaign 1: AAMCO finds its formula

"You don't obtain sales so that you can advertise. Your advertising expenditure must always precede your sale." In a quick three-and-a-half years this business philosophy of AAMCO Transmissions Inc., King of Prussia, Pa. has built the nation's largest chain of transmission repair shops through extensive advertising-especially spot TV.

And this is just the start: the chain plans to double its 350 franchised shops and to increase its advertising budget 50% to $6 million in 1967. Although the 10-year-old company has used TV throughout its growth, it was not until 1963 that its national franchise system was formed. The strong TV push began in 1965 when two-thirds of its $1.5 million advertising budget was placed in broadcasting.

Spending almost $3 million in radio-TV in 1966, AAMCO and distributors grossed $61 million. The current campaign is expected to reach $4 million on projected sales of $95 million. To provide creative, production and media selection services for its expanding franchises, AAMCO recently formed a subsidiary, The Bell Agency, which will also place the company's advertising in the Middle Atlantic states. Wermen & Schorr, Philadelphia, previously handled this area.

Hitting 135 markets with spot-60's with 20-second lifts on color TV—AAMCO floods its markets. The commercials, featuring well-known personalities Zsa Zsa Gabor and Leo Durocher, promote various goals: the

![Image of a radio station](image-url)
Televisions growth parallels that of advertising, says Cash

"This may well be called The Year Of Involvement and the extent of this involvement will affect television and the advertising that supports it and the public that supports advertising," Norman (Pete) Cash, president of the Television Bureau of Advertising, said in a special statement announcing some of TVB's 1967 plans last week.

"The growth of television depends upon advertising's growth and neither can happen without public involvement," Mr. Cash said, "so TVB will continue to devote a portion of our message on each major platform and agenda to the story of advertising's role in the economy. To involve the public, over 100 TVB member-stations are already running our on-the-air campaign to explain advertising. To involve the government, we have pointed out that advertising dollars generate federal taxes at the rate they generate corporate profits. At the recent American Advertising Federation meeting we proposed a locally originated plan to create community involvement in advertising.

"We know what happens when advertisers and their agencies become involved in advertising television has been the basic medium of the top 100 national advertisers for 13 consecutive years. To help maintain this TV involvement on the part of our current customers, TVB is taking our film 'Tel-empathy' to each of the key agencies and to many clients. The message of the film itself is involvement and how it is created.

"But beyond our current customers are the should-be-advertisers and the area of TVB's greatest involvement in 1967.

"During 1967, TVB will seek new ways to illustrate television's ability to meet the marketing needs of these should-be-advertisers and should-be-advertisers on all levels.

"The distinction between national and local prospects has faded with the growth of such categories as the franchiser... a form of 'branchstore' business whose television use illustrates the TV contour concept of marketing... a message we will be taking to both manufacturers and retailers.

Big Gain Locally = "Local television should pass the half-billion dollar mark in 1967 and has already become front-page Wall Street Journal news.

"TVB, during 1967, will be helping to bridge the gap between manufacturer and retailer through the use of "wild footage" and the greater interchange of commercial reels from our growing library.

"To help telecasters best present television's messages to (and for) retailers, we will again conduct station-by-station sales clinics following the successful pattern of 1966. Our sales training conferences are continuing in New York with additional conferences planned.

"We are now mapping the known (and unknown) areas of media research to provide a basis for a five-year research plan to fill in parts of the unknown... research that may well take us into the various effects of color and its added dollar value for the advertiser. The special value of January for spot television is another vital area.

"Systems of Spot," our analysis of the paper jungle that surrounds spot television buying, is already finding ways to expedite the flow of dollars and reduce the wasted motion involved. Advertising agency and telecaster involvement has been excellent and will prove profitable for both.

"Involvement with television will spread to new categories in 1967, ranging from employee recruiting to corporate annual reports on the air, from perhaps the first major campaign of a major retailer to new association industrywide efforts.

"Selling today is no longer the mere presentation of facts, important as the facts are. It can't stop with understanding. It requires involvement: the seller must become as involved in the advertiser's business as the advertiser is.

"We must better see the advertiser's problems from the advertiser's viewpoint and become as involved in his success with television as we wish him to be in the success of television itself. This will not be the year to sit by and watch the parade pass: the man who sits on the sidelines may find he can't get off the curb. TVB in 1967 will strive to increase the dollar revenue of television through the growing success of advertisers and their agencies. This is why TVB was created and it is our area of deepest involvement."

inspection service, band and linkage adjustments, the coast-to-coast service and the name itself.

AAMCO's Jack Heaney says the firm will continue to use broadcast media "because it allows us to saturate a new market, make fast changes in the service we are promoting and make adjustments up and down for sales conditions."

TV 1966-Campaign 2:
Taxes, TV Block recipe

John Cameron Swayze opens an attache case to reveal papers and car keys. "This is a 'Don't Do-It-Yourself' kit for income taxes," he says, adding that the viewer should put his personal expense records in the attache case and take a short drive to H & R Block, the income tax people, who "will help you not do it yourself."

This no-nonsense approach to tax-return blues has helped the income tax firm grow from one Kansas City, Mo., office 12 years ago to its present 1,600-plus outlets in the U. S., Puerto Rico and Canada. Since 1959, H & R Block has found television to be the most effective source of new business.

Each Block office has a TV budget (2% to 20% of gross receipts) used according to guidelines established by the parent company and by Block's agency, Burton Wasser Advertising Inc., Kansas City. Buying locally the company limits TV exposure to a 13-week period during the tax season. In 1966 an average of 150 Block commercials were placed on 200 stations in 108 cities. In 1967 an estimated 250 stations in 130 markets will carry Block spots. Attesting to the company's rapid growth, combined Block billing was $900,000 in 1966 and is expected...
to exceed $1 million in 1967.

**Mass Appeal** - The company relies heavily on spot TV with occasional sponsorship of news-weather-sports programs. Its message of integrity, convenience, low cost and confidence is directed to the adult male with emphasis on “mass audience” appeal.

Block spots, produced by Dick Willis and Associates, Kansas City, include 60’s, 40’s with 20-second live address tags, 20’s and 10’s. Mr. Swazyce has been used as spokesman since 1965 because of his effectiveness in “creating awareness in new markets.” Current commercials offer a variety of approaches from the straight “nuts-and-bolts” clincher to the dramatized situation.

Media plans for next year may include network-spot, but generally placement will be handled on a market-to-market basis. Occasional color spots, now used primarily for “status” purposes opposed to the black and white of the tax business, may move to all-color in the future.

**TV 1966—Campaign 3:**

**Hills uses flexible spot**

Since 1953 Hills Bros. coffee has used television advertising. Since it is not marketed in all areas, Hills Bros. has gone into network TV only occasionally. The bulk of its TV dollars are in spot.

In the past year, Hill’s spot outlay went up about two-thirds from the previous year. According to Television Bureau of Advertising figures for the fourth quarter of 1965 and first three quarters of 1966, Hills Bros. spent $4.9 million in spot TV, compared to $3 million in the comparable 1964-65 period.

Promoting both ground and instant coffee, Hills provides “virtually complete television coverage” in its marketing areas, which takes in all the U.S. except for the Middle Atlantic states, Southwest and metropolitan New York. K. L. Rice Jr., director of advertising for the San Francisco firm, notes that “at any given time we normally have three or four 60-second and 20-second commercials in use.”

Hills moved its account to Foote Cone & Belding in May 1965 and later that year started to substantially increase its TV budget. It went to color spots in the fall of ’65 with the ground coffee spots produced by Cascade Pictures of California, and the instant coffee commercials produced by Robert Carlisle Productions.

Now in its 14th year of TV, will Hills Bros. stay with the medium? You bet it will.

**TV 1966—Campaign 4:**

**Toyota grows with TV**

Toyota, the compact Japanese car, spent less than $75,000 in spot television during all of 1965, but it spent almost one-third more than this ($91,000) during the first quarter of 1966 alone. In all, Toyota Motor Sales Co. U.S.A., importer of the Japanese car, expended more than a half million dollars in spot TV last year.

There’s substantial evidence to indicate that the advertising allocations were effective. For Toyota has had a rapid growth. Two years ago it was listed in the miscellaneous category in import registrations. Today it’s in fifth place and apparently moving up.

In October 1966, for example, Toyota retailed 2,256 cars, up from 622 cars the year before. Only Volkswagen, out of all other imports, sold more.

Toyota, through Clinton E. Frank Inc., West Coast, Los Angeles, stresses a program of dealer association advertising. But where in the fall of 1965, Toyota was using spot TV in only three western markets, a year later, dealer association commercials were running in 20 western markets in addition to New York and Boston. Now virtually all dealer association advertising expenditures go into spot TV.

This year, Toyota figures to boost its budget significantly over 1966 in an effort to establish the import car nationally. The East Coast, particularly, is likely to feel the influx of new spot TV dollars from Toyota.

**Radio 1966—Campaign 1:**

**Tidy House finds success**

What do you do with a nearly defunct household cleaning aid firm that stepped out over its head into the high costs of television exposure? You retreat to a low-cost, high powered medium, of course—radio.

Tidy House, an Omaha firm which sells five cleaning aids in 20 states, had a successful track record in radio for many years until, through marketing research, it decided to try its hand at national television exposure. The resulting high-cost-TV-to-radio budget nearly swamped the little firm.

Faced with slim resources and possi-
What would induce 17 busy media and advertising executives to meet again and again to evaluate media promotion campaigns?

Here's what one said

"I consented to serve on the Gold Chevron Award Panel more for my own sake and the improvement of the profession than for Standard Rate... We all want to help improve the quality of the information upon which we base our buying. The people who take the trouble and time to fashion worthwhile campaigns in SRDS should receive due recognition."

What is the Gold Chevron Award?

- It is not a prize for winning a contest.
- It is a mark of recognition, by agency media executives, advertising managers and advertisers' media analysts, of a medium's effort to provide the kinds of information they need to help them buy.
- It can be earned by any medium whose Service-Ad program in SRDS, in the estimation of the panelists, does a better-than-average job of meeting the informational requirements of people who use SRDS.

What's unique about it?

The Award criteria are not based on art techniques or scintillating prose. They are not based on a campaign's suitability to sales objectives. They are based on how well the service advertising campaigns are oriented to the buyers' needs — how complete the media information is... how useful in helping them plan media campaigns and buy wisely.
Who benefits (besides Award winners)?

- ALL media have access to the panelists' analyses of media campaigns (anonymously, of course). It can help them orient their own sales approaches more closely to buyers' prime interests, hence make their own Service-Ads more effective.
- Buyers will find much more useful information in SRDS where they want it and use it.

There are no "entries"

Media do not "enter" campaigns for "judging." Gold Chevron Awards are made on the basis of continuing scrutiny by Chevron Award Panelists of continuing campaigns in SRDS.

COMING

In forthcoming ads significant observations and suggestions of the panel will be reported, verbatim. How can media use their Service-Ads to best advantage? What points are more significant than others? How can even the Award-winning campaigns be improved? Watch for future SRDS reports in this publication.

IN SRDS
YOU ARE THERE
selling by helping people buy
ADVERTISERS FIND PROOF OF RADIO-TV POWER continued

ble extinction in 1964, Tidy House returned to radio on a 52-week basis, and to outstanding success. Radio accounted for a 40% sales increase the first year, 25% the second and a 17% to 20% increase in 1966.

Tidy House found in radio speed in reaching the consumer-grocery trade, flexibility and low cost, and sales impact through personality selling and audience selectivity. Through radio the firm sponsored morning news-weathercasts and the reactivated Martha Bohlsen Show, a successful homemaker program in the Midwest, and added saturation schedules to support specific product drives and promotions.

Though the firm employs other media, more than 60% of its advertising budget is still allotted for radio.

Radio 1966—Campaign 2: Equitable back as sponsor

A heavy investor in radio during the mid-forties and early-fifties returned to the fold in 1962 to find the results of their new effort immediately gratifying. Equitable Life Assurance Society now invests over half of its total national advertising budget in radio with campaigns spanning 350 markets.

Using a combination of 30- and 60-second spots, Equitable Life aims its campaigns to the growing American family and its insurance needs. Most of the spots are run in drive times to reach the 25-to-45-year-old head of household.

Working through Foote, Cone & Belding, the company buys time on more than 600 stations annually. And with 8,000 field representatives recommending markets and approaches, plus the advice of its agency, the flexibility of radio becomes an important factor.

A light touch is given the commercials in contrast to the seriousness of the topic. A tag line at the end identifying the local agent is a must, especially in the smaller towns.

Although the effectiveness of life insurance advertising is difficult to evaluate, Goldie Dietel, advertising and promotion manager of Equitable Life, states that indications of success can be seen in "the great continuing enthusiasm of our sales force... and an increased public recognition of Equitable."

Radio 1966—Campaign 3: Keebler boosts sales

When you're a national marketing organization like the Keebler Co. and you're consolidating 130 cracker and cookie items with four regional brand names under one banner, you use a flexible medium to create consumer awareness—spot radio.

Through Young & Rubicam, Keebler used spot radio exclusively in 1966 to reach the 20- to 49-year-old housewife audience. The radio campaign stressed consumer involvement by means of the testimonial.

Taped telephone interviews between Bill Mazer, New York radio personality, and known users of the advertised item provided the desired "creative dialogue" between consumer and manufacter. The spontaneous interviews were edited into 60-second spots if content, pace and human interest were achieved, Alan R. Ryan, Keebler's director of marketing—crackers, noted.

Local spot schedules were set for the 9 a.m. to 5 p.m. time period with station selection set for optimum target audience at the lowest possible cost.

The results: Keebler cracker and cookie sales increased 8.3%.

Radio 1966—Campaign 4: TWA seeks businessman

The frequent traveler, the businessman who flies about the nation and across the oceans, is the prime target of the competitive airline industry. And to reach this difficult market, TWA primarily uses radio.

Although Trans World Airlines serves 41 U.S. cities, the 15 major cities develop 85% of its revenues. In these major cities the airline depends on spot radio—mostly in drive times—for the major part of its advertising.

Potential customers difficult to reach through general television are approached through the good music and classical music stations, including use of FM. When introducing reduced-rate youth fares, TWA turned to the contemporary music stations.

Using extensive spot in the late spring and early summer, the airline directs its message to vacation planners who travel for pleasure—the dream trip to Europe. In the fall and winter months spot sings the praises of the sunny Southwest or winter sports in Colorado or Switzerland.

Radio's flexibility that permits fast copy changes and its ability to communicate with a select audience are the major factors that have led to TWA's extensive use in its major markets.

C-E has good '66, aims for better '67

Campbell-Ewald Co., Detroit, disclosing its annual billings for the first time, announced that its 1966 gross topped $139.4 million, a jump from an estimated total of $118 million in 1965.

Lawrence R. Nelson, chairman of the board, noted that the Chicago, Los Angeles and San Francisco divisions especially showed marked growth during 1966. International billings totalled $5.2 million.

Continuing the trend, C-E will pick-up the Admiral Corp. account starting April 1.
Trading in radio and television stations was brisk in 1966, despite the imposition of new government controls and a tightened money market. For 1967 brokers foresee no diminution in the number or value of stations changing hands, unless the general economy goes to pot.

A year ago brokers were worried about recently imposed FCC restraints, one a rule prohibiting, without good cause, the resale of any kind of station within three years of its acquisition, and the other an interim policy designed to discourage buyers from acquiring more than three television stations (no more than two of them VHF's) in the 50 biggest markets.

The three-year holding rule may have kept some stations off the market, but its effects are now described as minimal. The interim policy on growth of TV groups has been waived often enough to diminish its restraints on station trading.

What the brokers did not anticipate at this time last year, when Broadcasting published its preceding report in this "Perspective" series, was the drying up of mortgage money that characterized 1966. There is general agreement that more stations would have changed hands if financing had been looser. With the easing of the money market in recent weeks, the climate has begun to change.

It is this climate that colors the attitude of station brokers for 1967. If things continue as they are, if the war in Vietnam doesn't impinge further on the general economy, if the general economy continues at its present satisfactory pace, then the market for the sales of TV and radio stations should continue its upward climb—in numbers and in dollar volume.

That "if" is underscored by the station brokers, whose business it is to bring buyers and sellers together. It is particularly emphasized in the light of the most recent reports of cutbacks in automobile production and resulting layoffs of employees.

Problems in 1966:  Take the tight-money situation that developed last fall. Buyers dwindled (one broker claims they fell by half). Sellers, long accustomed to cash payments for their properties, first refused to sell on terms, then withdrew their properties from the market, and finally, those who seriously aimed to sell boosted their prices to take into account the fact that they were going to get only a down payment in cash.

Nevertheless trading of stations continued at a good clip in 1966. Although unit sales dipped below the 1965 figures, 1966 was not too bad. In 1966, 409 individual station properties changed hands, down 27 from 1965's 436. Dollar volume of sales in 1966 totaled $135.7 million, $600,000 above 1965's $135.1 million.

For 1967, the station brokers feel more bullish. Most of them acknowledge that they had a pretty good year dollarwise in 1966, some claim it was their best year. All see 1967 as a good year too, with qualification; some anticipate even a better year. Already in 1967, they point out there have been some pretty big sales put together:

- **WYRT-TV** Lexington, Ky., being sold by Taft Broadcasting Co. to the Bluegrass group for $2.5 million.
- **K0Y-AM-FM** Phoenix, being sold by Glenn Snyder and his associates to John G. Johnson and his Southern Broadcasting Co. group for $2.1 million.
- **KMBC-AM-FM** Kansas City, Mo., being sold by Metromedia to Bonneville International (Mormon Church) for $2.2 million.

And also included in their calculations are the major sales already approved by the FCC, sales that were negotiated in 1966 but not approved until 1967 was well on its way; especially the Trigg-Vaughn group purchase by Doubleday & Co. for $14,- 125,018. The others:

- **WSMS-TV** Chicago, a construction permit taken over by Harriscope Broadcasting and the local Essaness Theaters which calls for the former to put up $500,000, and the latter, $485,830.
- **WICC Bridgeport, Conn., sold to the New York Daily News-WPIX-FM-TV group for $2,050,000.**

Top Seconds:  What interests the brokers for the coming year are what is termed the "secondary" markets—those broadcast properties in cities below the top dozen or 20, where stations are not frozen into what a broker called "dynasties."

He was referring to the increasing transactions in the second echelon of TV-radio markets, many of which showed up in the transfers that took place last year—Amarillo, Tex.; Little Rock, Ark.; Denver; Jefferson City and Sedalia, both Missouri; Peoria and LaSalle, both Illinois, Grand Junction, Montrose and Durango, all Colorado; St. Petersburg, Fla.; Wichita, Kan., and San Jose, Calif.

More markets of such size are going to be involved in station transfers in

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**Number of stations changing hands**

<table>
<thead>
<tr>
<th>Year</th>
<th>Radio Only*</th>
<th>Combined Radio-TV†</th>
<th>TV Only</th>
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<td>1955</td>
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<td>1958</td>
<td>407</td>
<td>17</td>
<td>23</td>
</tr>
<tr>
<td>1959</td>
<td>436</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>1960</td>
<td>345</td>
<td>10</td>
<td>21</td>
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<tr>
<td>1961</td>
<td>282</td>
<td>13</td>
<td>24</td>
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<tr>
<td>1962</td>
<td>306</td>
<td>8</td>
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<td>1963</td>
<td>305</td>
<td>13</td>
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<tr>
<td>1964</td>
<td>430</td>
<td>20</td>
<td>36</td>
</tr>
<tr>
<td>1965</td>
<td>389</td>
<td>15</td>
<td>32</td>
</tr>
<tr>
<td>1966</td>
<td>367</td>
<td>11</td>
<td>31</td>
</tr>
<tr>
<td>Totals</td>
<td>4,369</td>
<td>203</td>
<td>335</td>
</tr>
</tbody>
</table>

*Note: In computing the number of stations traded an AM-FM facility, or an AM-only or FM-only was counted as one radio unit. † Includes single properties consisting of radio and TV stations.
STATION TURNOVER EVEN OFF 1967. This is the assumption by those who watch this area of activity in broadcasting.
Another factor making for optimism is, according to several brokers, the rise in the sale of daytime-only radio stations. For more than a year, it is pointed out, daytimers were not selling; buyers seemed loath to acquire radio stations that had to go dark at sundown. In recent months, however, more of these daytimers are being bought. The answer, according to one broker, is the increasing sophistication of buyers—coupled, he added, with the increasing willingness of bankers to finance such acquisitions.

One of the more significant surprises last year, notwithstanding the so-called soft market, was the tremendous upward leap in the number of daytime-only radio stations. In total, the dollar volume for radio stations jumped by one-third over the $56 million in 1965. In 1966, although there were fewer radio stations sold, the total dollar volume reached $76.6 million. This is the peak volume in the last 13 years, and $11 million above the previous high of $65.5 million in 1959.

As 1967 headed toward the close of its first quarter, the sensitivity of brokers to general economic well-being was evident in their hedging on the prospects for 1967. The recent cutbacks in automobile production stirred their latent fears; the President's call for a 6% temporary "war" surtax caused them to question their general bullishness, and the talk in the financial press of a possible economic softening has dampened their usual optimism. None, however, has as yet directly attributed to these actions any major effect on station sales.

Perhaps one of the most interesting facets of station sales last year was dual—major group owners acquiring new outlets in top markets and the multiple ownership changes in individual cities.

During 1966, Westinghouse acquired KFWB Los Angeles, General Electric bought WSIX-AM-FM-TV in Nashville, the Steinman group purchased WTVQ (TV) in Louisville, Ky., and WMPR-AM-PM-FM in Providence, R. I., area, Capital Cities purchased KPOL-AM-FM in Los Angeles. And Avco Broadcasting bought KYA and KOIT (FM) in San Francisco, WON Continental Broadcasting acquired KCTO (TV) (now KWGN-TV) in Denver, Storer bought WINS-TV in Boston (now WSBK-TV), a UHF station, and also acquired KPMU (FM) in Los Angeles to go with its AM-FM there, and Metromedia Inc. purchased two California stations—KEWB Oakland and, as a companion, KSKR (FM) across the bay in San Francisco.

Los Angeles saw the most stations changing hands—four. During the year, KPFW went to WBC, KPOL-AM-FM to Capital Cities, KGAL (FM) (now KADS (FM)) to McLendon and KPMU (FM) to Storer.

The San Francisco area ranked next in total station sales, three. There KYA and KOIT (FM) went to Avco, KEWB and KSKR (FM) to Metromedia.

In Boston, two UHF television stations changed hands; WHHS-TV was purchased by Storer, and WXHR-AM-FM-TV by Kaiser Broadcasting and the Boston Globe jointly (now WXBG-AM-FM-TV and WXHR-AM-FM-AM, and requested Wgas for WXHR).

Two FM stations changed hands in New York market during the year; WBFM (FM) to a group headed by George A. Rafel, and WHDF (FM) to advertising executive L. W. Frohlick. And in Detroit, WDGN (FM) was bought by the McLendon.


The year also saw Kansas City Southern Industries become a group owner with the purchase of WHEW-AM Radio properties, 11 were TV-radio combinations and 31 were TV-only stations.

These were all below the unit changes in 1965—22 less radio stations, four less TV-radio groups, and one less in the TV-only category.

But, although total dollar volume of $135.7 million was slightly above the 1965 total of 135.1 million, expenditures for the purchase or radio stations were at a new high level for the 13 years. Broadcasters have been keeping records. For radio properties, New total of $76.6 million was spent, up over 1965's total by $20.7 million.

The big slump in dollar volume took place in the combination TV-radio group; last year only $28.5 million was spent in this category; almost $21 million less than the $49.7 million spent in 1965.

Dollar volume in the TV-only group also moved up, by $1.2 million. In 1966, $30.6 million was spent in the TV-only class, up above 1965's total of 29.4 million.

Multimillion Dollars * Top price in 1966 sales was the $9.7 million paid by General Electric for WSIX-AM-FM-TV. And the next highest price last year was the $9.1 million paid by Westinghouse Broadcasting for KPFW. Westinghouse actually had agreed to pay $10,750,000 for the radio station, but the long delay in obtaining FCC approval resulted in a renegotiated sales price.

Also topping the list of multimillion dollar sales was the $8.2 million paid by Capital Cities for KPOL-AM-FM.

Other major sales in 1966:

* $1.9 million for KGNM-AM-FM-TV Amarillo, Tex., by Statler Publications.
* $5,775,000 for WTEV (TV) by the Steinman group.
* $4.4 million for KYA and KOIT (FM) by Avco.
* $3.75 million for KARK-AM-FM-TV Little Rock, Ark., by John C. Mullins.
* $3.5 million for KCTO (TV) by Won Continental Broadcasting Co.
* $3.15 million for KWOS, KCRG-TV and KMOS-TV, by Kansas City Southern Industries Inc.
* $3,088,650 for WEEQ-TV and WEEQ-TV by Kansas City Southern Industries Inc.
* $2.5 million for KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado, by the XYZ Television group (headed by James R. and William D. Williams, but including former principal owner Rex Howell as a minority stockholder).
* $2,459,000 for KEWB, by Metromedia.
* $2,295,000 for KPDA-AM-FM Amarillo, Tex.; KFON-TV Clovis, N. M., and KBSW (TV) El City, Okla. (now KFDO-TV Sayre, Okla.), by Perry Bass and his group.
* $2,276,513 for WHIS-TV by Storer Broadcasting.
* $1,750,000 for WXHR-AM-FM-TV by Kaiser Broadcasting and the Boston Globe jointly.
* $1.5 million for KCUJ-AM-FM by John B. Walton Jr.
* $1,315,500 for WSNW-AM-TV St. Petersburg, Fla., by H. Y. Levinson.
* $1,359,360 for KLEO Wichita, Kan., by W. Clark Swanson and others.
* $1,026,277 for KLOK San Jose, Calif., by M. Philip and W. Thomas Davis.
* $1 million for WMBI Miami by Louis J. Appell Jr. and his Susquehanna Broadcasting group.
* $1,060,000 for WNAM Neenah-Menasha, Wis. by Miles Kimball Co.

The year 1966 also saw the highest price paid yet for an FM station; this was the $850,000 paid by the Bonneville International group for WRFM (FM).

In the next level, WBFM (FM) sold for 335,000 to Family Stations Inc., a nonprofit, California-based group of FM stations.
A 13-YEAR RECORD OF STATION TRADING

Dollar volume of transactions

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Radio Only</th>
<th>Combined Radio-TV</th>
<th>TV Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>$60,344,130</td>
<td>$10,224,047</td>
<td>$26,213,323</td>
<td>$23,906,760</td>
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<tr>
<td>1955</td>
<td>73,079,366</td>
<td>27,333,104</td>
<td>22,351,602</td>
<td>23,394,660</td>
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<tr>
<td>1956</td>
<td>115,605,828</td>
<td>32,563,378</td>
<td>65,212,055</td>
<td>17,830,395</td>
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<tr>
<td>1958</td>
<td>127,537,026</td>
<td>49,868,123</td>
<td>60,872,618</td>
<td>16,796,285</td>
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<tr>
<td>1959</td>
<td>123,496,581</td>
<td>65,544,653</td>
<td>42,724,727</td>
<td>15,227,201</td>
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<tr>
<td>1960</td>
<td>99,341,910</td>
<td>51,763,285</td>
<td>24,648,400</td>
<td>22,930,225</td>
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<tr>
<td>1961</td>
<td>128,804,167</td>
<td>59,912,520</td>
<td>18,822,745</td>
<td>31,167,943</td>
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<tr>
<td>1962</td>
<td>105,303,078</td>
<td>43,457,584</td>
<td>25,045,726</td>
<td>36,799,768</td>
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<tr>
<td>1963</td>
<td>205,756,736</td>
<td>52,296,480</td>
<td>67,185,762</td>
<td>86,274,494</td>
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<tr>
<td>1964</td>
<td>135,123,766</td>
<td>55,933,300</td>
<td>49,756,993</td>
<td>29,433,473</td>
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<tr>
<td>1965</td>
<td>135,718,316</td>
<td>76,533,762</td>
<td>28,510,500</td>
<td>30,574,054</td>
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<tr>
<td>Totals</td>
<td>$1,536,041,376</td>
<td>$629,270,222</td>
<td>$520,939,043</td>
<td>$385,932,102</td>
</tr>
</tbody>
</table>

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV."

Other major FM sales:
- WFME(FM) Chicago bought by George A. Rafael, George A. Collins and Howard Graffman and associates, for $450,000.
- WDH(FM) Chicago bought by L. W. Frohlick, an advertising executive, who also owns WCN(FM) New York, for $427,000.
- KGLA(FM) Los Angeles (now KADS(FM)) to the McLendon group for $400,000.
- KSFR(FM) San Francisco, bought by Metromedia Inc. for $380,000.
- KFMU(FM) Los Angeles to Storer Broadcasting Co. for $325,000.
- WDTN(FM) Detroit by the McLendons for $300,000.

'67 also becomes Mexico's color year

Telesistema Mexicano, S.A. has inaugurated network colorcasting with the Thunderbirds, an ABC-TV series, aired Feb. 18. Telesistema officials plan to broadcast 21 color-film series on its three networks by March with an official send-off by Gustav Diaz Ordaz, president of Mexico. Live originations and video-tape color are scheduled for early summer.

The network has been testing color for over two years with U.S.-originated programs, received on the Telefonos de Mexico microwave network, being beamed to affiliated stations throughout the country. Telesistema presently operates three TV stations in Mexico City, 16 satellites of those stations and 13 nonmicrowave-connected stations in other parts of Mexico.

Color receivers number an estimated 5,000; all are imported. A minimum of 46.5% made-in-Mexico color-receiver parts and a fixed maximum price to the public of $640 per set has discouraged production. However, three U.S. firms—Philco, Admiral and General Electric—have applied for government manufacturing permits.


Harrisburg in '67:
in unity is strength

The Harrisburg Advertising Media Association has been formed by various Harrisburg, Pa., media to promote their market to the national advertising trade. Participating are WTAP-TV, WHP-AM-FM-TV, WCMB-AM-FM and WPEC; Harrisburg Patriot-News and Capital Outdoor Advertising Co. and Lackey & Landin Inc., a transit advertising company.

Each member has contributed to the association fund which will be used for trade ads promoting "Harrisburg—the Super Market." Ads, prepared and placed by Walter G. O'Connor Co., Harrisburg agency, will be available for use by all contributors, and may be used by individual media in their signed advertising.

"The whole effort," Mr. O'Connor said, "is based on the assumption that if Harrisburg is effectively sold as a market, each individual medium will receive its share of the increased advertising."

Further plans of the new group will be announced soon.

BROADCASTING, February 27, 1967

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Do courts need to clean house?

Medina committee of New York City bar thinks
that's better method to protect defendant's rights
than imposition of legal curbs on news media

The concept of controlling crime-news coverage by threat of contempt proceedings was rejected as both unconstitutional and bad policy last week by a special committee of the Association of the Bar of the City of New York.

The 93-page report, released Friday (Feb. 24), called instead for the police, the bar, the courts and the media to do a "housekeeping" job on themselves in order to protect the constitutional right of fair trial.

To impose legal curbs on news media would violate the free-press and free-speech guarantees of the Constitution, the report said in confirmation of earlier indications that it would take this tack (BROADCASTING, Jan. 9).

"After exhaustive study," the report said, "we have concluded that direct controls on the radio and television industries and the press by a governmental scheme of regulations are untenable in the light of the First Amendment's guarantee."

Contempt • It also opposed as both unconstitutional and undesirable extension of the contempt powers against lawyers or the police, as well as the news media.

Instead, the committee called for strict discipline all along the line: by police authorities in releasing pretrial information, by attorneys and their clients before and during trial, by the courts in maintaining decorum and guarding the defendant's rights during trial and by news media in their coverage of crime news.

Access: hot issue from coast to coast

The right of news media to cover criminal trials unhindered by blackouts on lawyers, police or court officials received a healthy boost last week by an influential group: the President's Commission on Law Enforcement and the Administration of Justice.

The commission, in a short section on news media and the controversial fair-trial-free press issue, called newspaper, television and radio reporting "essential to the administration of justice."

Reporting, it said, maintains public knowledge, provides review and support for the proper functioning of the courts, and added: "Critical inquiry and reports by the media on the operation of the courts can prevent abuses and promote improvements in the administration of justice."

While unrestrained news coverage in the courtroom can prejudice the conduct of a trial, the commission stated, "a more serious threat to fairness is release to the press by police, prosecutors or defense counsel of inaccurate or legally inadmissible information."

To avoid such abuses, the commission recommended that "reasonable" regulations and standards on the release of such information be adopted and enforced on police officers, prosecutors and defense counsel. In addition, the report continues, "courts should firmly control or prohibit those news-gathering activities in the courthouse that detract from the dignity of judicial proceeding or threaten to prejudice the fairness of a trial, while permitting legitimate, nondisruptive news-gathering."

In spelling out its recommendations, the commission urged standards on the release of information by police, prosecutors and defense counsel, but added:

"These regulations and standards should be designed to minimize prejudicial statements by the media before or during trial, while safeguarding legitimate reporting on matters of public interest."

The 19-member committee was headed by Nicholas DeB. Katzenbach, assistant secretary of state and formerly attorney general of the U.S. Among its members was Otis Chandler, publisher of the Los Angeles Times.

Other activities last week in the fair-trial-free press arena:

- The western Washington state chapter of Sigma Delta Chi will hold a seminar on court reporting and the activities of courts, lawyers and the news media on April 14-15 in Seattle. The seminar will discuss guidelines under preparation by the bench-bar-press committee, which is expected to issue its report next month. As part of its deliberations, the committee has authorized courtroom experiments by KORD Pasco, Wash., and KWSC Pullman, Wash. in radio, and by KING-TV Seattle and KNTV-TV Tacoma, Wash., in tele-
of a new day may be at hand."

Newsmen’s Rights • Of news media’s rights and responsibilities the report had this to say:

“One of [our] conclusions is that because of the principles embedded in the First Amendment, the conduct of the press is largely beyond the control of the courts and the judges. But the autonomy which the Constitution guarantees the news media carries with it the responsibility for putting their own house in order.

“Thus the most helpful step which can be taken to promote impartial trials is for the news media to adopt voluntary codes covering all aspects of crime reporting. Hopefully, in taking this step, the press will accept, and will be offered, the advice and cooperation of all bar associations. The problems in this area vary somewhat in the different localities and there may not be any one ‘best’ code. Rather, the local bar working with the local news media may devise the code which best suits the needs of their community.”

While expressing hope that news media would cooperate in drawing up their own codes, the committee offered its own plan for far-reaching revisions of the American Bar Association’s Canon 20 to prevent lawyers from trying their cases on television or radio or in the newspapers. And if it offered a detailed guide for law-enforcement offers to limit the information they release about a defendant or a crime during the pretrial period.

Voluntary vs. Compulsory • The net effect would be that the sort of information that bar groups generally have sought to keep off the air and out of print would be kept off the air and out of print—but by voluntary rather than compulsory means.

A special committee of the ABA, for instance, has pending a proposal that would use the threat of contempt proceedings to prevent the reporting of proscribed news. The New York committee’s report, referring to the ABA study, said: “The differences between us affect only the means and methods to be used to attain the ends we both have in view.”

Both the New York and the ABA committee reports are being studied by a committee of the United States Judicial Conference, appointed by Chief Justice Earl Warren.

Although the report by Judge Medina’s committee rejected the theory that news media can be forced to limit crime coverage, it stopped far short of the “free and uninhibited access” demanded by the American Newspaper Publishers Association. The ANPA, presumably alluding to voluntary codes, contends that neither the bar nor the press has a right to “bargain away” the people’s “right to know” (Broadcasting).


WHA-TV, the noncommercial, educational station in Madison, Wis., has offered to televise, live or on delayed basis, the entire trial of a taxpayers’ civil suit against Dane county officials seeking to stop the county from carrying out a contract for the design of a community center in Madison with the Frank Lloyd Wright Foundation. The community center was approved by voters several years ago in a $5-million bond issue.

Coverage by television of a civil suit, as well as the televising of a complete trial is considered a first in courtroom coverage, and if approved would “provide a demonstration that television in a civil suit can inject itself without interfering with a fair trial,” according to Professor Lee S. Dreyfus, professor of speech and television at the University of Wisconsin.

Scheduled for March 13 hearing by the North Dakota Supreme Court is a court suit filed by the Williston (N.D.) Herald against Williams county Judge Lawrence O’Connell. The newspaper has asked the state court to order the judge to open to news media and the public the criminal records of his court. It charges that Judge O’Connell has barred newspapers and the public from normal access to records concerning arrests, charges, and the disposition of criminal cases. The elected county judge, the newspaper alleged, has declared that anyone desiring information on criminal cases must attend his regular court sessions each Wednesday at 10 a.m. But, the Herald contended, Judge O’Connell also holds court at other times and days.
Slight concessions fail to lessen Speck trial furor

Amid mounting criticism from newsmen, Judge Herbert C. Paschen modified several of his rules on coverage of the Peoria, Ill., trial of Richard Speck for the murder of eight student nurses in Chicago last July, and first reaction from media spokesmen was that the changes were inadequate.

Complaints about the trial-coverage rules had been made by the American Newspaper Publishers Association with the Radio-Television News Directors Association and Sigma Delta Chi, professional journalistic society, concurring; SDX termed Judge Paschen’s restraints “outrageous.” In addition, the Tribune Co., publisher of the Chicago Tribune, has filed a suit in the Illinois supreme court seeking to block some of the trial restrictions.

Judge Paschen yielded to demands that names be made public of prospective jurors that had been excused from duty but ruled that none of the questions or answers put to them during the empaneling examination be reported. Names of jurors selected for the trial would be made public after they have been sworn and sequestered, it was announced. The judge also said he would allow access to official testimony transcripts as the trial progressed. Under his original rules, transcripts and identities of all jurors—chosen or excused—were to have been withheld until a verdict had been reached.

Still in force—and being vigorously contested by newsmen—are Judge Paschen’s prohibitions against interviews with trial participants, cameras, recording equipment and extra telephones in the courthouse building, drawings or sketches made in the courtroom of trial participants and free movement into or out of the courtroom by observers of the trial.

to interview the defendant, “with or without his attorney’s consent,” while he was in police custody. They would not be permitted to televise or photograph him while he was being questioned, booked, in jail or anywhere else while in police custody except in “a public place.”

He would be escorted through “public places” as “expeditiously” as possible, and “while the news media shall not be prevented from photographing or televising the defendant in a public place, he shall not be halted or posed for their convenience.”

If a defendant still at large appears to be a fugitive from justice, the release of “additional information that may reasonably and directly aid in effecting his apprehension, including his photograph,” would be permitted.

Emotional Pictures • “Gruesome or sordid aspects [of crimes] which tend unduly to inflame public emotions” would not be released. Pictures of maimed or dead victims would be banned “wherever possible.” Results of fingerprint, ballistics or other scientific tests would not be released.

Information that could be released would be funnelled through a police “information officer.” Investigating and arresting officers could be identified, but not interviewed. The information officer would encourage news media to work through pool arrangements “wherever feasible.”

The committee said it did not expect its police code to be accepted immediately but that it was offered as “an ideal toward which progress may be made.” The code would be voluntary because, in the committee’s opinion, judges and courts have no supervisory power—and should have none—over law-enforcement officers before trials.

No Cure-all • “We recognize,” the committee said, “that the adoption of a police code cannot be a cure-all for the improper release and publication of prejudicial matter. Many items which we recommend be barred from release by police may be in the public domain or otherwise readily available to news men.”

“Court records or newspaper files of previous cases involving the defendant may contain his criminal and personal history; talkative witnesses, anxious for the limelight, may fill in many gaps in the full account of the crime and defendant’s role; shortsighted police officers may ‘leak’ information anonymously.”

“Indeed, in the face of the ingenuity of the press, which is legend, little can remain confidential property of officials, law-enforcement agencies for too long a period of time. Thus our efforts cannot be successful unless the news media accept a higher degree of responsibility, similar to that which we are hereby recommending for the police.”

Once the trial starts, the committee said, the trial judge is in charge, and “the courtroom, court-premise premises and participants in a trial—whether they be parties, witnesses, jurors, attorneys, court and police officials or news-media personnel—are, in varying degrees, subject to [his] control.”

The judge can call opposing lawyers into his chambers to discuss procedures or questions of law without admitting either newsman or the public, the committee noted. But if he admits news men “then the [chamber] hearing is public in the same sense that the trial itself is public.”

On Bended Knee • In that case, the report says, the judge “may advise, exhort, beg and beseech or attempt to persuade the press not to publish [what went on in the conference], and he may succeed. But if he makes an oral or written order not to publish, this committee is of the opinion that the First Amendment as interpreted by the Supreme Court bars punishment of the newsman or editor for disobedience of the order. And we think this is as it should be.”

The same principle applies to matters developed in the courtroom but in the absence of the jury, the committee said. It hoped that news media would voluntarily refrain from reporting such matters, if the judge ruled that they could not be presented to the jury, but it held that the judge has no power to tell them.

The judge clearly has power to control arrangements in and near the courtroom, the report continued. “If television apparatus, cables for radio communications and a host of telephones are permitted in rooms adjacent to the courtroom or the jury room, and reporters and others are constantly hurrying here and there, the calm and dignified atmosphere so essential to the conduct of judicial proceedings becomes impossible to maintain.”

“The news photographers have become an unmitigated nuisance. If not restrained, they pounce upon all the participants in the trial, not only the lawyers and the defendant and his family but prospective witnesses and others coming in and out of the courtroom. All this can readily be avoided by appropriate directions given by the trial judge. He alone must bear the blame for the confusion and disorder and the consequent strain of prejudicial publicity.”

If a direct participant in the trial willfully disregards the judge’s order not to discuss the case with newsmen or make other court-of-court statements, and if the order was “necessary or appropriate” to keep publicity under control, the judge “has and ought to have power to adjudge such person in contempt,” the committee continued.

Pre-election Trials • The report, report, repeatedly critical of lawmakers and police officers, also noted “in passing” that “it does not seem wise to assign the trial of a sensational case to a judge who will come up for re-election
shortly after the termination of the trial."

Among other things, the committee proposed that jurors when sworn to instruct not to communicate with anyone about the case, including news media. "It would [also] be a big help," the report said, "if the news media voluntarily refrained from publishing, names, addresses, and other details" including photographs, of jurors, especially in sensational cases.

Although the report cited incidents in which both broadcasters and newspapers carried material that in its opinion was clearly prejudicial to defendants, it also called attention to some "noteworthy" developments. Among these were CBS's "guidelines" for crime reporting, a similar code adapted by WMCA New York and other Strauss stations, and one developed by the Toledo (Ohio) Blade and Times. It also noted that in 1964 CBS agreed to black out parts of California from a TV broadcast involving a case pending in those areas. "Such responsible action is indeed praiseworthy," the report said.

The report was published by Columbia University Press as a book entitled "Freedom of the Press and Fair Trial" at $3.75 a copy. Judge Medina was to discuss it on a wcbs-tv New York News-makers program yesterday (Feb. 26).

Notre Dame panel tackles access issue

A panel of representatives from the legal profession, news media, law enforcement and other fields tackled the controversial topic of free press-fair trial at a seminar sponsored by the Notre Dame Law School Saturday, Feb. 18.

Broadcasting participants at the seminar held annually to focus on contemporary problems were: Elmer Lower, president of ABC News; Bill Monroe, Washington bureau chief of NBC News; Herbert Mitgang, CBS News executive director, and Jay Crouse, vice president of the Radio and Television News Directors Association and news director for WHAS-AM-FM-TV Louisville, Ky.

Other speakers were Grant Cooper, member of the American Bar Association's advisory committee on free press and fair trial; Professor Thomas L. Shaffer, of the Notre Dame Law School; John deJ. Pemberton, executive director of the American Civil Liberties Union; Sam Ragan, executive editor of the Raleigh (N.C.) News and Observer; William Smith, police chief of Syracuse, N.Y., and Frank G. Raichle, member of the U. S. Judicial Conference advisory committee on federal rules of evidence.

CBS buys Republic lot

Network gets 17 sound stages in reported $9.5-million deal

In a move that has been rumored for more than four years, CBS last week acquired the 70-acres Republic Studios facilities in North Hollywood for some $9.5 million from Republic Corp. The network has been operating the studios on a wall-to-wall lease since May 1963. It's estimated that this lease produced a net income of more than $400,000 a year (before depreciation) for Republic.

The name of the lot, where the cowboy once reigned supreme when Republic was still in the business of making movies, had been changed by CBS to Studio Center. It contains 17 sound stages and special effects and prop departments. This season such CBS-TV shows as Gunsmoke, Wild, Wild West, Run, Buddy, Run, Gilligan's Island and It's About Time were filmed there. Space also was leased to Four Star TV's Big Valley series and Selmur Productions' Combat.

Plans call for Wild, Wild West and Gilligan's Island to return to the lot next season along with such new CBS-TV programs as the 90-minute Cimarron Strip and half-hour He and She. Space will continue to be leased to other production units.

In recent months CBS has added two new sound stages to the studio center facility, constructed a new entrance and completely repainted it. Still other improvements are planned. It's believed, however, that it will be at least two months before the property is taken out of escrow.

This latest CBS acquisition is sure to revive persistent reports that the network's entire West Coast headquarters operation, including its 25-acre CBS Television City activities in West Hollywood, will be diverted to the Republic lot. Robert Norvett, general manager of film operations for the network in Hollywood, last week denied that any such move is in the works.

The sale of the studio marks still another step by Republic Corp. away from the entertainment business that used to be its hub. Earlier this month, Republic announced sale of its entire feature-film backlog to Emery Pictures Inc. (Broadcasting, Feb. 13).

Kupferman defends radio-TV editors

The right of radio and television stations to editorialize and to endorse political candidates was defended last week by Representative Theodore R. Kupferman (R.-N. Y.) in a speech before the International Radio and Television Society in New York.

Mr. Kupferman contended that freedom of speech, guaranteed under the First Amendment to the Constitution, "clearly" extends to stations the right to editorialize. The congressman, whose Unsold pilot to be seen as special

A one-hour pilot that cost ABC $400,000 to produce last year has been purchased for showing by wpxx(tv) New York for "somewhat more than $7,000."

The Happeners, a musical drama about a folk-rocker group trying to make the big time in New York, will be seen as a special on wpxx Friday, March 17 (7-8 p.m.).

Plautus Productions administrative vice president Alan Morris explained: "At first, ABC was most interested. It tested well, and [ABC president] Leonard Goldenson called it 'the finest pilot I've ever seen.' But when sponsorship was not immediately forthcoming, the network withdrew."

"Herbert Brodkin has more faith in The Happeners than anything he has done since The Defenders," Mr. Morris said.

"The pilot was written by Ernest Kinoy. Each sequence was to have five original songs by Bob Bower. We put the trio (Suzannah Gordon, Chris Ducey and Craig Smith) together after 2,000 auditions. But apparently the idea of a musical-drama, in which the music advances the plot, is too uncategorizable to sell easily," he said.

"Our agreement with wpxx calls for the show to be telecast before April 1. We're hoping that some enterprising agency or advertiser, after seeing the current crop of pilots, might be interested in sponsoring The Happeners." But, Mr. Morris acknowledged, "The odds [against it] are 500 to 1."
17th district in Manhattan is the hub for much of the nation's TV-radio industry, asserted that broadcasters must be granted "full partnership" with newspapers as media of communications.

He noted that editorializing on radio and TV has been placed under congressional scrutiny recently, but he personally felt that more editorial opinion on the broadcast media would provide more freedom of expression, with consequent benefit to the public.

Representative Kupferman insisted that the so-called monopoly status of broadcasters is not justification for abrogating stations' right to editorialize. He pointed out that newspapers today "have a near-monopoly by virtue of physical and economic factors which make competition prohibitive." He cited New York as an example, saying it had only four major daily newspapers while there are at least seven times as many TV and radio stations.

ADL goes to court on KTMY renewal

The Anti-Defamation League of B'nai B'rith, Jewish national organization, has carried its fight against KTMY Inglewood, Calif., to court. Last week it filed an appeal against the FCC's renewal without a hearing of the KTMY license and asked that the FCC be ordered to hold a hearing and to permit ADL to participate as a party.

The appeal, filed in the U. S. Court of Appeals in Washington, charged that the commission's action last June (Broadcasting, June 20, 1966) violated the Communications Act and the Administrative Procedure Act, constituted an erroneous interpretation of the First Amendment, failed to find that KTMY operates in the public interest and that the material broadcast is the responsibility of the licensee, and decided the contested issues without a hearing.

ADL's interest in KTMY was aroused, it said, in 1964 when it began receiving complaints about a broadcast by conservative commentator Richard Cotten, aired on KTMY. That broadcast, ADL stated, contained "an unfair, virulent and defamatory attack" on the organization and one of its officials. Also, ADL alleged, Mr. Cotten engaged in anti-Semitic utterances. ADL said it had complained to A. J. Williams, the owner of the station; but Mr. Williams had maintained that he would not censor Mr. Cotten, replying that ADL could have time on his station to refute the alleged slanders. ADL rejected this offer, it said, because "ADL did not consider that the use of a radio station's facilities to disseminate anti-Semitic falsehoods can be justified or adequately countered by affirmative programming."

The FCC approved the renewal of KTMY's license, with only one commissioner, Kenneth A. Cox, dissenting. It held, however, that KTMY should have notified ADL of the allegedly defamatory personal attack, but that since personal attacks were few and isolated and since the station had ultimately offered its facilities for reply, no action was called for.

The commission also said that the anti-Semitic material did not constitute a personal attack and the station therefore was under no obligation to give advance notice or afford reply time to any group or persons.

Decrying the content of the questioned broadcast, the commission said it must be bound by the principle that the expression of any views not involving "a clear and present danger" is in the public interest. This insures, the FCC said, that "the most diverse and opposing opinions will be expressed, many of which may be even highly offensive to those officials who thus must protect the rights of others to free speech..."

LBJ's Nielsen

Coverage of President Johnson's State of the Union message Jan. 10 by the three commercial TV networks had a total audience of 32,720,000 and a 59.6 rating, according to the Nielsen Television Index.

Average audience for the 75-minute address was 26,350,000 (a 48.0 rating), and the minutes watched per viewing household was 60.4.

News cameramen vote network strike

Television news and documentary cameramen at the three networks threatened strike action last week in a dispute centering around wages, increased fringe benefits and, particularly, the union's demands for added personnel on complex assignments.

Approximately 400 cameramen are involved in the dispute covering locals 644 in New York, 666 in Chicago and 659 in Hollywood. New York's local voted unanimously last week to request strike authorization from its parent body, the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (IATSE) and, according to Jay Rescher, local 644 business representative, "Chicago and Los Angeles certainly are going to go along with us on this strike authorization."

The locals have been negotiating with the networks for more than two months following the expiration of a three-year

Court hears 'Post', AP libel cases

The U. S. Supreme Court was asked last week to overturn libel awards against The Associated Press and the Saturday Evening Post.

The wire service was appealing from a $500,000 libel award to retired Major General Edwin A. Walker, the magazine, from a $460,000 award to Wallace Butts, former athletic director of the University of Georgia.

The award against the AP was based on the news service's stories of General Walker's activities during the 1962 disturbances on the University of Mississippi campus when Negro James H. Meredith was admitted as a student. This is one of 15 suits the former Army general has filed against the AP and its member newspapers asking for a total of $33 million.

In the Butts case, a jury awarded him $3,060,000, but this was reduced by the trial judge.

Arguing for the AP, former U. S. Attorney General William Rogers urged the court to permit news media to report the activities of participants in public events without fear of libel. Mr. Rogers said that the Supreme Court's New York Times decision should be expanded to include public figures, not only public officials. The Times decision in 1964 said that public officials could not collect libel damages unless they proved malice.

New York attorney Herbert Wechsler, representing the Saturday Evening Post, contended that Mr. Butts, as an employee of a state university, was a public official. He also maintained that the court could hold, as it did in a Life magazine case handed down Jan. 9, that libel damages could not be collected unless complaining parties proved that news stories contained falsehoods known to the editors or were published recklessly.

Clyde Watts, Oklahoma City lawyer representing General Walker, charged that the AP view would permit news media to "tell a lie."
Pageant production firm to do series

Pryed Productions, New York, which has specialized for the past five years in producing parades and pageants for telecasting as specials on the networks, is shifting its sights toward the area of regular programming in 1967.

Ed Pierce, Pryed president, reported last week that as part of an expansion move the company has prepared two program series. One is called People and Places, a half-hour daytime strip series which would be produced all over the world and would provide glimpses of entertainment and information from various overseas locales. The other is The Big Brass Band, a one-hour series with a Gay Nineties motif that is projected as a summer-1967 replacement show and a regular series thereafter.

Mr. Pierce said presentations are now being made to the networks through Pryed's sales representatives, Ken Greengrass and Jack Talan of New York.

Pryed and Mr. Pierce have produced specials for the past five years. The company recently completed taping, in Greensboro, N. C., Highlights of the Ringling Brothers and Barnum and Bailey Circus, with Roy Rogers and Dale Evans as hosts, for presentation on NBC-TV on March 16. On March 18 Mr. Pierce and his associates journey to Mobile, Ala., to produce the America Junior Miss Pageant live for showing on NBC-TV. Other Pryed assignments during the year are the Miss U.S.A. and Miss Universe pageants for CBS-TV; the Macy's Thanksgiving Day Parade telecast for NBC-TV and the Orange Bowl Parade for ABC-TV.

Mr. Pierce was a production supervisor and associate producer for NBC-TV for 10 years and served as a unit producer on location for The Wide Wide World series for three years. He entered the field of pageant and parade specials five years ago, he said, because he felt there was an opportunity to "inject showmanship into these programs, which at that time was sorely lacking."

Pryed's approach, he said, is to slice away elements of a pageant or parade that would bore viewers and insert entertainment segments, including songs and production numbers.

Wolper to head unit making theater films

Metromedia Inc. said last week that a new organization—Wolper Pictures Ltd.—has been formed for the exclusive production of motion pictures for showing in theaters. David L. Wolper, a vice president and director of Metromedia and president of its Wolper Productions Inc., will be chairman and president of the new organization. While continuing to head Wolper Productions he is expected to work primarily in theatrical production.

First feature to be produced by the new Metromedia component is "The Devil's Brigade," which will star William Holden, Cliff Robertson and Vince Edwards, and will be released through United Artists. Another picture planned is "The Remagen Bridge." Plans for four additional films will soon be announced. "Brigade" goes before cameras in April. "Bridge" in the fall. Mel Stuart, who also will direct several films, is executive vice president of the new company. Ted Strauss, also associate producer and head of the story and literary department, is a vice president, and Harvey Bernhard is treasurer. Julian Ludwig has been appointed to the position of executive assistant to Mr. Wolper.

In addition, ROHN warehouses complete lines of towers, lighting, microwave reflectors and accessories and provides complete turnkey tower erection service throughout the world.

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Decision favors multiplexers

Communications Act protects background-music programs, federal court rules in suit charging unauthorized use

In what may be a landmark decision of consequence to FM stations and background-music operators across the nation, a federal district court in Los Angeles ruled on Feb. 13 that unauthorized receipt of multiplex radio transmissions violates Sec. 605 of the U.S. Communications Act of 1934. U.S. Judge Francis C. Wheland of the U.S. District Court, Central District of California, held that subsidiary-communications-authorization transmissions, intended only for subscribers, was not public broadcasting.

This decision was the result of a suit filed by KMLA Broadcasting Corp. and Musicast Inc. against Twentieth Century Cigarette Vendors Corp. and International Industries Inc., parent company of International House of Pancakes. Twentieth Century was charged with having placed a number of multiplex tuners in various commercial establishments, including International House of Pancakes.

The suit, which was filed in December 1964, also claimed that the vending company's multiplex tuners were tuned to pick up the multiplex background music programs of KMLA (FM) Los Angeles, as well as that of other Los Angeles FM stations, without proper consent or license. International House of Pancakes was charged with receiving and using the unauthorized background music. All of the defendants were charged with violation of Sec. 605 of the Communications Act, which has reference to point-to-point transmissions, and unfair competition.

Nonsubscriber: During the time the suit was pending, KMLA (FM) was sold to Sonderling Broadcasting Corp. and its call letters changed to KFOX-FM. KMLA Broadcasting Corp., however, leased back the multiplex subchannel of the station for its background music operation, Musicast Inc. Basis for the KMLA suit was that International Industries House of Pancakes was not a Musicast subscriber and had never sought or obtained permission to carry the background music transmissions.

The object was to get an interpretation of Sec. 605 of the Communications Act, which does not spell out multiplexing. The federal court's apparently clear-cut decision in favor of the broadcasters interprets multiplexing as applying to Sec. 605.

The judgment states, in part: "The court concludes as a matter of law that the activities of the defendants are in violation of Sec. 605 of the Communications Act and that such multiplex transmissions are protected from intercepting and divulging."

In a partial summary judgment, the court held that KMLA and Musicast have a private right of action against the defendants and cause of action for unfair competition under California law.

CATV's meet in D.C. to discuss copyright

More than 100 CATV operators are expected in Washington this week to attend a seminar on copyright law sponsored by the National Community Television Association. The meeting is expected to result also in a mass visit to Capitol Hill to present congressmen and senators with the CATV position on pending copyright legislation.

The copyright seminar, to be held today (Feb. 27) in the Mayflower hotel, will be under the direction of NCTA President Frederick W. Ford, assisted by the staff of the association. To be reviewed will be the status of pending court cases and the copyright bills expected to be considered by both the House and Senate this year.

The copyright-law revision, with special new provisions regarding CATV, was reported out of the House Judiciary Committee last year, but was never acted upon by the full House. The Senate Judiciary Committee, which held a hearing last year on the CATV aspects, expects to hold another hearing this year on other copyright provisions and to report out a complete bill.

Program notes...

'Masterpiece' features: Colorvision International Inc., Beverly Hills, Calif., has acquired a package of 25 vintage feature films and will rerelease them to TV in the spring. The 25 films originally distributed to stations under the title "The Masterpiece Package," in-

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BROADCASTING, February 27, 1967
Mandatory time signals • A bill that would require radio stations to announce the time every hour on the hour during daylight has been introduced in the Kansas legislature. The measure, introduced by Representative Ernest A. Unruh of Newton, would impose a $50 fine for each violation.

NAB package • National Telefilm Associates, Hollywood, is wrapping up a new feature film package to introduce at the National Association of Broadcasters convention in Chicago in April. The package will consist of 22 first-run pictures, 17 of which are in color. Titles will be disclosed at the convention.

Student movies studied • An NBC Experiment in Television program entitled “Movies in the Now Generation” will take a look at movies made by students of the U. S., England, Belgium, Poland and the USSR. The show has not yet been scheduled.

Immortalized sea saga • The National Association of Broadcasters’ project, Encyclopedia of Recorded Sound, has added the tale of a freak wave and heroism at sea to its tape library. Capt. Vincenzo Allessandrini, recovering from a broken arm and three fractured ribs, told his story to Carleton Brown, owner-manager of WTVI, Waterville, Me. Running in high seas 260 miles southeast of Nantucket on Jan. 2, the tanker Falakia was smashed by a huge wave falling on her starboard quarter from a height of 50 feet, stowing in the bridge, wheelhouse and chartroom. Despite his injuries, Capt. Allessandrini held the deck until his ship was safely in Portland, Me., three days later.

CATV aids FBI • The American Cablevision Co. always gets its man. At least the Jack Kent Cooke Inc.-owned community antenna television company is one-for-one so far. Late last month American Cablevision showed its CATV subscribers in Barstow, Calif., a picture of an escaped convict. He had escaped that day and all the men in the Barstow sheriff’s department and the local Federal Bureau of Investigation office couldn’t find him. Then KIOT Barstow broadcast frequent bulletins on the chase and told local citizens to tune in the CATV weather-data service to see a picture of the convict. Early the next morning the fugitive was apprehended.

Pilot is special • A half-hour live-action pilot developed by Hanna-Barbera Productions will be shown by NBC-TV as a special on April 30. The show, We’ll Take Manhattan, stars Dwayne Hickman and Ben Blue. It will pre-empt Hey, Landlord.

Big deal • In what was said to be the largest single sale of travel-adventure programs, KPMB-TV San Diego last week bought six series totalling 382 color half hours from Bill Burrud Productions, Hollywood. The CBS-TV-affiliated station will program the shows under the Burrud-originated title, Traventure Theater. Programs involved are 60 episodes of Burrud’s newest production, Wonderful World of Women; 117 episodes of Wanderlust; 78 episodes of Islands in the Sun, and 39 episodes of Vagabond, Treasure and Holiday.

Man and horse • The World of Horses, a Wolper Productions documentary, has been purchased by NBC-TV for presentation in the fall.

Movies from TV • NBC International plans to produce feature films, based on TV-series characters, for theatrical release. The first feature announced by NBCI director Gerald Adler was “Ride the Wind,” based on the Cartwright family in the Bonanza series. “We are negotiating with distributors in various parts of the world not only for sales to theater chains but also to steamship lines and airlines,” Mr. Adler added.

TV series sales . . .

Ambassador One Top Time Feature Films (Embassy Pictures): WREC-TV Memphis and KOGO-TV San Diego.

Quest for Adventure (Field Communications Corp.): KTVN-TV Corpus Christi, Tex.

Hawaii Calls (Field Communications Corp.): WTTV-TV Bloomington-Indianapolis; KREX-TV Grand Junction, Colo.; and WNDU-TV South Bend, Ind.

Wonderful World of Women; Wanderlust; Islands in the Sun; Vagabond; Treasure, and Holiday (Bill Burrud Productions): KPMB-TV San Diego.
The Department of Justice is guilty of misrepresentations and desperation tactics in its opposition to the ABC-ITT International Telephone & Telegraph Corp. merger. With those charges, ABC and ITT last week tossed the ball back to Justice in that agency's effort to persuade the FCC to reopen the case and hold a hearing on the $2.4 billion merger—largest ever to come before the commission.

ABC and ITT used some of the strongest language employed in the controversial case to date in replying to the evidence and brief that Justice submitted a week earlier in support of its contention that the commission had not sufficiently considered the anticompetitive aspects of the case.

They said their analysis of the evidence—consisting of 260 documents—"demonstrates that the department has utterly failed to make out a case for reopening, much less a case for overturning the commission's decision."

They also said the "sharp contrast" between earlier "trumpetings" by the department about "important evidence" and the "substantial number" of interim views it had conducted, "and the inadequacy of its evidentiary showing has forced the department to resort to tactics of desperation." The parties cited examples of what they said were distortions and withholding of documents.

The next move is up to Justice. It has until March 6 to rebut the ITT-ABC statement. The commission, which had approved the merger by a 4-to-3 vote on Dec. 21, stayed the approval order after Justice filed its petition to hold a hearing. The commission will act on the petition after reviewing the evidence and the parties' statements.

ABC and ITT, contending that the materials offered by Justice "confirm" that the department's case "consists of no more than its own speculations," said that "no oral testimony is needed to refute the department's misguided contentions . . . no hearing is required to dispose of them . . . the department's petition should be denied."

ABC and ITT bore down most heavily on the department's charge that documentary evidence casts doubt on the parties' assertions regarding the financial assistance ABC needs, and expects to get, from ITT. In connection with this aspect they said the department had "egregiously" distorted one document and withheld others.

The alleged distortion involved a January 1967 ITT document Justice said had placed at $50 million the cost of converting ABC equipment to color and of bringing the entire plant into a competitive position with the other networks. But that was not the "complete plan," as it was referred to by Justice, the parties said. That plan, which the parties said they submitted to the department on Feb. 11, 1967, but which Justice had not relayed to the commission, estimates the total costs at $113,470,000.

ABC and ITT also said the department withheld from the commission a copy of notes taken at the ABC board meeting that considered the merger which summarized the statements made by Simon B. Siegel, ABC's executive vice president. The notes indicate, the parties said, that ABC felt the merger would help it in financing the costs of colorization and modernization. As quoted in the filing, the notes said:

"Engr.—color & modernization—great expense & they manufacture equip and lot more know how—."

The parties made no reference to the $25 million loan ITT has agreed to make to ABC. ABC disclosed on Feb. 17 that ITT would advance the money, in five monthly installments of $5 million, to help it meet a "critical cash shortage" (Broadcasting, Feb. 20).

The parties also said that Justice withheld a document which "explodes" speculation that ITT, with a heavy purchase from domestic companies, might engage in reciprocity if the merger were approved. The document, which ITT said had been attached to a list of suppliers that was submitted to Justice, states that since ITT's purchasing functions are decentralized, purchasing managers have "a positive incentive" to purchase all supplies and services "at the lowest total cost available in the market."

Another ITT document which the parties said undercuts the department's case and which, they added, the department did not make available to the commission, is an ITT Policy Guide. This was made available to Justice on Feb. 11, 1966. The parties, which submitted it to the commission last week, said it "incorporates the assurances of autonomous operation" ITT had given ABC. Justice has questioned whether ABC would be

**An antebellum home for WDAK**

WDAK Columbus, Ga., has purchased The Elms, a historic landmark in that city, to house its new headquarters. The land and building costs were approximately $125,000 and WDAK plans to invest close to $250,000 for station facilities and minor renovations.

Allen Woodall Jr., president of WDAK, said that restoration of the house, which dates from 1834, will be part of a move to preserve Columbus' history. He intends to keep it open to tours and visitors.

The Elms was purchased from the Lloyd Bowers family and is at 1846 Buena Vista Road. WDAK expects to have its formal opening April 26.
able to operate as independently as a subsidiary as the parties say it would.

ABC and ITT said the department's case was "glaringly insufficient" in the statements of the witnesses it said it would produce, as well as in its documentary material. They said not one witness was offered to support the department's claim that ITT was a potential entrant to networking or to support its speculations regarding CATV—"two of the issues claimed by the department to be 'most significant.'"

This "must mean," the parties said, either that the department was unable to elicit from its many interviews statements supporting its contentions or that the interviews produced information contrary to the department's speculations.

Furthermore, they said one document specified by the department confirms that ITT considered independent expansion into networking too risky. The document, a Jan. 22, 1965, memo, says that a "successful UHF network is unlikely because no one will risk $200 million to produce a product (programs) with no assurance of satisfactory return."

The parties also cited the presentation to the ITT board on the proposed merger which indicated that ITT management in December 1965 considered it unlikely that a new national network could materialize in the near future.

The parties said the department had failed also to provide any support for its "speculation" that the merger would have an adverse effect on technological innovation. They said the department's witnesses do not describe any disadvantages that ABC might suffer from possible future technological developments, and do not "show that it would be possible for ITT to retard such developments." The parties added that the RCA-NBC alliance has produced benefits for the industry, such as color television, and that ITT would keep pace with technological development to make ABC competitive.

ABC and ITT said the department had produced no evidence to warrant concern that the merger might reduce the incentive of ABC to bargain down the price of communications services or equipment or to urge cost-reducing regulatory policies that might lower barriers to new entry into networking. The parties noted that the commission had looked into this question and found that ABC's increased ability to deal with AT&T and to cope with the complexities of evolving communications technology outweighed "the minor possibility" of conflict in interest in connection with international communications rates.

They also suggested, for the first time, that the department has misunderstood the commission's functions and has tried to urge on it an approach more appropriate to antitrust-law enforcement. They said the "underlying thought" in the department's analysis involves reliance on whether the public interest would be better served by some other "disposal" of the licenses in question. But the statute prohibits such consideration, they said.

FCC's Hill trips could get bit sticky

The FCC will go before a pair of congressional committees within the next few weeks in ostensibly routine appearances that could get into controversial subjects.

The commission is scheduled March 9 to undertake its annual fund-raising mission before the House Appropriations Subcommittee on Independent Offices, the group charged with overseeing expenditures for agencies such as the FCC. The subcommittee is headed by Representative Joe L. Evins (D-Tenn.) Representative Evins is also chairman of the House Select Committee on Small Business, which has undertaken an inquiry into the merger of International Telephone & Telegraph Corp. and ABC.

He asked the group to look into the matter.

The same small business committee checking into the merger recently issued a report in the FCC handling of matters related to small business which contained some strong criticism of the commission.

Commissioners will also appear before the House Commerce Committee March 14 in a round of what the committee terms "get-acquainted" hearings between officials of federal regulatory agencies and the committee. Several committee members have recently been commenting on matters of concern to the commission. And although the commissioners are merely scheduled to talk about their responsibilities and jurisdiction, the conversation may roam into such topics as broadcast editorializing, station sales, the ABC-ITT deal and other topics of interest to members of the committee.

Color dedication set

WLBW-TV Miami, an ABC-TV affiliate, will formally dedicate its new million-dollar color facilities during a 30-minute ceremony on Saturday, March 4, at the station's studios. Guest speaker at the dedication will be Leonard G. Goldenson, president of ABC. Other ABC-TV dignitaries attending the Miami ceremonies will be John Gilbert, James Hagerty and Peter Jennings.
TIO takes part in graduate TV course

The Television Information Office is collaborating with the New York City board of education on an accredited graduate course for primary and secondary school teachers, "Television in Today's World."

Roy Danish, TIO director, explained: "The course will increase teachers' understanding of television as an art form, a communications medium, an industry and a social institution. Classes will be conducted by professional educators and television executives, producers and directors.

Among the instructors are: George Nicholaw, wCBS-tv director of community services; Dr. Joseph E. Klapper, CBS-tv director of the office of social research; E. Carlton Winckler, CBS-tv director of production standards and practices; Stockton Helffrich, director of the National Association of Broadcasters television code office in New York; James MacAndrew, WNYE-tv broadcasting director; Jules Power, ABC-tv news and public affairs producer; Mary Mckenna, Metromedia senior vice president for research and sales development; Roy Danish, TIO director, and Bert Briller, TIO executive editor.

Among the topics covered in the comprehensive 15-week course are: programming, organization of the industry, its technical history, government regulation, instructional television, writing and production, tv advertising, news and public affairs programming, television criticism and research on the effects of "crime and violence on TV."

Workshops planned for state presidents' meet

Afternoon workshop sessions will be a new feature of the 1967 version of the National Association of Broadcasters' State Presidents Conference to be held in Washington Wednesday-Friday (March 1-3).

In the past the afternoon sessions have featured speakers, but this year the delegates to the annual meeting will be divided into six groups, each dealing with a different area. Later each group will report to the conference.

About 100 delegates from 48 state associations, including Hawaii, will be at this 12th annual conference. Also expected is a delegate from the Puerto Rico Association of Broadcasters.

The opening-day session will be turned over to the state executive secretaries for an afternoon meeting. The formal opening will come Thursday morning with a welcome by NAB President Vincent Wasilewski and a report on the "National Outlook."

NAB participants in the outlook session will be Douglas Antello, general counsel; Howard Bell, director of the code authority; Paul Comstock, vice president for government affairs, and Sherrill Taylor, vice president for radio. William Carlisle, vice president for station services, will be moderator.

Also in the morning session will be
increased rate. Moreover, RKO Television Corp. Community, which comprises three men who had owned 12% of the stock in one of the losing applicants in that hearing, claims that Moline has failed to live up to the representations it made concerning the programming it would present and the management that would operate the station.

Community has asked the commission to designate the assignment application for hearing and to order an early filing of the license renewal application of WQAD-TV so that it may be considered at the same time. Community asked that its application for channel 8 be considered in the hearing also.

Community says that Moline should not be permitted to sell without giving an accounting of its use of the frequency. The station, which went on the air Aug. 1, 1963, would not be required to file for its first license renewal until September. Community said that if its petition is denied, it will file on top of the renewal application submitted in the fall.

Mark Wodlinger, general manager, director and 80% owner of the new applicant, is vice president and general manager of Metromedia Inc.'s KMBC-TV Kansas City. The other principals are Edward W. Priester, who is in real estate and is the vice president of an investment firm, and Colonel Carl A. Waldman. Each owns 10%.

The Moline case is, in a sense, a renewal of the comparative hearing which culminated in the commission grant of channel 8 in 1962 to Moline Television Corp. Community, which comprises three men who had owned 12% of the stock in one of the losing applicants in that hearing, claims that Moline has failed to live up to the representations it made concerning the programming it would present and the management that would operate the station.

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Community has asked the commission to designate the assignment application for hearing and to order an early filing of the license renewal application of WQAD-TV so that it may be considered at the same time. Community asked that its application for channel 8 be considered in the hearing also.

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by WBEL South Beloit, Illinois, for a change in its night radiation pattern. The station, which also operates on 1380 kc, has alleged it is receiving interference from KWK's operation.

CIA-broadcast link still not proved

Many budgets were threatened last week as the Central Intelligence Agency said it would end financial support of a number of organizations but it could not be determined whether the agency's long-rumored link with broadcasting outlets would be severed.

The intelligence agency has for years been reported to be financially assisting such international broadcasting organizations as Radio Free Europe and Radio Liberty. Last week a direct connection was made between a Houston, Tex., foundation that received funds from CIA and also made donations to Radio Free Europe.

The organization was the Hobby Foundation, of which Oveta Culp Hobby, a former high government official and publisher of the Houston Post, (KPRC-AM-FM-TV), is chairman. Officers of the foundation admitted they had served as a conduit for CIA funds to various organizations. In 1964 the foundation reported that it donated $40,000 to Radio Free Europe among other groups.

As a result of such disclosures and the subsequent publicity, Senator Eugene McCarthy (D-Minn.) and other congressional critics called for an investigation of the CIA financial operations to outside groups including its involvement in broadcasting. CIA director Richard Helms later told a congressional committee the agency would end subsidies to numerous organizations. However, the identity of the groups was not made public.

Radio Free Europe is a short-wave broadcasting organization that transmits to East European countries. In 1964 it estimated it had 22 million listeners in Bulgaria, Czechoslovakia, Hungary, Poland and Rumania. Radio Liberty is also a private organization that was founded in 1950 and broadcasts to the Soviet Union.

KSHO-TV denial stands

A 1965 FCC decision denying renewal of a license of a television station essentially has been upheld when the U. S. Supreme Court refused to review the case. The appeal to the Supreme Court had been taken by KSHO-TV Las Vegas, Nev., whose license renewal was denied in 1965 by the FCC on the grounds that there had been an unauthorized transfer of control, late filings and failure to file reports (Broadcasting, Aug. 2, 1965). The station appealed, and last June, the District of Columbia Appeals Court upheld the commission's action (Broadcasting, June 27, 1966).

Indianapolis AM's swap networks

Effective March 27, CBS Radio's affiliate in Indianapolis, WFBM-AM-FM, switches to NBC Radio, and NBC's affiliate there, WIRE, joins the CBS network. The exchange will end an NBC-WIRE association that began in 1936 and a CBS-WFBM relationship from 1928 to 1955 and 1964 to present.

WIRE, owned and operated by Mid-America Radio Inc., is fulltime on 1430 kc with 5 kw. Burrell Small is president, Leonard Small, executive vice president, and William Shuel, station manager.

WFBM, a Time-Life Broadcast station, operates fulltime on 1260 kc with 5 kw. Weston C. Pullen Jr. is president, and Eldon Campbell, vice president and general manager. WFBM-TV continues as an NBC-TV affiliate.

Changing hands...

ANNOUNCED - The following station sale was reported last week subject to FCC approval:

- WPHD-FM Norfolk, Va.: Sold by Flanagan Dorsey to Big T Corp. for $26,000. Big T Corp., owned by Milton Q. Ford, Washington radio personality, and Alvin Epstein, Washington advertising executive, is licensee of WTTD Newport News, Va. In related transaction, one-third interest in Big T Corp. is being acquired by Dr. Norman Berger, physician, and H. H. Tash, CPA, both Washington, for total consideration of $83,000. Dr. Berger will hold 23 1/2%; Mr. Tash, 10%. WPHD-FM operates on 104.5 mc with 2.95 kw.

APPROVED - The following transfer of station interests was approved by the FCC last week (For other commission activities see For The Record, Page 102).

- WGCN Gulfport, Miss.: Sold by E. O. Roden, Z. D. Roden, W. I. Dove and James E. Reese to new group consisting of all sellers except Mr. Dove for $162,000. E. O. Roden owns 46%;
Z. D. Roden, 14% and Mr. Reese 40%. E. O. Roden has controlling and other interests in WABT Bonneville and WTUP Tupelo, both Mississippi; WABP Pensacola, Fla., and WTVU Tuscaloosa, Ala. WOCM is fulltime on 1240 kc with 1 kw day, 250 w night.

Media reports...

Ground breaking = WJDD-AM-FM-TV
Boston expects to complete its construction of a 28,000 square foot addition to the Morrissey Boulevard building this fall. The official ground breaking ceremonies were held Feb. 14.

Job bureau = For the first time in its 20-year history, the Western Radio and Television Association has started a job placement bureau. The object is to help bring together potential employers with qualified trained personnel. The bureau opened for business at the WRTA's annual conference last week (Feb. 21-23) at the Disneyland Hotel in Anaheim, Calif.

Fatten up = KOB-AM-TV Albuquerque, N. M. plans a $105,000 expansion of its TV production facilities for color-casting. George S. Johnson, director of planning and operations for the station announced that they will have a total of five color tape machines and a new control room installed when the enlargement is completed.

Hill warned of spectrum peril

O'Connell sees trend to 'choking stagnation'; urges prompt planning

A stern warning that the radio spectrum is in danger of sinking into "stagnation" and a somber plea to do something about it were submitted to Congress last week. The warning and the plea came from James D. O'Connell, telecommunications adviser to the President and director of telecommunications management in the Office of Emergency Planning.

Reporting on frequency management in the executive branch, Mr. O'Connell told members of the Commerce Committees of the House and Senate that a "trend to choking stagnation is clearly present in the radio spectrum" unless an immediate program is undertaken for the future allocation and use of the electromagnetic spectrum.

Bespeaking the seriousness of the problem, the report concludes by recommending that "a long-range planning program for the allocation and use of the radio spectrum be instituted forthwith...

Among the recommendations:

* Recognition of the importance of the radio spectrum in the national economy.
* Encouragement of greater capability in the spectrum to provide space for new uses.
* The fostering of the use of cables and wave guides to relieve the congestion in the spectrum.
* The use of research leading to improved efficiency in the spectrum, to opening higher regions of the spectrum, and to "rearrangement" of existing services and new modes of communications.

Effective coordination by the FCC and the director of telecommunications management is necessary, the report states. This takes money, which must come from Congress, it adds.

In the course of the report, Mr. O'Connell refers to the "massive problems" in the "crucial" portion of the radio spectrum used for mobile communications within the larger metropolitan areas.

He also punctures the dream that lasers may open up higher frequencies into the visible spectrum range. There are, he says, serious atmospheric limitations, and for practical purposes, "lasers for communications will serve only in very short-range situations, or in specially built pipes or out in space."

The dollar value of all goods and services directly involved in the use of the spectrum, the report notes, is estimated to have been over $20 billion in 1965, or about 3% of the Gross National Product of $700 billion. Depreciated investment of facilities using the radio spectrum at the end of 1965 is estimated at $32.5 billion.

Among the new telecommunications services that must be considered, the report notes, are the increasing requirements of the land-mobile radio service, and satellite communications (broadcasting directly to the general public; use by educational TV; distributing entertainment and educational TV to regional earth stations; as a supplement
for domestic wireline and microwave systems, and for communications with aircraft and ships at sea.

Two studies are already underway, the report reveals, one with the FCC and other government departments to determine the potential growth and possible needs for frequencies in the space services by 1980, and the other on electromagnetic compatibility undertaken by the Joint Technical Advisory Committee.

But additional studies are vital, the report states, in order to find answers to such problems as:
- Proportionate division of the spectrum between government and non-government users in the national interest.
- The use of satellite communications systems to distribute TV programs to local TV stations, or even directly to the general public.
- Whether there is an immediate general need for more frequencies for the land-mobile services and, if so, what portions of the spectrum should be made available, and what other radio services would be affected.
- Whether increased sharing of frequencies among radio services is practicable.
- How other modes of communication, "such as cables and wave guides," should be used instead of radio communications, "even though they sometimes may be more expensive."

If sufficient funds are made available, the report says, an immediate study would be undertaken to analyze each radio service and the type of operation within each service; ascertain the contribution of each service and type of operation to the GNP; devise a formula to express the relative value of each service and type of operation for use as a guide by both the FCC and the DTM in their jobs of assigning frequencies to services and types of operations.

In his budget message to Congress last month, the President asked for $2,245,000 for telecommunications management, including a boost for research and development from $425,000 in fiscal 1967 to $800,000 in fiscal 1968.

The budget request for the FCC also includes a jump of $520,000 for engineering studies and frequency allocation to a requested $1,777,000.

Fink to address NAB Chicago session

Donald G. Fink, general manager of the Institute of Electrical and Electronics Engineers, will speak at the third-day luncheon of the National Association of Broadcasters' Broadcast Engineering Conference in Chicago on April 5. The BEC is held in conjunction with the NAB convention at the Conrad Hilton hotel, April 2-5.

A past president of the Institute of Radio Engineers, Mr. Fink has been a vice president of research for Philco Corp., and a member of Massachusetts Institute of Technology's radiation laboratory.

During World War II he was instrumental in establishing Loran, the long-range aid to navigation system used by allied forces. Since 1957 he has been chairman of the Electronics Advisory Group of the U.S. Army's Electronics Command.

His credits as an author include Color Television Standards, Engineering Electronics and Computers and the Human Mind.

Translators want to stretch FM's coverage

The extension of FM broadcasting into sparsely settled areas of the country through the use of translators will be one of the prime topics at the March 4-5 meeting of the Tri-State TV Translator Association in Billings, Mont.

Translator operators will see demonstrated at the meeting a functioning, solid-state translator, built by Western Telonics Inc., Black Hawk, S. D. Keith Anderson, president of Western Telonics, will talk on the FM translators at the meeting.

The association has been asking the FCC to authorize FM translators for some time. Two weeks ago the commission issued a notice of inquiry, seeking information on the needs and the technical requirements of such a system.

Discussion of FM translating at the Billings meeting is expected to accelerate a move that, according to some observers, is already underway in the mountainous regions of Montana, Idaho and Wyoming. A number of unlicensed FM translators are already operating in those areas, it is understood.

Prior to the FCC's notice earlier this month, the commission had authorized one FM translator on a developmental basis at China Lake, Calif. The FCC also has approved the use of FM boosters in certain sections of San Francisco.

One aspect of the TV translator operators' interest in FM, it's believed, is to secure FCC permission to feed the FM translators by microwave. This is related, it is presumed, to the fact that CATV systems furnish FM to their subscribers in addition to TV signals, and many use microwave relays for this purpose.

Also scheduled for the meeting:
- Scheduled to be present at the meeting are FCC Commissioner Kenneth A. Cox; Harold Kelly, TV supervising engineer, FCC Broadcast Bureau's facilities division, and Nicholas Zapple, communications specialist, Senate Commerce Committee.
- E. B. Craney, veteran broadcaster, is president of the Tri-State TV Translators Association.

Device said to simplify tape editing using film

Videotape Center, New York, last week announced a new, refined process that the firm said simplifies the job of editing video-tape commercials by use of film workprints. Videotape said its automatic TV-ola process also cuts editing costs.

The TV commercial production firm said its TV-ola, a type of kinescope process, was developed by its executive vice president, George Gould. It is said to permit automatic translation of edited film back to original tape with frame-by-frame precision and speed. Videotape said initial film methods relied upon a person's ability to accurately retransfer
film data back to tape. But the TV-ola system reportedly allows a producer to edit film with assurance that his original tape scenes will be prepared and mixed exactly with the approved film rough cut.

Mr. Gould noted that “working with a movieola in a small editing room still is a comfortable way to edit a commercial. TV-ola brings that comfort and simplicity to video tape.”

Par Ltd. has low-price home video-tape recorder

Par Ltd., Clifton, N.J., last week said its new prototype home video recorder, called Par Vision, has been further refined, and that within six months production could begin on models with a suggested retail price from $300 to $400. A spokesman for the concern reported talks are underway with other companies on plans for production and licensing of the units.

Par Vision, first unveiled over two years ago, was reintroduced last spring as a prototype instrumental model (BROADCASTING, May 23, 1966). The final prototype has been under development for the past six months, and is a smaller version, weighing 22 pounds with a 60 inch-per-second speed. The system reportedly can monitor onto a second TV set the taped material as it is taken from the originating TV set.

Technical topics...

New radio recorder - The AG-500, said to be a compact studio-quality recorder that can be used particularly by radio stations, will be offered by Ampex Corp., Redwood City, Calif., starting next month. The new recorder was developed from the Ampex PR-10 series, which has been in wide distribution since 1959. The cost of the AG-500 ranges from $1,202 to $1,524.

New film processor - Filmline Corp., Milford, Conn., has introduced a new 16-mm Ektachrome continuous film processor capable of developing color emulsions at 50 feet per minute. Designated the FE 50, basic price is $22,500.

Service company - Nagra Magnetic Recorders Inc. has been formed in New York to provide factory service to all owners of Nagra synchronous tape recorders. The recorders are made in Switzerland and are used by film and television producers. Stefan Kudelski, developer of the recorder, is president of the new company; Loren L. Ryder is vice president and general manager, and Kenneth Upton is sales manager.

Technicolor unveils tape-to-film method

A new color-video tape-to-film transfer process, offering the promise of stimulating tape production and opening up additional color film usage for networks, producers and syndicators, was unveiled in Hollywood last week by the recently formed Vidtronics division of Technicolor Corp. of America. At a news conference and demonstration session, Technicolor announced that the color film transfers from video tape already were in production and claimed that they are made with full broadcast quality. Joseph E. Bluth, vice president and general manager of Technicolor's Vidtronics division, under whose guidance the process was developed, explained that the transfer system basically involves breaking signals on a video tape down into red, green and blue images and recording them separately. Technicolor integrates the separations and adds the sound track to produce a composite print for final release.

The Technicolor Vidtronics process, as it's being called, will transfer video tape to 35-mm and 16-mm color film. It also can be used with 8-mm and super-8-mm color film, both of which sizes are for application with Technicolor's own cartridge-loading portable motion-picture projectors, sold as educational and sales aids.

Mr. Bluth predicted that the perfection of the tape-to-film system "will signal a giant impetus in color-taping production." He does not, however, foresee any decrease in commercial film production. Instead, he pointed out, the film producer finally will be able to keep pace with tape's production speed.

Benefits - According to Technicolor officials the process will be important to program distributors, as well as commercial producers, because it will allow them to reach foreign markets that up until now could not make use of taped product. Networks and local stations will benefit from the new process, it was explained, by having an additional tool that will free video-tape equipment from recording of programs for delayed broadcasts. It was pointed out, too, that networks also will be able to channel their programing to foreign markets currently unavailable to them because of different television line standards.

Mr. Bluth indicated that education, industry and government use of the process will far outstrip all other applications within the near future. These applications include training films, sales aids and employee-information programs.

Technicolor claims that if more than six to eight copies of a tape are needed, it would be more economical to use its Vidtronics process. The savings will be a result of the mass-production techniques used by Technicolor to turn out large quantities of prints.

The company currently is processing the film transfers at its Seward Street plant in Hollywood. If the transfers are scheduled in advance, Technicolor promises to deliver color prints in from five to seven working days.

The Vidtronics division was set up last April. About 60 days ago it first began production of the film transfers. Already using the process are such advertisers as Lever Bros., Pillsbury Co., General Electric, Polaroid Corp., Continental Baking Co. for Wonder bread and General Motors Corp. for Oldsmobile. The cost for transferring a 60-second color video tape commercial to color film using the Vidtronics process is $349.

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Stations receive Freedom awards

Individuals also honored by Freedoms Foundation in Valley Forge ceremonies

A list of 1967 award recipients that includes numerous radio-TV stations and individuals in show business and advertising was announced last week by the Freedoms Foundation, Valley Forge, Pa.

Principal award recipient in the general American category: KTAL-TV Texarkana, Tex.-Shreveport, La. (with the Louisiana State Department of Education, Baton Rouge) for the program America vs. Communism, a documentary. Other George Washington Honor Medal award winners in this category: KSON San Diego for sponsorship of a "Why We're Fighting in Vietnam" contest; WLWC-TV Columbus, Ohio, (with the Columbus City School District) for Our American Freedoms series; WIBG-AM-FM Philadelphia for sponsorship of "The Sound Citizen" contest; WSAK-AM Fall River, Mass., for sponsorship of essay contests, and WVEC-AM-FM-TV Hampton-Norfolk, Va., for "The Spirit of '66" project. Honor Certificate awards went to Paul Harvey, ABC news commentator, and WCBS-TV New York.


Other Honor Medal winners in radio were WDS Philadelphia for "The Man and the Crisis" segment from Probe; WEIM Fitchburg, Mass., (with Safety Fund National Bank, same city) for What Is America to Me; WCBS Miami for editorial; WGR Buffalo, N. Y., for The American Creed; WLIV Livingston, Tenn., for Independence Day—1966 series; WMAG Chicago for Is Patriotism Dead?; WMBO Peoria, Ill., for Why Be Patriotic?; WMAQ Norristown, Pa., (with Alan Wood Steel Co., Conshohocken, Pa.) for The Seed of Patriotism; WNKR Newark, Del., (with the Newark Special School District) for In Memoriam; Woroner Productions Inc., Miami, for The Immigrant; WPIT Pittsburgh for the 1965-1966 Americana series; and WRSB Worcester, Mass., for freedom spots.


Television • Principal award recipient in the TV category: Atlanta Federal Savings, Atlanta. Other George Washington Honor Medal awards for TV: WPGA-TV Jacksonville, Fla., (with the Jacksonville Ministerial Alliance) for Religion Is Relevant and (with the Duval County Agricultural Extension Service) for Hi Neighbor; KNBC-TV Los Angeles (with the Los Angeles City Schools) for "The Bill of Rights" segment from The Heroic Years series; KSL-TV Salt Lake City for Fourth of July Sentiment; NBC New York (also a Distinguished Service award winner) for The Statesman; WCET-TV Cincinnati (with the United States Citizens Committee, same city) for Profile in Blue; WBEN-TV Buffalo, N. Y., for "Criminal Law" segment from The Law and You series; WRTV (TV) Charlotte, N. C., for Sigmas for Liberty; WMBZ-TV Boston for The Deterioration of Historic Sites; WDCN-TV Nashville for America in Perspective; WEAR-TV Pensacola, Fla., (with Project Alert, same city) for The Month of Presidents; WTTV-Milwaukee (editorial), and WTVN-TV Columbus, Ohio, for View from the High Bench.

Honor Certificate award winners in TV: WBKB-TV Chicago; WBBK-TV Birmingham, Ala.; WJRX-TV Detroit; WSB-TV Atlanta; WSPD-TV Toledo, Ohio, and WTC-N-TV Hartford, Conn.

George Washington Honor Medal awards in the governmental-unit-activities category: American Forces Network, Europe, Department of the Army; Birmingham Area Education TV Studio, Birmingham, Ala.; Far East Network (PACAF), Department of the Air Force; Office of the Chief of Information, Army for "The Unique War" and "Your Military Neighbor".
Avco's assistant director of advertising agency, has formed the Burnett Foundation. The foundation's National Recognition Medal award to Bob Hope citing "his intense, unselfish, enthusiastic support by word and deed of the faith that makes men free." Raymond Burr received one of the foundation's National Recognition awards and the foundation's National Recognition Medal award in the public addresses category.”

Avco rearranges PR, advertising setups

Mr. Burpee

Avco Broadcasting Corp., Cincinnati, has reorganized and expanded its promotion, publicity and advertising departments. According to John T. Murphy, president, the company will have three new departments: advertising and promotion; community affairs, and public information. John C. Burpee, formerly Avco's director of public relations and advertising, will become director of advertising and promotion. Mary Bates, formerly Avco's assistant director of public relations and advertising, will head the department of public information, responsible for developing and placing feature and news stories, working with local media and the trade-consumer press. The director of the community-affairs department is still to be named.

Burnett sets up foundation

The Leo Burnett Co., Chicago, advertising agency, has formed the Leo Burnett Foundation at the University of Michigan, Ann Arbor, Mich. A capital contribution of $50,000 from Mr. Burnett to the new foundation will provide scholarships for students in advertising, radio, television, journalism and related research.

Drumbeats . . .

30-years service • A special service award "for more than 30 years of sustained efforts to encourage soil and water conservation" has been presented to the farm department of WVL Cincinnati. The station, which began its farm programing in the dust-bowl era, was cited by the National Association of Soil and Water Conservation Districts.

Zowie! • Following the example of last year's successful TV special sponsorship and giveaway tie-in promotion, the Green Giant Co. will sponsor another special, "Rabbit Hill," a children's program to be broadcast on NBC-TV Sunday, March 5 (6:30-7:30 p.m.). The food company offers its sponsorship as an aid to retailers who are promoting a free 56-inch Green Giant plastic kite.

Paper tigers • The first annual Paper Airplane championship (Western Mountain division) was held Feb. 4 at halftime of a University of Utah basketball game and KALL Salt Lake City was there. As a matter of fact they sponsored the competition. The aircraft, lofted into 9.7 second flight by inventor John Kimball, qualified for the tougher international competition sponsored by Scientific American at Princeton University's wind tunnel.

C&W champs • The Country Music Association, Nashville, has announced the winner of the first annual National Country Music Month Award: KS ON San Diego. KUZZ Bakersfield, Calif. and KLAK Lakewood-Denver, won second place and third place respectively. The winning station was selected for its promotion of country music during the month. More than 350 stations were eligible to win the award.

Prize property • The recently formed Kids Prize Network, an organization supplying merchandise prizes to children-oriented television shows produced by stations across the nation, has become the property of Lee Giroux En-
BROADCAST ADVERTISING

Chris Miliotes, director of marketing planning, Kitchens of Sara Lee, named assistant manager of Chicago office of McCann-Erickson and VP in charge of client relations.

Jack Mehler resigns as VP of National Time Sales, New York, effective March 15. No future plans announced.

George F. Hinkle, assistant VP at Associates Investment Co., South Bend, Ind., named VP-advertising. Ronald S. Menges, advertising director for all loan advertising in U. S. and Canada for Associates in South Bend, Ind., named assistant VP.

James C. Nelson Jr., creative director at Hoefer, Dieterich & Brown, San Francisco, also named executive VP.

Currie L. Brewer, senior VP and member of plans board of McCann-Erickson, Chicago, joins Earle Ludgin & Co. there as senior VP and management supervisor.

Raymond Young, creative associate at Knox Reeves Advertising, Minneapolis, elected VP.

Lars Hedman, who will continue association with his own photo studio, Lars Hedman Inc., Chicago, joins Fred A. Niles Communications Centers Inc. there as VP in charge of special projects.

Robert F. Schmalenberger, head art director in Boston office of BBDO, and Phil Dusenberry, copy supervisor for BBDO, New York, named VP's.

Tommy D. Greer, VP-marketing and sales division of Texize Chemicals Inc., Greenville, S. C., elected senior VP.

Norman Hawkins, with WDCA-TV Washington, named general sales manager.

Charles Wince joins McCloskey & Oakley Inc., Chicago, as executive art director. Steve Marlin named traffic manager in agency's client service department. Mildred Mitchell appointed media director, replacing Karin Kappe, who resigns.

Lou Stratton, formerly with WBL-AM Baltimore and WROW-TV Augusta, Ga., named general sales manager of KXOA Sacramento, Calif.

Richard J. Montesano, senior project director for Audits & Surveys, New York, appointed director of research for Radio Advertising Bureau, that city.

Jean Morris, account executive with WALT Tampa, Fla., appointed general sales manager.

Anthony F. Renda, local sales manager for WNIC-TV Pittsburgh, named assistant general sales manager. Lou Kaib, with sales service department of WNIC-TV, named national sales assistant.

Edward F. Schmidt named advertising manager for Busch Bavarian beer at Anheuser-Busch, St. Louis. Jack Howard named merchandise manager for Budweiser and Michelob beers.


Andy Coscia, research and promotion director of Advertising Time Sales, New York, named research manager of Blair Television, same city, in expansion of research department. Jack Bray joins Blair Television's market division, New York, as account executive. He had been TV account executive at Ed-

FATES & FORTUNES

Promo service set by Pepper

Pepper Sound Studios, Memphis, has started a new radio service, Airplay International, which features contests, sales promotions and station promotions on a monthly basis. Subscribers receive each month: two programing contests, a sales promotion (each with five cuts), 20 on-air promos, three airchecks of ideas on other stations and 24 cuts of original production music. The service also includes a monthly magazine Airplay, labeled as "entertainment for broadcasters" and featuring a "trans-sister of the month."

Mr. Giroux enterprises, North Hollywood. It will be operated through Howard E. Ray Productions, a new division of the company. Mr. Giroux is a nationally-known radio-TV announcer. Mr. Ray has been long affiliated with the product-promotion and prize business and was the founder of the Kids Prize Network.

Alumni award - NBC President Julian Goodman (i) received an alumni achievement award from Associate Judge L. Jackson Embrey (c) of the Arlington, Va., county court, head of George Washington University's alumni association, and Lloyd H. Elliott, university president. The presentation was made at a winter convocation held in Constitution Hall, Washington. The award, established in 1937, recognizes alumni with outstanding professional achievement.

Charles W. Everson, with WGY Schenectady, N. Y., appointed to newly created position of manager-local sales.

Richard M. Klaus, executive VP of Cleveland Broadcasting Inc. (group owner), Cleveland, joins Major Market Radio, New York, as director of business development.


John Scott, previously account executive for Advertising Time Sales, and NBC Spot sales, both New York, appointed radio account executive for George P. Hollenberg Co., that city.

Burl B. Meals, psychological researcher from Portland State College, appointed sales traffic manager for KOW-TV Portland, Ore.


William C. Gohde, copy writer with Leo Burnett Co., Chicago, joins creative staff of Sperry-Boomer Inc., Davenport, Iowa.

MEDIA

Raymond A. Owen, VP and general manager of KCEE Tucson, Ariz., named VP and station manager of WAPA San Juan, P. R. Eugene A. Ackery, commercial manager for KTAN Tucson, named station manager for KCEE, that city.

Neil F. Campbell, VP and treasurer of Mutual Broadcasting Corp. and VP of MBS since June 1966, has resigned for personal reasons to return to his...
home in Los Angeles. No other details were given, but MBS spokesman said it was hoped that Mr. Campbell "would eventually rejoin Mutual organization."


Sol Radoff, VP and general manager of wml-am-fm Milwaukee, elected president, succeeding Gene Posner, who became board chairman.

Al Hervey, program manager of wpfa tv Roanoke, Ind., appointed general manager of wppf(FM), under construction in Auburn, Ind.

J. Norman Young, manager of wsoc-am-fm Charlotte, N. C., named to newly created post of public affairs director of wsoc-am-fm-tv. Mr. Young will coordinate all station participation in activities outside of field of broadcasting. Wynn Hott, director of sales for wsoc-am-fm, also succeeds Mr. Young as manager.

Robert R. Michael, general manager of wjar Westbrook, Me., named manager for weny Elmira, N. Y.

Jack G. McBride, general manager, non-commercial ktron tv Lincoln, Neb., and seven-station Nebraska educational television network now under development, elected board chairman of Educational Television Stations division of National Association of Educational Broadcasters, Washington.

Robert M. Olson, with wttv tv Tampa-St. Petersburg, Fla., named assistant manager.

David V. Stewart, national sales manager for television and assistant treasurer for wknb-am-fm-tv Youngstown, Ohio, elected treasurer, succeeding Gladys S. Williams, who retires after having served as treasurer since 1947.

Jim Harper, assistant manager, Rawlins Community Television, Rawlins, Wyo., CATV subsidiary of Teleprompter Corp., New York, named manager. He replaces Fred Kelly, who has resigned.

Programming


Jay Nayyar, chief accountant, ABC Films Inc., New York, appointed business manager. Mr. Nayyar was identified incorrectly in earlier report (Broadcasting, Feb. 20).

Ernie Grisp, chief photographer for wfbm-tv Indianapolis, named manager of station's new division, the WFBM Production Center, which will produce TV spots and special programs. Earl Schuman, executive producer, WFBM-tv, named sales manager of new facility, which begins operation April 1. Bill Sprague named production supervisor. At production department of WFBM-tv Charles O'Donnell and Julius Fernandez, producer-directors, named executive producers. Roger Young, associate producer for WFBM-tv, appointed producer-director.

Charles Allen, director of program operations for noncommercial kctv Los Angeles, named director of programming.


Johnny Lane, program director of wpva Colonial Heights-Petersburg, Va., named program director at weno Madison, Tenn.

Henry C. Senke, consultant to State University of New York television network, joins noncommercial wned-tv Buffalo, N. Y., as producer-director.

Frank Nelson re-elected president of Los Angeles chapter of American Federation of Television and Radio Artists. Ted De Corsia elected first VP; Gene Lanham, second VP; Leona Irwin, third VP; Alice Backes, fourth VP; Beth Carter, recording secretary and Stanley Farrar, treasurer.


Chris Steinbrunner, with wortv New York, named manager of film services.

George Hudson, with wnjr Newark, N. J., appointed assistant operations manager.

Jim Lyle, producer-director for wkyc-tv Cleveland, appointed production manager, succeeding Joseph Varholly, now program manager.

Paul Donnelly, executive production manager for television for Universal City Studios, Universal City, Calif., appointed executive production manager for features and television.

ViVienne Della Chiesa, in television, radio, on supper club circuit, and in opera, signed to long-term contract by WLWT tv Cincinnati. She will conduct new show on weekday afternoons, 4-5:30 p.m., called The Afternoon Show.

Lars McSorley appointed account executive in charge of studio publicity for Ivan Tors Studios, North Miami, Fla., replacing Howard Kleinberg, who resigns to re-enter newspaper business.

Harvey Kuenn, previously with Detroit Tigers, joins wttv tv Milwaukee, as director of sports development.

Joseph Tamburro, with WDAS Philadelphia, appointed music director.

News

Arnold Zenker, assistant to director of business affairs, CBS News, New York, named manager, program administration.

Dean Brevis, NBC-TV News correspondent, named anchorman for 11th Hour News on NBC's KNBC tv Los Angeles, replacing John Schubeck, who resigns.


Randolph T. Pendleton Jr., manager of UPI bureau in Jacksonville, Fla., appointed Alabama news manager for UPI, Montgomery, Ala., succeeding William D. Bryant, who joins southern division desk staff in Atlanta. Charles S. Aldinger, with UPI news staff in Florida for past five years, replaces Mr. Pendleton as manager of Jacksonville bureau. Jimmy D. Britnell, who has concluded tour of duty in U. S. Marine Corps, appointed manager of UPI's bureau in Birmingham, Ala. James M. Evans, manager of UPI bureau in Knoxville, Tenn., named manager of Memphis bureau. He succeeds James K. Cazes, who moves to southern division desk in Atlanta. Carl A. Vines, with UPI bureau in Columbus, S. C., succeeds Mr. Evans as manager of Knoxville bureau.

Mike Powell, news director for KNEW Oakland, Calif., appointed associate news director in charge of special features for KSFO San Francisco.

Terry Armor, feature writer and news photographer for Taft's WKRC-tv Cincinnati, appointed executive producer of group action programs for Taft.

BROADCASTING, February 27, 1967
Broadcasting Co. (group owner), that city, with responsibility for planning and production of public affairs pro-
graming for all Taft stations.

George J. Hoffman, news director for wcwa Toledo, Ohio, appointed bureau editor for Electro-Media Inc., Colum-
bus, Ohio, which provides state government coverage for radio and television stations and newspapers in Ohio, West Virginia and Indiana.

Van Redmond, formerly with wmax-am-fm-tv Macon, wccc Bremen and w dol-tv Athens, all Georgia, joins news staff of wahr-tv Atlanta.

Bob Moore appointed to news staff of wip Philadelphia.

Glenn Douglas, newsman from Grand Forks, N. D., joins news staff of wnax Yankton, S. D.

**FANFARE**

Edward F. Hessel Jr., assistant promotion director for whas-am-fm-tv Louisville, Ky., named promotion direc-
tor, succeeding William F. Loader, now PR director for whas-am-fm-tv.

Jimm Seaney, director of promotion and advertising for kwtn-tv Denver, resigns.

Hank Boerner, who has broadcast on traffic conditions and news events for Long Island Network, Merrick, N. Y., joins American Airlines Inc., New York, as PR representative.

Earle J. Gluck re-
tires as PR director of wsoc-am-fm-tv Char-
lotte, N. C. He will continue as man-
agement consultant to stations. Mr. Gluck began radio career in 1927 as chief engineer and later general man-
ger of watc Charlotte. In 1933 he opened wsoc and in 1957 headed group opening wsoc-tv. Sterling W. Wright, client relations director of wsoc-tv, succeeds Mr. Gluck as PR director.

**EQUIPMENT & ENGINEERING**

Dr. Leon Podolsky, independent consultant, appointed staff consultant to general manager of Institute of Electrical and Electronics Engineers, New York.

Lon Cantor, formerly director of advertising and public relations for Jerrold Electronics, Philadelphia, and advertis-
ing manager of Blender-Tongue Labs Inc., Newark, N. J., joins Viking Industries Inc., Hoboken, N. J., in newly created post of director of marketing services.

Morris A. Mayers, manager, special projects, Visual Electronics Corp., New York, appointed manager, educational broadcast sales. He has also been ap-
nointed eastern regional manager.

John M. Palmer, product manager with semiconductor division of Sylvania Electric Products Inc., Woburn, Mass., appointed manager of color picture tube plant of Sylvania’s electronic tube divi-
sion, Seneca Falls, N. Y., succeeding Charles H. Miller, who becomes man-
ger of firm’s black and white and color picture tube plant at Ottawa, Ohio. Richard D. Wilde, division man-
ger of planning for electronic tube division in Seneca Falls, N. Y., ap-
nointed manager of planning and special projects.

C. K. (Ken) Murray, formerly sub-
contractor for Motorola Aero-
space Center at Scottsdale, Ariz., and purchasing agent for General Dynamics Astro division, San Diego, named manager of procurement at Ameco Inc., Phoenix.

Mort Fleischmann, director, promotion, West Coast, for NBC, Burbank, Calif., ap-
nointed director, news and information, West Coast, for parent RCA, Los Angeles.

Dick Lubric, director of Time-Life Broadcasting’s community antenna televi-
sion division, named executive VP of Video Communications Inc., a newly formed company, which has purchased Desertronics Inc., electronic firm in Desert Hot Springs, Calif.

James W. Hart, previously with Mark Products Co., and Motorola Inc., both Chicago, appointed director of engineering projects and administration for Andrew Corp., that city.

J. W. Black, sales engineer for CATV division of American Electronic Labo-
ratories Inc., Colmar, Pa., named as-
sistant product sales manager, CATV division.

Frank M. Webb, sales and marketing consultant and formerly with Inde-

**INTERNATIONAL**

Thomas E. Darling, VP and general manager of chml-am-fm hamilton, Ont., named president and general manager.

Rex Bagwell, engi-
neer with NBC International, assigned to company project in Vietnam. He will oversee maintenance of TV equipment and help train tech-
nicians for Vietnamese television net-
work being set by NBC International.

**ALLIED FIELDS**

Robert D. L’Heure-
xus, who resigned as
general counsel of Na-
tional Community Television Associa-
tion, Washington (BROADCASTING, Feb.,
13), named member of Washington law firm of Smith & Pepper, which will change its name to Smith, Pepper, Shack & L’Heureux. Mr. L’Heureux was previously in private practice, and was assistant to late George C. McConnaughy, FCC chair-
man.

**DEATHS**

Manohar B. Sarwate, 57, of India, who became secretary-general of Inter-
national Telecommunications Union in Geneva in January 1966, died Feb. 13 in Geneva. Mohamed Mili, of Tunisia, deputy secretary-general, automatically becomes his successor for remainder of five-year term. Mr. Sarwate, former deputy secretary-general, succeeded Gerald C. Gross, U. S., former FCC engineering executive. Mr. Gross now is president of Telecommunication Con-

Smiley Burnett, 55, Gene Autry’s longtime comedy partner, died of leu-
kemia Feb. 16 at West Valley hospital in Encino, Calif. For last four years, Mr. Burnette has appeared regularly on CBS-TV’s Petticoat Junction series. He is survived by his wife, Dallas, and four children.

Dixon B. Griswold, 62, consultant to Interpub Inc., New York, for last few years, died Feb. 28 at his home at Candlewood Isle, Conn. Mr. Gris-
wald had been VP of one of Interpub-
lic’s components, McCann-Erickson Inc. He is survived by his wife, Frances, son and daughter.

Pierce E. Lackey, 68, president and general manager of wpad-am-fm Padu-
cah, Ky., died Feb. 16 in St. Louis hospital. He was one of founders of Kentucky Broadcasters Association. Mr. Lackey was mayor of Paducah from 1940 to 1943.

Maria Kober Little, 50, story executive for Ivan Tors Productions on Flipper series, died of cancer Feb. 20 at Cedars of Lebanon hospital in Los Angeles. Mrs. Little had worked on such series as Lassie, Climax and Play-
house 90.

George P. Gable, broadcast pioneer and founder of wpbg (August 1924) and wpbg-tv (March 1953) Altoona, Pa., died Feb. 13 after long illness. Outlets were sold to Triangle Stations

BROADCASTING, February 27, 1987 101
EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St, New York 17, N.Y. • MU 74242
West Coast—1357 Jewell Ave, Pacific Grove, Calif. • FR 5-3164
Washington—711 4th St. N.W., Washington, D.C. • DI 7-8531

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 16 through Feb. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced; ant.—antenna; asr.—asynchronous; CTV—community television; CTU—construction permit; CP—broadcast permit; Doc.—document; D—Directional antenna; ERP—effective radiated power; kw.—kilowatts.

Mo.—month; P.O. address: P.O. box.

N.—night; SCA—subarea communications authorization; SAA—specified hours; SSA—special service authorization; STA—temporary authorization; TBB—telephone bureau; TCB—technical committee bureau; TCR—telegraph; UHF—ultra high frequency; UHF—unlimited hours; VHF—very high frequency; w.—watts; w.t.—watts.

New TV stations

APPLICATIONS

Moline, Ill.—Community Telecasting Corp. seeks VHF ch. 8 (188-186 me); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 1,964.43 ft. P.O. address: c/o Churchill, 1410 Fifth Avenue, Moline, Ill. Estimated construction cost $706,000; revenue $960,000. Geographic coordinates 41° 18' 33" north lat.; 90° 6' 46" west long. Type ans. Legal counsel Arnold & Porter; consulting engineer George Adair, both Washington. Principals: Mark Weddinger, president; general manager and director (50%); Edward W. Pheitker, secretary-treasurer and director and Col. Carl A. Waldman, vice president and director (each 10%). Mr. Weddinger is in real estate and is vice president and general manager of KMBC-TV Kansas City, Mo. Mr. Pheitker is real estate and insurance salesman, vice president, director and stockholder of Great Western Mortgage and investment company. Col. Waldman has no other reported interests. Ann. Feb. 20.

Las Vegas—Desert Broadcasting Inc. seeks VHF ch. 13 (210-212 me); ERP 100 kw vis., 25.2 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 1,049 ft. P.O. address: 880 East Sahara Ave., Las Vegas, Nev. Estimated construction cost $61,500; first-year operating cost $566,000. Geographic coordinates 36° 57' 32" north lat.; 115° 6’ 37” west long. Type ans. Legal counsel Arnold & Porter; consulting engineer George Adair, both Washington.

Survived by his wife and four children.

Charles McNeal, 45, newscaster with KOL-TV in Reno, died Feb. 14 at hospital in Reno. He had been under treatment for cancer for six months. Surviving are his wife, Martha, and three children.

Sig Ruman, 82, veteran character actor in numerous TV shows and motion pictures, died of heart attack Feb. 14 at home in Julian, Calif. He is survived by his wife, Clara.
Hearing Examiner Forest L. Mc倾斜nion on Feb. 15 in proceeding on TV application of Selma Television, Inc., granted motion of license covering channel WCV in Shelby, Ala., granted petition to file notices from WCV in Atlanta, Ga., and scheduled an application for March 20 (Doc. 11888).

Hearing Examiner Chester F. Naumowitz Jr. on Feb. 15 in proceeding on TV applications filed by Apple Valley Broadcasting Co. and North Valley Broadcasting Co. in Yakima, Wash., scheduled further prehearing conference for March 10 (Docs. 12024-26).

CALL LETTER APPLICATION

E. C. Bailey, Fort Dodge, Ia., requested call letters WFXR for station pending with Federal Communications Commission.

Existing TV stations

FURTHER ACTIONS

KACT-TV (Phoenix) — Broadcast Bureau granted motion of license to reduce ERP to 1.7 kW. Action Feb. 15.

KWTV (Tallahassee, Fla.) — Broadcast Bureau granted motion of CP to change ERP to 977 kw. actions filed on March 16 in proceeding on ERP of station.

WBZ-TV (Washington, D.C.) — Broadcast Bureau granted motion of channel assignment to WJW to change channel 7 to channel 3. Action Feb. 15.

KSD-TV (St. Louis, Mo.) — Broadcast Bureau granted motion of CP to change ERP to 852 kw. action filed on Aug. 25.

APPLICATIONS

WLS-AM (Chicago) — Broadcast Bureau granted motion of license to reduce transmission facilities. Action Feb. 16.

WLS-TV (Schaumburg, Ill.) — Broadcast Bureau granted motion of license to reduce ERP to 125 kw. Action Feb. 16.

KTVK (Phoenix) — Broadcast Bureau granted motion of license to reduce ERP to 2.5 kW. Action Feb. 16.

KMER (Sioux Falls, S.D.) — Broadcast Bureau granted motion of license to change ERP to 125 kw. Action Feb. 16.

KJNO (St. Petersburg, Fla.) — Broadcast Bureau granted motion of license to reduce ERP to 50 kw. Action Feb. 16.

KADB (Miami, Fla.) — Broadcast Bureau granted motion of license to change ERP to 250 kw. Action Feb. 16.

CINCINNATI BROADCASTING COMPANY,
Inc., 525 S. 11th Street, Minneapolis Minn. 55433,.Estimated construction cost $2,500,000; first year operating cost $3,950; revenue $40,000. Action Feb. 16.

KUAI (Seattle) — Broadcast Bureau granted motion of license to change ERP to 125 kw. Action Feb. 16.

KALU (Wisconsin Rapids, Wis.) — Broadcast Bureau granted motion of license to change ERP to 250 kw. Action Feb. 16.

KAX (St. Paul, Minn.) — Broadcast Bureau granted motion of license to change ERP to 115 kw. Action Feb. 16.
**AUTHORIZED TELEVISION STATIONS**

Compiled by BROADCASTING, Feb. 22

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>511</td>
<td>251</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>75</td>
<td>98</td>
</tr>
</tbody>
</table>

**STATION BOXSCORE**

Compiled by FCC, Nov. 30, 1966

<table>
<thead>
<tr>
<th>COM'L AM</th>
<th>COM'L FM</th>
<th>COM'L TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,083</td>
<td>1,533</td>
<td>507</td>
<td>290</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>25</td>
<td>69</td>
<td>46</td>
<td>18</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>15</td>
<td>242</td>
<td>138</td>
<td>19</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,188</td>
<td>1,544</td>
<td>762</td>
<td>318</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*In addition, two AM's operate with Temporary Authorization.*

*In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHFs are not on the air.*

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**SUMMARY OF BROADCASTING**

Compiled by BROADCASTING, Feb. 22

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>CP'S</th>
<th>NOT ON AIR</th>
<th>CP'S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,008</td>
<td>13</td>
<td>85</td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,557</td>
<td>47</td>
<td>260</td>
<td></td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>478</td>
<td>17</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Commercial UHF</td>
<td>92</td>
<td>10</td>
<td>124</td>
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</tr>
<tr>
<td>Educational FM</td>
<td>295</td>
<td>5</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>60</td>
<td>7</td>
<td>8</td>
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</tr>
<tr>
<td>Educational TV-UHF</td>
<td>41</td>
<td>4</td>
<td>49</td>
<td></td>
</tr>
</tbody>
</table>

**APPLICATIONS**

**WVOT Mount Dora, Fla.--Seeks CP to increase power from 1 kw to 10 kw; and install new trans. (Gates BC-109)**

**WWHP Rossville, Ga.--Seeks CP to change station location from Rossville, Ga. to Chattanooga, Tenn. to increase frequency from 990 to 1190 kHz; increase power from 500 kw to 5 kw by 600 kw.**

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**FINAL ACTIONS**

**WEQZ Winfield, Ala.--Broadcast Bureau granted CP to increase power from 500 kw to 1 kw.**

**KOTN Pine Bluff, Ark.--Broadcast Bureau granted CP to increase daytime power from 500 kw to 1 kw.**

**KVOR Colorado Springs--Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw.**

**KUMA Akaka, Guam--Broadcast Bureau granted CP to increase power, on 610 kc-U from 1 kw to 10 kw.**

**KFTK Jerome, Idaho--Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw.**

**WXDR Pascagoula, Miss.--Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw.**

**KENG Fostoria, Minn.--Broadcast Bureau granted license covering CP for new AM.**

**KWEB Rochester, Minn.--Broadcast Bureau granted CP to increase power from 2 kw to 5 kw.**

**KXLW Fruita, Colo.--Broadcast Bureau granted CP to change five hours of operating, using power of 1 kw, 5 kw and LS; change DA to Action Feb. 13.**

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**OTHER ACTIONS**

**Commission adopted letter addressed to 1400 Corp. (KBMM) applicant in Henderson, Nev., standard broadcast proceeding (Dox. 1611-15), requesting corporation to elect which application it intends to prosecute, either application for renewal of license of KIMI, or application for assignment of such license to Thomas L. Brennen. Letter was in response to a 1400 Corp. request for a determination of "position of future competitive license."**

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**BROADCASTING, February 26, 1967**
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Phone Area Code</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2006</td>
<td>296-6400</td>
<td>Wash., D.C.</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>2006</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>2006</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>EQUIPMENT CO.</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>KEAN, SKLOM &amp; STEPHENS</td>
<td>Consulting Radio Engineers</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<td>WILLIAM B. CARR</td>
<td>Consulting Engineers</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING</td>
<td>1950</td>
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<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>A. EARL CULLUM, Jr.</td>
<td>Consulting Engineers</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>GUY C. HUTCHISON</td>
<td>Consulting Radio Engineers</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<td>HAMMETT &amp; EDISON</td>
<td>Consulting Radio Engineers</td>
<td>1950</td>
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<td>HAMMETT &amp; EDISON</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
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<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineers</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Engineers</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>Consulting Engineers</td>
<td>1950</td>
<td>746-3000</td>
<td>Washington, D.C.</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
<td>1950</td>
<td>746-3000</td>
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**Service Directory**

- **BROADCASTING, February 27, 1967**
- **Contact**
  - **BROADCASTING MAGAZINE**
    - 1735 DeSales St., N.W.
    - Washington, D.C. 20036
    - For availability:
      - Phone: (202) 681-1022
quested waiver of Sec. 73.37 which, if granted, permitted acceptance of application for license of Wide Gate Corporation to operate a station licensed to 75 w. day and 15 w. night radiation on 1640 mc., frequency of KWiG, at Gloversville, N. Y., as successor to radio station WCGA. The action, in the matter of renewal of license of WNYN, set aside order released Feb. 9 (Doc. 16520).

Hearing Examiner Isadore A. Honig on Feb. 17 in proceeding on applications of Arthur A. Cirotta, Jr., in behalf of WIGL and WEKY, for renewal of licenses of WIGL and WEKY. Mr. Cirotta, presiding examiner, held that the petitions of licensee and other parties were received, and that the hearing examiner shall consider the applications and make recommendations to the Commission. (Continued Feb. 28 (Docs. 16478-80).

Hearing Examiner Chester F. Naumowicz Jr. on Feb. 16 in proceeding in matter of renewal of temporary license of non-commercial station Wacky 15614, trans. to S. Cloud, Minn., as assigned to Millard French, to increase ERP to 1 kw., to operate 253, 3w. Ant. height above average terrain 52 ft. P. O. address, c/o Mr. E. K. Bryson, St. Cloud State College, St. Cloud, Minn. Estimated construction cost $1,031.50. Resolved, that without change in rules, WNYN, licensed to operate 216, 150 w. Ant. height above average terrain 140 ft. P. O. address, 1350 W. North Avenue, Milwaukee, increase ERP to 4 kw., decrease ERP to 1 kw. Action Feb. 17.

ACTION ON MENTIONS

Commission adopted memorandum opinion and order dismissing the petitions of WTMNC in behalf of WTMNC, as successor to station WMTN, for renewal of license of WTMNC, set aside order released Feb. 7 (Doc. 16519).

Commission adopted memorandum opinion and order dismissing the petitions of WYTM in behalf of WYTM, for renewal of license of WYTM, set aside order released Feb. 7 (Doc. 16519).

Call Letter Applications

WQAE, WTTW Inc., Towson, Md. Granted WTTW-FM.

WQNN, Donald C. Keyes, Canton, Ohio. Granted WNNY-FM.

Designated for Hearing

By memorandum opinion and order, Commission designated for hearing on notice of violation of Sec. 73.19(a) of the Commission's rules, KWSM, a translator broadcasting station of WPTF, Cary, N. C., was notified of violation of Sec. 73.19(a) of the Commission's rules, KWSM, a translator broadcasting station of WPTF, Cary, N. C., was notified of violation of Sec. 73.19(a) of the Commission's rules, KWSM, a translator broadcasting station of WPTF, Cary, N. C., was notified of violation of Sec. 73.19(a) of the Commission's rules, KWSM, a translator broadcasting station of WPTF, Cary, N. C., was notified of violation of Sec. 73.19(a) of the Commission's rules, KWSM, a translator broadcasting station of WPTF, Cary, N. C., was notified of violation of Sec. 73.19(a) of the Commission's rules, KWSM, a translator broadcasting station of WPTF, Cary, N. C., was notified of violation of Sec. 73.19(a) of the Commission's rules, KWSM, a translator broadcasting station of WPTF, Cary, N. 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CLASSIFIED ADVERTISEMENTS

(Rateable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATED AT 10¢ per word 25¢ minimum • HELP WANTED 30¢ per word—$2.00 minimum.
- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT AGENCIES,
  and BUSINESS OPPORTUNITY advertising require display space. 5¢ or over Billed R.O.B. rate.

All ads 15¢ per word—$4.00 minimum.
No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge each for handling. (Forward remittance separately please.) All
transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsi-
bility for their custody or return.

RADIO

Help Wanted—Management

New England—general manager, established AM/FM station in growing area. Sales, management and technical experience re-
quired. Full responsibility delegated with opportunity to grow. Send complete resume on confidential basis. Box B-190, BROAD-
CASTING.

Opening for young aggressive branch studio manager. Sell and handle news and special events. Five figure potential. Mid-
western station, Box B-388, BROADCASTING.

Wanted general manager to emphasize sales on fulltime station in beautiful New Eng-
land market. Be dynamic in sales mktg., understand retail promotions and like auto-
mony. Modern sales and general manager opening. Send resume, personnel and business references to Box B-209, BROADCASTING.

Management, investment opportunity in successfully trading trading area of 85,000 people. Reply first letter with resume and financial responsibility. Box B-500, BROADCASTING.

Sales

Salesman for top 5 kW AM, Phoenix, Arizo-
a. Station number two in adult audi-
ence. Market shows tremendous growth and top fringe benefits. No floaters we check thoroughly. Complete resume required. Box B-176, BROADCASTING.

Single station market. Texas station has immediate opening in sales, background of announcing and sales helpful. Good future and working conditions with $875.00 per month guaranteed to start. Good opportuni-
ty for ambitious young man. Box B-292, BROADCASTING.

Wanted, Great AM salesman looking for TV opportunity. Currently No. 1 or 2 men on sales staff with station capable of some top
spot. Send resume, personnel and business references. Box B-286, BROADCASTING.

Wanted: ambitious young man eager for above average income. Some ex-
pertise necessary. Must be willing to work Guarantee and commission. Long established, CAT station, Contact W. R. White, KPEG, 601 S. Crestline, Spokane, Wash. 99202.

Hartville, Alabama WHRT CBS station serv-
ing the growing Tennessee Valley area offers a person who is willing to work hard at selling an opportunity for part owner-
ship in a new chain of stations. If you are willing to make 10 calls per day. If you have a positive attitude, a good size and
Tell me about yourself. It could be that you are just the man we are looking for. If so, you will receive a detailed resume and making big dollars. Call Dick Via, WRHV, Virginia 228-8288.

Sales—sales development: Expanding company requires 1st rate seasoned salesman as specialist in handling of promotion and advertising for a large FM station in the markets. Complete resume and reference. Box B-262, BROADCASTING.

Announcers

Top 40 dj, medium market. New England area. Must have top rate of the day to re-
sume and tape. Box B-181, BROADCASTING.

Announcers (cont'd)

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROAD-
CASTING.

Progressive Midwest station seeking jocks and
newmen for permanent positions. Jocks look for MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

An opening for announcer with 1st rate fulltime mixed music road—top 40 in suburb of eastern top 10 market. Box A-
362, BROADCASTING.

Major midwest market station needs good 1st
place announcer. Box B-67, BROADCASTING.

Make the major Michigan market with C/7W musical. Good commercial delivery, strong voice. Must have room to grow. Box B-119, MICHIGAN BROADCASTING.

Announcer for Maryland AM-FM operation. Some experience preferred. Evening shift. Send tape and resume. Box B-128, BROAD-
CASTING.

Opportunity for announcer with first class ticket to get started in radio. Station located in the beautiful Eastern Shore of Maryland waiting for first class station. Rolex watch an invitation. Send tape, resume and immediately to Box B-139, BROADCASTING.

Pennsylvania metro station looking for an
animal to work at night. First class ticket a must. Top 40 is our specialty. Send tapes to Program Director, Box B-226, BROAD-
CASTING.

Pennsylvania station looking for morning
man. MOR-affiliated with Mutual. No floaters. Send tape and resume. Box B-253, BROADCASTING.

Announcer—news with short air shifts. Wanted interested in market in Alaska. No floaters. Good salary plus talent. Must have Minimum 2 years experience. Send resume immediately. Box B-296, BROADCASTING.

Expanding operations in single market, mid-
west. Stark County, will pay $100 week. First and third phone as we add to our staff. We want to hire experienced people. Absolutely no beginners. Excellent pay and hours. Message and complete resume. Applicants will be thoroughly checked. Box B-398, BROADCASTING.

Announcer needed by mid music network sta-
tion in Texas resort city. Do not send tape. Box B-288, BROADCASTING.

XHJU, Athens, Texas seeking mature an-

nouncer with minimum two years experi-
ence. No top 40. Salary $100.00.

Need a nighttime swinger from 7:30 to

midnight. Must have first ticket. 5000 watts regional. Send resume and tape im-
mediately to Program Director, KYYR His-
marks, Michigan 49117.

Bright and competent announcer strong on
production. Excellent chance for advancement. Send resume to Roger Turn-
er, KMNS, Box 177, Sioux City, Iowa.

First class regional in license, chance and ability. Fulltime Christian AM sta-
tion, KKW, Albany, Oregon.

First phone announced immediately. No ma-

intenance. Contact Manager, KWVY Waverly, Iowa.

Lovely opportunity to work in announcer with first phone needed. No maintenance. Salary or board plus 2-day-a-week—up to our ears in service area. Prefer serious, sharp operating announcer. Send resume to Call Len Ellis, WAKE-AM (FM soon), 213-460-5564, or write and send tape to Box 149, Valparaiso, Indiana.

Announcers (cont'd)

Opening in the near future — morning man at WCLO, Janesville, Wisconsin. Hu-

mor, some gimmicks and voice. Must be in good taste. Bright sound but not rock. Send auditions and resumes to Capsa Sutherland, Program director, WCLO, Janesville, Wisconsin.

Grand Rapids station needs a fast-paced happy-go-lucky top 40 swinger. Send tape, resume, picture and salary requirements to WEJR RADIO, Wyoming, Michigan.

One of Washington, D. C.'s leading quality music stations has an immediate opening for an experienced announcer with mature voice—special emphasis on record production. $140 per week to start with regular pay raises. Must have written, or delivered, a paid vacation a year. Modern studios with latest equipment. Send $100.00 cash with resume and tape and resume to WGAY-Stereo/WQMB, 8123 Georgia Avenue, Silver Spring, Mary-
land.

Opening for a summer announcer. Must have a good commercial voice and at least some experience. Could lead to excellent permanent opportunity with affiliated stations or WGIR. Send tape and photo with full details and minimum salary that would be acceptable. Resume must be postmarked by June 16 at the very latest. Harry M. Thayer, President, WGIR, Box 427, U.P.O. King, N. Y. 10021.

Wanted: Experienced announcer-seller, Steve Morris, Radio station, WHVL Hender-
sonsville, N. C.

WINK-AM-FM-TV/CBS affiliate in warm sunny Southwest Florida needs an experi-
ed announcer for MOR operation. Must have good voice, dependable and competent. No floaters. Rhino non-returnable air check, resume and recent photo to Jim Jenkins, Program Director, WINK Fort Myers, Flori-
da 33901.

Opening for top 40 dj/newsman. Permanent. 10-2 shift. Minimum 3 years experience. Top 190 and $15. WINK West Palm Beach, Florida.

Need immediately—Top 40 DJ—good pay, growth in the market, opportunity to travel. Send resume and tape to Manager, WJAI, Jackson, Michigan.

First phone announcer. Adult, middle of the road programing. Medium size market. Seek announcement, resumes, and send a resume to Program director, WKBX, Muskegon, Michigan 49443.

All Night — Six months employment at $1 rated contemporary station, replacing lock in service. Great opportunity for valu-
able experience, opening in March or April, 3rd class and some experience preferred. Tape, picture, and salary to Herb Allen, WRWK Wheeling, W. Va.

Experienced announcer needed immediately at Penn Broadcasting daytime in sales. $100 to start. Car necessary. Pleasant for-

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice. Join our small staff in the 4th largest market playing the world's most beautiful music. Approximately $100 a week to start. Call John Staver, CK-KS 46400, 2-day-a-week—up to our ears in service area. Prefer serious, sharp operating announcer. Send resume to John Beatty, Station Manager, 1230 E. St. Paul Avenue, Philadelphia, Pa. 19118. All tapes will be returned.

Announcer—morning man with personality for top 40 station. Join our small staff in the 4th largest market. Excellent Salary plus talent, some TV possible. Playboy sports host. Contact Ed Kuo, WYRC, Elkhart, Indiana.
**Help Wanted—Announcers**

**Continued**

Upper Michigan MOR needs 3rd phone DJ, news. Salary open, depending on experience. Call station manager 906-341-3024.

Weekend top 40 DJs—Washington, D.C. and Philadelphia, good pay. Lead to full time position. Call management for details. Ask for Mr. Ed Bushman, Station Manager. Opportunity of a lifetime for one very talented announcer with a first rate phone (no maintenance) to join a newly formed Wash-ington based corporation. Help us to become another star station and you’ll be talking the money instead of JRS. Join us in our 1st station, and in 2nd station (which may be the second largest city in our newly decorated studio). $320 a week is only the beginning. Call 301-729-3016.

Experienced announcers with professional delivery and mature voice for modern country sound. Strong on production. Salary open, equal to ability. Send tape & resume to P.O. Box 1967, Harrisonburg, Va.

Immediate opening, way out west where the air is clean. First phone. Good voice. No maintenance. Scenic mountains. Good hunting, fishing, boating, and skiing. Small, friendly community. Opportunities for news from major market. Phone 752-6101, Osburn, Idaho, or send tape, Box 312.

Experienced announcer wanted for AM & FM in the beautiful western area of Virginia. Prefer someone with knowledge of TV. College students in the market. A group opera-tion, great station, no upper limits, opportunity for benefits, free hospitalization. Send complete resume and tape to Dick Sagwell, Mgr., Blacksburg, Christiansburg Broadcasting Co., P.O. Box 36, Christiansburg, Virginia.

**Technical**

Immediate opening, 1st or 3rd class broadcast engineer. Strong on maintenance. Steady. Box B-159, BROADCASTING.

Metropolitan area directional daytimer going FM wants experienced first class engineer. Strong on maintenance, some con-struction experience. Good salary and growth opportunity. Send complete resume, salary required to Box B-197, BROAD-CASTING.

Engineer with first phone—no announcing. Board work and maintenance duties. AM and FM transmitter in Cleveland area. Experience desirable. Send resume in first letter, Box B-230, BROADCASTING.

A top rocker in a major market needs a chief engineer. Must understand the audio and production problems of a modern opera-tion. Must be capable of taking complete charge of maintenance for long-established AM-FM station. Experience and knowledge of maintenance and resume and salary requirements. Top forty experience a must. Box B-236, BROADCASTING.

Chief engineer—Must have successful experience as a chief engineer to take complete charge of maintenance for new-established AM-FM stations in area. Must know this business. All details first letter including detailed resume, salary requirements, etc. Reply Box B-271, BROADCASTING.

Wanted: Chief engineer to take complete charge of 60 kw. directional daytimer in the Midwest. Excellent working conditions with a great staff! $100.00 per week. Write Box B-273, BROADCASTING. Chief engineer for directional Christian fulltime AM with FM application. KWLJ, Alaba-ma, Florida.

Transmitter engineer. Experience helpful, but not necessary. W.A.M.D., Aberdeen, Mo. 1st phone experienced audio recording and FM. Must be able to operate in a quality operation in stable environment. Contact: Chief Engi-neer, Midwest Broadcasting Services Inc., P.O. Box 2, DeKalb, Illinois. Florida State University, Tallahassee, Florida.

**NEWS**

Authoritative newsmen, College type in NE. Experienced only. Willing to pay to get good man. Box K-360, BROADCASTING. Have immediate need for news director, morning and p.m. djs. Must be experienced. Good pay. Send tape and resume to Box L-206, BROADCASTING.

Experienced newsmen to gather, write and deliver local news and handle special events. Progressive station in rapidly growing Maryland area. Good salary and fringe benefits. Will relocate. Send resume to Box B-187, BROADCASTING.

Openings soon for news director and newsmen for top station in large market. Must be experienced. Send resume, tape, resume and photo to Box B-218, BROADCASTING. Rock format, . . . brand new facilities.

Wanted: Experienced young Newsmen. Medium market station. Excellent established facility. Opportunity to play by play if desired. Box B-223, BROADCASTING.

Over 59, 407 Age no obstacle! Tired of the rat race? Need experienced news editor. Moderate salary, station, Medium market mid- west college community. Write Box B-238, BROADCASTING.

Mature, confident voice to join outstanding medium market New England news department. Experience in gathering, writing and salary for experienced newswoman with superior on air delivery. Rush short news-tape, full resume, reference, writing samples, salary requirements. All information returned. Box B-256, BROADCASTING.

30,000 watt midwest full-timer needs experi- enced. aggressive newsmen, first shift—local news emphasis; excellent air. Send details first reply. Immediate. Box B-279, BROADCASTING.

Newspaper with number one rating in major market. Desires position in East or Northeast. Immediate opening for experienced newsmen. Salary a must. Box B-279, BROADCASTING.

Newsmen—Young hustler with "beat" cover-age experience must have authoritative voice. Will be top cop rate. Connecticut radio & TV affiliate in the rapidly growing Orlando market, is expanding its radio news depart- ment and needs an additional, aggressive newsmen. Experience, climate, opportunity and working conditions. Send fully detailed resume, and complete info to Station Manager, WDBO, Orlando, Fla.


Major east, suburban wants strong voice, strong personality, first ticket show, key spot. Some details; all details first reply. Immediate. Rush to Box 600, M. Klisch, N. Y.

**Production—Programing, Others**

Copy writer/announcer/production man. Must be prepared to take complete charge of this facility. Good pay. Move between now and April. Only format type, non-screener need apply. No tapes re-turned. Send copy samples. Box A-364, BROADCASTING.

Chief accountant—major Midwest market—all-around accountant with supervisory qualities. Salary de-pendent upon experience. Excellent company benefits. Send resume to Box B-278, BROADCASTING.

**RADIO**

**Situations Wanted—Management**

General manager-can turn your station into a money maker. Expert in sales, pro- gramming, and all facets of the business. Will consider best offer. Box B-206, BROAD-CASTING.

Creative, Forceful. Thoroughly experienced general or sales manager. Know how to sell locally, nationally, in the sales business. . . . leader, executive. $15,000.00 plus over-all . . . . autonomy. Box B-230, BROADCASTING.

General Manager, First phone—Experienced all phases, small and medium market. Box B-330, BROADCASTING.

**Management—(Cont’d)**

Employed executive desires change. Experienced local, regional, national sales and management. Prefer reservations with co-operat- ion. Will relocate. Seek permanent position in the Midwest, where there are increased sales and profits, let’s talk. Replies confidential. Box B-316, BROADCASTING.


**Sales**

Local sales pro—sales management ideas—Leadership—Results. Box B-268, BROAD-CASTING.

Time salesman—I can sell 200-350 one minute spots per week if your adult format station is in one of the top 100 cities. Owner and/or manager phone 502-451-2121. Mail to care, and I’ll send map to Box B-316, BROADCASTING.

**Situations Wanted—Announcers**

Desire college sports. Family, college degree, 7 years experience, TV. Available now. Box A-349, BROADCASTING.

Announcer. Desires slot at top-40 station. First phone. Some experience, will relocate. Does more than one from the lot. Will consider best offer, Box B-279, BROADCASTING.

Female, announcer, DJ, newscaster desires position in Puerto Rico, West Indies or England. Experience plus training. Box B-206, BROADCASTING.

Announcer, beginner MOR, New England area, preferably Connecticut. Third—Broadcasting. Immediate opening. Box B-282, BROADCASTING—Call after 6 p.m. 203-233-6704 or write Box B-285, BROADCASTING. (Cont’d)

Southwestern markets, announcer with 3rd ticket, presently employed. Seeks permanent position at station this fall. 5 years experience including AFRTS. Single, 21, details at Box B-322, BROADCASTING.

Attention—WABC, WLS, CKLW and stations in states of 1,000,000 or more. You can sell more money. Don’t believe? Try me and see. Qualifications: College, fantastic voice, tremendous personality, and ability second to none. If it’s done in radio, I can do it. Box B-242, BROADCASTING.

Good music DJ 16 years—3rd ticket—34 years old—desires to relocate. Box B-248, BROADCASTING.


Attention top 40 stations, somewhere there is a 40 Nation, who needs someone to add something extra besides T&T. If you are, and are willing to pay $125.00 per week for the period of a 3rd, write Box B-259, BROAD-CASTING.

C & W program director—announcer. Medi- um to large market. Must be trained. Ten years ex- perience. Phone 419-353-2744 or write Box B-362, BROADCASTING. Draft exempt, 24, airorce vet for newcstast—Badger state area. Five months experience. College, grad, broadcasting school, 3rd endorsed. Phone (AC312) 721-5497. Box B-365, BROADCASTING.

Creative DJ announcer interested 200 miles N.Y.C. Some experience, must have intelli-gent, ambitious, 20. Draft—exempt. 3rd Box B-366, BROADCASTING.

DJ—newsroom new-part time; want full-time. 23. Draft—exempt, 2nd endorsed. 2 years college radio, MOR or top 40 prefer east coast but will consider all offers. Salary $90-100 per week. Box B-267, BROADCASTING.

DJ/announcer, 3rd, endorsed, authoritative news, good voice, tight board, recent an-nouncer school, good personality, background in show business. Prefer area with- in-100 miles. Out of state training okay while working for first phone. Box B-273, BROADCASTING.

Soul, Personality. Boardman. Sales trainee. Third, family. Any market. Box B-275, BROADCASTING.
Situations Wanted—Announcers

Continued

DJ-announcer-top 40—experience in both top 40 and middle of the road. Draft exempt. Consider college graduate 3rd year. Call Box B-276, BROADCASTING.

Mature pro, 12 years experience, college degree, smooth record shows, news-sports background, play major roles in conference, high school, all sports. Intelligent with copy, shows, strong interviews. Seek MOR operation, strong com- panionship. Currently employed Midwest. Excellent references, tape available. Box B-277, BROADCASTING.

Modern or contemporary country format radio, age 20-40, more experience, also available in sales. Older adult. Want to advance to Mgr. Box B-265, BROADCASTING.

Hard worker with 2½ years experience and college. Worked at top SWA station in large Florida market. Desire top 40 with professionals. Check my references! Box B-233, BROADCASTING.

Want the best! Young and vigorous number one rated medium market MOR morning drive personality. Proven sales ability. Baby boomer market, lot of figures. Box B-289, BROADCASTING.

First phone P.D. & DJ—10 years top 20 major market, age 29, plus college, top 40, solid road. Call Brad 214-524-8720—Write Box B-295, BROADCASTING.

Top 40 screamers need break. College== good grades. Two years experience. Box 301, BROADCASTING.

Top rated professional—creative, commentator—2 or 3 years experience. Box 249, BROADCASTING.

Experienced top 40 DJ & first phone seeks creative production. Ambitious, family man. Relocate. Box B-306, BROADCASTING.


Announcer-DJ, top 40, 23, married. 5 years experience. Currently employed. Ready to move to coast only. Box B-310, BROADCASTING.

Ambitious experienced DJ—Tight board. Middle road or light rock. Married. 3rd class endorser. Enjoys production work, television. Prefer Northeast. Box B-311, BROADCASTING.

Tom Stanton, 1st phone no maintenance, 7 years experience, 3rd years station. Can type. 100% Chucky Rd., Jerseyville, Il. 618-469-5126.


Top forty lock, looking for opportunity. 1 yr. experience. First phone, draft exempt. George Mafair, 3033 Codwin Terrace, Bronx, N. Y. 13446—212-740-4004.

Teenage money maker. 3 room show. Cheap Monitor—308 West Benton, Carrollton, Mo.

Technical

38 year old combination man with first phone, 8 years engineering & sales experience. Limited broadcast experience. Willing to relocate. No maintenance. Salary required $100 per month. Box B-285, BROADCASTING.

Chief engineer, 10 years experience, annoucer and part time salesman, presently employed. Call 314-JA-1382.

NEWS—(Cont’d)

Sportscaster-Newsmen. Four years Radio-Television sports director-armed forces network. Desire Northeastern opening. Call Mike Engineer. Box B-242, BROADCASTING.

Production—Programming, Others

Talented radio personality seeking challenging position. Bobs & Group operation. Box B-267, BROADCASTING.

Male copywriter. Ten years solid experience with radio and TV. Box B-261, BROADCASTING.

TELEVISION—Help Wanted

Management

Television operations supervisor for large eastern University Medical Center. Immediate opening. Closed circuit TV operation. Coordinate physical functions and perform maintenance, strong leadership qualities. Box 249, BROADCASTING. Apply by letter to Box B-257. BROADCASTING. All inquiries accorded confidential treatment. An equal employment opportunity.

Sales

Salesman for top VHF station in two station market of over one million. Expanding in- dustrial complex in fast growing college and uni- versity if you have children. Guaranteed draw against liberal commission. Sales staff being expanded. Send complete info, including references, to Box B-248, BROADCASTING.

Los Angeles independent TV station needs strong, energetic salesmen with radio or TV experience, including strong retail and entertainment background. Salary high by local basis. Replies held in strictest confidence. Send resume with photo to Box B-254, BROADCASTING.

Announcers

Major midwest station, one of group, wants you if you're a good on-camera television announcer. Excellent experience in Radio back- ground and are ready to move into TV. Good station, good community, excellent benefits. Send complete details, audio or video tape to Box B-257, BROADCASTING.

KCNN-TV has opening for full-time sport director to gather and write sports news, conduct SOT and studio interviews, and appear on-air twice daily. Station has profit sharing plan, plus life and hospitalization insurance all at no cost to employee. Prefer some television sports experience, but will definitely consider young, sport savvy announcer interested in breaking into television. Our local women have advanced to major market stations. Send picture and resume to John Lunnquist, KCNN-TV, Box 188, Temple, Texas 76501.

Technical

Consulting engineering firm needs qualified engineer for trips to staff AM, FM, TV and microwave projects. FCC, broadcasting, or systems design experience, or engineering degree required. Have positions at several levels from trade school graduate to experienced, registered profes- sional engineer. San Francisco area. Send complete resume to Box B-25, BROADCASTING.

Established group-owned TV station in the southeast has opening for video operator with first class license and potential for growing into full time position assisting the Chief Engineer. This is a position with an aggressive and successful company and has excellent possibilities. Send resume to Box B-315, BROADCASTING.

Need experienced and non-experienced technicians with first class license—Gulf Coast area for AM, FM, stereo and ALL COLOR TV Station. Send resume and Information to Box B-341, BROADCASTING.

Immediate opening for a tech with first class license in mid-Michigan, full power broadcast. Write Box B-313, BROADCASTING.

Immediate vacancy for first class engineer. Excellent working conditions and fringe benefits. Please list experience. Will consider first recent first ticket graduate. Excellent opportunity for the right man. Contact Dick Vinen, Manager, KCHD-TV, Pem- bina, North Dakota. 701-452-6252.

Top quality TV broadcast engineer. Prefer someone skilled in the installation of military electronics. Opportunity to develop full potential with five station AM and TV network. Contact Mike Engineer, KEPR-TV, Box 264, Pasco, Washington 99447-8447.

Are you a #2 man or a well experienced broadcast engineer ready to move up to #1 position for a growing company? Call Harry Peck, General Manager, KNPV-TV, North Platte, Nebr.

Rapidly expanding non-commercial tele- vision station needs experienced first phone engineer. Call or write William Lane, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. An equal opportunity employer, will give considera- tion for employment without regard to race, color, creed or national origin.

Man with 1st class FCC license for studio switching or audio tape with picture. Good production experience. Guaranteed Unlimited opportunity for advancement. Contact chief engineer, WBAI-TV, Box 281, Binghamton, New York 13902.

Broadcast technician with 1st class license for medium size market. Modern, very challenging television operation. Full color TV operation pro- vides endless opportunities for cushions and technical and production talents. Write or phone 216-785-1144, W. F. Williamson, SWA TV, 18000 W. Broadview Dr., Cleveland, Ohio.

Technicians—Immediate openings for two persons holding 1st class FCC license. Job of maintenance of one of largest TV studio color and black and white equipment. Some prior related technical experi- ence preferred. Starting salary $150 per week with automatic increases to at least $200 per week within two years, plus group life and health insurance program, tuition reimbursement, pension plan and liberal vacation. Send confidential resume to R. W. Workman, Chief Engineer, WLWD, 4505 South Dixie Highway, Dayton, Ohio. An equal opportunity employer.

Transmitter engineers: Just 50 miles will separate you from this fun-filled Northwoods county of Wisconsin when you come to work for Channel 8 in Wausau. Many other colorful advantages too. Call John Stanfield at 414-442-2851 and ask him to finish painting the picture for you.

Experienced first class engineer for full power VHF complete local color, 3 VTRs, mobile, new studio facilities. Also $4500 ra- dio. Excellent state benefits. Working con- tact with First Class Engineer, Radio-TV Bureau, University of Arizona, Tucson, Arizona, 85721.

NEWS

Experienced news film reporter, south Florida TV station. Immediate opening. Excellent location. $18,000 plus. Open to air reporting. Poten- tial for anchorman of major news cast es- pecially if writer/producer. Excellent professional appearance required. Send re- sume and recent photo to Box B-261, BROADCASTING.

Newscaster—South Florida station. Immedi- ate opening. Strong professional delivery. Working newswoman with newswriting, pro- duction experience. Send VTR audition. Box B-242, BROADCASTING.

Pacific Northwest major-market TV station, dominant in news, seeks young, aggressive engineer to work on reporting, potential for anchor. Excellent professional appearance required. Send resume and recent photo with picture to Box B-253, BROADCASTING.

Major midwestern university seeking to ex- pand its TV news-public affairs programming. University owns and operates maximum power VHF TV station. Seeks man experi- enced in producing one-hour high-quality, realistic documentary—public affairs—news program on a regular basis. Excellent opportunity to develop new programming area. Educational production ex- peri- nary. Reply Box B-251, BROADCASTING.

We are looking for a versatile hard work- ing, TV newsmaker. Desire experience—16mm, 16mm with sound, VTR and audio tape. Bob- zarth, News director. WPTA, Fort Wayne, Indiana phone 219-482-5894.

BROADCASTING, February 27, 1967

109
Production—Programing, Others

Auditor, assistant treasurer. Growing TV- radio station in East wants helper with broadcast accounting experience who is realistic as to expenses. Familiar with income taxes. Imme-
rate assignment will entail traveling audit work. Office work and operating of a cashiers and other book-
home office procedure. Salary commensurate with experience and length of employment. Full privileges. Productions background. Box B-177, BROADCASTING.

Program-promotion director needed by leading
network station. Should be competent to direct advertising department. Please send full resume. In
confidence. Reply to Box B-257, BROADCASTING.

Situations Wanted—Management

Director—University graduate with exten-
sive experience in News Blocks and creative
TV. Prefer to join larger market. Presently employed, but will relocate.
Box B-255, BROADCASTING.

Sales

Four years local; Five years local—regional
markets national. Must be a proven million man, thirty-nine. How to sell. Box B-508, BROADCASTING.

Situations Wanted

Anouncer—newsman, experienced, to pro-
vide continuity at TV station. Immediate
experience,ixer, hard working. Box B-253, BROADCASTING.

Technical

Engager, experienced with video tape, microwave transmitter and studio equipment. Box B-81, BROADCASTING.

Constructors? Ground floor up. Would like to join a TV station. Missed experi-
enced, job hard working. Box B-284, BROADCASTING.

NEWS

Newsreader—Two years radio, experience talk show and TV documentary. Now radio beat reporter, 300,000 market. Seeks switch to TV news. TV and radio. M.F. Vidor, 25, married, draft exempt, strong background and verbal, sorority. Desires responsibility. Box B-264, BROADCASTING.

TV-newsmen, experienced, all phases, ex-
cellent voice, good appearance, hard worker, SOF, color, etc. References, sober. Box B-284, BROADCASTING.

Executive news producer—top five market.
Network newsmen/reporting/production experience. Wants number one spot Eastern
TV newsmen. Five figure salary/contract required. Box B-254, BROADCASTING.

Announcer-newswoman, news, and commer-
cial writer, public service shows. Strong on news and commercials. Box B-
244, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electro-
find, 440 Littles, etc. Box B-84, BROAD-
CASTING.

FOR SALE—Equipment

Available immediately, experienced promo-
tion director. Box B-290, BROAD-
CASTING.

Creative and experienced TV producer—
program coordinator, New York, package
agency institutional or station qualifications. Box B-307, BROAD-
CASTING.

FOR SALE—Equipment

We need used, 250, 500, 1 kw & 10 kw AM
transmitters. No junk Guarantee Radio Supply Co., 1314 Hurstide St., Laredo,
Texas 78040.

Wanted to buy: Used UHF channel 21 an-
tenna. Also for sale: UHF RCA channel 62
antenna. Contact WANC-TV, 75 Ses-
conic Highway, Willow, N. Y. (B-332, Federal
Broadcasting.)

Wanted to buy immediately: ATC PC-2-100
playback unit, used, any condition. Specify
price and condition. Box B-282, BROAD-
CASTING.

Wanted—General Electric BF-2-A 3kw FM
transmitter. Box B-304, BROAD-
CASTING.

Wanted—New series 331 or 300 Ampex Recorder.
Also audio unit, F. Johnson, 6707 Green Haven, Amarillo, Texas.

Any used audio console or console, Des-
cribe and where located. Box B-350, Bo-
dway Dr., Florence, S.C.

FOR SALE—Equipment

Co-axial cables—Heliax, Spyroflex, Spiroline, etc. Also rigid and RG types in stock. New
material. Write for list. Sierra-Western Elec-
tric Co., Grow, Calif.

RCA 5TF2B 3 kw broadcast transmitter with
new exciter (5TE-100) 98.5 MHz. Presently
in regular operation. Available immediately for cash.

Box B-284, BROADCASTING.

RCA BT30F 15 kw control equipment, QRM
turntables, will take cash, negotiable stock.

Amex V 1000 two heads excellent condition
(max $1500). Call or write Ward Bledsoe, KERO-
TV, P. O. Box 2367, Bakersfield, Calif.
(56-332-5801)

Western Electric 3201-A 2 track sound recorder
$110.00. Also 3011-383-B microphone
$210.00. Maurer 16mm Model 10 recorder
$450.00. Box B-301, BROAD-
CASTING.

5 bay RCA turnstile channel 9. 6 bay RCA
channel 4, 2000 feet 3/4 transmission line,
reflector, connections, system, with elevator, other surplus equipment. Write Box B-
255, BROADCASTING.

Amex 330-274-2 2-track stereo recorder in
console, $110.00. Also 383-B microphone
$120.00. Maurer 16mm Model 10 recorder
$400.00. Also Bell and Howell 2 track
graph, $1200.00. Box B-286, BROAD-
CASTING.

Trailer, 16 by 10, completely wired. Has
been used as a broadcasting station. Box B-287, BROAD-
CASTING.

Remote control unit, Gates RDC-16: Just
moved studio to transmitter. $450 foot KFUP.
Box 258, Pullman, Wash.

FOR SALE—Equipment

Cartridge-II record-playback, cartridge-II
playback, one cartridge-II playback 10 mo.
old, all solid state, in service now, 3 pieces, $1,000.00. One BAW 150-200 oscillator, Model 404 Linear Det, all working with
transmitters, controls, cables and power
supplies. WSKN, Jamestown, New York.

5 kw Gates FM 5B Transmitter with stereo
generator, exchanger, hardwire, complete. On the air today. Close to 10 meters going
higher power, $6500.00, WLRW, Champaign,
Illinois.

Presto-recording lathe and turntable, type 6.
Cut ins to outside. Contact Bob Shop-
mart, Chief Engineer, WSPC, Somerset, Ken-
tucky. Call 606-678-5101.

GB Electronics 410 Meadow Lane, Oreland,
Pa. 19076, 215-746-8075, TUT-5310 Federal
channel 12, antenna, audio changer and con-
trol equipment for transmitter, RCA audio
consola, RCA turntables, RCA disc recorders
75B many other items.

Video tape recorder—Amex VR1000C, Late
Owner. One owner, Price reduced. One
tape and Intensync, two spare heads, fully
optimum. Guaranteed free of defects. Price
machine. Original investment over $70,000. Spe-
cial priced at $27,500. FOS, Hollywood, C.A.

For sale—Marine, PGT-1200, Gearbox, En-
terprises, Inc., 175 Via 763-3725 or 877-2315.

Three ATC (Gates)—Model CPD-11 Car-
tridge-II Playback. Includes the N. C. Head.
Check out and refurbished at ATC fac-
ity @ $600.00 each. Immediate shipment to
first order received with check. Money back
 guarantee if returned within 10 days. Com-
pared with tape unit above. FOB. Price: $345.00. Channelling Lead Co., Inc. 185
Devonshire Street, Boston, Mass. 02110.

Microphones, Shure 59-3, EV-676, (new).
Pair for $90.00 MAM Tape, P. O. Box 6506,
Birmingham, Alabama.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical
laugh service featuring deejay comment
features. For one-time or series. Colby Orten Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines. $5.00.
Comedy catalog free. Ed Croz, 8034 Gentry,
North Hollywood, Calif. 91020.

30 minute tape—"quickiee" pop-in voices
social talk: to long list of famous voice
effects—$10 tape shipped return
radio Enterprise, P. O. Box 901, Lex-
ington, Kentucky.

Tape duplication—high-speed—for edu-
cational or news and fine music programming
distribution service. Daily or weekly con-
tinuous contracts desired. Fast service from
Washington, D.C. Write Box B-186, BROAD-
CASTING.

150 recorded comic one liners, taped in
various character voices with PRINTED live
DJs come-back for each. 7" reel $15. Radio
Services, Box B-262, BROADCASTING.

Market brochures, coverage maps, rate
cards; custom designed sales aids and pre-
sentations. Noyes, Moran & Co., Inc. 926
Warren Avenue, Downers Grove, I11. 60505
(312) 969-5555.

Instant gags for Deejays—Thousands of one-
liners, gags, bits, station breaks, etc., listed
in free "Broadcast Comedy" catalog. Write:
Show-Biz Comedy—1725 East 26th St.
Brooklyn, N. Y. 11235.

INSTRUCTIONS

FCC License Preparation and/or Electronics
Associate Degree Training. Correspondence
courses; resident classes. Schools located in
Hollywood, Calif., and Washington, D.C. For
information, write Gramaph School of Elec-
tronics, Desk 7-3, 1500 N. Western Ave.,
Hollywood, Calif. 90027.
INSTRUCTIONS—(Cont’d)

Learn Radio-TV announcing, program production, newscasting, sportscasting, 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—Highly qualified professionally trained teachers. Country’s finest practice studios. Elkins Institute, 2635 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success record the famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.L. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Fully G.L. approved. Elkins Radio License School of Atlanta, 1128 Spring St., N.W., Atlanta, Georgia.


Elkins has—The nation’s largest—the nation’s most respected training institutions. The nation’s highest success rate of all six-week First Class Laboratory courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.L. approved. Elkins Institute—2635 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory techniques and theory leading to the FCC First Class License. Fully G.L. approved. 14 East Jackson St., Chicago, Illinois.


“Warning” accept no substitute. REI is G.L. in—success—guarantee—lowest tuition—highest quality, reliability of all five (5) week schools; FCC 1st phone license in five (5) weeks, Tuition $295. Rooms and apartments $10-15 per week. Over 85% of REI graduates pass the FCC exams. Classes begin Mar. 13, Apr. 11, May 29, June 26. Write Radio Engineering Institute, 1236 Main St. to learn more about SARASOTA, Florida.

REI opens in Kansas City. The same famous (8) week course for the first class Radio-telephone license that is available in Sarasota, Florida will also be available in Kansas City, Missouri—3123 Gillham Road, Telephone WE-1-2444. Classes begin March 13—April 17—May 22—June 26—July 31—September 8—October 9—November 13. For details and reservations write to home office, R.E.I., 1236 Main St., Sarasota, Florida.

Be sure to write. BROADCASTING INSTITUTE, Box B-245, New Orleans. For radio announcing careers.


Your 1st Class License in six weeks or less at America’s foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class April 17. Most experienced personalized instruction and methods. Lowest cost—finesest accommodations available closer. Call or write: Don Martin School, 1600 N. Cherokee, Hollywood, Calif. (213) HO 2-2994.

INSTRUCTIONS—(Cont’d)

Keep working. Get FCC first phone comm.-to-northeast Florida night classes now forming. Lowest prices, guaranteed results. Box B-109, BROADCASTING.


RADIO—Help Wanted

WANTED

Bright Young People Needed
New Radio Broadcaster expanding and growing—Northern and Southern California stations now.
1. Newswomen
2. A. E. Lib. Interviewers
3. Creative Copy-Salesmen
4. Production Staff
5. C. L.’s
Ambitious men and women with Big League abilities only. On-air. Personalities needed. Apply to Jerry Jackson Broadcasting.

Sales

WANTED—General Manager

Modern well-equipped fulltime AM-FM operation. Small, growing New England town. Must be aggressive salesman. Modest salary, good incentives. Send detailed resume, references to:

Box B-245, Broadcasting.

WANTED—Broadcast Equipment Sales

A challenging and rewarding career in Broadcasting Equipment Sales can be yours if you meet our high standards for territorial managers. Age 25 to 35. Degree or associate degree with equivalent experience. Experience as Chief Engineer or Engineering Supervisor of AM-FM-TV broadcast station. Enthusiastic. Intense desire to be successful in selling career. Convince us with your resume that you can be the man and you will have an immediate interview with the Sales Manager of this successful growth company.

Box B-245, Broadcasting

WHDH

AND

Boston

Both gained a great talent when Jim Runyon joined the station. Jim will handle the 10 AM to 2 PM air-shift for the Boston Power House. Nationwide Broadcast Personnel Consultants of Chicago, is happy to have helped Jim, WHDH and Boston.

Jerry Jackson

Vice President

CAREER OPPORTUNITY

BROADCAST EQUIPMENT SALES

BROADCASTING, February 27, 1967

111
Help Wanted—Sales—(Cont’d)

WANTED IMMEDIATELY:
Account executive with proven, creative sales success for top San Diego radio station with big plans for the future. Should be a college graduate with at least 2 years selling experience and real desire for success and financial reward. Send complete resume and photo to: Box B-296, Broadcasting.

Announcers

Announcer 1st Phone
Madison, Wis. #1 station needs up-andcomer for night shift. Creative production ability important . . . We pay for ideas! Opening the result of a promotion. Send tape and resume to: WISIM, Box 2058 Madison, Wis. 53701

If Radio is a Profession to you and you have a natural, bright and pleasing style, we want to talk about your future. We are a Midwest, Metro, top-rated MOR. Send details and complete tape to: Box B-247, Broadcasting.

Morning Show Open
Salary Open
Our Mind . Open
Send tape immediately to: WIXY, 1935 Rockside Rd. Cleveland 31, Ohio

Applications Wanted—Announcers

SPORTSCASTER
Desires position with major market TV or Radio Station. Extensive Horse Racing and Basketball play by play experience. Box B-285, Broadcasting.

Help Wanted—Technical

TELEVISION

Help Wanted—Technical

SACRAMENTO ARMY DEPOT

Has openings for engineers with maintenance experience AM-FM-TV. Must be qualified design & supervise installation Armed Forces Radio & TV stations. Home Sacramento, California, with considerable world travel. Salary $10,927 per year. Permanent civil service.
Contact Mrs. Lucy Phillips, Sacramento Army Depot, Sacramento, California, 95813. Phone 916-388-2940.
AN EQUAL OPPORTUNITY EMPLOYER

TV-RADIO PLACEMENT

Send your type-written resume and earnings record today to be confidentially represented to our station clients. All on-air people must submit a tape. NO FEE!

CHECK AREA OF INTEREST

TV[] RADIO[] CATV[

Management [ ] Engineering [ ]

Programming [] Copy/traffic/art [ ]

Sales [ ] Other [ ]

Production [ ] Other [ ]

NEWS/WEATHER/SPORTS [ ]

AIR PERSONALITY [ ]

CATV [ ] Management [ ]

LOCATION[ ] MARKET SIZE [ ]

Northeast [ ] Up to 50,000 [ ]

Southwest [ ] Up to 100,000 [ ]

Midwest [ ] Over 100,000 [ ]

Southeast [ ] Over 300,000 [ ]

West Coast [ ] New York [ ]

East Coast [ ] Chicago [ ]

Los Angeles [ ]

NO PLACEMENT FEE!!

Name .
Address .
Salary desired .

No Contracts to Sign—No Applications To Fill Out—No Charge of Any Type.

Broadcast Personnel Consultants

645 N. Michigan Ave., Chicago, Ill. 60611

PRODUCTIONS

Excellent opportunity for an experienced on-air man for radio and television news. Please send VTR, film or audio tape with complete resume. WJAR AM/TV

PROVIDENCE, RHODE ISLAND

NEWS

Help Wanted—Programmers

PRODUCTION—PROGRAMMING, OTHERS

CHILDREN’S PERFORMER

Major eastern market needs original talent to host daily kid show. Versatility a must. No cartoon introducers please. Send full particulars 1st letter.

Box B-294, Broadcasting.

SITUATIONS WANTED

PRODUCTION—PROGRAMMING, OTHERS

TV Sports Director/Producer Available
West position in major market where strong daily program content and half-hour specials are a must. Producer, writer, film editor, as well as general TV producer. Now seeking half-hour syndicated work, devoting major time to direction and production of program content.

Box B-240, Broadcasting.

CATV

Help Wanted—Management

CATV PLACEMENT

Immediate openings nationwide for Division Managers, Division Engineers, Branch Managers, and Technicians for local systems. All, or all other positions in CATV and related fields. Send type-written resume today to Bob Curtiss, Nationwide CATV Personnel Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611. Confidential. All Fees Employer Paid.

MISCELLANEOUS

LOCAL RADIO SALES MANUAL—$10.00
Filled with ideas, suggestions, gimmicks, and experiences of a General Sales Manager who has sold without “HUMBUG.” Ideas about finding . . . training . . . improving and helping SALESMAINS. If you don’t find a dozen ideas that you can use, you haven’t paid for the book or money order to:

RADIO SALES MANUAL, POST OFFICE BOX 6180, WASHINGTON, D. C.

PROVEN PROMOTIONS

We offer a unique collection of proven promotional and contest ideas. Promotion Package 252 is now ready for your audience. These items have been used on radio and television, many supplied with suggested copy. Promotion managers and program directors send your check for $10.00 to:

RADIOFAX, Box 123, Providence Center Station, Boston, Mass. 02119.

EMPLOYMENT SERVICE

EAST IS BEST
FREE. No registration fees. No placement fees. The big money, the best stations are in the East. If you’re a Pro we’re here to help you. Everything’s confidential. Contact us today—now.

Radio Agency
42 N. Pearl, Albany, N.Y. 518-434-9185

BUSINESS OPPORTUNITY

O P P O R T U N I T Y

We are a major market group owner. We are seeking money-making properties AM, FM, TV. We will offer 1 (Stock) (2) stock and cash (3) cash. Your reply will be held in strict confidence.

Box B-237, Broadcasting.
**WANTED TO BUY—Equipment**

**NEED COLLINS 21-E**
5kw transmitter in good condition.
Joe Finch—KBR
Denver, Colorado 266-3601

**WANTED TO BUY—Stations**

<table>
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<th><strong>RADIO</strong></th>
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<tr>
<td>Wanted to purchase and operate radio station. A.A. credit rating.</td>
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<td>Box B-253, Broadcasting.</td>
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<th><strong>RADIO STATION</strong></th>
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<tr>
<td>Full Time Major Market</td>
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<td>Sought by Eastern business group. Complete details first letter.</td>
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<td>Box B-317, Broadcasting.</td>
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<table>
<thead>
<tr>
<th><strong>FOR SALE—Stations</strong></th>
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<tbody>
<tr>
<td><strong>BIG CITY FM</strong></td>
</tr>
<tr>
<td><strong>IN A GREAT SOUTHWEST MARKET</strong></td>
</tr>
<tr>
<td><strong>$250,000</strong></td>
</tr>
<tr>
<td>Box B-236, Broadcasting.</td>
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**AVAILABLE**

<table>
<thead>
<tr>
<th>Single station radio markets</th>
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<tbody>
<tr>
<td>Television stations</td>
</tr>
<tr>
<td>Bigtime AM-FM radio stations</td>
</tr>
<tr>
<td>CATV systems</td>
</tr>
</tbody>
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**SOUTHERN CALIFORNIA**

<table>
<thead>
<tr>
<th>Metropolitan Market FM Station</th>
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<tr>
<td>STEREO</td>
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</table>

**TV**

Excellent Equipment. Showing Profit. Absentee Owned.
$125,000 with $25,000 down.
Box B-303, Broadcasting.

**In Blue Media Brokers Inc.**

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y. 265-3450

**WANTED TO BUY—Equipment**

(Continued from page 106)
to change locs. location to five miles north of St. Louis. Action Feb. 28.

**CATV **

APPLICATIONS

*Ostrander TV & Cable, Inc.—Requests dis-
tinct signals, from WNEW-TV New York to Gro-
ton, N. Y. Feb. 16.*

*Cercac CW Conference requests distinct sig-
auls from WNEW-TV New York to Ithaca, N. Y. Feb. 16.*

*Laurens County TV Cable Inc.—Requests distinct signals from WWS-TV (TV) Athens, Ga.; EXCVII (TV-7) in Columbus; WSS-TV, WSO-T, and WSNK (TV) all in Columbus, S. C., and WTV (TV) Green-

* Other Action *

By memorandum opinion and order, commission granted temporary waiver of program exclusivity requirements of Sec. 74.102(i) of rules, filed by Southwestern Cable System Inc., operator of CATV system at Scottsboro, Ala. Commissioner Barry concurred and dissented in his issued statement; Commissioner Loewinger concurred in result. Action Feb. 21.

Review board in Peoria, Ill., CATV pro-
ceeds. Docket No. 15201, denial petition for ex-
tension of time filed Feb. 17, from Midwest Televising System Inc. stating that appro-
priate method in such instances is to plead good cause for late filing at time an appeal is granted, citing Spartan Radiocasting Co., et al., docket filed Feb. 29, 1964. Board Members Sone and Keasler Abstain. Action Feb. 21.

By memorandum opinion and order, commission denied request for waiver of exclusive programming requirement for 2.49(2) of rules, by Central Communications Inc., operator of CATV system in Denver, Colo. Commissioner Barry dissented and is issued statement: Commissioner Loewinger concurred. Action Feb. 21.

By memorandum opinion and order, commission denied request to amend its interpretation of all pending petitions which request waiver of 25.1107(b) of rules, by Central Communications Inc., operator of CATV system in Kalamazoo, Mich. Amendment would permit CATV systems in Kalamazoo to import distant signals of Detroit and Chicago independent and educational stations, but designated for consolidated hearing remaining requests to import distant signal of Windsor (Canada) Station; (2) granted waiver petition of Triad Cablevision Inc., to permit its CATV system in Alliant, Wis., to import distant signals of Grand Rapids ABC affiliate and Detroit independent station but designated for consolidated hearing remaining requests to import additional signals from Detroit, Chicago, and Grand Rapids; (3) granted waiver petition of Wolverine Cable Vision Inc. to permit its CATV system in Alabaster, Ala., to import distant signals of Detroit, Chicago, and Grand Rapids; (4) granted waiver petition of Petzer Cable Vision Inc. to permit its CATV system in Kalamazoo to import distant signals of Detroit and Chicago independent and educational station but designated for consolidated hearing remaining requests to import distant signal of Chicago independent station; (5) denied waiver petition of Southwestern Cable System Inc., operator of CATV system in Alabaster, Ala., to import distant signals of Detroit and Chicago independent and educational stations but designated for consolidated hearing remaining requests to import additional distant signals from Fort Wayne and South Bend, Ind.; (6) granted waiver petition of Allegan Tele-Ception Inc., to permit its CATV system in Allegan to carry distant signals from Lansing, Mich. (ch. 6 and ch. 20) and but designated for consolidated hearing further request to import distant signals of Chicago independent station; (7) granted waiver petition of Calhoun Telephone Cable Television Co., to permit it to carry distant signals of Chicago ABC affiliate on its CATV system in city of Jackson; (8) granted waiver petition of Calhoun Telephone Cable Television Co., to permit it to carry distant signals of Grand Rapids ABC affiliate on its CATV system in city of Jackson; (9) denied waiver petition of Calhoun Telephone Cable Television Co., to permit it to carry distant signals of Grand Rapids ABC affiliate on its CATV system in city of Jackson; (10) granted waiver petition of Cross Telecasting Inc., to permit its CATV system in city of Jackson to import distant signals of Grand Rapids ABC affiliate. CB affiliate from Saginaw and Detroit educational stations but designated for hearing remaining requests to carry distant signals of Lansing, Mich. (ch. 6 and ch. 20) and independent station; also, granted, In part, requests pursuant to Sec. 74.1009 of rules, to prohibit Cross from carrying the grade B educational station in Saginaw. (11) Granted waiver petition of CATV systems and of Windsor station pending resolution of issue as to such carriage in consolidated hearing; (12) granted waiver petition of CATV systems and of Windsor station pending resolution of issue as to such carriage in consolidated hearing; (13) granted waiver petition of Southern CATV systems and of Windsor station pending resolution of issue as to such carriage in consolidated hearing; (14) granted waiver petition of CATV systems and of Windsor station pending resolution of issue as to such carriage in consolidated hearing; (15) granted waiver petition of CATV systems and of Windsor station pending resolution of issue as to such carriage in consolidated hearing; (16) Granted waiver petition of CATV systems and of Windsor station pending resolution of issue as to such carriage in consolidated hearing.

**FOR SALE—Stations**

**CONTINUED**

**CATV STATIONS**

<table>
<thead>
<tr>
<th><strong>Station</strong></th>
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<tbody>
<tr>
<td><strong>S.Y. single fulltime $100M terms</strong></td>
</tr>
<tr>
<td><strong>Gulf small daytime $75M terms</strong></td>
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<tr>
<td><strong>N.E. suburban daytime 150M nego</strong></td>
</tr>
<tr>
<td><strong>M.W. metro AM-FM 1.3MM cash</strong></td>
</tr>
<tr>
<td><strong>South chain CATV 1.5MM cash</strong></td>
</tr>
</tbody>
</table>

**CAPTAIN ASSOCIATES**

3045 PEACHTREE, ATLANTA, GA. 30309

**BROADCASTING,** February 27, 1967

**FOR THE RECORD**

113
Communities Antenna Activities

The following are activities in community antenna television reported to Broadcasting, through Feb. 22. 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.
- Indicates franchise has been applied for.
- Indicates franchise has been announced.

Sebastopol, Calif.—Redwood Television Cable Co., Sebastopol; Tele-Vue Systems Inc., Sebastopol; Sebastopol Cablevision Co., Santa Rosa, all California, have applied for a franchise.

- Shallotte, N.C.—Shallotte TV, Denver, owned by Time-Life Broadcast Inc., has applied for a franchise.

- WBBN, Chicago, Ill.—WBBN, owned by Daniels Enterprises and Lawrence C. Philpurs III, both of Denver, has applied for a franchise.

- Alchonka, Kan.—The Globe Publishing Co., owner of the Atchon Daily Globe, has been granted a 26-year franchise. Maximum charges will be set at $25 and 70 cents respectively. The franchise was awarded by the Globo Publishing Co., a new corporation formed by members of directors of the Globe Publishing, KARE Atchonka, Kan., a city in conjunction with Telecs Co., Chicago.

- Cortland, N.Y.—Continental CATV Corp., a subsidiary of Victory Industries Inc., Hoboken, N.J., has applied for a franchise. Installation will be $25 with a $25 monthly charge. Any city system will be constructed. Other applicants were Wire-Teleview Corp., Pottsville, Pa., and Manatee Cable Vision Inc., Bradenton, Fla.

- Pensacola, Fla.—Pensacola Omni-Vision Inc. (represented by Flora Miller, president) of WCOA-AM-FM-Pensacola, Fla., has been granted a permit to operate in the city. The city will receive 5% of the annual gross receipts up to $600,000; 7% from $600,000 to $900,000; 8% from $900,000 to $1,500,000; and 10% of all above $1,500,000. Installation and monthly service charges were estimated at $19 and $4 respectively. A minimum of 12 channels will be offered. Florida TV Cable Co., a subsidiary of Community Cable Co., has also applied.

- Alachua, Fla.—The Globe Publishing Co., owner of the Alachon Daily Globe, has been granted a 26-year franchise. Maximum annual service charges will be set at $25 and 70 cents respectively. A new corporation will be formed by members of directors of the Globe Publishing, KARE Alachonka, Kan., a city in conjunction with Telecs Co., Chicago.

- 5100, N.W.—Continental CATV Corp., a subsidiary of Victory Industries Inc., Hoboken, N.J., has applied for a franchise. Installation will be $25 with a $25 monthly charge. Any city system will be constructed. Other applicants were a number of CATV systems, including Wire-Teleview Corp., Pottsville, Pa., and Manatee Cable Vision Inc., Bradenton, Fla.

- Bakersfield, Calif.—Bakersfield CATV Co., owner of the Bakersfield Daily Sun, has been granted a 26-year franchise. Maximum annual service charges will be set at $25 and 70 cents respectively. A new corporation will be formed by members of directors of the Globe Publishing, KARE Alachonka, Kan., a city in conjunction with Telecs Co., Chicago.
Robert Minier McGredy walks fast, drives fast, does everything fast. He says some of his employees won’t even ride with him. Around the office he’s got a Barney Oldfield reputation.

The office is at 90 Park Avenue in New York, home of Television Advertising Representatives, the Westinghouse Broadcasting subsidiary that sells time for the Group W list and several other TV stations.

Media and Mr. McGredy have changed with the times. He has sold car-cards, print, radio and television.

The 53-year-old TVAR president dropped out of college in a tough depression year to fire the furnaces at a U. S. Gypsum plant in Philadelphia but even then thought his game was advertising. One year with a small industrial advertising agency in New York convinced him he was right, but his penchant was for selling media, not buying them.

Before joining Westinghouse, Mr. McGredy seemed to be on a whimsical media merry-go-round of ownership and management changes. But whatever it let him off it always took him back in a taller saddle and eventually he grabbed the golden ring—television.

In and Out • The car-card company he worked for went bankrupt. The first radio station he worked for—WORP Washington—was sold by CBS to the Washington Post Co. and Mr. McGredy moved with the change in management.

Later the same CBS was to move his job from under him when it acquired WCAU-TV Philadelphia—then owned by the Philadelphia Bulletin—where he had become vice president and TV sales manager.

This is not to suggest that newspapers and networks and their maneuvers were Mr. McGredy’s black nemeses. On the contrary, when TVAR became more than just a house rep for Westinghouse the representation contracts it added were those of the Post-Newsworld stations (WPTV-TV Washington and WJXT-TV Jacksonville, Fla.) plus WBTY(TV) Charlotte, N. C., and all three dropped into TVAR’s hands from CBS, forced by the government to divest itself of outside sales representation.

The fact that Mr. McGredy had been associated with the Washington Post as a classified advertising salesman and later with one of the stations the paper would acquire may have weighed heavily in the selection of TVAR to handle the stations’ national sales job, although he says he didn’t take part in the negotiations.

Fancy List • With the Westinghouse television stations in Boston, Baltimore, Philadelphia, Pittsburgh and San Francisco, TVAR has one of the fanciest lists that a small rep could hope to handle, and one of the things Mr. McGredy is fondest of noting about his

Fast pace gives rep firm head time for details

organization is the efficiency and attention to detail that the short list makes possible.

He doesn’t pretend that TVAR wouldn’t accept representation contracts from additional stations but they’d have to be in pretty fair markets and “compatible” with the present operation before TVAR would take them on, according to Mr. McGredy.

He asserts with some pride, “We have no program of solicitation, nor are we actively seeking stations in any sense.” Unlike the larger representation companies which are constantly fighting to add new stations and to keep the ones they already have, TVAR not only can afford the parochial view but profits handsomely by it.

In 1966, a year when spot television representatives were reporting generally soft business, especially in smaller markets, Mr. McGredy was coming up with figures for his eight markets that easily surpassed industry averages.

The TVAR president, an articulate observer of the whole advertising industry, is not without some misgivings about the reputation of the television representation business. Station representation, he says, is sometimes credited with a “crass, get-the-buck image,” an image that, he thinks, in some cases it deserves.

Research Helps • But Mr. McGredy’s TVAR has established an enviable reputation as a class outfit, much of it stemming from periodic research projects that often bear not only on TVAR markets and stations but on the whole spot-TV business.

And some of the TVAR research has not shrunk from a look at the more embarrassing blemishes on spot-TV’s face.

For example an “Obser-Viewing” project used an in-home observation technique to establish the actual amount of attention viewers pay to in-program and station-break commercials, rather than just tune-in estimates, a research method that was bound to take some of the bloom off gross-TV audience figures.

This type of appraisal beyond the usual call of duty has apparently won TVAR more in agency respect than it has cost in homes delivered. And of all the reams of research that come out of representation companies, little enough is treated with any respect by the agency community.

Congenital • Mr. McGredy thinks television is suffering from an affliction that might have been avoided with proper preventive medicine. “The curse of this business from the beginning,” he says, “is that it hasn’t distinguished between delivered and potential audience,” a congenital disease that was passed from the parent newspapers to the new member of the media family, television. For this reason, Mr. McGredy feels, television has never enjoyed the full measure of superiority over print that rightfully belongs to it.

The TVAR president is also a thinker on long-range technical developments in the broadcasting industry and one of the developments he sees in the future is direct satellite-to-home broadcasting in spite of governmental and industry pressures which may slow down its arrival. “Whatever system comes,” he says, “the advertiser is always going to find it profitable to have a program vehicle as the setting for his advertisement.”

EDITORIALS

Good year if . . .

F OR 1967 the fiscal parts of broadcasting's future look remarkably healthy, as the detailed projections of the "Perspective '67" section of this issue clearly show. Only dislocations of severe proportions in the general economy can keep radio and television from setting new financial records this year.

In other ways, however, broadcasters have less reason to cheer. This could be a year of momentous decision about the basic nature of both media. This is the year in which broadcasters will be called upon to assert their responsibilities and their freedoms to practice their modern versions of the craft of journalism.

In both the U. S. Senate and House there is the promise of extensive investigations into the broadcasting of news and opinion. Broadcasters may expect to hear demands for new limitations on their journalistic practices. They must be prepared not only to defend the freedoms they already have but also to demand all the freedoms that ought to be theirs if the First Amendment has any meaning at all.

The rising billings of both media testify to the growing audiences of both, and to the respect accorded radio and television audiences of both, and to the respect accorded radio and television and their freedoms. In both the U. S. Senate and House there is the promise of extensive investigations into the broadcasting of news and opinion. Broadcasters may expect to hear demands for new limitations on their journalistic practices. They must be prepared not only to defend the freedoms they already have but also to demand all the freedoms that ought to be theirs if the First Amendment has any meaning at all.

The rising billings of both media testify to the growing audiences of both, and to the respect accorded radio and television as purveyors of information as well as entertainment. Let that respect be compromised by government determinants to broadcast journalism, and a decline in advertising revenue will be the ultimate result.

Information please

I N decreeing a fresh study of commercial time standards, the television code review board of the National Association of Broadcasters has begun to face reality. That is a good sign, and one that we hope will not be taken lightly by television broadcasters.

The reality is that the time standards never did make much sense in their attempt to apply universal limitations on all kinds of stations doing all kinds of programming in all kinds of markets. The standards make even less sense now that the FCC has adopted them as its own guidelines in considering the issuance or renewal of station licenses.

The stated aims of the code board are to simplify the standards and introduce some flexibility in their application. Those are desirable aims indeed.

The present standards, with their explicit statements of the amount of time that may be devoted to nonprogram elements and the number of nonprogram elements that may be broadcast in sequence have probably done more harm than good. Certainly they have deterred creative experimentation in the placement of commercials. Simply by existing they have acquired the institutional status of immutable law. To a large extent they have determined the framework of television programming—which is why so many television series look alike, at least in their sequence of presentation.

The NAB Code Authority has been given the mission of figuring out how the time standards ought to be changed. The director of the code authority, Howard Bell, has said that he will at least explore the possibilities of doing research into public responses to various permutations of commercial scheduling.

Research, of course, is what is lacking now and has been lacking since the time standards were first inserted in the code. Nobody knows whether public tolerance is more affected by the number, by the length, by the placement or by the content of television commercials. Surely the television business can afford studies in that area before committing itself to standards that can have profound effect on public attitudes toward TV and therefore on TV's effectiveness as an advertising medium.

Mr. Bell says he will call upon many broadcasters for advice. Let us hope that he will get not only advice but also the money to develop data about viewer response.

 Loose talk

W HY do people, in and outside government, persist in mouthing the cliché that AM radio is on the way out? The facts and figures prove just the reverse—that AM radio is stronger than at any time since the advent of television and that it is bucking for its first billion-dollar year. Yet hardly a week passes without some uncouth observation about the imminent demise of AM.

FM, after having had its growth stunted by too much bureaucratic mothering, is making encouraging progress. This is in tempo with our expanding population and economy. And FM is gaining deserved acceptance largely because the audience is easier to reach through greater availability of combination AM-FM receivers.

There's no doubt that if radio were starting from scratch, FM would be the aural service because of its technical superiority. That is the case in West Germany where, after World War II, AM allocations were no longer available, having been pre-empted by other nations. Today West Germany's aural service, by FM, is Europe's best.

But that is not the story in our hemisphere. AM is the senior service here, and its audience continues to grow.

If AM were on the toboggan, the marketplace would reflect it. The opposite is true. Radio stations are selling at highest prices ever. Last year, in spite of the tight money situation, 376 radio-only stations changed hands, representing expenditures of $76.6 million, highest in 13 years.

In a competitive economy the tendency is to exaggerate and oversell. In TV's emerging years some operators unloaded their aural services. We see no tendency now to dump AM's. Wise operators already have established themselves in FM, recognizing that the day may come when AM-FM operations in the same market may be prohibited as duopoly. Operators then will make their choice, and it's our guess that in almost every market they will find eager buyers for what they have to sell.

Drawn for BROADCASTING by Sid Hix

"Just tell him it's the man from uncle!"

BROADCASTING, February 27, 1967
Here's Barbara
Reporter Barbara Coleman and her color film crew keep Washington women well informed on events, people and topics in the news... wherever they happen.
10:30 AM Mon. thru Fri.

Claire & Co Co
A sensation with children. Lauded by parents and educators. A former schoolteacher blends kindergarten lessons with color cartoons, games and field trips (filmed in color).
8-9 AM Mon. thru Fri.
9-10 AM Sat.

News 7
Harry K. Smith anchors Washington's most authoritative early evening local newscast. All news film in color. (Followed weeknights by expanded, in color, Peter Jennings with the News)
6 PM Mon. thru Fri.
6:30 PM Sat. and Sun.

Close-Up!
Where there's an important issue, WMAL closes in on it—with experienced newsmen providing depth reporting at its best.
1:30 PM Sun.

News 7 Final
A comprehensive full-color wrap-up of the day's news, sports and weather, headed by Capitol Hill Correspondent Joseph McCaffrey.
11 PM Sun. thru Sat.

Bowlers' Choice
Adult mixed-doubles compete for cash prizes on WMAL-TV's in-studio lanes.
1-2 PM Sat.

Bowling Fun
Area teenagers compete for trophies and awards.
5-6 PM Sun.

Plus many Local Entertainment Spectaculars, and award-winning News and Public Affairs Specials!

wmal-tv
The Evening Star Broadcasting Co.
Washington, D.C.

For Rates & Avails contact Harrington, Righter & Parsons
**FUTURA**...the first major engineering “breakthrough” in the design of true modular, hand-wired, high output solid state amplifiers.

**VIKAL**...the “pace setting” high quality solid seamless aluminum sheath coaxial cables that are preferred by most experienced CATV system operators.

Viking provides 15 years of manufacturing “know-how” in providing over 2000 electronic devices for CATV application. Most of the important CATV innovations were conceived in the Viking laboratories and are accepted as the standards of the industry.

Why not let Viking’s many, many years of CATV experience work for you? We construct the finest quality “turnkey” systems, requiring a minimum of maintenance! Low maintenance costs mean high profits!

For additional information regarding financing arrangements and construction estimates, please write or telephone COLLECT.

**viking**

. . . MOVING AHEAD WITH CATV