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Radio-TV did more than just cover race riots. p44

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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

Katz Agency, Inc.
I am a virile AVERY-KNODEL MOOSE, here to proudly announce that I am now enjoying relations with the 4017 meese* in the 69 counties in Montana, Idaho & Wyoming saturated by SKYLINE TV NETWORK boasting the following utterly splendid VHF stations:

- KMVT Twin Falls / KID Idaho Falls
- KXLF Butte / KOOK Billings
- KRTV Great Falls

augmented by 135 moose-booster stations

*also 1 1/2 million people (folks) accounting for over $2.7 billion in retail sales annually.

Call the virile Avery-Knodel moose rep nearest you today. (Make him feel needed.) AVERY-KNODEL, INC.

NEW YORK CHICAGO ST. LOUIS DETROIT ATLANTA DALLAS SAN FRANCISCO LOS ANGELES

BROADCASTING, July 31, 1967
In the Dallas-Fort Worth market, KRLD-TV continues to be the dominant preference of women viewers according to the February/March 1967 ARB Television audience estimates. Channel 4 reaches more women per average quarter-hour, 9:00 a.m. to Midnight, Sunday through Saturday, than any other station – leading the 2nd station by 19.1%; the 3rd station by 53.3%; and the 4th station by 118.6%.

To sell any of the thousands of products purchased primarily by women, contact your H-R representative for a most efficient KRLD-TV schedule.
**Closed Circuit**

**Reclamation project**

National Association of Farm Broadcasters' six-man committee surveying farm radio audience trends is excited over raw data collected in first national study by Audits & Surveys Inc., New York. NAFB's $30,000 report is to be released Oct. 15. All initial indications are it will give farm radio strong selling weapon it long had hoped for in battle with print media which are getting increasingly larger bite of farm ad dollar.

**Locked in**

Any notion that ITT will drop out of ABC-AM battle soon in light of Department of Justice suit can be written off. Firm contract on merger holds until Dec. 31. To drop project, without ABC's consent, would involve contract breach and risk damage suit that could reach astronomical proportions.

**All's fair**

FCC is considering complaints going to heart of question about new fairness-doctrine rules, and some attorneys and broadcasters are worried. Does new fairness rule deal with personal attack apply to news programs? Question has been raised by Michael O'Hare, Senator Thomas Dodd's former accountant, in complaint he filed with commission against NBC. Mr. O'Hare, who had turned over evidence against Senator Dodd to columnist Drew Pearson, was attacked by Senator Russell Long (D-La.) in film used on Huntsley-Brinkley report on Dodd censure. Mr. O'Hare said NBC's failure to give him prior notification violated commission's fairness rule applying to personal attack.

NBC said that prior notice was impossible since long film was inserted in live program shortly before broadcast and that, in any event, it doesn't consider news item as falling under personal-attack principle of fairness doctrine. Worried communications attorneys, however, note that commission didn't exempt news programs when it adopted new fairness rule. Accordingly, they say, broadcast newsmen may be required to follow prescribed procedures of prior notice and of offering time for reply. Constitutionality of new fairness rule was challenged last week in courts (see page 23).
HURDY GURDY.
THE ONLY SHOW WITH
A TIGER IN ITS TUBA.

And a ton of good songs in its heart. Great music from the Gay Nineties right up to today all done up in slambang Dixieland style by Pete Lofthouse and His Second Story Men (who entertain millions at New Orleans Square in Disneyland). Jack Benny's favorite quartet, The Sportsmen, add just the right touch of harmony. And beautiful new singing sensation Barbara Kelly stops the show each week. There's plenty of bash, plenty of brass and plenty of just plain fun on "Hurdy Gurdy."

Roaring New Half-Hours
Happening In Color Every Week.

ABC FILMS

BROADCASTING, July 31, 1967
Radio-TV News Directors Association and CBS carry fairness battle to court. Separate appeals seek First Amendment test, say fairness inhibits broadcasters in carrying out their journalistic function. See . . .

AT LAST . . . 23

FM has achieved parity with AM, says special Ogilvy & Mather report, though most stations don’t make profits. Says FM’s restrictive commercial policy in jeopardy due to increased advertising interest. See . . .

SALES AMMUNITION . . . 25

Diverse broadcasting interests link arms in opposing any FCC rulemaking that would assert regulatory authority over cross ownership of CATV systems. FCC inquiry succeeds in uniting once-divided factions. See . . .

CATV STRANGULATION . . . 30

FCC clears Association of Maximum Service Telecasters of ex-parte charges relating to May 9 visit of AMST delegates to four commissioners. Rejects CATV claims, affirms need to hear industry views. See . . .

AMST FREE . . . 39

NAB study shows 1966 prefix profit for typical TV station to be $330,000 or 23.62%; typical radio station to be $11,000 or 8.7%. TV broadcasters see 3.9% increase in 1967; radio anticipates 3% rise in revenues. See . . .

RADIO-TV PROFILE . . . 41

War-experienced newscasters find Detroit streets even match for Vietnam rice paddies. Radio-TV provide key links in community communications, but suffer billing losses as many clients are burned out of business. See . . .

MORE THAN COVERAGE . . . 44

WCBS New York drops music-news format for news-information set-up to compete against WINS. Station hopes to fill vacuum created by failing New York dailies, create new image in tough 40-plus station market. See . . .

WCBS TO SWITCH . . . 45

TV manufacturers to repel notions that X-ray radiation from color TV sets is widespread. Industry members will appear before two House subcommittees in effort to head-off Nader-type probe. See . . .

ARMED FOR DEFENSE . . . 47

FM shakes off old myths to become sharper sales medium by combining programing and technical innovations. Optimism runs high among broadcasters; agencies-reps more cautious due to poor ‘numbers’ showing. See . . .

SWEET SMELL OF SUCCESS . . . 55

AGENCY-REP THINKING . . . 58

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BROADCASTING, July 31, 1967
WBIR-TV transmits from one of the world's tallest towers (1,751 feet). This enables us to reach a wide area, including approximately 60 counties in east Tennessee, southeast Kentucky, southwest Virginia, and western North Carolina.

Our Area of Dominant Influence (ADI) is indicated by solid red in 35 counties (white for 3-county metro area, Anderson, Blount & Knox) on the map at left. Coverage of 25-49% Net Weekly is shown by the medium red shading; the pink shaded counties have coverage of 5-24% Net Weekly. Approximately 1 million people, with incomes of $1.6 billion and retail sales of $1.2 billion are in our ADI.

Over 50% Net Weekly
25-49% Net Weekly
5-24% Net Weekly
3-County Metro Area—Population is 400,100 (S.M.)

Signal Coverage in the Southeast...
Offering advertisers coverage of more than 1-million homes in six southeastern states.

WBIR-TV Knoxville, Tenn.
WFBC-TV Greenville, S. C.
WMAZ-TV Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.
WLBT(TV) finds ally in Broadcast Bureau

FCC's Broadcast Bureau has recommended that license of controversial WLBT(TV) Jackson, Miss., be renewed.

Bureau, in proposed findings submitted to Hearing Examiner Jay Kyle on Friday (July 28), said record on hearing does not support most charges that station discriminated against Negroes in it programing.

Bureau said station's record has been spotty as to efforts to seek out responsible Negroes to speak for their community on station or to explain Negroes' programing needs, tastes and desires.

Nevertheless, bureau said, station's license should be renewed in view of conclusions it reached on other issues and "the fact that the station is now and has been since 1965, seeking out and serving the tastes and needs of its entire service area."

Bureau and WLBT, in its proposed findings, said in effect that office of communications of United Church of Christ, which has been seeking denial of station's license renewal, did not prove its case. Church is due to file its proposed findings today (July 31).

Commission ordered hearing on renewal application after U. S. Court of Appeals overturned commission decision of May 19, 1965, granting WLBT one-year renewal. Short-term renewal was granted because of charges church had made against station.

In discussing issues, bureau said record does not support charge that station did not make time available for discussing conflicting views on issues of public importance, or did not afford spokesmen for Negroes' opportunity to discuss controversial issue of racial integration.

Bureau also appeared to knock down one celebrated charge against station—that it cut off programs on racial issues and substituted "Sorry, Cable Trouble" slide. Evidence doesn't support charge, bureau said.

WLBT, in asserting that it has demonstrated that its performance warrants license renewal, said that, as southern station at time racial issues were becoming explosive, it had to be wary of programing that might cause violence.

WLBT said it has tried to be fair to both sides in issue but that "it is apparent" that Church's position "is that WLBT is biased and prejudiced whenever it does not present a point of view totally in accord with their own. . . ."

GE buys Denver stations for $10 million in stock

Purchase of KOA-AM-FM-TV Denver by General Electric Broadcasting Co. (CLOSED CIRCUIT, June 12, May 1) announced Friday (July 28), subject to FCC approval. Payment will be through exchange of stock, with value expected to be about $10 million. GE will assume about $3 million in obligations.

Selling group, headed by William Grant, assumed full ownership of station in 1964 by buying out 52.5% majority interest held by comedian Bob Hope and associates for $6.3 million. Grant-Denver group also owns channel 5 KOAA-TV Pueblo; this will be sold separately.

GE was original owner of KOA which was established in 1924. It was, however, operated by NBC, first under lease then through outright purchase. NBC sold station to Mr. Hope and his associates in early 1950's.

Acquisition will give General Electric its third broadcast property; it owns WGY, WOFM(FM) and WRGB(TV) in Schenectady, N.Y., and WBBM-AM-FM-TV Nashville, which it purchased last year for $9.7 million.

KOA is clear channel Class 1-B on 850 kc with 50 kw fulltime. KOA-FM is six years old and operates on 103.5 mc with 57 kw. KOA-TV began in 1953 and is on channel 4. All are affiliated with NBC.

Group W joins Granik in New York CATV enterprise

Acquisition by Westinghouse Broadcasting Co. of 49% of producer Theodore Granik's CATV Enterprises Inc., which holds franchise from New York City for Riverdale section of Bronx, was announced Friday (July 28), on heels of new, in-depth study of CATV operations by city (see page 34). Terms of acquisition were not revealed. WBC has option to acquire 1% additional ownership.

Of three companies granted two-year franchises in New York, CATV Enterprises is only one without system in operation. Mr. Granik noted he has had unexpected problems of jurisdictional disputes between utilities, landlords demanding pay-offs to allow cable installation, labor trouble, and technical difficulties in getting system into operation.

Mr. Granik will continue as chairman but new president and chief operating officer will be Charles Woodard, Westinghouse vice president and president of CATV subsidiaries in Georgia and Florida. Mr. Woodard said company would begin installation shortly and expects to be operative within four to six months.

Threat to news broadcasts

CBS says in fairness suit

CBS says that broadcast stations' ability to present "worthwhile news and public affairs programs will be seriously hampered" unless FCC's new fairness doctrine rule is overturned.

CBS made statement Friday (July 28) in announcing it has asked U.S. Court of Appeals for second circuit to review commission rule, adopted last month, which applies to personal attack and to editorializing in election contests.

"Rule goes far beyond the FCC's traditional fairness doctrine by requiring stations to carry reply statements of individuals or groups, no matter how fair and truthful the original statement and no matter how irresponsible the reply," CBS said.

CBS's petition for review asserts that commission lacks authority to promulgate rule and that it violates constitutional guarantee of free speech and
WEEK’S HEADLINERS

M. Kenneth Hyman named executive VP in charge of worldwide production for Warner Bros.-Seven Arts Ltd. at same time Mr. Hyman, 38, is elected member of corporation’s board of directors. Mr. Hyman will make his headquarters at Warner Bros.-Seven Arts studios in Burbank, Calif. He succeeds Jack L. Warner, who founded Warner Bros. with his brothers in 1923. Mr. Warner remains associated with Warner Bros.-Seven Arts Ltd. as vice chairman of board of directors and as independent producer of major motion pictures for company.

Robert L. Cee, VP in charge of station relations for ABC-TV, on Sept. 15 joins faculty of Ohio University, Athens, as lecturer and special assistant to director of radio and TV. He was scheduled to retire from ABC Nov. 1 at age 65. Ohio University is licensee of noncommercial WOUB-AM-FM-TV Athens, Ohio.

For other personnel changes of the week see FATES & FORTUNES

CATV test project threatens harmony

Request of Triangle Stations’ CATV subsidiary, Suburban Cable TV Co., to conduct experimental CATV operations in Philadelphia suburbs, is threatening to sever thin thread of accord developed July 19 by broadcast CATV operators and CATV-only operators (Broadcasting, July 24).

In related episode emanating from July 19 meeting in Washington, National Association of Broadcasters and National Community Television Association seemed as far apart as ever in reaching compromise over CATV copyright limitations.

On Friday (July 28) Westhouse Broadcasting Co., licensee of KYW-TV Philadelphia, wrote to FCC reaffirming its July 26, 1966, opposition to Suburban’s plan on ground FCC rule requires CATV to get permission to carry signal beyond its grade B contour. WBC noted that Suburban, in test, proposed to bring in four New York stations to Philadelphia environs (Broadcasting, Aug. 8, 1966).

Of greater concern to Westhouse, whose Charles Woodard Jr. took part in July 19 meeting, was implication in letter to commission from George Hatch, KUTV(TV) Salt Lake City, that all present at meeting supported Philadelphia as test site.

Hatch letter noted KUTV organized Washington meeting, attended by “leaders of both industries,” and those attending felt “experiment in a test market” should be considered.

Similar letters of support have come to FCC from Cox Cablevision Corp., Cosmos Cablevision Corp. (both broadcast-CATV entities), Television Communications Corp. and Jerrold Corp., all of which had representatives at Washington meeting.

Letters of support, it was understood, were requested by Roger Clipp, vice president and general manager of Triangle Stations, who was also at July 19 meeting. Mr. Clipp, member of NAB television board, has also been advocate of creation of CATV division within NAB.

In copyright arena, NAB President Vincent Wasilewski on Friday sent wire to Mr. Hatch—who had forwarded telegram from “NCTA copyright committee”—saying NCTA’s position appeared unchanged. “I am unable to make any recommendations for change in our position,” Mr. Wasilewski said.

NCTA’s wire, signed by Alfred R. Stone. TCC, was hard-line stand that called for interim legislation on copyright because “the CATV industry is not at all pleased with the delay of the omnibus copyright bill . . . .” Interim legislation maintaining status quo,” wire said, “is the only alternative to possible chaos in the industry.”

Charges TV income used to beat down competition

Publisher of San Mateo (Calif.) Times charged Friday (July 28) in testimony before Senate subcommittee holding hearings on “failing newspapers” bill (see page 36) that San Francisco Chronicle used profits from xron-TV subsidiary to destroy rival metropolitan paper.

Chronicle and Examiner now have joint mechanical and business operation threatened by Justice Department moves that bill would forestall. Mr. Clinton also cited burgeoning CATV activity by Chronicle in San Francisco surburban area; called for committee to ask FCC and Justice Department to investigate use by Chronicle Publishing Co. of xron-TV television franchise “in causing Hearst newspapers in San Francisco to become failing newspapers.” (Hearst owns Examiner, was part owner of News-Call Bulletin, which folded when present operating agreement with Chronicle was put in effect.)

Mr. Clinton told committee that Chronicle-Examiner agreement might not have been necessary if Chronicle Co. “had been required to release its television franchise . . . thereby enabling Hearst newspapers to compete on much more equitable basis than was case when Chronicle Publishing Co. was able to use its huge television profits to bring about failing-newspaper status of Hearst newspapers.”
What's the value of a Byline?

Years of a man's professional life can pass before he rates a byline.
  Some never make it.
  Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.
  Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.

For a free copy of What's Behind a Drug Name, write to the Public Relations Department,

LEDERLE LABORATORIES
A Division of American Cyanamid Company, Pearl River, New York
A calendar of important meetings and events in the field of communications.

## AUGUST


Aug. 3-9—Fifth annual National Broadcast Editorial Conference sponsored by the Radio-Television News Directors Association, the NAB, the journalism department of the University of Michigan and the graduate school of journalism at Columbia University. Speakers include Senator Philip Hart (D-Mich.) and Willard Schroeder, vice president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich. University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Ben Yablonky, director of journalism, University of Michigan, Ann Arbor, 41014.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Palms motel, Las Cruces.

Aug. 8—Deadline for reply comments on FCC inquiry into developing patterns of ownership in CATV industry.

Aug. 8-10—Workshop on advertising financial management and fiscal control sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.


Aug. 13-17—Second Inter society Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

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

Aug. 14—Sixth annual TV day of the Georgia Association of Broadcasters.Regency Hyatt House, Atlanta.


Aug. 22—Annual stockholders meeting. Rollins Inc., to elect four directors and vote on amendment of charter authorizing issuance of up to 500,000 shares of preferred stock in addition to present 6 million common and 4.5 million class B common. Bank of Delaware Blvd., Wilmington, Del.

Aug. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Richard J. Smith, executive vice president, NAB, and Howard Bell, general counsel, NAB, New York City.

Aug. 25—Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.


### SEPTEMBER

Sept. 1-6—Board of directors meeting, National Community Television Association. Washington, D.C.

Sept. 1-5—Fourth International Television Conference. The content theme— "Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Judgments governing the contest can be obtained from Television Contest, 1-10 Bundesalle, Berlin 15.

Sept. 1-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.


Sept. 15-16—Annual fall meeting of the Louisiana Association of Broadcasters. Speakers include Vincent Warszewiski, NAB president, and Howard Bell, general counsel, NAB, New York City.

For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven't tried AUDIMAX and VOLUMAX. You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would—only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes", and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us $665 if you like it. If not, send it back—freight charges collect. What can you lose? By keeping average modulation up, everybody wins.

Volumax for AM broadcasters costs the same as Audimax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels. That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs $695.

Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.

Sept. 18-22—102nd annual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers, Edgewater Beach hotel, Chicago.


Sept. 21-23—Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers, Mayflower hotel, Washington.

Sept. 22-24—Southwest area conference of the American Women in Radio and Television, Tulsa, Okla.

Sept. 24-25—Meeting of the Texas Association of Broadcasters, Commodore Perry hotel, Austin.

Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.


Editor: We appreciate your flattering implication [CLOSED CIRCUIT, July 24] that TIO helped develop the Methodist Church's TV valuation project. In fact the idea and its implementation must be credited to the Methodist Television-Radio-Film Commission. We have been assured and have advised stations that the project is not intended as an attack on stations. We do believe that it provides an opportunity for broadcasters to strengthen their relations with church groups.—Roy Danish, director, Television Information Office, New York.

(AAll Broadcasting said was that TIO helped, which it did.)

Fairness causes nightmare

Editor: I just woke up from a horrible nightmare. Some guy who said his name was Avis walked into my dream and demanded equal time with Hertz.—Chris Watkins, F.O. Box 1837, Garden City, Ga.

C&W's hidden market

Editor: William Cayton in his Monday Memo [Broadcasting, July 17] stated: "We could only conclude that there are many people listening to rock 'n' roll and country-and-western stations who won't admit it."

WZIP Cincinnati knows this only too well. In spite of the fact that no rating services have, thus far, shown us with any significant market penetration, our success factor for local clients has been phenomenal. . . . We can only concur with Mr. Cayton and indicate that the country-music market is a lot larger than a lot of people will acknowledge. I need only to point out the fact that country music accounts for 40% of all records sold in the U. S. today.—Henry C. Goldman, general manager, WZIP Cincinnati.

Subsidies and the news

Editor: Coming, as it does, from an industry beholden to commercial advertisers for direct subsidies, your charge [Broadcasting, July 17] that the Corp. for Public Broadcasting "could never investigate, analyze or interpret news involving the government without being suspected of bias on the government's side" is absurd.

This logic would have us believe that commercial broadcasters could never investigate, analyze or interpret news about the harmful effects of smoking, the consequence of detergents that won't decompose and automobile safety without being suspected of bias on the side of their sponsors.

Maybe you've got something there, after all.—David L. Phillips, producer, public affairs, WPSX-TV (noncommercial) Clearfield, Pa.

Pa. ETV network plans

Editor: This is in response to the article in the May 22 Broadcasting in which reference was made to the interconnection plan of Pennsylvania's educational television system.

Be assured that your source of information made a completely unwarranted statement by reporting that "... in desperation a microwave 'demonstration project' had been planned between


MIND first or revised listing.
THE DEPARTMENT OF PUBLIC INSTRUCTION, which is advised by the Educational Television Advisory Committee composed of ETV station managers, broadcast council members, legislators, and educators, has recommended action on interconnection in the past year. It must be remembered that not until June 15, 1967—a date after BROADCASTING was issued—was a signal put on the air from WQLN-Erie, the last station to complete the state educational television system. Only within the past three years have WVLN, WLVT, and WYIT been activated. Station activation has been the main goal, and this has been achieved on June 15.

Therefore, complete interconnection could not have been relative to developing an interconnection which is in the best interests of the citizens of the commonwealth. It does not act in desperation.—Roy A. Brown, director of instructional services, Department of Public Instruction, Commonwealth of Pennsylvania, Harrisburg, Pa.

GROWING COLORADO SPRINGS

EDITOR: It has been called to my attention through one of our local television stations that [BROADCASTING, June 26] carried a population figure of 82,000 for Colorado Springs. Since that figure does not reflect either the official 1960 census or the current estimate of population for mid-1967, I am taking the liberty of enclosing a statistical sheet on population estimates in Colorado Springs produced by my office.—Clayton J. Banta, executive vice president, Chamber of Commerce, Colorado Springs.

(June 26 story was concerned with Footes, Cone & Belding's plan to buy into CATV system in Colorado Springs. The chamber of commerce statistical sheet enclosed by Mr. Banta lists 1960 U.S. Census Bureau figures of 78,194 for the city proper and 143,742 for the Colorado Springs standard metropolitan statistical area. In addition, estimates in Jan. 1, 1967, bring these figures to 103,000 and 226,000, respectively.)

TAKE VOCALS OFF THE AIR

EDITOR: If I owned a radio station, I would insist that only instrumental music be broadcast, with the exception, of course, of church services.

Then I would plug the fact that no vocals are used in order to reserve the human voice for delivering news and weather, service announcements and commercials.

I am convinced that this type of program format will be highly acceptable to both listener and advertiser. . . .—Charley Stookey, 623 North M Street, Lake Worth, Fla. 33460.

BROADCASTING, July 31, 1967
But what have we done for New York, Los Angeles, Chicago, Philadelphia, and St. Louis lately?

Season after season, the five CBS Owned television stations provide viewers with the finest local programming in all broadcasting. Individually, each regularly prepares and broadcasts a wealth of community-oriented programs. In addition, as a group the stations co-produce large-scale, wide-scope series and specials of mutual interest to all five communities.

Recently, for example, the stations presented Eye on Art, a five-part series of hour-long color programs which comprised a sweeping survey of current art trends in five major patron cities. Narrated by such “name” personalities as Edward G. Robinson, Vincent Price and Alexander Scourby, the programs attracted large audiences and such favorable press comments as Variety's.
“written with insight...filmed exquisitely...a treat to the eye and the intellect.”

Then there is Repertoire Workshop, the continuing series designed to showcase young, creative and performing talent from the stations’ broadcast areas, now in its fifth season. During its run, the Workshop has chalked up an impressive number of “firsts,” the end result of more than 16,000 auditions of performers and scripts!

The future promises a great deal more. More impressive five-station projects, both on and off the air, which reflect their deep community involvement. More programs of the surpassing quality which has just won for the stations 6 Ohio State Awards—including 5 of the 8 local commercial television station awards made!

What have we done lately? Keep in touch and you’ll see.

©CBS Television Stations
CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS
How will advertising survive the ‘public good’?

A few years ago a seminar of 17 company presidents was asked to give the single most important objective of business. "To make a profit," all but one chorused.

The dissenting company president's job was to "operate a company according to the public good." Actually, he was more a prophet than a critic. As his associates thought him mad.

In the last decade government at all levels has invaded provinces normally governed by management. While no one has said exactly "business shall exist for the public good," enough you shall nots have been said to add up to the same thing.

Example: You shall not make a profit by poisoning public waters. You shall not make a profit by befooling the air.

No one can quarrel with these. Many actually feel government has moved too slowly in these areas.

But what does cause problems today is the loose interpretation of "public good." Sometimes "according to the public good" means protecting competition, sometimes protecting competitors, sometimes discouraging monopoly and sometimes encouraging it.

Pricing Quandary • Or as one business leader complained about pricing: "If you raise prices, you're guilty of creating inflation. If you maintain equal pricing, you can be accused of price fixing. If you lower prices, you can be charged with unfair competition practices."

Still closer to home, the advertising business is facing some of its severest problems in the "public-good" area. The current areas of attack center on branding, packaging, promotion and advertising copy.

On branding, a manufacturer cannot charge different prices for private-label merchandise and branded merchandise if the essential difference is the reputation on the advertised brand. This conclusion results from the Borden case and is a major threat to branded merchandise and the advertising which creates brands.

On packaging, while the original packaging and labeling bill has been watered down, the spirit of the bill is specifically antibranding and antiavertising. If the "spirit and intent" are administered, packages would emphasize generic-product copy, not brand names, symbols or illustrations. If the point-of-sale becomes generic, advertising is in serious trouble.

On promotion, two cases have aroused alarm among consumer-goods marketers. In the Utah Pie case the U.S. Supreme Court decided that national marketers could not cut above national promotional patterns. If localized promotion is ruled out, the next area of attack would be local advertising.

Armour & Co. is under fire for offering coupons which discount bacon below the wholesale price. If the court decides against Armour, promotional discounts will become less effective and eventually less used.

This will have the effect of raising consumer prices, lessening the value of price as a marketing weapon and throw more competitive emphasis to advertising. This sounds good in theory, but in practice advertising becomes the next focal point of attack.

Trends may be seen in the Preparations H case. There the Federal Trade Commission has "discovered" the authority to rule advertising off the air and out of print if the advertising is "false and misleading." Until Preparations H this could be done only if a product would result in "public harm."

Now, with this precedent, the FTC can order curtailment of any advertising which seems false and misleading to the commission.

Continuing Attacks • Whether or not we are aware of it, the government is attacking some bastions of business enterprise that directly affect the advertising business. If the government is successful in diminishing the importance of brands, reducing promotion discounts, making packaging generic, eliminating localized promotional programs and reviewing advertising copy, advertising is in serious trouble.

It appears we can expect: (1) more, not less, government intervention in business; (2) greater use of the antitrust laws as marketing weapons by private business itself; more "amateur" cases are expected to be fought out in the courts; (3) greater proliferation of regulations, laws and court interpretations governing all facets of business and advertising; (4) more stringent restrictions on competitive-pricing practices; (5) much greater attack on the practice of making a profit via brand selling; (6) and consequently, direct government attacks on advertising as a practice "which lessens competition" or "which lessens competitors."

There is no easy solution outside of both government and business accurately defining the "public-good" consequences of each government or business action that involves change or precedent. The marketer who heavily depends on advertising should be concerned.

Preparing • More than that, he should organize his company to recognize the growing importance of government in business. While most have created marketing organizations to deal with the marketing revolution, few have dealt with the government revolution.

A key man should find a place in management, a man trained in law and in marketing who could guide his company through the increased labyrinth of laws, regulations and interpretations. Perhaps this is the man who could influence government action.

Such a man would be the "government-affairs officer" with rank equal to the top marketing or sales officer. This may not be the whole solution or any part of it. But this much seems obvious: If we don't move in some direction, we may find advertising eliminated altogether because somebody interpreted our business to be in conflict with the "public good."
What do Marylanders think?
WMAR-TV has the answers on

**SUCCESS STORY—Baltimore Style!**

■ **TONIGHT'S BIG QUESTION** is a unique program feature developed and produced by the WMAR-TV News Department. One of its most important aspects is the daily involvement of thousands of Channel 2 Maryland viewers. Every Monday through Friday, in the 7 to 7:30 PM news period — and repeatedly during the evening — a question of current local, national or international concern is asked on the air. Viewers can vote YES or NO by dialing one of two numbers. A battery of telephones takes incoming calls, answers them by recorded voice and automatically records the votes. Results are aired the same night in the 11 PM news period. Viewers of Channel 2 have dialed **TONIGHT'S BIG QUESTION** 181,397 times in the first eight weeks! Proof again, that Marylanders look to WMAR-TV for the best over-all news programming!

In Maryland
Most People Watch **COLOR-FULL**

WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
HOW THE "BIG TUBE" IMPROVES
ACCURATE COLOR
In the RCA 4-tube camera, three special 1-inch vidicon tubes concentrate on color reproduction. These three tubes carry the chrominance (color) information, while the big 4½-inch image orthicon tube carries the luminance components of the picture. This lessens the possibility of registration errors spoiling the color picture, and leads to more accurate color reproduction.

HIGH-DEFINITION PICTURE
The big 4½-inch image orthicon makes the big difference. It’s like using a larger negative in photography, to increase resolving power and produce a picture with more punch. The high-definition brightness information combined with the color information produces a sharp color picture.

SNAP AND SPARKLE
The big 4½-inch tube operates over a large contrast range, adding snap and sparkle to the color picture. The “knee” of the I.O. is inherently responsive to scene brightness changes, acting as an automatic control to limit the effects of extreme brightness, still permitting detail in highlight areas to be captured. It also makes possible color pictures in simulated night scenes and other low-key lighting.

FAITHFUL REPRODUCTION
The “Big Tube” concept permits this camera to produce natural-looking color pictures that faithfully mirror the subjects and products being televised. In test after test the TK-42 has proved its ability to reproduce striking color pictures under all sorts of conditions. This means lifelike scenes on the screen and better product identification—the kind of pictures that please both advertisers and audience.


"BIG TUBE"
RCA TK-42 and TK-43 Color Cameras use a 4½-inch diameter pickup tube in the luminance channel—all other 4-tube color cameras use a 1½-inch diameter tube—and, of course, some color cameras don’t even have a luminance channel pickup tube.

NOTE: New Type 4536 tube gives longer life, eliminates burn-in problems. With new field-effect transistorized preamplifiers and other circuit improvements, it provides a dramatic reduction in noise level.
Sorry, Girls. The results are in. And Betty Feezor is outpulling all but one local woman's program in the entire country. *

Both ARB and Nielsen show Betty delivering larger audiences than Paige Palmer in Cleveland, Jean Bonnelly in Pittsburgh, Betty Hayes in Kansas City, Ginny Pace in Houston or Charlotte Peters in St. Louis.*

Fact is, only Lee Phillips in the giant Chicago market reaches more homes than Charlotte's Betty Feezor.*

When Betty cooks up a new dish, or gives out with a household tip, women look, listen and buy.

And she's sold out solid, with a constant waiting list of sponsors. Put your name in the pot now.

*Feb-March 1967 ARB and ARB

*The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications on the service notes, as disclosed in their reports.

That's the way the cookie crumbles.
New sales ammunition for FM

Special O&M report to clients claims FM has reached parity with AM; low CPM is reflected in ARB statistics

"FM has reached that point when no distinction should be made between it and AM radio" when it comes to media director in charge of media services reached by Paul Zuckerman, associate media director in charge of media services for Ogilvy & Mather, New York, in a special report circulated within the agency and to most of O&M's 22 clients. His study of FM shows most stations still operating at a loss, although more advertisers are being attracted to the medium as "ownership broadens and programming diversifies." While FM audiences still tend to show a selective profile, the study adds, "there are indications that the FM listener profile is more closely approximating AM listener profiles."

However, one of FM's strongest points is in jeopardy, the report finds. Although it hasn't happened yet, the study says "any significant increase in

Female cost and delivery analysis
(ARB October/November 1966-average quarter hour)

<table>
<thead>
<tr>
<th>Market</th>
<th>Women 18-49</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. WPIX(FM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-6 p.m. Sat.</td>
<td>22,000</td>
<td>.86</td>
</tr>
<tr>
<td>5-7 p.m. Mon.-Fri.</td>
<td>14,500</td>
<td>1.31</td>
</tr>
<tr>
<td>B. AM stations*</td>
<td>(10 a.m-3 p.m. Mon.-Fri.)</td>
<td></td>
</tr>
<tr>
<td>WNEW</td>
<td>112,000</td>
<td>1.07</td>
</tr>
<tr>
<td>WABC</td>
<td>59,000</td>
<td>1.12</td>
</tr>
<tr>
<td>WHN</td>
<td>58,000</td>
<td>1.29</td>
</tr>
<tr>
<td>WMCA</td>
<td>57,000</td>
<td>1.40</td>
</tr>
<tr>
<td>WCBS</td>
<td>52,000</td>
<td>1.44</td>
</tr>
<tr>
<td>Cost base: 20 minutes per week/eight weeks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. WLDM(FM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-5 p.m. Mon.-Fri.</td>
<td>15,000</td>
<td>1.55</td>
</tr>
<tr>
<td>10 a.m-3 p.m. Mon.-Fri.</td>
<td>14,000</td>
<td>1.66</td>
</tr>
<tr>
<td>B. AM stations*</td>
<td>(10 a.m-3 p.m. Mon.-Fri.)</td>
<td></td>
</tr>
<tr>
<td>CKLW</td>
<td>31,000</td>
<td>1.16</td>
</tr>
<tr>
<td>WJR</td>
<td>26,000</td>
<td>3.12</td>
</tr>
<tr>
<td>WKNR</td>
<td>25,000</td>
<td>2.24</td>
</tr>
<tr>
<td>WCAR</td>
<td>18,000</td>
<td>1.67</td>
</tr>
<tr>
<td>WXYZ</td>
<td>15,000</td>
<td>3.38</td>
</tr>
<tr>
<td>Cost base: 20 minutes per week/eight weeks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. WDBN(FM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-7 p.m. Mon.-Fri.</td>
<td>14,000</td>
<td>1.03</td>
</tr>
<tr>
<td>12-6 p.m. Sat.</td>
<td>13,000</td>
<td>1.11</td>
</tr>
<tr>
<td>B. AM stations*</td>
<td>(10 a.m-3 p.m. Mon.-Fri.)</td>
<td></td>
</tr>
<tr>
<td>WHK</td>
<td>12,000</td>
<td>2.92</td>
</tr>
<tr>
<td>WJW</td>
<td>11,000</td>
<td>3.00</td>
</tr>
<tr>
<td>WKYC</td>
<td>11,000</td>
<td>2.36</td>
</tr>
<tr>
<td>WERE</td>
<td>8,000</td>
<td>1.90</td>
</tr>
<tr>
<td>WGAR</td>
<td>8,000</td>
<td>3.29</td>
</tr>
<tr>
<td>Cost base: 20 minutes per week/52 weeks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* AM stations selected and ranked based on quarter hour delivery of women 18-49.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Male cost and delivery analysis
(ARB October/November 1966-average quarter hour)

<table>
<thead>
<tr>
<th>Market</th>
<th>Men 18-49</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. WPIX(FM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-8 p.m. Mon.-Fri.</td>
<td>19,000</td>
<td>$1.00</td>
</tr>
<tr>
<td>12-6 p.m. Sat. &amp; Sun.</td>
<td>12,000</td>
<td>1.58</td>
</tr>
<tr>
<td>B. AM stations*</td>
<td>(6-10 a.m. Mon.-Fri.)</td>
<td></td>
</tr>
<tr>
<td>WNEW</td>
<td>125,000</td>
<td>1.44</td>
</tr>
<tr>
<td>WMCA</td>
<td>90,000</td>
<td>1.27</td>
</tr>
<tr>
<td>WHN</td>
<td>85,000</td>
<td>1.47</td>
</tr>
<tr>
<td>WOR</td>
<td>73,000</td>
<td>2.47</td>
</tr>
<tr>
<td>WABC</td>
<td>66,000</td>
<td>1.82</td>
</tr>
<tr>
<td>Cost base: 20 minutes per week/eight weeks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. WLDM(FM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-6 p.m. Mon.-Fri.</td>
<td>14,000</td>
<td>1.63</td>
</tr>
<tr>
<td>12-6 p.m. Mon.-Fri.</td>
<td>12,000</td>
<td>1.90</td>
</tr>
<tr>
<td>B. AM stations*</td>
<td>(6-10 a.m. Mon.-Fri.)</td>
<td></td>
</tr>
<tr>
<td>WJR</td>
<td>44,500</td>
<td>2.43</td>
</tr>
<tr>
<td>CKLW</td>
<td>16,000</td>
<td>3.19</td>
</tr>
<tr>
<td>WXYZ</td>
<td>15,000</td>
<td>4.80</td>
</tr>
<tr>
<td>WCAR</td>
<td>13,000</td>
<td>2.85</td>
</tr>
<tr>
<td>WQTE</td>
<td>11,000</td>
<td>2.27</td>
</tr>
<tr>
<td>Cost base: 312 X rate.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. WDBN(FM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-10 a.m. Mon.-Fri.</td>
<td>9,000</td>
<td>1.61</td>
</tr>
<tr>
<td>12-6 p.m. Sun.</td>
<td>7,000</td>
<td>2.06</td>
</tr>
<tr>
<td>B. AM stations*</td>
<td>(6-10 a.m. Mon.-Fri.)</td>
<td></td>
</tr>
<tr>
<td>WJW</td>
<td>17,000</td>
<td>2.41</td>
</tr>
<tr>
<td>WKYC</td>
<td>12,000</td>
<td>3.83</td>
</tr>
<tr>
<td>WGAR</td>
<td>12,000</td>
<td>3.19</td>
</tr>
<tr>
<td>WERE</td>
<td>7,000</td>
<td>3.31</td>
</tr>
<tr>
<td>WIXY</td>
<td>7,000</td>
<td>4.47</td>
</tr>
<tr>
<td>Cost base: 20 minutes per week/52 weeks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* AM stations selected and ranked based on quarter hour delivery of men 18-49.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Billings push agencies’ profits to new highs

An improved profit position of U. S. advertising agencies was achieved in 1966 primarily because of a “substantial increase in billing, resulting in a proportionate decrease in overhead costs,” the American Association of Advertising Agencies reported today (July 31).

In issuing its annual summary of costs and profits over the past two years, AAAA said 77% of its members made more money in dollars in 1966 than in 1965, largely because of increases in billing. This compared to 65% of AAAA members reporting dollar gains in 1965 over 1964. AAAA said profit percentages were higher last year compared to any previous year since 1956. Net profit after taxes averaged 4.98% of gross income in 1966, compared with 4.25% in 1965. As a percentage of billing, net profit averaged 0.98%, as against 0.81% in 1965.

The report noted that gross income of the agencies has increased at a higher rate than the dollar payroll, observing that the total payroll in 1966 represented 66.05% of gross income, as compared to 67.14% in 1965. In other highlights: payments into pension or deferred profit sharing increased to 2% (up from 1.93% in 1965 and 1.17% in 1958); insurance for employee benefits has almost doubled during the 10-year period to 0.80% in 1966, and taxes, other than U. S. income tax, have climbed over the decade to a high of 2.58% of gross income (from 1.71% in 1957). Other costs and overhead items showed no significant change.

<table>
<thead>
<tr>
<th>Ten-year record of advertising agencies’ costs and profits (Per cent of gross income unless otherwise stated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent, light and depreciation</td>
</tr>
<tr>
<td>Taxes (other than U.S. income)</td>
</tr>
<tr>
<td>Total payroll</td>
</tr>
<tr>
<td>Payments into pension or profit-sharing plans</td>
</tr>
<tr>
<td>Insurance for employee benefit</td>
</tr>
<tr>
<td>Total expenses</td>
</tr>
<tr>
<td>Profit before U.S. income tax (as percentage of gross income)*</td>
</tr>
<tr>
<td>U.S. Income taxes</td>
</tr>
<tr>
<td>Net profit (as percentage of gross income)*</td>
</tr>
<tr>
<td>Profit before U.S. income tax for incorporated agencies (as percentage of gross income)*</td>
</tr>
<tr>
<td>U.S. Income tax for incorporated agencies</td>
</tr>
<tr>
<td>Net profit for incorporated agencies (as percentage of gross income)*</td>
</tr>
<tr>
<td>Net profit for incorporated agencies (as percentage of sales–i.e., billing)</td>
</tr>
</tbody>
</table>

*Gross income comprises commissions, agencies’ service charges, and fees. Source: Annual studies of advertising agencies’ costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes.

advertising activity on FM stations could dilute one of the advantages for using FM. "Changing Pattern? • It notes that FM’s generally have followed restrictive commercial policies, "not by design, but simply a function of little demand. Any significant increase in advertiser activity on FM stands to alter this pattern somewhat. On the other hand, many operators will avoid introducing more commercial clutter by maintaining current patterns and raising advertising rates. ... As increased demand and expanded audiences push FM costs and efficiencies upward, many of these [limited budget] advertisers will draw from the medium and search for more affordable media."

The report notes that although FM advertising revenues were about $25 million in 1965 (almost three times the $9 million reported in 1960), 70% of the FM stations did not make a profit in 1965. This is "some improvement over the 76% reporting in the red in 1960," the report continues, "but the picture still remains very tenuous." FM stations produce less than 3% of all radio revenues although FM’s account for 27% of all radio stations and this unprofitable picture, according to the report, is due to FM’s inability to attract national advertising dollars. More Expected • However, many national accounts are already committed to FM schedules and "more advertisers will consider FM as part of the radio medium and not as a separate and distinctive medium" in the future, the report points out. In addition, it predicts the medium will "attract increasingly more advertising investment" ... as more advertisers work toward zeroing-in message delivery to prime prospects. The report notes that FM’s major audiences, unlike AM’s, build up when people are at home so that FM prime hours closely approximate TV viewing.
At last a First Amendment test

Legality of FCC's fairness doctrine is attacked in appeals by news directors, CBS and others; ultimate aim is Supreme Court brake on FCC power

Broadcasters hit back last week in two uncoordinated but similar court suits at the FCC's order adopting provisions of the fairness doctrine as a commission rule. The aim of the suits is to win for broadcasters some measure of the journalistic freedom enjoyed by print media.

The Radio-Television News Directors Association and eight broadcast licensees at noon CDT Thursday filed petition for review of the commission's order in the U.S. Court of Appeals for the seventh circuit, in Chicago. A few hours later, CBS filed a similar suit in the second circuit court in New York.

Both ask that the order be set aside as unlawful and as a violation of the constitutional First Amendment guarantee of free speech and free press. The appeals may ultimately be decided by the Supreme Court.

Although the suits focus on the new rule, a victory for the appellants could weaken the legal underpinnings for the remaining aspects of the fairness doctrine that are contained in policy as well as for Section 315 of the Communications Act—the historic equal-time law—in which the commission's fairness doctrine has been incorporated since 1959.

Liberation • The arguments made in the suits are the same as those broadcasters have made over the years in opposing the fairness doctrine in general and the equal-time law—that they inhibit the broadcasters in carrying out their journalistic function and impinge on freedom of speech and of the press. The appeals, however, deal only collaterally with the equal-time law.

The new rule embodies the fairness doctrine provisions relating to the broadcast of personal attacks and of editorials for or against political candidates. The rule spells out the procedures broadcasters must follow to assure that persons attacked and spokesmen for candidates adversely affected by editorials are given an opportunity for response.

Since the RTNDA suit was filed first, either it will be heard first or the two suits will be consolidated in one case in the seventh circuit court.

The two filings on Thursday were apparently coincidental. But they reflect the petitioners' determination to give the circuit court in Washington a wide berth. That court is regarded as a pro-FCC court and on June 13 upheld the constitutionality of the fairness doctrine in the WGCH Red Lion, Pa., case (Broadcasting, June 19).

Thus a victory for the appellants would virtually assure Supreme Court review of the question, since the high court normally accepts cases involving conflicting decisions by circuit courts. It's assumed the government would file for review if it loses. It's understood that RTNDA and its copetitioners intend to appeal if they lose in the lower court.

NAB Too • The decision of the RTNDA and the broadcasters to seek judicial review may cause the National Association of Broadcasters to switch the bet it is prepared to make on a suit against the fairness doctrine. The Reverend John M. Norris, owner of WGCB, has announced he will seek Supreme Court review of the Red Lion decision, and NAB has indicated a willingness to support him financially. The NAB was also seeking a top constitutional lawyer to aid in the presentation of his suit, and had planned to enter the case as a friend of the court.

But last week NAB officials said "it would appear" that the association will support the RTNDA suit rather than Mr. Norris's. Some Washington attorneys have never been too sanguine about WGCB's chances in court. The case involves an alleged personal attack and the station's refusal to make free time available for reply unless the person attacked said he could not afford to pay.

However, Mr. Norris, an 83-year-old fundamentalist preacher who has frequently clashed with the commission on fairness-doctrine issues, said last week he was prepared to carry the fight to the Supreme Court alone, if necessary, regardless of whether another fairness-doctrine suit was filed in court.

The RTNDA and the CBS petitions assert that the rule violates the Communications Act's provision barring the commission from censoring broadcasts.

Congressmen move to clip FCC's power

A spate of bills has been introduced in the House to reverse the FCC's action extending the fairness doctrine to cigarette advertising.

The bills would amend the fairness clause in Section 315 of the Communications Act to state that advertising on behalf of any product would not be deemed a controversial issue on which opposing views need be broadcast.

The first bill (H.R. 11531) was introduced by Representative David E. Satterfield 3d (D-Va.). It was followed by identical bills submitted by Representatives Watkins M. Abbitt (D-Va.), Tim Lee Carter (R-Ky.), David N. Henderson (D-N.C.), Walter B. Jones (D-N.C.), Alton Lennon (D-N.C.) and John L. McMillan (D-S.C.).

The bills were referred to the House Commerce Committee, of which Mr. Satterfield is a member. Mr. Satterfield said the FCC's decision amounted to an abrogation of authority properly belonging to the legislature.
COURT ATTACK ON FAIRNESS

However, the RTNDA petition hits the First Amendment issue harder than does the CBS suit.

Head-On • The RTNDA petition says flatly that the rule violates the constitutional guarantee of free speech and free press. It also says that the statutory provisions on which the commission relied in promulgating its order, the regulation itself and the asserted statutory authorization for the regulation are too vague, particularly since regulation of conduct in the area of the First Amendment is involved.

CBS says the commission has exceeded the authority granted it by Congress. But “whatever the intent of Congress,” CBS added, “the rule would abridge free expression, discussion and debate in violation of the First Amendment.”

Both petitions argued that, since stations violating the rule would be subject to sanctions, broadcasters will be inclined to be cautious, with the result that dissemination of news, discussion of controversial issues and expression of editorial opinion—“all vital to the political health of a free society.” CBS observed—would be inhibited.

Only in Broadcasting • RTNDA and its eight co-petitioners note that they filed comments with the commission last year opposing the then proposed rules, stating that, in the context of any journalistic medium other than broadcasting, “a fairness requirement would clearly violate the First Amendment and that no valid basis exists for distinguishing between broadcasting and other media.”

They said that unless the rule is judicially reviewed, the 1,000 RTNDA members will be hampered in the performance of their professional duties and the eight licensees will be restricted in the presentation of programs concerning controversial public issues and editorials endorsing or opposing political candidates.

CBS argued that the rule would obstruct rather than advance the cause of balanced presentation of information on controversial issues. It said that a personal attack is often peripheral to a public issue being discussed and that broadcasters present “many programs in which both sides of a controversial issue, including the position of the person attacked, is fairly presented.”

In such cases, CBS added, a right of reply is not needed to promote the public interest and, if the reply is on-sided will tend to mislead the public. “To attempt to correct the im-balance by a response to the reply would be likely to produce a repetition of the original personal attack, thus creating an obligation to invite a further reply, and so on ad infinitum,” CBS added.

CBS said the presentation of news, documentary and discussion broadcasts, in which there is a vital public interest, would often be rendered impracticable if an individual or group upon whom a personal attack was made had to be accorded a right of reply as required by the commission’s rule. It added that to the extent personal attacks are claimed to be defamatory, “compliance with the notification requirements” of the rule may jeopardize defense to a defamation suit.

Confidence • RTNDA and its opponents in the comments they filed with the commission last year, stated they would go to court if the proposed rule was adopted—and exuded confidence that they would win. They said a number of recent Supreme Court decisions stand for the proposition that “radio and television, as well as other instruments of communication . . . are entitled to the protection of the First Amendment of the Constitution . . . .”

They also said that no constitutional principle supports the arguments employed to justify restraints on communications. They said the courts have held that the government “may not condition the grant of privilege upon the relinquishment of constitutional rights”—and this, they said, is precisely what Section 315 and the fairness doctrine do.

The licensees joining RTNDA in the petition filed with the seventh circuit are Bedford Broadcasting Corp., Central Broadcasting Corp., The Evening News Association, Marion Radio Corp., RKO General Inc., Royal Street Corp., Roywood Corp., and Time-Life Broadcast Inc.

RTNDA and the licensees are represented by the Washington law firm of Pierson, Ball and Dowd. Wilmer, Cutler & Pickering, of Washington; Cravath, Swaine & Moore, of New York, and Professor Herbert Wechsler, of Columbia Law School are representing CBS.

How the word about fairness gets around

CBS and kwg-tv Portland, Ore., are the subjects of complaints from individuals who want air time as a result of programs the network and the station, respectively, have broadcast.

CBS received a letter from Charles Ray, managing director of Monitor South, who says he wants time to comment on the “controversial” issues discussed in the network’s four-part news special on the Warren Commission report on the assassination of President Kennedy.

Kweg-tv is the subject of an equal-time complaint that Phil H. McAlmond, a Portland businessman who is seeking the Democratic nomination for senator, filed with the FCC as a result of the station’s special broadcast on Senator Wayne Morse (D-Ore.).

Mr. Ray, who broadcasts a series of conservative news reports carried by 35 Louisiana stations, said in his letter to CBS that the series of one-hour broadcasts on the Warren Commission report “was more editorial in nature than ‘news,’ in that CBS conclusions were drawn from ‘eyewitness’ testimony, CBS sponsored ‘test’ and statements which were, to say the least, misleading at times.”

Accordingly, he asked for “not equal time, but sufficient time to reply to conclusions drawn on these broadcasts.” He said that his interest in the case is that he is an American-born, taxpaying citizen . . . who feels he has the right to know” as much of the truth about the assassination as possible.

CBS has not yet replied.

Mr. McAlmond’s complaint to the commission grows out of kweg-tv’s one-hour program, which was repeated once, entitled Advise and Dissent. The station turned down the request for equal time on the ground that this is not an election year; the primary election won’t be held until May.

However, Mr. McAlmond contends that Senator Morse has proclaimed himself a candidate—and that that is enough to make him one. He noted that the commission has held persons need not go through the formal procedures for filing for an election to be considered a candidate under the equal-time law—that in states such as Oregon, where persons can get on the ballot without filing a nomination petition, the announcement of a person’s candidacy is enough.
patterns.
In analyzing radio audience delivery in New York, Detroit and Cleveland, the report finds that "when compared with leading AM stations, a strong FM outlet is not only competitive on an efficiency basis, but in two of the markets is competitive on tonnage delivery of target audiences" (see charts).

Ogilvy & Mather's FM accounts, past and present, are American Express, Shell and KLM. FM is now included in radio package buys at O&M, and an agency spokesman added, "it doesn't matter if the station is AM or FM" as long as it delivers on the basis of audience, availability, costs, efficiencies and other normal criteria.

Business briefly ...

California Packing Corp. (Del Monte catup), through McCann-Erickson Inc., both San Francisco, has placed campaign on CBS Radio (weekday news and Dimension programing).

Foundation for Commercial Banks, Philadelphia, will sponsor three network TV specials next season: A one-hour musical with Andy Williams, NBC-TV, Monday, Nov. 6, 10-11 p.m. EST; the second annual presentation of Dr. Seuss's How the Grinch Stole Christmas, CBS-TV, Sunday, Dec. 17, 7-7:30 p.m. EST, and a one-hour musical with Fred Astaire, Petula Clark, Barrie Chase, and Sergio Mendes and Brazil 66, NBC-TV, Wednesday, Feb. 7, 1968, 9-10 p.m. EST. Agency is Dancer-Fitzgerald-Sample, New York.

Executive Car Leasing Co., Los Angeles, division of PepsiCo Inc., through Rechts & Co., Beverly Hills, is featuring syndicated Broadway columnist Walter Winchell in a new radio campaign on "Why Hollywood's top stars lease their cars from Executive."

Liggett & Myers, New York, through Weightman Inc., Philadelphia, is starting a radio campaign in St. Louis, Kansas City, Philadelphia and Boston in support of a baseball promotion for Velvet and Granger pipe tobaccos. Additional markets will be added in the Fall.

Caryl Richards, through J. M. Mathes Inc., both New York, will use national, regional and spot TV and radio, to promote its "Just Wonderful" hair spray sweepstakes.

Family Finance Management Corp., through Hodes-Daniel Advertising, Elmsford, N. Y., has ordered one-minute prime spots on 73 stations in 63 radio markets for 26 weeks. TV spot schedules will begin in September in unspecified markets.

Colgate-Palmolive Co., New York, through Ted Bates & Co., same city, has purchased the Mexican-made El Derecho de Nacer (The Right to be Born) drama series for showing on Spanish-language stations KMEX-TV Los Angeles and KXEX-TV San Antonio, Tex. Colgate joins P. Lorillard Tobacco Co., New York, as cosponsor.

Singer Co., through J. Walter Thompson Co., both New York, will again sponsor a one-hour musical Singer Presents Tony Bennett, on NBC-TV Monday, Aug. 21 (8-9 p.m. EDT). The program first appeared on ABC-TV Oct. 26, 1966.

49 agencies buy new ARB report

Expanded TV market study goes into field in September

The American Research Bureau said last week 49 major agencies had agreed to sign for its full television market report service for 1967-68. The signings, through Wednesday (July 26) included 34 of the top 50 agencies in 1966 broadcast billings. Nine of the agencies, all in the top 50, are new to ARB this year.

The TV market report that goes into the field in September will include some new material, which ARB President Peter Langhoff terms "a decidedly new type of research service."

The new features include ratings, in the top 75 markets, of product usage for 15 specific categories (instant coffee, margarine, wash loads, dishwashers, bar soap, toothpaste, deodorant, headache remedies, soft drinks, beer, etc.)
Progress toward "developing and marketing of less hazardous cigarettes" will be probed by the Senate Commerce Committee's Consumer Subcommittee beginning Aug. 23. Commerce Committee Chairman Warren Magnuson (D-Wash.) has announced. Chairman Magnuson said the hearing was prompted by adverse reports of the Federal Trade Commission and the Department of Health, Education and Welfare on the effectiveness of the Cigarette Labeling Act of 1965 "and the unprecedented announcement by Columbia University of their sponsorship of a new cigarette filter."

The FTC at the end of June reported that its studies had shown that the warning cigarette packages now carry has not had any appreciable effect in discouraging smoking. A stronger warning was recommended, along with mandatory requirements that tar and nicotine ratings appear in all advertisements as well as on cigarette packages.

Last week, Representative John E. Moss (D-Calif.), a House Commerce Committee subcommittee chairman and opponent of the Cigarette Labeling Act of 1965 on the grounds that it did not require a strong enough warning, submitted a bill that would enact the FTC's recommendations.

Under the Moss bill (H.R. 11717), the legend "Caution: Cigarette smoking may be hazardous to your health" would be replaced with the wording: "Warning: Cigarette smoking is dangerous to health and may cause death from cancer or other diseases."

A bill that would require all cigarette advertising to state tar and nicotine levels is already pending before the Senate Commerce Committee. It was submitted by Chairman Magnuson, with Senator Robert Kennedy (D-N.Y.) as cosponsor, in the spring (Broadcasting, May 22).

Hart urges consumer service foundation

Citing the "limitations of the 20-second TV spot," Senator Philip A. Hart (D-Mich.) last week urged support for a National Consumer Service Foundation that would facilitate value comparisons by serving as "an information funnel for facts helpful in making buying decisions."

He suggested that information collected by the federal government for its buying decisions could be included in a bank of information, in part to be supplied by the manufacturers, to be made available to the public.

The senator said the agency would also act as a clearing house for consumer complaints and represent consumers' interests before government agencies.

Senator Hart, a member of the Commerce Committee and chairman of the Judiciary Committee's Subcommittee on Antitrust and Monopoly Legislation, said his proposal differs from previous bills submitted in that it calls for five presidentially appointed directors, rather than one and an assistant, and proposes that "space-age electronics" be considered for the task of disseminating information to consumers.

Rep appointments...

* KLKB-TV Lubbock, KTXS-TV Sweetwater-Abilene and KWB-Tv Big Spring, all Texas: H-R Television, New York.

Gardner gets Like account

Gardner Advertising Co., St. Louis, was selected last week to handle the $3.7 million-a-year Like diet soft drink account by the Seven-Up Co. The account bills some $2 million in radio and television.

Like had been handled by J. Walter Thompson, Chicago, since its introduction in 1963. Thompson will continue to handle advertising for Seven-Up.

Magnuson schedules safer-smoking hearing

Cigarette ruling defies procedure: FCBA

The Federal Communications Bar Association has urged the FCC to reconsider its ruling applying the fairness doctrine to cigarette commercials—not because the FCBA disagrees with the ruling on the merits but because it feels the commission erred badly in the procedure it followed.

The ruling was contained in a letter the commission sent WCBS-TV New York June 2, as a result of a complaint from a New York attorney. The attorney had argued that, since the station carried cigarette commercials, it obligated under the terms of the doctrine to make time available for antismoking messages.

The FCBA said the procedure was both unwise and defective legally. It noted that the commission acted without receiving the station's views concerning the controversy—despite specific procedures calling for the commission to obtain the views of a station before acting on a complaint against it.

FCBA also expressed the view that, before handing down a ruling of such far-reaching consequences, the commission was required by the Administrative Procedure Act to obtain the views of the broadcasting industry or the public.

Even if the Administrative Procedure Act doesn't apply to the cigarette-commercial ruling, FCBA said, the commission should have sought out public participation as a matter of policy.
And Now...Woody is Hot!!!

WOODY IS SOLD TO:
WNEW-TV/ New York
KTTV/ Los Angeles
WGN/ Chicago
WWJ-TV/ Detroit
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WKBS-TV/ Philadelphia
WTTV/ Indianapolis
WWJ-TV/ Detroit
KMBC-TV/ Kansas City
WKBS-TV/ Philadelphia
WTTV/ Indianapolis
WTTG- TV/ Washington
WKBG-TV/ Boston
KPLR- TV/ St. Louis
KDTV/ Dallas
WCIX-TV/ Miami

WOODY IS AVAILABLE:
For a definite September, 1967 start with 52 Weeks of 5 Ninety-Minute Daily Shows
48 Weeks (240 Shows) Totally New
Or as a one-hour daily strip
in glamorous COLOR
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THE WOODY WOODBURY SHOW
Produced by Ralph Edwards
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Nobody wants wire ownership limits

BROADCASTERS, CATV'S UNITE IN OPPOSING FCC RULES

Response to a recent FCC notice of inquiry prompted by CATV program origination indicates the commission may have, for once, united diverse broadcasting factions that have for several years engaged in harsh disputes over the extent and intent of the commission's CATV regulatory policy. In unexampled accord last week broadcasters and cable proponents turned thumbs down on any proposed rulemaking that would assert FCC authority over cross or multiple ownership of CATV systems.

A broad, sweeping notice of inquiry issued in April (BROADCASTING, April 17) moved the commission back into old territory it refused to regulate two years ago. At that time the danger of abuses that might exist in cross ownership in the same market prompted the commission to avoid a blanket policy approach to the problem, to settle instead on case-by-case solutions.

However, in its April notice, the commission expressed a renewed interest in the potential emergence of CATV's in major markets, specifically the impact that this might have on its present rules regarding multiple ownership, duopoly, concentration of control and diversification of mass media. And with an eye toward applying these traditional rules "to ownership and control of CATV by [its] licensees, or [adapting] other more appropriate standards." What brought on the inquiry was the commission's growing concern that CATV is "ceasing to be simply a passive-reception device." But rather in commission terms, CATV appeared to be developing "into a significant force in communications on its own merits," showing an "increasing trend toward program origination." Ultimately, the commission said, if early responses to the notice appeared to justify a rulemaking, it would institute one to "establish guidelines for the ownership and control of the CATV industry." The commission said it was also interested in the entry by communications common carriers (especially telephone companies) into CATV operations.

Strong Reaction • The inquiry created a flood of response. More than 50 broadcasters, CATV systems, trade associations and common carriers filed comments on the proposed rulemaking.

And surprisingly enough, there was an almost complete unanimity among the petitioners.

Despite the predictable harangues from trade groups like the All-Channel Television Society (The commission "deals with the [CATV] industry by half-measures") and the National Community Television Association (The commission "is not the best qualified judge of CATV-system ownership requirements"), most petitioners felt that a commission rulemaking would be premature because:

- CATV's ultimate role in the total broadcasting scheme has not yet been determined by either the Congress or the FCC;
- CATV growth patterns are still, at best, speculative;
- CATV program origination as an economically viable force that threatens over-the-air service is not supported by present evidence;
- There is no concrete showing that an actual threat exists in cross ownership.

In fact, many petitioners felt that cross ownership should be encouraged because broadcaster experience and investment is, in their words, essential to an orderly growth and development of the CATV industry. As for telephone company or common-carrier participation, the few petitioners who addressed themselves to the problem said their entry into CATV raised "definite antitrust questions."

One broadcaster, Triangle Publications, suggested that if a rulemaking were warranted, then an investigatory proceeding relating to specific practices should be held rather than the usual rulemaking proceeding in which only comments are elicited. Another, multiple-CATV-owner Gencom Inc., recommended FCC action where broadcast stations operate a CATV system "for the purely defensive purpose of keeping independent CATV systems out of their market area." But the overriding majority opinion tendered was that the commission should continue its case-by-case policy and that there should be no rulemaking at this time.

NAB's View • "Of vital importance," the National Association of Broadcasters said, "is the determination by both the Congress and the commission of the part CATV is to play in a viable national communications system. The problem is too big and too important for a piecemeal approach." Avco Broadcasting Corp., as well as eight other petitioners in separate but related filings, warned that FCC action "would appear to be untimely, unwarranted and unavailing until related judicial and legislative developments have run their course." And ABC Inc. affirmed that "an ultimate determination of the place which CATV is to occupy in the American broadcasting system is a prerequisite to substantive decisions on questions of cross ownership."

But the petitioners went on to indulge in what they had accused the commis-

Charity doesn't begin in community service

Broadcasters were given the word last week—they can't deduct as charitable contributions the free time they give to charitable or religious institutions.

In its weekly bulletin, the Internal Revenue Service said that a similar question arose in 1957 involving newspapers running noncommercial ads. This was disallowed then, IRS said, and the same principle applies to radio stations. The donations are a service, IRS noted, not property.

Following its usual practice, IRS did not identify the inquirer but a proposal similar to the IRS inquiry had been suggested last month by Henry Perozzo of the Gospel Radio Network with headquarters in Puyallup, Wash. Mr. Perozzo had written Georgetown University, producer of the Georgetown University Forum, and some radio stations proposing that the fair-market value of time donated to broadcasting non-commercial religious and public affairs programming be deducted on stations' income-tax declarations. Georgetown University relayed the plan to the FCC which cautioned broadcasters that they had better consult their own tax attorneys before instituting the tax-reduction program; the FCC also said it was bringing the Perozzo idea to the attention of IRS (BROADCASTING, June 19).
We kid you not.

WGN delivers more adult listeners than any other radio station in the United States west of the Hudson River.*

*B  ARB April/May 1967 Radio Market Reports, based on a comparison of cumu-listening estimates in the Total Survey Areas for adults 18- for the period Monday-Sunday, 6 a.m. to midnight.
tion of doing in creating the inquiry—speculation, especially in the areas of CATV growth and probable impact of its program origination.

RKO General, in joint filing with Time-Life Broadcast and Royal Street Corp., presented, as did several other broadcasters, an accumulation of figures showing CATV development, and drew essentially the same observation: "There are simply not many facts in existence upon which one might base reasonable conclusions." Cox Broadcasting and seven others in separate but related petitions went a step further: "Formulation of any specific guidelines in the context of the commission's inquiry is virtually impossible" because of the insufficiency of data.

Slow Growth  RKO took to task the commission assumption that the emergence of CATV systems with program capability in major markets required an application of traditional polities and rules. "Even if the ideal historical CATV community has no local television station," RKO said, "CATV penetration of homes has seldom exceeded 50%. The fundamental issue raised is whether the 'promised' emergence will ever be anything more than a promise."

RKO and others went on to cite CATV growth projections made by James D. O'Connell (Broadcasting, July 3) that predicted $200 million in cable revenues by 1970 with an increase of subscribers from 2 million to 3.3 million. As RKO noted: "A growth of 1.3-million subscribers by 1970 represents approximately 3% of the population in the top-20 television markets, which could not be deemed to be significant penetration even if all the projected growth . . . occurred in these 20 markets."

Demonstrating the proportioned impact of program origination, RKO cited further figures that the total annual CATV revenue at present is $120 million. Assuming that CATV could obtain a penetration of a major market equal to the coverage of a television station, the company speculated, CATV to compete for audience would have to have programable comparable to that now broadcast by TV stations. Since CATV revenue is $120 million, it said, this figure "is approximately 10% of the amount that the broadcast industry is currently spending on program alone. If the CATV operator desires to be competitive, the CATV industry would have to collect approximately 10 times more than they now are from their subscribers."

Further roadblocks to successful CATV origination, RKO said, are commission proposed legislation prohibiting such CATV activity and copyright liability now under discussion by Congress. The sum total of these inherent limitations, the company claimed, "make the future of program origination development by CATV so speculative as to make any current projections, at the very least, an exercise in futility and, at the most, an impediment to the progressive development of communication services."

In fact, according to Avco, the extent of such origination is so limited that, in its terms, "it would be a classic case of over reaction if the commission were to adopt its proposed rules. That the commission also fails to distinguish between programing capability (which provides informational and convenience services to a small number of people that individually would not warrant use of a broadcast frequency) and the traditional concept of broadcast capability is significant, Avco said. "It would be the height of folly to adopt restrictive . . . rules . . . ."

Help, Not Hurt  As for cross or multiple ownership, RKO warned that if the commission wants to encourage the development of CATV, it should not "at this speculative and risky stage place impediments upon ownership" by excluding broadcasters from the field. Since the CATV industry is a risky business, it claimed, "broadcasting, by its very nature, has always required substantial amounts of risk capital, and broadcast entrepreneurs are . . . one of the most important sources of risk capi-

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Swan song for clear channels

Dominant stations hear death knell in decisions cutting into I-A channels

Like the British Empire, the dominance of the dominant stations on the 13 of the 25 clear channels that have been broken down is a thing of the past. Or, as FCC Hearing Examiner Herbert Sharfman put it last week: "Dominance is now only, terminologically significant."

He stressed the point in an initial decision in which he recommended the grant of an application by KGYN Guymon, Okla., for authority to operate as a class II-A station on 1210 kc, and proposed denial of application of WCAU Philadephia, the dominant station on that clear channel, for authority extend its service.

The case is the first of its kind since the commission in 1961 created the II-A service in an order breaking down the 13 clear channels. The II-A stations, which are authorized to operate night as well as day on the selected clears, were conceived as a means of providing a first nighttime service to rural areas in the West.

KGYN, which now operates as a daytime-only station with 1 kw on 1220 kc, proposes to increase its power on the clear channel to 10 kw, directionalyzed at night to protect WCAU. The proposed service would reach 219, 215 persons in areas of Colorado, Kansas, Oklahoma and Texas; of that audience, 32,243 persons do not now receive a primary nighttime service.

WCAU's Proposal  WCAU, a 50 kw station owned by CBS, is seeking authority to directionalyze its antenna in a manner that would extend the station's signals further north, west and southwest, and contract it in the east and southeast (over the Atlantic Ocean). The new pattern would increase the population of WCAU's primary service area to 6,587,722, a net gain of 196,056 persons.

But such a pattern would also cut into KGYN's proposed service area, reducing the number of persons who would receive a first primary service from the Guymon station from 32,243 to 20,472. The total of those receiving a primary service from KGYN would drop from 37,559 to 24,887.

And that was the principal fact on which the initial decision turned.

WCAU, which had urged that both applications be granted, had said, the examiner noted, that the status of II-A stations must be subordinated to that of a class I-A station seeking to improve its facilities. But the examiner disagreed.

Key Issue  The commission's "cardinal purpose" in the clear-channel decision, the examiner said, was to provide opportunities to eliminate white areas in the sparsely served West—not to enable class I-A stations to increase their effective service area by directionalyzed operation "and incidentally convert white areas to gray in the eastern U.S."

In another decision adverse to a clear-channel station last week, the commission denied the petition of WCCO Minneapolis (830 kc) for reconsideration of an order accepting for filing the application of WVNC New York to operate during nighttime hours on the clear channel on a permanent basis. The commission in the same order rejected WCCO's application for authority to operate with 750 kw on an experimental basis. It
tal for new communications ventures."

In Avco's view, the commission should encourage, not restrain, broadcast interest in CATV. It said: "The experience, technical ability and recognition of public responsibility broadcast licensees can bring to the CATV industry can only serve to stimulate the orderly growth and development of CATV." CBS Inc. affirmed that a broadcaster's satisfactory record of performance should "operate and satisfy performance as a CATV operator, wherever located." And such cross ownership might in fact be in the public interest, it said. The company cited UHF broadcasters who may be interested in the ownership of CATV operations as a means of becoming "more truly competitive with VHF stations."

Interestingly enough, the ownership sword cuts both ways. Cox and others warned that new rules could also affect CATV systems that are applying for UHF stations. "Any further restrictions on cross ownership further harms UHF development," it claimed, "particularly in communities which, because of size and area economic conditions, would never be able to support a viable UHF operation without such dual ownership."

In sum, the present danger of multiple ownership, in RKO's view, is virtually nonexistent. Of the approximately 1,449 systems known to the commission, it said these systems are owned by 997 different individuals or corporations. "It is readily apparent," the company said, "that there is no danger of a nationwide concentration of control of CATV operations."

Call For Action. That observation formed the basis for an ACTS charge that the commission inquiry was nothing more than a setup of a "straw man" to be "knocked down without dealing with the real problems." The association further charged that the commission is dealing with the CATV industry by "half-measures" by "tumidly" stating a problem and "then immediately [limiting] the scope of its action."

ACTS cited the limited broadcast ownership in CATV and said that if commission rules were enacted, they would leave a large portion of the industry unaffected. For the commission to adopt and impose operational requirements on CATV systems without adopting the means to insure compliance, the association said, "would be a regulatory charade...the appearance of regulation without the substance."

The only way out of this quagmire, it recommended strongly, would be for the commission to institute a rulemaking to license all CATV.

United Artists Television Inc., which won a court battle to impose copyright liability on CATV's (BROADCASTING, May 29), echoed the ACTS position that CATV's should be licensed. But the company went further in calling for limitations on multiple ownership in CATV networking. It also said the commission should prohibit CATV systems from ownership or control of all programming other than local-live origination. In calling for stiffer regulation the company emphasized that CATV is in essence pay-TV and that "the price of access to the public, whether it be via monopolized airwave or cable, has no limit short of economic strangulation."

The specter of CATV licensing was also raised by NCTA. The association conjectured that should such an event occur the commission's "seams would burst, CATV operators would be deprived of due process of law, local government authority would be abrogated..."

The association struck out against applying traditional regulatory concepts to CATV, calling them unnecessary and inappropriate because CATV's are not licensed and systems do not use or do they interfere with broadcast frequencies. The association also flatly declared that there were no abuses of multiple ownership which presently require action and that, in any event, the commission is not the "best qualified judge of CATV system ownership requirements."

now operates with the maximum 50 kw permitted by the commission.

Special Authorization. WNYC is authorized to operate on 830 kc with 1 kw during the day, as well as those hours when wcco is not operating. WNYC for the past 23 years has also had a special-service authorization permitting it to operate from 6 a.m. EST to sunrise New York time, and from sunset Minneapolis to 10 p.m. EST. It now seeks regular authority to operate with 50 kw, directionalized, from 6 a.m. EST to 10 p.m. EST.

The commission ordered a hearing on the wnyc application to determine, among other things, whether the proposed facilities would cause objectionable interference to wcco and the type and character of the program services respectively proposed to be provided by wnye and wcco.

The clear channel on which wcco operates is one of the 12 not broken down and on which the commission said it would consider authorizing the use of higher power. However, the commission rejected wcco's application for 750 kw on the ground that it has made it "abundantly clear...the matter of 750 kw clear-channel licensing will not be settled on a piece-meal, case-by-case basis."

Merger held in abeyance

ABC, ITT agree not to join until appeals court rules on Justice's petition

ABC and the International Telephone & Telegraph Corp. have agreed not to consummate their proposed merger pending a decision on the merger's legality by the U. S. Court of Appeals in Washington.

As part of that schedule, the applicants, as well as the FCC and the Justice Department have asked the court to hold an oral hearing during the week of Oct. 16 on the department's appeal of the commission's decision to approve the proposed merger.

The agreements on the briefing schedule, which were filed with the court on July 24, eliminate the need for the oral argument scheduled for today (Monday) on the department's motion for a stay of the effectiveness of the commission order pending a decision on the appeal.

The commission's order was to have become effective on July 24, and the applicants had planned to consummate the merger the next day. However, Justice succeeded on July 21 in persuading the court to issue a temporary stay.

Department's Appeal. The department two weeks ago announced it would seek court review of the commission decision last month to affirm the order it handed down in December approving ITT's acquisition of ABC (BROADCASTING, July 24). Both commission actions were by the same 4-to-3 votes. The department says the merger would result in detriments to the public interest without "counter-vailing benefits."

The schedule on which the parties have agreed calls for the department to file its brief by Sept. 7, with the commission and the applicants filing their answers by Oct. 2. The department would have until Oct. 11 to file a reply.

The temporary truce in the case was called at the same time that ITT was announcing a major new proposed acquisition—Levitt & Sons Inc., building firm, which has pioneered mass production in housing here and abroad.
New York reviews CATV's status

Lindsay names Friendly to head committee to reevaluate present CATV systems with view toward city participation

New York Mayor John V. Lindsay last week appointed a seven-man committee, headed by Fred Friendly, former president of CBS News and presently Ford Foundation consultant, to conduct an exhaustible evaluation of CATV systems in the city, with a view to possible municipal participation in their operation.

The committee will study both the service and fiscal operations of Teleprompter Manhattan CATV, Manhattan Cable Television (a division of Sterling Information Services), and CATV Enterprises Inc. These companies have been operating under two-year franchises, which granted a section of Manhattan north of 86th Street on the East Side and north of 79th Street on the West Side to Teleprompter; the remainder of Manhattan to the Sterling company, and the Riverdale area of the Bronx to CATV Enterprises.

These franchises expire Dec. 2, and it has been expected for some time that their renewal would involve some form of review. But widespread city and public concern about interference with TV reception in connection with the New York Port Authority's World Trade Center twin-towers project (see page 49) was cited last week as "part of the background" for the newly ordered in-depth study.

Seymour N. Siegel, director of municipal radio communications and a member of the committee, said there has been "some thought" by city officials that CATV service extended "on a gratis basis to disadvantaged areas in Harlem and the lower East Side" during the period of construction "would help the situation.

Free Service — Charles F. Dolan, president of Manhattan Cable Television, agreed that the free-service proposal "might be one of the committee's considerations," and said that "we would be agreeable, providing the cost question would be resolved in some way."

He suggested the city might be willing to subsidize such an operation from its 5% share that it now gets from the franchised companies' gross profits.

Mr. Dolan suggested another possible consideration for the committee might be the allocation of franchises for additional areas of the city. He said his company had a "years-old" application for the entire city, and that "we would be more than willing to extend our area of operations."

The possibility of additional franchises was questioned, however, by Irving Kahn, president of Teleprompter Manhattan.

Confusion as to the scope of inquiry and authority of the mayor's committee resulted in part from the fact that announcement of the study was leaked to news media, and no member of the committee other than Mr. Siegel was available for comment last week.

Except for the addition of Morris Tarshis, director of the bureau of franchises, the committee's membership is the same as that of the mayor's TV task force, formed last month to study interference problems in connection with the trade center and, according to Mr. Siegel, "future TV problems we will have to face over the next 10 years and beyond."

Mr. Kahn said: "I think the study is a good idea. It will draw public attention to CATV in the city, and we have confidence in both Mr. Siegel and Fred Friendly. I think the study will result in an official stamp of approval."

Mr. Dolan said: "I am confident. The city is pretty consistent in its decisions and actions. The whole area of CATV was gone over thoroughly before the franchises were granted (BROADCASTING, Dec. 6, 1965) and guidelines were set up. We are more regulated than any other utility in the city. The study presents a good opportunity to look at our accomplishments and plans."

Utica stations flower in newspaper strike

The two newspapers in Utica, N.Y., were struck on July 15 and since that date the city's six radio stations and one TV station have increased their newscasts and their business.

The stations estimated an increase in business of from 17% to 35%, most of it coming from increased schedules by area department stores and new money from supermarkets. On most stations availability have become scarce since the strike began; however, the stations reported no noticeable increase in national business.

Newscasts on all radio stations have been extended, in most cases about an hour a day. The lone TV station, wktv dropped two programs at 9-9:30 a.m. and 4:40 p.m. to insert extra newscasts for the duration of the strike.

Paul Butler, general manager of wtlb, said the strike pushed up the starting date of a noon news letter, which he had intended to introduce later in the summer. About 1,200 copies of the news letter are being distributed to 24 restaurants and banks in the area.

Some news is being supplied to all the area stations by supervisory personnel of the newspapers, the Daily Press and Observer Dispatch. Both are owned by Ganett Co., publisher of newspapers in several states and group broadcast operator (WHEC-AM-TV Rochester and WIRR-AM-TV Binghamton, both New York; WDAI Danville and WREX-TV Rockford, both Illinois).

The strike began when the pressmen and management could not come to an agreement about staffing new presses for the newspapers. The papers have been in negotiations on a new contract for several months. The other four unions and guilds now have also struck the papers.

Texas pact ends microwave issue

The prospect of TV viewers in the Lower Rio Grande Valley of Texas watching Los Angeles programs subsided last week when a CATV owner, operating a number of cable systems in that area, signed an agreement with KRGV-TV Weslaco, Tex.

The agreement is with Southwest CATV Inc., operator of cable systems in Raymondville, Weslaco, Edinburg-Pharr, Harlingen-San Benito, and Mercedes-Weslaco. Principal owner of Southwest CATV Inc. is Lester Kamin, who owns KXYZ-AM-FM Houston.

Dated July 13 and filed with the FCC last week, the agreement provides a number of precedent-making arrangements between the two parties.

Among other things, the CATV system agrees to carry eight TV stations, and they are specified by call letter; the cable system is also permitted to carry any other TV station in Texas or Mexico broadcasting in Spanish; the station is granted "first run" protection for motion pictures or syndicated programs it buys and the CATV system promises not to run the same movie "from any source," until 30 days after the first broadcast of the movie by the station; this protection covers not more than two programs broadcast by krgv-tv each day and no more than 90 minutes of programming by krgv-tv each day; in case of a dispute, each party
Awards

ALFRED P. SLOAN FOUNDATION AWARDS TO KGO
Lee Rashall, Creative Radio Writing

SAN FRANCISCO PRESS CLUB AWARD TO KGO
Best Radio Writing

SAN FRANCISCO PRESS CLUB AWARDS TO KGO
Best Reporting Under Deadline Pressure

JANE A. HARRAH PRESS AWARDS TO KGO
San Francisco Bar Association Award

SALVATION ARMY AWARD TO KGO
Award for Meritorious Service

FREEDOM FOUNDATION OF VALLEY FORGE TO KGO
Honor Certificate Award

GABRIEL AWARD TO KGO
Catholic Broadcaster Association for Overall Station Excellence

McQUADEV AWARD TO KGO
Association of Catholic Newsmen

ASSOCIATED PRESS AWARD TO KGO
Certificate of Excellence

Radio stations don’t win this kind of recognition for hastily prepared opinions, or running the usual aggregate of Sunday evening public service announcements. That’s why KGO is pleased to have been recognized nine times in the past seven months by a variety of local, regional and national organizations. We are extremely proud of our laurels, but we don’t intend to rest on them.
chooses an arbitrator who in turn choose a third.

As part of the agreement, KROV-TV agreed to withdraw its court appeal from the FCC grant in January permitting Southwest CATV to build microwave-relay facilities to import distant-TV programs. And Southwest CATV in turn agreed to notify “other common carriers” planning to relay distant signals to CATV customers in the area that it no longer was interested in that service.

This was a reference to the applications to the FCC by American Television Relay Inc. seeking permission to extend its common-carrier microwave-relay system into the Texas area. The ATR proposal is to bring four Los Angeles independents to the Valley area over a 1,610-mile long microwave relay and has been vigorously opposed by TV broadcasters in the McAllen-Harlingen-Brownsville area (BROADCASTING, May 15 et seq.).

WKYT-TV to join CBS in '68

CBS-TV last week said it will affiliate with wkyt-TV (ch. 27) Lexington, Ky., on Jan. 1, 1968. Wkyt-TV, owned and operated by Kentucky Central Television Inc., operates on 195 kw visual, 38.9 kw aural. ABC-TV, which currently has affiliation with wkyt-TV, could not be reached for comment. NBC-TV’s affiliate in that all-UHF market is WLEX-TV (ch. 18), with which CBS has a secondary affiliation. Application for a new station, WRLG (ch. 62) in Lexington has been filed by Reeves Broadcasting and Roy B. White.

Television doesn’t kill weak newspapers

A student of newspaper economics, who admits his study is somewhat hampered by “the dank atmosphere of secrecy” surrounding the industry’s financial arrangements, nevertheless essayed his opinions about the failing-newspaper bill under scrutiny by the Senate Antitrust and Monopoly Subcommittee Chairman Philip A. Hart (D-Mich.). “Myth No. 1,” he told the panel in opposition to the bill, is that “television is killing newspapers.”

Newspapers do compete with television for advertising dollars, said William L. Rivers, associate professor of communication at Stanford University, but that is about as far as the competition goes. “Newspapers cannot compete with television as an entertain-

ment medium—and when will they learn that?” he asked. “Fortunately for the most successful newspapers,” he added, “they seem aware . . . that their strength is in the breadth and depth of the information and opinion they bring.”

The subcommittee is considering legislation (S. 1312) that would suspend the antitrust laws to permit joint-business arrangements between papers where one was defined as likely to fail or not become economically successful (BROADCASTING, July 17).

Citing the deaths of a number of metropolitan dailies in the past several years, Professor Rivers noted, with but one exception none were those ever found on compiled lists of “great” newspapers. Most would not be missed, he suggested.

Changing hands . . .

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

* KONO-TV San Antonio: Sold by Mission Broadcasting Co. to The Outlet Co. for $10.5 million (see page 40).

* WAYE Baltimore: Sold by Guy S. Erway to Adler Communications Corp., headed by Washington advertising executive Warren Adler, for $800,000. Adler Communications owns WHAG-AM-FM Hagerstown, Md. Other officers of the corporation are W. Ronald Smith, executive vice president, and Arthur Snowberger, vice president in charge of operations. Mr. Erway is president of WSEB-FM Sebring, Fla., and applicant for new UHF (ch. 45) in Baltimore. WAYE is daytime on 860 kc with 1 kw. Broker: Blackburn Co.

* WLNG-AM-FM (CP only) Sag Harbor, N. Y.: Sold by Eastern Long Island Broadcasters Inc. (Fitzgerald C. Smith, president) to East Coast Broadcasting Corp. for $250,000. Buyers are Robert O. King, Gunnar B. Bennett, John K. Colgate Jr. and others. Mr. King is president of air taxi operation. Mr. Bennett is assistant vice president and shareholder in box company. Mr. Colgate is partner in automobile dealership. WLNG is daytime on 1660 kc with 500 w. WLNG-FM has permit for 92.1 mc with 3 kw.

* WLUX Baton Rouge: Sold by KCUL Inc. (Denver T. Brannen, president) to Capital City Communications Inc. for $225,000. Buyers are John W. Harding, president; Charles K. Winstanley, vice president and others. Mr. Harding is auto dealer. Mr. Winstanley is president of wqxy-TV Baton Rouge. WLUX operates daytime only on 1350 kc with 5 kw.

* WCSR Tarpon Springs, Fla.: Sold by

BROADCASTING, July 31, 1967
Pinellas Broadcasters to Joseph S. Peeples for $150,000. Selling corporation is owned by Cyril W. Reddoch, C. Winsett Reddoch and John B. McCrary. Messrs. Reddoch have interest in KDLA DeRidder and KAIU Oakdale, both in Louisiana, and KSTV Stephenville, Texas. Mr. Peeples has application on file with FCC to purchase WPLO South Daytona, Fla. WCWJ is daytimer on 1470 kc with 5 kw. Broker: Chapman Co.

- WAKI McMinnville, Tenn.: Sold by Ogram Broadcasting Corp. to Durham Broadcasting Inc. for $135,000. Buyers are Aaron L. and Harold L. Durham. Aaron Durham is banker. Harold Durham is assistant program manager of WSM Nashville. WAKI is fulltimer on 1230 kc with 1 kw days and 250 w nights.

APPROVED - The following transfer of station interests was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 103).

- KCJC-FM Kansas City, Mo.: Sold by Ruben E. Sell to Starr Broadcasting Co., for $225,000. Starr Broadcasting is two-thirds owned by William F. Buckley Jr., publisher of National Review and leading conservative figure, and one-third owned by Peter Starr; it owns KOWH-AM-FM Omaha, KDEO Sioux Falls, S. D. and KUDL Fairway-Kansas City. KCJC-FM operates on 98.1 mc with 75 kw.

- WPAD-AM-FM Paducah, Ky.: Sold by Mrs. Rubin E. Lackey, widow of Pierce E. Lackey, to Edward B. and Ruth O. Fritts for $158,000. Mr. Fritts is station manager of WENK Union City, Tenn., and plans to manage Paducah stations. WPAD is on 1450 kc with 1 kw days and 250 w nights. WPAD-FM operates on 96.9 mc with 36 kw.

Community Television

- Northeast TV Cablevision Corp.'s subsidiary, Champlain Cablevision Inc., has sold 12-channel CATV systems in Ticonderoga and Whitehall, both New York, to newly-formed company that assumes name of Champlain Cablevision Inc. Northeast's subsidiary is being liquidated, and its president, Lee Ehrlich of Troy, N. Y., has joined newly organized Champlain firm. William Malkan of New York also becomes principal. Messrs. Ehrlich and Malkan are now seeking further CATV properties. Purchase price of two systems, although not disclosed, involved cash, and included several other CATV franchises in that area. Northeast has applied for UHF channel 23 in Albany, N. Y., for which FCC examiner this month issued initial decision. Broker for CATV transaction: Leeder Consultants Inc., New York.

### Nod goes to Eaton for Honolulu sale

FCC Hearing Examiner Thomas H. Donahue has recommended grant of a proposed sale of a TV station whose programming would include a heavy schedule of foreign-language broadcasts. In doing so the examiner chose to overlook the rules-compliance problems inherent in picking up "the dogs and cats of station sales and converting them into viable" broadcast properties.

His initial decision would grant an assignment of license of KTRG-TV Honolulu, and its auxiliary station, KUT-67, from Hawaiian Paradise Park Corp. to Friendly Broadcasting Co., owned by United Broadcasting Co. of which Richard Eaton is president. Friendly has proposed an 85-hour broadcast week with approximately 50% Japanese-language programing.

Friendly also proposed that the balance would be English programing.

In April the Broadcast Bureau recommended denial of the proposed assignment (BROADCASTING, April 10). At that time, the bureau alleged that the specialized programing was not properly related to the supposed needs of the community to be served and that Mr. Eaton's proposed measures for control and supervision of the station were inadequate, especially in view of his past history of violations of commission rules. The Eaton stations in a five-year period had amassed 45 violations, some carrying fines up to $7,500, and several of the stations had been subject to short-term renewals, the bureau noted.

That broadcast record was not lost on Examiner Donahue, however. He took note of it when he said "it is not a pretty one." But the circumstances surrounding Mr. Eaton's seeking out the so-called dogs and cats, turning them into viable stations and his attempts to solve the technical violations through "spending money, time, effort," swayed the examiner to acceed to the assignment grant.

As for the Eaton survey, which the bureau had said did not represent a true cross-section of the community and was therefore inadequate. Examiner Donahue found: "By the time the hearing rolled around [Friendly] was in a position to, and did, fairly make the record. And he said Friendly's survey results and proposed programing "correlate nicely."

### EXCLUSIVE BROADCAST LISTING

A rare opportunity. For one million dollars we can deliver a well established AM daytimer and FM facility in the Dallas-Fort Worth market.

Six months 1967 performance is as follows:

- Billings $210,433, cash flow $54,071. Terms are realistic, 330,000 cash down, assumption of non-interest bearing $150,000 note to former owner, balance 6 percent eight years or 7 percent ten years. Buyers must have other assets in excess of one million dollars. Property should double in value if operation reflects the growth of area in five years.

If interested call George W. Moore in our Dallas office.

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**Radio • TV • CATV • Newspapers**

America's Most Experienced Media Brokers
Granik picked over Miller
Review board overrides initial decision granting Washington channel 50

Mitchell W. (Mitch) Miller, bearded bandleader and radio-TV producer, has learned, as other broadcast applicants have before him, that what an FCC hearing examiner gives, the commission’s review board can take away.

A three-member panel of the board last week held that the grant of channel 50 in Washington should not go to the corporation headed by Mr. Miller, as Examiner Basil P. Cooper said it should in an initial decision in December, but to Theodore Granik, a lawyer who is also a veteran radio-TV syndicator-producer.

The contest, however, may not be over, since the board’s decision can be appealed to the commission. And counsel for Mr. Miller said an appeal is likely. Counsel for O. Roy Chalk, a third applicant for the channel who ran far behind the other two, in the board’s estimation, said no decision had been reached on whether to appeal.

The board disagreed with Examiner Cooper principally on his conclusions that All American Television Features Inc., headed by Mr. Miller, deserves a controlling preference because of its proposed integration of management and ownership.

The board said that on that criterion, which the commission considers critical, Mr. Granik should be favored, both because of his intention to spend full time at the station and because of his 29 years of residence in Washington and his business, professional and social contacts in that city.

Part-time Role • Mr. Miller, who is a resident of New York, proposes to spend full time at the station only during its initial period of operation—which he estimated at up to three years—and only part time (two or three days a week), after that.

Examiner Cooper appeared to have been impressed with Mr. Miller’s reputation as a musician and producer and said that Mr. Miller should be given the opportunity he was seeking to gamble his financial resources on his ability to provide live programming that would make the channel 50 station “a small oasis in the vast wasteland of television mediocrity” (BROADCASTING, Dec. 12, 1966). Among the shows he planned to produce was An Evening with Mitch, for which he would serve as host.

But that doesn’t mean an automatic advantage for Mr. Miller. The board noted that Mr. Granik has a reputation as an accomplished producer in the field of public affairs and that he proposes to produce and moderate programs for the station modeled after his Youth Wants to Know, and American Forum of The Air.

No Difference • “In sum, we are unable to find any material differences between these men insofar as their demonstrated abilities will contribute to the programming of the applicants,” the board said.

The board said the Mr. Chalk’s TCA Broadcasting Inc. suffers by comparison with the other applicants on the key issues in the case.

House unit to act on CPB
Subsidized-TV bill faces changes in interconnection, funding, political control

The House Commerce Committee last week shuffled hearing dates to provide prompt action on the administration’s bill to subsidize educational television programming. Scheduled hearings on air-pollution legislation were postponed to allow closed-door committee consideration of testimony on the Corp. for Public Broadcasting bill Tuesday (Aug. 1) and possibly Wednesday and Thursday of this week.

Some committee staff members, however, expressed doubts that issues raised in two weeks of testimony on the CPB bill (BROADCASTING, July 17, 24) could be resolved in three days of executive sessions. Generally, the bill is expected to clear the committee, but staff members and congressmen warn that a number of changes can be expected.

In many cases, the division in the committee is expected to be on straight party lines. Such a party-line defeat is seen for a Republican push to specify that no more than eight of the directors of the CPB could belong to one political party.

Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee, expects considerable committee attention on issues of funding and programing arrangements under the bill. These include interconnection. He ventures that clarifications or changes can be expected in the following areas:

- Limits on amounts that may be appropriated under Title I and Title II of the bill. As written, Title I would authorize $10.5 million in fiscal 1968 for facilities and construction grants for ETV stations, but authorizations for subsequent years are unspecified. A reduction in the number of years the authorizations will remain in force is seen as consistent with House policy. Further, the committee will probably discard present language that provides for “such sums as may be necessary” and spell out upper limits.

- Similarly, although financing proposals for the CPB are to be provided next year after study by the administration, the committee will probably wish to spell out in Title II an upper limit to the federal contribution, regardless of the source to be later chosen. (For the first year a $9 million appropriation is sought; subsequent
AMST clear of ex parte

FCC rules against CATV interests that claimed violation of rules

The FCC's ex parte rules bar persons from off-the-record contacts about adjudicatory cases in which they are interested—but they don't bar members of regulated industries from discussing matters of general policy with the commission. Indeed, the commission invites such comment.

The commission handed down that opinion in a series of four orders in which it rejected in the main contentions of CATV interests that representatives of the Association of Maximum Service Telecasters had violated the ex parte rules in individual meetings with four commissioners on May 9 (BROADCASTING, May 15).

However, the commission conceded that in one case some of the AMST representatives had not met the "higher standard" required of those involved in adjudicatory hearings, and laid down procedures to mitigate the effects of that failure.

The AMST delegation consisted of president Jack Harris, KPBC-TV Houston; C. Wrede Petersmeyer, Corinthian Broadcasting; Laurence E. Richardson, Post-Newsweek Stations; Lester W. Lindow, AMST's executive director, and Ernest W. Jennes, counsel.

Commissioners Involved • They met with Chairman Rosel H. Hyde, and Commissioners Kenneth A. Cox, Robert E. Lee and Nicholas Johnson. The commission's general counsel, Henry Geller, was present during most of the meeting with Chairman Hyde.

The AMST representatives expressed concern during the meetings that the commission was "eroding" its basic CATV policy by granting waivers of the rule requiring CATV's to undergo a hearing before importing distant signals into major markets. They also stressed that, contrary to the understanding of some commissioners, enactment of a copyright law directed to CATV transmissions would not provide a basis for relaxing the distant-signal rule.

The commission vote on each of the orders was 6-1-0, with Commissioner Lee Loevinger abstaining. Commissioners Robert T. Bartley and James J. Wadsworth issued separate statements noting that they had not been contacted by the AMST officials but expressing support for the disposition of the commission made of each petition.


One to Come • Still to be resolved by the commission is the complaint of American Television Relay. The commission received the pleadings in connection with ATR's complaint earlier than it did the others.

All the petitioners complained that they had been adversely affected by what they regarded as the ex parte contacts, and asked various forms of relief.

However, the commission, in denying Multivision's request that officers and members of AMST who had participated in the meetings be disqualified from CATV proceedings involving the waiver of CATV rules, said that the meetings did not violate the ex parte rules.

There was no relationship between the discussions and the hearing in which Multivision is a party, the commission said, "or between them and any other CATV proceeding which had been designated for hearing." The commission noted also that the discussions focused on general questions of policy.

Permissible Discussion • "We have always regarded discussions of such broad-policy matters with industry representatives as permissible," the commission added. "Indeed, without them, our important legislative functions would be significantly stunted."

The commission thus rejected the contentions of Multivision and Geneco that no person associated with the broadcasting and CATV industries, regardless of his interests, should discuss any matter of policy with the commission if that policy is to be applied to a particular case. It also said that an industry member does not become an "interested person" in a case simply by being a member of an industry or of a particular trade organization.

The commission released copies of memoranda the AMST officials had left behind as well as a letter from Mr. Harris, which it said, "reflect the discussions held." And it invited "information and ideas" on the policy questions involved "from broadcasting and CATV interests who are not participating in restricted proceedings in which these policies are at issue."

The commission concluded, however, that standards of conduct demands by the ex parte rules had not been met when Tele-Vue was concerned. Tele-Vue has asked for waiver of the distant-signal rule to serve

Arson suspected in WRKL fire

WRKL New City, N.Y., resumed on-air operations at noon last Thursday (July 27) after being burned out the previous Saturday night.

Station officials said Thursday that the fire loss came to a "minimum of $25,000, but probably losses will run much higher" when a full evaluation is made.

The 1-kw daytimer, owned by Albert Spiro and located near New York City, was completely gutted by fire at about 11:15 p.m. on July 22. Cans of kerosene were found at the scene. The Rockland county district attorney's office, the Federal Bureau of Investigation and the local police are investigating suspected arson.

Earlier last week, Mr. Spiro charged that the station had been burned down because he had invited a Negro militant to present "black power" views during the station's Hot Line program on the afternoon before the fire. Mr. Spiro said he received several threatening telephone calls following the program.

Help Given • WRKL, formerly housed in two trailers, is being rebuilt with the help of volunteers from the area, a county fund-raising drive and assistance from Hackensack, N. J.

WJRZ recently moved from Newark to Hackensack, in the process bought brand new equipment. Upon learning of the fire, WJRZ officials offered Mr. Spiro the use of its old AM equipment—virtually a complete radio station—to get back on the air. In the meantime, a new transmitter was flown in from Quincy, Ill., by the Gates Radio Co.

Mr. Spiro, who suffered a heart attack last December, was confined to hospital last week on doctor's orders.

BROADCASTING, July 31, 1967

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The petition was opposed to rescind an memorandum.

Scrupulous, But - The commission said it recognizes that Messrs. Petersmeyer and Jennies are a “fault as representatives of AMST to carry out the wishes of its board of directors” and that they “scrupulously avoided the discussion of particular cases and requested that members of the commission interrupt the discussions if they approached improper areas.”

But the commission said that parties to a restricted proceeding are “subject to higher standards and have a special responsibility” in discussing general policy matters when those matters apply to the restricted proceedings.

The commission rejected Tele-Vue's request that the opposition of KPRC-TV and KHOU-TV be dismissed and that the stations be disqualified from the Tele-Vue proceeding as “harsh” and “unwarranted” to afford Tele-Vue redress, the commission gave the CATV system 15 days to reply to the policy arguments set forth in the AMST memorandum. KPRC-TV and KHOU-TV will have 10 days to reply to the Tele-Vue statement. In addition, to balance the oral presentation AMST was allowed to make, the commission said it will order an oral argument on the pending waiver request.

The commission in another of its orders denied Back Mountain's request to rescind an order denying the CATV's petition for immediate relief, and grant the request. The CATV had asked for expeditious consideration of a petition for permission to import three distant New York signals without a hearing. The petition was opposed by WBBR-TV Wilkes-Barre-Scranton, Pa., and Taft Broadcasting Co.

Quick Action - Back Mountain had noted that the decision denying immediate relief came on May 10, "barely hours" after the visit of the AMST officials, and added that the four commissioners in the majority were those who had been contacted. However, it did not accuse anyone of wrong doing.

Back Mountain said that one of the stations opposing the petition is a member of AMST and that an officer of Taft is an active member of AMST and that as a result, “the climate” in which its request for expeditious consideration was considered was adversely affected.

The commission, however, rejected the contention that Back Mountain's rights were violated. It noted that WBBR-TV is not a member of AMST and that, although Lawrence H. Rogers II, president of Taft, is an officer and director of AMST, he has stated that he had not been present at the AMST meeting on April 2 when the May 9 meetings were authorized and had no advance knowledge of the meetings.

Furthermore, the commission said, that while the AMST representations dealt with the copyright issue and the commission's waiver policies, it based its decision to deny the request for immediate relief on the opposition filed by WBBR and Taft.

The commission also said that AMST is not to be considered an "interested person" under the ex parte rules, nor has it been acting on behalf of anyone who is a party. "Nor, as an organization would it be aggrieved . . . if the commission should grant Back Mountain's request," the commission added.

The commission said it found nothing in the various pleadings to suggest that the discussions were designed to influence the outcome of the case in which the San Diego CATV systems are seeking to import Los Angeles signals. In any event, the commission noted that the matter is moot since the relief the systems requested has already been granted. The CATV's had requested that copies of written communications the AMST officials left with the commissioners, a detailed summary of the discussions and the names of the commissioners and AMST officials involved be made available.

22 affiliates in new Mid South network

 Mullins Broadcasting Co., Little Rock, has announced the formation of the Mid South Network, a group of 22 interconnected radio stations located throughout Arkansas.

KARK Little Rock, will originate all programming initially, and KARK-FM also Little Rock and KMAC-FM Fort Smith, Ark., will serve as relay stations to other network members.

The network will carry nine daily broadcasts emphasizing weather, sports and state and world news. Special programs of statewide interest such as sporting events and official press conferences will be broadcast on a time-to-time basis. Member stations will contribute on-the-spot news reports.

Other Mid South Network affiliates are (all in Arkansas): KTLO Mountain Home; KFAR Fayetteville; KDQN DeQueen; KBBC Nashville; KVRK Arkadelphia; KXAR Hope; KTPA Prescott; KOSY Texarkana; KJWH Camden; KDMS El Dorado; KBST Fordyce; KRLW Walnut Ridge; KMAG-FM Fort Smith; KNBY Newport; KHBR Monticello; KADL Pine Bluff; KAWW Heber Springs; KKJK Forest City; KPCB Marked Tree; KAMO Rogers-Bentonville and KRTA Batesville.

Outlet buys KONO-TV for $10.5 million

The Outlet Co., Providence, R. I., a diversified company owning broadcasting, retail and aviation interests, has acquired its third TV station. It's KONO-TV San Antonio, Tex., and the sale price is $10.5 million.

The ABC-affiliated, channel 12 station is principally owned by Eugene J. Roths and family, who also own KONO in San Antonio. The radio station is being retained by the Roths. KONO-TV began operating in 1957. It is one of six stations in the city; there are three other VHF stations, one a noncommercial, educational outlet, and two UHF stations, one specializing in Spanish-language programs.

The Outlet Co. owns WJAR-AM-TV Providence, R. I., and WDBO-AM-FM-TV Orlando, Fla. It also owns 50% of Salt City Broadcasting Corp., one of eight applicants for channel 9 in Syracuse, N.Y., and last month it purchased a group of CATV systems in California (Broadcasting, July 3).

Joseph S. Snow, president of the Outlet Co., said that James M. Brown will be retained as general manager of the TV station, and that no staff changes will result from the sale.

Howard Stark was the broker.

DBA meet to clarify new presunrise rules

A briefing for daytime broadcasters on the new FCC rules permitting pre-sunrise operation will be held Aug. 10-11 at Chicago's Sherman hotel.

Announcement of the briefing was made last week by J. R. Livesay, of WLBB Mattoon, Ill., chairman of the Daytime Broadcasters Association. Though the briefing will be sponsored by other Mid South, it will be open both to members and nonmembers.

DBA officials, legal counsel and a representative of the FCC will explain the new rules announced June 30 (Broadcasting, July 3).
A financial profile of radio-TV

NAB study shows pretax profit of typical TV station is 23.6% while average radio station's is 8.7%

The pretax profit margin for the typical TV station was $332,100 (23.62%) in 1966 and for the typical radio station it was $11,100 (8.74%), according to figures released last week by the National Association of Broadcasters department of broadcast management. The figures are based only on responses from stations that operated the full year.

The TV figures are based on 309 (57.1%) returns from 541 commercial stations, except those in Guam and the Virgin Islands. The radio figures are developed from 1,345 (33.6%) return of a possible 4,002 commercial stations located in the 50 states and Puerto Rico.

Total revenue for the typical television station was $1,406,100 and expenses ran $1,074,000. Total time sales before commissions and network payments were $1,524,500 of which $372,000 (24.4%) came from networks; $47,700 (42.5%) came from national and regional accounts, and $504,600 (33.1%) came from local advertisers.

The major expense was $398,500 (37.1%) for programing; general and administrative costs ran $365,200 (34.1%); technical costs were $175,000 (16.3%); and sales, including promotion, took $134,300 (12.5%).

Salaries took $438,500 of which $163,500 (37.3%) were in programing; $112,700 (25.7%) were technical; $85,100 (19.4%) were for general and administrative personnel, and $77,200 (17.6%) for sales people.

Depreciation and amortization ran $110,300 and film expense was $99,500.

For example, figures for the typical radio station showed $127,200 in total revenue and $116,100 in total expense. Time sales brought in $128,600 of which $111,900 (87%) came from local advertisers, and $16,700 (13%) came from national and regional accounts.

General and administrative costs of $47,700 (41.1%) were the major expenses; programing cost $35,000 (30-9%); selling costs were $20,900 (18%), and technical costs were $11,600 (10%).

The salary breakdown shows $65,800 spent of which $24,00 (36.5%) was in programing; $18,600 (28.2%) to general and administrative personnel; $16,500 (25.1%) to sales personnel, and $6,700 (10.2%) for technical help.

Depreciation and amortization totaled $11,100.

Television broadcasters estimate the typical station's revenue in 1967 will reach $1,461,000, an increase of 3.9% over the 1966 figure. Radio broadcasters anticipate a 3% increase in typical station revenue for 1967, lifting the figure to $131,000.

G&W agrees to shed three Desilu lots

There's going to be a little more competition in the rental of studio lots in the Hollywood area, and it comes from a consent judgment filed last week by Gulf & Western Industries Inc. and the Department of Justice in federal district court in Los Angeles.

The judgment, which becomes effective 30 days after the filing date of July 25, provides that Gulf & Western will sell two studio lots and one "back lot" acquired in Gulf & Western securing of Desilu Productions Inc. earlier this month.

Gulf & Western acquired Desilu Productions in a stock transaction calculated at about $16.6 million. Last year, Gulf & Western acquired Paramount Pictures Inc., also in a stock transaction

Two off the exchange

Two amusement stocks have been withdrawn from the American Stock Exchange. First Seven Arts Productions was taken off the ASE after its merger with Warner Bros. Pictures became official. Last week Desilu Inc. was withdrawn from the same exchange, the result of its acquisition by Gulf & Western Industries Inc.

Seven Arts
has acquired
Warner Bros. Pictures, Inc.

The undersigned acted in this transaction

Allen & Company

July 21, 1967
at about $88 a share. The consent judgment was submitted at the same time the government filed a complaint against Gulf & Western, charging that the combination of Desilu and Paramount lots would eliminate existing and potential competition in the rental of full-production studio facilities in violation of the Clayton Antitrust Act.

Desilu owns 34 and Paramount 17 such facilities. The government said there were 240 full-production studios in the Hollywood area, with the top-four firms owning 48.7% of such facilities as of March.

The consent order prescribes that Gulf & Western will sell two Desilu studios—one at Culver City and the other at Cahuenga, and also the "backlot" at Culver City. Gulf & Western retains the other Desilu studio adjoining the Paramount studio in Hollywood. The company is given two years to dispose of the three facilities; if not sold during the first year, Gulf & Western is required to retain a broker acceptable to the government to seek a buyer in the second year.

The order also requires Gulf & Western to offer up to 30 full-production stages for rental to other producers during the next three years.

**Metromedia climbs to new records**

Metromedia Inc. reported last week that it achieved records in revenue and net income for both the first half and the second quarter of 1967. At the same time the board of directors declared the regular quarterly dividend of 20 cents per common share, payable Sept. 15, 1967, to stockholders of record at the close of business on Aug. 25.

For 26 weeks ended July 2:

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<tr>
<td>Income per share</td>
<td>$1.26</td>
<td>$1.16</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,759,168</td>
<td>2,565,869</td>
</tr>
<tr>
<td>Gross Income</td>
<td>75,269,179</td>
<td>61,543,156</td>
</tr>
</tbody>
</table>

**Allied Radio to join with LTV Ling Altec**

A merger of Allied Radio Corp., Chicago, into LTV Ling Altec, Anaheim, Calif., subsidiary of Ling-Temco-Vought Inc., Dallas, was reported last week, subject to approval by directors and shareholders of both companies.

LTV Ling Altec, which is to be the surviving corporation, had sales of $29,241,749 and net earnings of $859,058 in 1966. Allied had, as of fiscal year ended July 31, 1966, sales of $69,956,573 and net earnings of $1,708,833.

In the merger, LTV will exchange one-half share of its common stock and one-fifth share of a new $2 annual dividend preferred stock convertible into two shares of LTV Ling Altec common for each share of the 1,103,150 shares of Allied outstanding (noncallable). LTV has 65,000 shares outstanding of 4% series A cumulative convertible preferred and 2,154,860 shares of class B common, all of which is owned by Ling-Temco-Vought. Common stock traded on the American Stock Exchange totals 349,959.

LTV Ling Altec produces commercial and home high-fidelity sound systems and equipment, telephone, industrial radio, acoustic and vibration test equipment. Allied distributes electronic parts and high-fidelity equipment to industrial and consumer markets. Allied also assembles and sells public address equipment, speakers, tuners, amplifiers and tape recorders.

**Color-TV tube decline affects National Video**

"An adverse market for color-television picture tubes" diminished sales and profits of tube-maker National Video Corp., Chicago, the firm's president, Asher J. Cole, told stockholders at the annual meeting. He said the usual August quarterly dividend of 15 cents will be withheld to conserve working capital.

For fiscal year ended May 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.81</td>
<td>$2.66</td>
</tr>
<tr>
<td>Sales</td>
<td>88,663,246</td>
<td>88,778,303</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>5,041,977</td>
<td>11,557,885</td>
</tr>
<tr>
<td>Income after taxes</td>
<td>2,381,977*</td>
<td>7,327,990*</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,779,944</td>
<td>2,779,944</td>
</tr>
</tbody>
</table>

* Net income for year ended May 31, 1967, is after utilization of investment credit of $565,000 in computing provision for federal income tax.

**HTV Systems lists stock with SEC**

HTV Systems Inc., Rochester, N. Y., a newly formed CATV equipment firm, has registered 350,000 shares of stock with the Securities and Exchange Commission for public sale. The firm expects to receive $700,000 from the offering.

Organized on May 15, HTV has 503,200 common shares outstanding and proposes to have 853,200 shares after the offering. Dr. Alwin Hahnel,
The company had particular impact in Burbank, good ones for the second quarter of 1967. Walt Disney died last December.

Gross income for the period also was off by some $5 million. The general decline was blamed on poor business done by Disney's recent movie product. Business during the coming summer months is expected to pick up but not enough to allow net income for the year to top last year's record high.

For nine months ended July 1, 1967:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.19</td>
<td>$1.19</td>
</tr>
<tr>
<td>Gross income</td>
<td>71,297,000</td>
<td>76,340,000</td>
</tr>
<tr>
<td>Net income</td>
<td>8,557,000</td>
<td>8,168,000</td>
</tr>
</tbody>
</table>

$1.19 and $6,557,000 both include non-taxable life insurance proceeds of $900,000, equal to 44 cents per share, non-recurring item.

Record six months reported by DCA

Sales, profits and earnings in first-half 1967 were at the highest level for any first six-month period in the history of Dynamics Corp. of America, New York. DCA President R. F. Kelley said last week that all major activities of the company, including communications, contributed to the record revenues and profits. DCA, an electronic and industrial company, has 14 divisions.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.60</td>
<td>$0.55</td>
</tr>
<tr>
<td>Sales and other income</td>
<td>49,204,682</td>
<td>42,987,436</td>
</tr>
<tr>
<td>Net income</td>
<td>2,574,379</td>
<td>2,371,330</td>
</tr>
</tbody>
</table>

‘Sluggish economy’ drops ABC’s profits

Earnings at the ABC Inc. for the second quarter and the first half of 1967 were lower than for the comparative periods of 1966, it was reported last week.

Leonard Goldenson, president, said second-quarter earnings were affected adversely by the "high costs" related to the extended television and radio coverage of the Middle East crisis. He said the broadcasting business as a whole has been "somewhat slower this year," reflecting "in great part the generally sluggish economy." He added that advertising commitments for the latter part of 1967 had been lower than last year but said that in the past few weeks the television market has become firmer.

For the first six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$1.66</td>
<td>$1.89</td>
</tr>
<tr>
<td>Net earnings</td>
<td>7,780,000</td>
<td>8,853,000</td>
</tr>
<tr>
<td>Gross earnings</td>
<td>13,805,000</td>
<td>15,811,000</td>
</tr>
</tbody>
</table>

For the second quarter ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.85</td>
<td>$0.87</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,486,000</td>
<td>4,172,000</td>
</tr>
<tr>
<td>Gross earnings</td>
<td>7,480,000</td>
<td>7,811,000</td>
</tr>
</tbody>
</table>

This announcement is neither an offer to sell, nor a solicitation of offers to buy, any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

$20,000,000

COLUMBIA PICTURES CORPORATION

4% Convertible Subordinated Debentures, due August 1, 1987

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EASTMAN DILLON, UNION SECURITIES & CO.

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LOEB, RHODES & CO.

PAINE, WEBBER, JACKSON & CURTIS

STONE & WEBSTER SECURITIES CORPORATION

BROADCASTING, July 31, 1967
Riots in the cities
test radio, TV

Stations regear entire operations to become
key links in community communications

Newscasters with war experience thought they were in one last week as they frequently peered out from underneath their cars and sweated out crossfires of sniper bullets that were pocking the streets of Detroit. As they reported the block-upon-block of raging ruins in that riot disaster area they were almost sure they were.

The vivid and lurid pictures these newsman described, tape recorded and filmed were obtained miraculously without serious casualty. Some crews experienced considerable roughing up, however, during the riot's wilder phases.

Their news reports were matched minute-by-minute with an extensive flow of public-service messages, editorials and civic leader interviews that their stations also poured into the air.

Continuing Coverage • Based on early coverage reports from stations there during the week, it appeared a calm was being restored as of Thursday (July 27). Most said, however, that they planned to continue all-out efforts at least through Friday to help with the restoration and rebuilding planning.

Newspaper radio-TV columnists during the week frequently complimented coverage and praised the stations' contributions to the total effort to aid refugees and restore the peace.

Downtown Detroit was virtually shut down on Monday and nearly all advertising agencies and station representatives were closed as was most other business activity. On Tuesday personnel began to trickle back to work, perhaps one-third of them made it, and on Wednesday agencies said they were going half-speed at least. By Thursday most were going nearly full steam again.

The creative preparation for the fall automobile advertising campaigns was only briefly slowed down, however, even though this is the critical time of year for such work.

Local Losses • Radio and TV stations suffered varied billing losses from the rioting, chiefly local. In some cases longtime local clients were completely burned out of business. In certain cases stations said new business later in the week from those wishing to announce reopenings, etc., would possibly offset the losses from earlier in the week.

More than one station executive, however, noted the biggest financial squeeze would come not from lost billings but from the "gigantic" extra expenses in the news operations. Although no cars were reported burned or cameras smashed, the technical gear did get roughed up.

Many autos that were stoned and pelted, will have to be painted and undented. Many a newsmen used his own dark-colored car instead of the more conspicuous station vehicle which could easily draw sniper fire.

Detroit's riot seemed to have its origin in a protest raised following a police raid early Sunday morning at a tavern called The Blind Pig in the Negro-populated near northwest side. Police said the tavern repeatedly violated the closing-hour law. A few subsequent reports suggested rioting was instigated.

Sponsors 'Burned Out' • Two Detroit area stations featuring Negro programming WCHB Inkster and WJLB said they were hard hit by loss of billing last week, resulting from the destruction of local businesses. Both stations said certain local accounts were "completely burned out." WCHB listed 16 such sponsors and WJLB reported eight. WJLB said also it lost business temporarily from another 14 accounts.

Both WJLB and WCHB reported their own personalities plus many Negro leaders appeared on their facilities beginning Sunday to exhort their communities to calm down, to stay home and to stay out of trouble. Both are 24-hour outlets. Their newsmen were able to report extensively from within the Negro areas and they and other station personnel acted as liaison in obtaining emergency relief operation.

Negro personality Martha Jean on WJLB, for example, took the air Sunday evening in a special three-hour program of spirituals and her own spontaneous outpouring of emotion-packed pleas for peace. She has a blue-collar fan club of 8,000 members. WCHB promptly cancelled all beer and wine spots as well as a fun contest promotion called "The Soul Rebellion," similar to the Dodge Rebellion format. Even though tongue-in-check, the contest wouldn't contribute to any misunderstandings, WCHB asserted.

WCAR, a 24-hour outlet, said it held up news until 9 a.m. Sunday in order to cooperate with authorities in keeping the riots from spreading. Soon the rioting was out of bounds though and WCAR expanded its news, put Negro and white leaders on the air and made room for public-service announcements. Beer and wine spots were halted.

Congressman charges broadcasters aid riots

In the wake of last week's civil disturbances a congressman charged broadcasters with lending their facilities "to be used as incitement to riot" by mirroring the day-to-day events leading up to incidents "in a fashion no less detestable than the worst days of 'yellow journalism.'"

Durward G. Hall (R-Mo.), in remarks prepared for publication in the Congressional Record on Friday (July 28), also suggested that broadcasters who carry interviews and speeches of black-power advocates could possibly be found in violation of House-passed antiriot legislation.

Noting that agitators don't have to be physically present in an area to incite riot, Dr. Hall said that audiences sitting a few feet from their television sets can hear speeches by agitators better than they could "in the back row of an outdoor meeting place."

Urging those who control the "instant" media to exercise responsible restraint in providing exposure to those who would provoke disorder, Mr. Hall said he expected his concern would raise the cry of censorship. But he asked: "Does not every responsible news media in fact exercise censorship every day in determining censorship not to report and whom not to quote?"
WJBK suppressed the riot news until early Sunday evening in an effort to help stem the disaster from spreading. Thereafter news was aired in the least sensational manner possible for the same purpose.

WJBK-TV stayed on the air all night every day starting Sunday to serve the community with bulletins and instructions. Last Wednesday it originated a satellite feed to the BBC. CBS News crews also worked out of WJBK-TV.

WJBK, an MBS outlet, fed that network. WJBK also noted how fast the public responded to pleas for food, clothing and shelter when they were aired. The station said blood donations were promptly given at local hospitals as needed.

WJR, with its facilities in the Fisher building opposite the uptown headquarters of General Motors, found itself completely ringed by rioting. The building was under sniper fire repeatedly and personnel took grave risks getting on the premises for their round-the-clock efforts.

Since its signal covers four states, and sensational news can have an incendiary effect on other cities, WJR explained it made a special effort to maintain a semblance of normal programming and commercials, but all were carefully screened and adapted to counter the sense of disaster, WJR said, and the greatly expanded news, interviews, and service requests were blended into existing formats as much as possible. WJR also was headquarters for newsmen from BBC, Radio Stockholm, Radio Diffusion of France, and Italy’s RIA.

Others in Detroit = NBC-affiliated WWJ-AM-TV included news of the trouble early Sunday but it was played down considerably by positioning in regular newscasts. By late Sunday afternoon, however, the riot was going out of control and both outlets began covering the story as it was but still as calmly as possible. News and services activities were greatly extended all week.

ABC-owned WXYZ-AM-TV also were headquarters for network-news crews who joined their local men on the riot scene. WXYZ-TV held off its coverage until late Sunday afternoon pending more accurate verification of the riot’s scope, but WXYZ broke at 6 a.m. Sunday with bulletins and its 13 man staff hit the street for continuous reporting. Radio reporter Bob Bennett, a Negro, was able to interview rioters personally. WXYZ aired frequent editorials for calm and cooperation. WXYZ-TV extended its hours both Monday and Tuesday to provide extra aide.

CWLW-TV Windsor-Detroit fed the Canadian Broadcasting Corp. Both it and sister CKLW aired many news and service reports all week, but not quite as extensively as the U.S. outlets. CKLW-TV Thursday evening featured a full-hour live program of local leaders exploring the problems of restoration.

Indications from other cities last week also having racial disturbances were that their local stations were following the same service tradition displayed in Detroit. In Flint, Mich., for example, Negro-oriented WAMM, a daytime outlet, stayed on the air long after hours Monday night and tried to head off rioting there. WAMM notified the FCC it had been asked to do so by local authorities because it was so deeply involved in the Negro life there.

WAMM said it found it served best by being a voice for the youth groups on the verge of rioting and was able to help them communicate with city officials to work out a truce agreement.

Trouble Areas Elsewhere = Though the most concentrated coverage was in Detroit other areas that received attention of the broadcast media were Cleveland; Washington; Houston; Phoenix; Newark, N.J.; New York’s Harlem; Mount Vernon and Rochester, both New York; Toledo, Ohio; Cambridge, Md., and Sacramento, Calif.

The peculiarly difficult and demanding job of coverage prompted special policy directives from executives of two network news organizations on restraint from inadvertently becoming part of the rioting, and maintaining “perspective” of the disturbances.

William Sheehan, ABC-TV news vice president issued a memorandum cautioning: “We don’t want to give the impression a whole city is aflame just because someone started a bonfire.”

CBS News cameramen were instructed to cap their lenses if rioters seemed to be “performing” for the cameras. CBS News cameramen were instructed to cap their lenses if rioters seemed to be “performing” for the cameras. NBC newsmen were sent into riot areas in unmarked cars to avoid notice, and following the standard practices of covering with shoulder-braced cameras and light sound equipment.

TV series sales ...

Pick a Show (Trans-Lux): WOKR (TV) Rochester, N. Y.

It’s a Wonderful World (Trans-Lux): WUSN-TV St. Petersburg-Tampa, Fla.

Hill 24 Doesn’t Answer (Trans-Lux): WKBG-TV Cambridge-Boston; KOCO-TV Oklahoma City; KHJ-TV Los Angeles, and WTCN-TV Minneapolis.

Man in the Moon (Trans-Lux): KABC-TV Los Angeles, and KOCO-TV Oklahoma City.

I Love Lucy (CBS Films): KTTV (TV) Los Angeles.

WCBS to switch to more news

New York station to compete against all-news WINS with news-information format

The emphasis on news coverage in New York becomes stronger on Aug. 28 when wcbs adopts a format it calls “news-information” in an effort to capture a larger audience and advertising share of the nation’s biggest and richest market.

The accent on news will place wcbs more directly in contention with wins New York, an all-news station for more than two years. But Joseph Dembo, vice president and general manager of the CBS-owned outlet, last week repudiated the designation of “all-news” for wcbs. He pointed out in an interview that the station is retaining the 50-minute, weekday Arthur Godfrey series and the Music ‘til Dawn series (Mon.-Fri., 11:30 p.m.-5:30 a.m.), but added that “more importantly, our basic concept goes well beyond news in the traditional sense, and that’s why we prefer news-information.”

Except for the entertainment programs noted, wcbs will carry a 10-minute segment from CBS News, starting on the hour; a 10-minute broadcast provided by the wcbs news staff on the half-hour and 20 minutes of material in between described as “news analyses, background stories and sidebars.” Mr. Dembo indicated that at least some of it would be of a classification he called “nonhard news,” such as developments and commentary relating to the theater, films, museums, food and entertainment.

The current wcbs news staff totals 14, he said, and this number “will be at least doubled.” The station plans to open bureaus in Mineola, N. Y. (Long Island); White Plains, N. Y.; Albany, N. Y.; Hartford, Conn., and Trenton, N. J., to supply suburban New York and tri-state capital coverage.

Mr. Dembo said the change-over will be effected in three phases. On Aug. 28 the news-information format will be extended to the 5:30 a.m.-8:10 p.m. period, followed by the 8:10 p.m.-11:30 p.m. on an undetermined date,
Facelifting at KHJ-TV

L.A. station plans local live format with less emphasis on film fare

Shaken by admittedly "disappointing" audience and sales results throughout the last 18 months, KHJ-TV Los Angeles, an RKO General station relying heavily on feature-film programming, is de-emphasizing its movies and taking on a decided local-live look.

In essence, the nonnetwork-affiliated station is making a calculated and costly attempt to become perhaps the nation's first televised radio facility, formatted as precisely for total image and sound as would be a top-40 in New York.

"This new programing approach," developed by KHJ-TV Vice President and General Manager Malcolm C. Klein, and Programing Director Wally Sherwin, has been in the works since late last year. The new format will be expensive, budgeted in the first year to cost $1.4 million more than previous programing on an annual basis for the station.

Fall Kickoff • Beginning Sept. 25 the station will feature three Tempo programs daily.

Tempo I, on every day from 7:30 to 8:30 a.m., will feature news, service and entertainment items, produced both live and on film and presented in a strict format style with musical bridges as is, say, NBC Radio's Monitor.

Tempo II, on from noon to 3 p.m., is planned to be even more flexible, with program segments produced minute by minute depending on what's happening right then in the community. Advance features also will be planned but with the understanding that they will be pre-empted for a current event.

Tempo III, on from 8:30 to 11 p.m., will be an updating of the day's events, plus the addition of what's new. The station describes it as a sort of "this is the day that was . . . and is."

Another feature of the new format will be live, on-camera, 60-second news reports every half-hour throughout the day. These reports will be specially written, it's promised, not "rip-and-read, " and "not headlines." The newscasts will be preceded and followed by 30-second commercial spots.

News Emphasis First • Reporters in mobile units will be instructed to break into regular programs, via two-way telephone units, whenever a news event they're covering is of sufficient importance. Plans also are being made to call in local reporters and columnists from print media occasionally so that the station can draw on their expertise.

Over-all, KHJ-TV expects to broadcast more than eight hours a day of local live programs, or between 50 and 60 hours a week. This total would be more than six times the amount of locally produced programs the station presented weekly in the past.

RKO General, which has been seeking renewal of its license to operate KHJ-TV since 1965, is being challenged by a group of local businessmen called Fidelity Television Inc., Norwalk, Calif. (Broadcasting, Nov. 1, 1965). Among the charges Fidelity has made to the FCC in seeking the station license is that KHJ-TV has neglected local coverage.

Mr. Klein emphatically denied last week that his new program approach was influenced by the license controversy. Instead, he claimed inspiration for the move came out of a conviction that "TV has become sterile, stagnant and imitative and is not living up to the promise of the formative years."

He made clear that KHJ-TV, which still has a library of movies worth some $14 million, is not completely abandoning its film presentations. But he explained that feature films and syndicated product on the station will be reduced by at least 50%.

New syndicator to offer C&W package

Source Television Productions, Houston, newly formed syndicator, has announced the signing of top country- and western stars for a forthcoming television production that will be available for use as a two-hour block or as four half-hour segments during the week.

C&W stars to be used by Source are Kitty Wells, Sonny James, Forlin Huskey and a new group, The Home-steaders.

The new organization is wholly owned by The S System Inc., whose president is L. Jack Spence Jr. Source executive producer is Richard E. Eisner Jr., and vice president in charge of national and international syndication is Dick Kenyon. Vice president in charge of talent production and promotion and talent coordinator for the four television shows is Arthur "Rusty" Gabbard, formerly of Grand Ole Opry in Nashville.

The shows will be in color and video-taped in Houston.

Source Television Productions is at 3701 Kirby Drive, Suite 1096, Houston 77001.
The television-receiver manufacturing industry goes before a congressional committee today (July 31) prepared to repel implications that watching color TV can be dangerous to the viewer because of radiation from the set — but fearful that a Nader-type automobile-safety probe unwittingly may be inaugurated.

The industry has made it perfectly plain that it intends to show not only that the current alarm over radiation is an isolated and aberrant case, but that it is checking and rechecking its safety practices to insure no holde in the forward march of the $2-billion color-set business.

The TV-set makers are appearing before Representative John E. Moss (D-Calif.), chairman of the Subcommittee on Commerce and Finance of the House Commerce Committee.

Even before they had made their appearance before Mr. Moss, the industry was notified that a second subcommittee, also a unit of the House Commerce Committee, would hear testimony on the potential dangers from TV-set radiation. Representative John Jarman (D-Okl.), announced last week that his Subcommittee on Public Health and Welfare will meet to explore the question Aug. 14.

Some industry members who have been close to the radiation picture ever since it popped into public view last May expressed the belief that they also will be called to appear before at least one Senate committee before the alarm is laid once and for all.

Recent Interest * The hearing beginning today had its genesis just about two months ago. It was on May 18 that General Electric Co. announced that it had begun a campaign of modification on 90,000 large-screen television receivers due to the finding that there was excessive X-ray radiation from the shunt regulator tube (Broadcasting, May 22).

Only two weeks ago, Surgeon General William H. Stewart of the Public Health Service reported that there were still 9,000 of the GE sets — those manufactured between June 1966 and February 1967 and purchased after September 1966 — unaccounted for (Broadcasting, July 24). He urged those whose sets had not yet been modified to disconnect and report to the nearest GE dealer or service company.

GE has emphasized that black and white receivers and small-screen color sets are not involved. GE is not only modifying all the X-ray-leaking receivers without cost; it is actually paying a bonus to TV servicemen. It is also offering a bounty for the return of all the suspected tubes in dealer stocks.

James G. Terrill Jr., director of the PHS's National Center for Radiological Health, said also on May 18 that "as of now, there is no evidence in the hands of the NCRH to suggest that any television receivers manufactured by the General Electric Co., or television sets made by other companies, have excessively exposed viewers to television sets.

Lead Off Man * Mr. Terrill is scheduled to be the first witness to testify at today's hearing. Also representing the Public Health Service will be Dr. Vernon G. MacKenzie, deputy director of the Service's Bureau of Disease Prevention and Environmental Control (of which the NCRH is a part).

E. William Henry, former chairman of the FCC, will present a statement in behalf of the Electronic Industries Association. He will be accompanied by Dr. John L. Sheldon, Corning Glass Works; Harris Wood, Philco, and Nathan W. Aram, Zenith. Other witnesses: Baron Whitaker, Leonard Horne and Edward Davis of Underwriters' Laboratories, New York; Donald Scarff, General Electric, and Cass Borkowski, Oak Ridge (Tenn.) National Laboratory.

The hearing before Representative Moss and his committee is not expected to run for more than one day. Representative Jarman will be considering the TV-set radiation problem as part of a series of hearings that has been held on a bill to establish a National Commission on Product Safety (H.J. Res. 280). This is a companion bill to S.J. Res. 33, already passed by the Senate.

Fear at the Start * The genesis of the radiation fear from TV sets was first voiced with the introduction of the first commercial TV set sold to the public in 1946. TV sets were quickly discounted by manufacturers, who pointed then, and in the succeeding instances in subsequent years, that tests by independent laboratories found no instances of excessive radiation. From that time, the technical literature on the subject is sparse, although in 1959 Carl B. Braestrup and Richard T. Mooney published a survey of radiation from black and white sets in Science Magazine; the conclusion was that there is no harmful radiation.

The radiation specter loomed again late in 1966, when John N. Ott, a freelance researcher, reported to the Society of Motion Picture Engineers that he had subjected a group of rats to several hours in front of a color-TV receiver and that they had shown signs of radiation poisoning (Broadcasting, Oct. 10, 1966). This premise was disputed by Floyd C. Harvey of Bell Laboratories before the Institute of Electrical and Electronic Engineers late in March of this year.

In one of those freaks of oversight, a report on radiation in the Japanese Journal of Radiation in 1964 was never brought to the attention of industry or government radiological experts. The current radiation unease in the U.S. has, however, apparently prompted a Japanese manufacturer to publicly announce a new system of voltage regulation that permits no or slight emissions. The company is the Matsushita Electrical Industrial Co. of Osaka, and the new system is a feedback circuit with low anode dissipation (10 w or less) and a varistor for stability in place of a shunt regulator, which is the tube giving all the trouble.

U.S. Design * Most manufacturers of color-TV sets in the U.S. use a shunt regulator to accurately and precisely focus the three color electron beams on the small phosphor dots on the face of the cathode ray tube. Some American manufacturers, however, use different systems requiring no shunt regulator tube.

At the time of Dr. Ott's paper to the SMPTE, and Mr. Harvey's response, the NCRH got interested; it asked the industry, through EIA, to submit results of tests for radiation. The returns were insubstantial. Following the GE announcement last May, EIA mounted a full-scale campaign to secure from its members and other TV-set manufacturers detailed statistical data on radiation
Radiation sleuths enter the limelight

The National Center for Radiological Health is one of those backwater government laboratories that came into existence following Hiroshima and the end of World War II. Its dedicated small staff, housed in several buildings in a warehouse district of Rockville, Md., concerned itself mostly with setting standards for radiation tolerances for people in atomic energy work who might be exposed to radioactive fallout, with methods of checking the atmosphere for radiation levels, and more recently with testing and examining X-ray machines used by physicians and dentists in diagnostic work and for therapeutic treatment.

Suddenly last month, the laboratory became aware of the existence of domestic satellite systems. That was when the GE announcement of possible excessive-radiation leakage from sets was made.

The NCHR staff involved in the TV-set radiation problem is headed by Henry J. L. Rechen, who is chief of the Electronic Products Radiation Laboratory, created July 1. Mr. Rechen has 20 men working on the color-TV project at three different laboratories in the NCHR complex. They take the suspected sets and through the use of an aluminum geiger counter determine whether there is radiation. In order to get the radiation level, they then place highly sensitive x-ray film underneath and on the sides of the receiver. The film is left for one hour underneath the set (where most of the radiation is directed) and for several hours along the sides (where some reflected radiation occurs).

Excessive - So far the worst set registered a reading of 1 roentgen. This is 2,000 times stronger than the recommended safe TV set ceiling of 0.5 milliroentgens per hour, two inches from the set established in 1960 by the National Council on Radiation Protection and Measurements.

The same tests are performed on the shunt-regulator tubes, out of the receiver.

Last week, the group was beginning tests on GE's Portacolor small-screen portable color-TV receivers. So far, no excessive radiation has been found.

Donald J. Nelson Jr., deputy director of NCHR, said last week that the laboratories planned to test models of all manufacturers. He pointed out that radiation—X-rays, ozone (ionized oxygen usually following arcing), and ultrasonic (electromagnetic fields)—is potentially escaping from a TV set that uses 25 or more kilovolts to drive the color picture tube.

Mr. Nelson explained that these radiations are usually shielded from escaping. Even the glass plate in front of the picture tube is a radiation shield; it is leaded for this purpose.

All sets use metal to inhibit radiation from the high-voltage power-supply tube (it's generally encased in a can) and the shunt regulator tube. The last is generally designed to minimize radiation. The problem with the tubes used in the General Electric receivers, he explained, was that they were misaligned, permitting the X-radiations to escape downward.

FAA influence feared in antenna-farm rule

The Association of Maximum Service Telecasters has apparently resigned itself to the finality of the FCC rules providing for the establishment of antenna farms by rulemaking. But it filed a petition for reconsideration last week urging the commission to amend the rules in a way that would make it more difficult for the Federal Aviation Agency to block the establishment of proposed farms.

AMST's vigorously opposed adoption of the rules principally because it felt they would constitute an abdication of the commission's authority over the location and height of broadcast towers to the FAA. And this concern wasn't eased by the statement, contained in the FCC order adopting the rules, stating that the commission will not institute a rulemaking proceeding if the FAA says the proposed farm would constitute a menace to air navigation.

The commission, however, has insisted it will make the final decision as to whether a farm will be established, and will carefully examine FAA's stated reasons to insure "that they in fact concern air safety" and not merely matters of convenience to fliers.

To make sure that the rules reflect that intent, AMST urged the commission to adopt an amendment providing that FAA's written statement be placed in the commission's public file—and be made subject to reply by those proposing the rulemaking.

CBS affiliates plead for satellite stations

The CBS Television Network Affiliates Association, a late entry in the FCC proceeding, says that no matter what type of domestic satellite system is established—and the association takes no position on that — broadcasters should be allowed to own the ground receiving equipment.

The last of three rounds of comments in the domestic satellite inquiry were received by the commission almost four months ago (Broadcasting, April 10). But the association said it was unable to formulate a position on the subject until its meeting last month.

The association said that the most practicable way of assuring that individual users of satellite service directly receive the economic and technological benefits of satellite interconnection is to permit them to own the ground receiving equipment, individually or in groups.

The association said such an arrangement would give network-affiliated stations inexpensive and efficient access to network programming. And it would give both affiliated and nonaffiliated stations greater flexibility in forming ad hoc local and regional distribution systems for locally and area-originated programming, the association said.

It also said station ownership of ground receiving equipment would facilitate creation and use of new commercial or noncommercial network organizations by reducing costs of interconnection.
Another trade center skirmish

FCC Commissioner Lee presides at two-day N.Y. hearing that airs disputes over tall-building TV interference

Battle positions hardened in the continuing controversy over possible TV interference problems posed in the New York City area by the proposed construction of a 10-story World Trade Center as the FCC last week concluded a two-day fact-finding session.

Commissioner Robert E. Lee, who presided over the July 24-25 hearing held at the U.S. Court House, said the commission would present findings to the Congress for study. He also told a New York television audience during an interview on noncommercial WNDT-TV Newark, N.J.-New York last week that since the Port of New York Authority was a "creature of Congress," the commission would not recommend action but report the testimony to both the House and Senate for appropriate study.

Nine TV stations now transmit from the rooftops of the Empire State Building. The proposed twin-tower WTC skyscraper, which is being built by the Port authority three miles south, would rise but eight-stories higher than the Empire State. The stations, through their TV Broadcasters All Industry Committee, after conducting independent studies of possible effects of moving their antenna site to the WTC, agreed in principle with the port authority to move by time the building is completed. The stations must obtain FCC approval of the move of transmitter site.

Moon and Earth • On the WNDT program, Commissioner Lee acknowledged what he said was a "coherent remark" made by Senator Abraham A. Ribicoff (D-Conn.) to the effect that the U.S. can now soft-land on the moon and transmit TV signals back to earth but is unable to find solutions to TV signals around a building.

At one point on the program, the commissioner said a "more realistic" estimate of the cost to the set owner of adjusting his TV-receiver antenna during the WTC's construction would be in the $20-$30 range as contrasted to the $69.90 cited by Frank G. Kear, the Empire State's consultant. Mr. Kear had said that between 200,000 and 400,000 set owners would have to make such a set adjustment.

At the hearing, Mr. Kear said that if broadcast antennas were moved, "the area of weakened signals will encompass some 10.4 million people." He said 3.5-million people live in the area that would be affected by ghosting even if the broadcasters were to remain atop the Empire State and the WTC was built to the 110-story height. The solution, he said, would be to limit the WTC's height to 900 feet or less.

Testifying for the port authority as a consultant, Donald G. Fink, who is general manager of the Institute of Electrical and Electronics Engineers, said "reorientation of receiving antennas will not be significant" once TV transmitters were moved to the trade center.

Target Date • World Trade Center Director Richard C. Sullivan placed the target date for broadcasts to begin from the WTC building as Nov. 13, 1970 while presenting building schedules for the north tower, which will house station antennas at its top. He said "no annoying interference" with transmissions from the Empire State could be expected until the north tower was above 950 feet. WNYC-TV Linden-Newark, N.J., a UHF, would first be affected, followed by the W's, WCBS-TV and WOR-TV at 1,130 feet. The other U, WNYC-TV would be affected at 1,160 feet; WABC-TV at 1,150; WNDT-TV at 1,170; and WNBC-TV and WPIX(TV) at 1,310. No interference is expected for WNEW-TV, he said.

It will take about two months to raise the tower from 950 to 1,130 feet, he said, almost four months more to 1,350 feet, and four additional months to install and test TV-transmitting equipment.

Andrew Alford of Alford Manufacturing Co. for the port authority said that on the average the increased height of the WTC and subsequent TV antenna radiation would give the entire service area outside of Manhattan "better reception" and that actually signal overloading in the city would be decreased.

Otis S. Freeman of WPIX and president of the TV-broadcasters committee, presented a report prepared by McKenna and Wilkinson, Washington, acting as the committee's consultant, in which the firm suggested that the question of TV reception from high buildings be handled by "appropriate local zoning authorities" rather than by federal legislation.

Mr. Freeman disclosed a report of the George A. Fuller Construction Co. that estimates the building schedule of the WTC will take 13½ months instead of the 10 months estimated by the port authority. He said the broadcasters would file application with the FCC for approval of their antenna relocation to the trade center "at the appropriate time," but did not give a target date.

Possible Solutions • Seymour N. Siegel, director of radio communications for New York City, noted the concern of the city's TV task force over interference and the group's review of possible solutions. He said there were "the installation and use of translators, perhaps on low power and on unused frequencies at key points throughout the affected areas, as well as the possible use of CATV which is being operated on a test basis in New York City" (see page 34). He said the broadcasters and port authority had so far not considered these "potential remedies."

Mr. Siegel said another consideration raised by the city's task force was possible use of Mayor John Lindsay's consumer council to meet with TV service men and "attempt to minimize cost of reorientation of receiving antennas to some possible low uniform rate."

On behalf of CATV interests in New York, Irving B. Kahn, chairman and president of Teleprompter Corp., said that "no matter where you put the antennas [in New York] reception will be poor for a very large percentage of the people within their range."

He said TV reception in the city involves "so many factors which deflect, distort and degrade signals, that attempts to estimate the effect of one more factor, such as the trade center towers, can be nothing more than educated guesses."

He suggested the FCC "conduct a hearing on all aspects of telecommunications in the city."

Trans-Tel Corp. permittee of WXTV (TV) Paterson, N.J., filed a statement indicating it seeks an interim transmitting location either atop the Empire State or at an alternate site within the next month, while also working on arrangements with the port authority for eventual relocation to the WTC.

Questioning at the hearing was led by Arthur Gladstone, FCC hearing examiner, and Tom Fitzpatrick, chief of the hearing division of the commission's Broadcast Bureau.

Color from monochrome gets mixed reactions

A series of unannounced on-the-air tests in Los Angeles of a new electronic process that claims to cause color to be seen by some viewers on monochrome sets was culminated last week with a demonstration for news media (Broadcasting, July 24). The demonstration was conducted by Color-Tel Corp., a Hollywood company licensed to make the process available in the
television-commercials field.

The new system, called Electronic Color Process, is said to use a sequence of black-and-white impulses that cause the eye to react as if it were actually seeing color.

While some people will see many colors, some people see only one color, it’s pointed out, and still others don’t see any at all.

The process was invented by James F. Butterfield, so-called television scientist from Sherman Oaks, Calif. He assigned all U. S. and foreign patent rights to the Battelle Development Corp., Columbus, Ohio, which in turn licensed Color-Tel.

**EIA: ban color-tube imports**

Electronic Industries Association has asked Congress to impose full import duties on imported color-TV tubes. A moratorium until 1969 on imported color tubes was granted in 1965 on the assumption that there was a shortage of color-TV manufacturing capacity in the U. S. This situation is now reversed, EIA said; “a serious degree of excess capacity” now exists, causing economic distress to plants and workers.

Even in 1965, EIA said, U. S. capacity exceeded consumption; this year the excess will reach over 3-million tubes.

### FATES & FORTUNES

**BROADCAST ADVERTISING**


James E. Burch, copy group head in San Francisco office, Bruce R. Monick, account group head in Minneapolis office, and Thomas W. Hanlon, account group head in New York office, with BBDO, named VP’s.

Sid Lerner and Tom Ong, creative supervisors, and Ted Chin, account supervisor, Benton & Bowles, New York, elected VP’s.


Martin Lipsitt, VP-creative director with Shaller-Rubin Co., New York, joins Carl Alty Inc. there as art group head.

Thomas R. Winkler, assistant to manager of radio code of National Association of Broadcasters, Washington, named manager of radio code, succeeding Charles M. Stone, who last month became NAB VP for station services (Broadcasting, July 3).

Ed Graham, head of Ed Graham Productions, North Hollywood, Calif., named creative director of McCann-Erickson, Los Angeles.

Stanley Sherwin, art supervisor at Leo Burnett Co., Chicago, joins Grant Advertising Inc., that city, as television art director and producer.


Michael Antabi, art director at Kane, Light, Gladney Inc., New York, and Joseph S. Carri, art director at LaRoche, McCaffrey and McCall, New York, join Doremus & Co. there as art directors.

Kenneth L. Otsot, with WKQC-AM-FM Cleveland, apointed sales manager.

T. R. Stillwagon, with WOMP-AM-FM Bellaire, Ohio, named sales manager. James Herink named account executive at WOMP-AM-FM.

Robert A. Eisenbrot, corporate director of advertising, named director of marketing services for B. F. Goodrich, Akron, Ohio. John E. Pellegrone, manager of promotions and advertising for Goodrich, named manager, advertising and merchandising.

Suzanne Wilder, special copy director at N. W. Ayer & Son, Philadelphia, and Jim Hinton, art director of Knox Reeves Advertising, Minneapolis, appointed creative associates of Knox Reeves.

John T. Buckley, formerly network media buyer for Foote, Cone & Belding and media buyer at J. Walter Thompson Co., both New York, named media director of Henderson, Bucknum & Co., Denver.

John Turpin, assistant research director for KGO-TV San Francisco, joins KPIX(TV) there as research director, replacing James Corby, who becomes special representative for Television Advertising Representatives in New York.

Terence Kollman, account executive for Peters, Griffin, Woodward Inc., Chicago, appointed account executive for KCP(TV) Los Angeles.

Moses J. Haze, marketing research analyst for Pittsburgh National Bank, Pittsburgh, appointed to new position of marketing/research director at KDKA-AM-FM that city.

Parker H. Jackson, director of advertising and promotion for kdeo El Cajon, Calif., returns to KJH-TV Los Angeles to former position of supervising advertising and promotional functions.

Jack Spring, with WJW-TV Cleveland, appointed assistant general sales manager of WIS-TV Columbus, S. C.

Albert Carman, account executive, WBZ Boston, named sales manager, WHNC New Haven, Conn.

Bill Hutton, with KTHI-TV Fargo, Grand Forks, N. D., joins KRD Grand Forks, Minn., as sales manager.

Eugene Vassall, account executive for WFIL Philadelphia, named local sales manager.

Mike Horn, national sales coordinator, WKRO Boston, joins Blair Radio as manager, Boston office. He replaces George Anderson, who resigned to become sales manager, WDH-AM Boston. Blair Radio, New York, adds Dick Driscoll, assistant sales manager, The Katz Agency, as account executive, and Bob Chaissone, Riegel Paper Co. salesman, as marketing assistant.

T. E. Gilmore, with Phillips Petroleum Co., Bartlesville, Okla., named manager of firm’s advertising and PR department.

Henry Weintrab, account executive and assistant to board chairman of Diener - Hauser - Greenhalch Co., New York, named manager, advertising services, for NBC advertising department, that city.

Peter Laitmon, formerly with Grey Advertising and Needham, Harper & Steers, both New York, joins Daniel & Charles Inc. there as account executive.


Kenneth S. Mugler, director of public relations for Atlantic City Race Course,
joins Weightman Inc., Philadelphia, as account executive.

Anthony E. Doyle, account executive for Grey Advertising, New York, on General Foods account, joins Carson/Roberts, Los Angeles, as account executive.

Frank McNally joins Meeker Co., New York, as television account executive.

John H. Bell, operations manager of wp2z(TV) Plattsburgh, N. Y., joins Reuter & Bragdon Inc., Pittsburgh, as account executive.

John Demos, with WTLW(TV) Indianapolis, named account executive.

Bruce Rakow, account executive for KCBX Sacramento, Calif., appointed account executive for WJJD Chicago.

Howard Cortese, ad manager for Vallemont Homes, Sonora, Calif., appointed account executive at KPOM(FM) Los Altos, Calif.

Chuck Preston, account executive, KXTV(TV) Sacramento, Calif., appointed to sales staff, H-R Television Inc.'s Corinthian Division, Chicago.

Bob Mayberry, TV commercial producer for Leo Burnett Co., Chicago, named producer-director for Filmfair Inc., Los Angeles commercial production house.

Teresa Rita Karutz, radio-TV production coordinator for Wilson Harrell Agency, Westport, Conn., appointed assistant radio and TV producer.

Carl (Bud) Carey Jr., traffic assistant for KNXT(TV) Los Angeles, named national sales representative.

Steve Berger, account executive with WOND Pleasantville, N. J., joins media department of Ketchum, MacLeod & Grove Inc., Pittsburgh.

James Joyella, assistant to VP for radio, National Association of Broadcasters, named account executive at WCC Bridgeport, Conn.

Donald D. Kirkland moves from sales staff of WBMM-TV Chicago to that of WBMM there.

MEDIA

Herbert J. Mendelsohn, president of Bartell Broadcasters Inc., New York, broadcasting division of Bartell Media Corp., elected to board of directors of Bartell Media Corp.

Edward J. Somers, general manager at WDOO Oneonta, N. Y., joins Middletown Times-Herald in Middletown, N. Y. Al Sayers, program director of WDOO, succeeds Mr. Somers. Charles Said becomes program director.

Bob Sobelman, general manager of KLIV San Jose, Calif., joins KLIO there in same capacity.

Larry Buskett, consultant to KCCN

Honolulu, appointed director, radio division of licensee Diamond Head Broadcast System Inc. Mr. Buskett will act as general manager of KCCN.

Richard D. Lewis, president and general manager of KTAR-AM-FM-TV Phoenix, elected board chairman.

Ray C. Smucker, national sales manager of KTAR-AM-FM-TV, succeeds Mr. Lewis and becomes chief executive officer. John J. Louis, board chairman, becomes chairman of executive committee.


Robert Andre, operations manager of WOMP-AM-FM Bellaire, Ohio, appointed general manager.

William G. Russell named manager-finance and treasurer of General Elec-

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**IS RECRUITING YOUR PROBLEM?**

50% of the TV and Radio stations tell us: "Recruiting is our most pressing problem."

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645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS
Herman Aronson, manager, art and production, CBS design, for CBS Inc., New York, appointed manager of design.

Hy Triller, formerly with Spencer-Kennedy Laboratories Inc. in Lafayette, Calif., and Boston, named manager of Eau Claire, Wis., CATV system of Daniels Management Co.

Frank Morton, art director for Eiseman, Johns & Laws Inc., Los Angeles, and Dan Longueuil, from San Diego, named art directors for KHJ-TV Los Angeles.

Shirley Clum appointed general manager of KPAZ-TV Phoenix.

Marvin Rothschild, who has ownership interest in WKKO Cocoa, Fla., named general manager of WRGM Richmond, Va.

Edith Chanfer, assistant secretary and member of legal staff, ABC Inc., New York, has resigned. She served also as secretary, director and general attorney for ABC Films Inc.

PROGRAMING

Burt Nodella, VP in charge of network program development for ABC-TV, named producer of NBC-TV's Get Smart series.

Robert D. Raikes, production manager at KTAL-TV Texarkana, Tex.-Shreveport, La., named program director. Jack Rea replaces Mr. Raikes as production manager.

Bill Thalman, music director of WOMP-AM-FM Bellaire, Ohio, named program director.

Chuck Deel, music director of WLEE Richmond, Va., appointed program director for WRGM that city.

Art Ford, with WPIX(FM) New York, also appointed national program director for radio and TV for Teen Clubs International, subsidiary of Transcontinental Investing Corp., that city.

Robert Davy, acting manager of non-commercial KWSC-TV, Pullman, Wash., appointed director of program development and production at WOL-TV Ames-Des Moines, Iowa.

George Moynihan, program manager of Westinghouse Broadcasting Co.'s KPIX(TV) San Francisco, appointed general manager of WBC Productions Inc., New York. Tom Piskura, news manager for WEDS(TV) Cleveland, succeeds Mr. Moynihan.

Tom Whalen, with WNHC New Haven, Conn., named operations manager of WICC Bridgeport, Conn.

Terry Williams, announcer-producer for KSREF(FM) Santa Monica, Calif., named director of operations.


Duane Franceschi, program director of noncommercial WFSU-TV Tallahassee, Fla., appointed television producer. Clayton Roehl, director of television at Central Michigan University, Mount Pleasant, Mich., replaces Mr. Franceschi.


Maureen Roberts, assistant general manager of WOIX Atlanta, appointed station's movie, television and newspaper critic.

There is space...

Like our Studio A which is as big and colorful as all outdoors (almost) ... with extensive production area and full color facilities for programs, commercials ... room enough for a car lot, chorus or camp site. Call Jim Pratt, our space agent, for particulars.
NEWS


David Schoenbrun, formerly with CBS News in Paris and Washington, joins staff of school of international affairs at Columbia University, New York.

Cay V. Brockdorff, senior editor, Der Spiegel magazine, West Germany, appointed news manager, UPI, Germany, with headquarters in Frankfurt. Thomas Cheatham, UPI correspondent, reports back to Saigon for field assignment nine weeks after being injured in mortar attack near Con Thien.

John T. Reeder, station manager of KROA Kennett, Mo., appointed news director of KARK-AM-FM Little Rock, Ark.

Peter Larkin, with ABC, and W. Dennis Suit, ex-paratrooper and special forces officer, join UPITN news-film bureau in Saigon. Ib Heller, who had been ordered back to his Copenhagen home for rest and recreation, assigned to cover developments in Congo. UPITN is television news agency owned jointly by UPI and British Independent Television News.

Joe Ashley, news editor of WOMP-AM-FM Bellaire, Ohio, named news director.

Ben Larson, formerly news director at WBBM Chicago, joins WCIC-TV there as news director and will do new all-day stock-market programming.

James E. Mays, PR manager of The Virginian-Pilot and Ledger-Star, Norfolk, Va., named director of public affairs and news for WTAR-AM-FM-TV, that city.

Matt Quinn, news director of WRUN-AM-FM-TV Youngstown, Ohio, named news director of KDKX-AM-FM Pittsburgh, succeeding Hal Cessna, who becomes newscaster for KDKX-AM-FM.


George Thomas, news director of WTOP Winston-Salem, N. C., named news director of KXO Phoenix.

Christopher Kelley, acting news director of WCIC Bridgeport, Conn., appointed news director.

Dave Collin, with W2iz Coral Gables, Fla., appointed news director.

John Murphy, with WEDO McKeesport, Pa., joins WQTW Latrobe, Pa., as news director.

Joseph Oleksiewicz, producer with noncommercial WFR(FM) Amherst, Mass., appointed news director.

Reginald Laite, editor at WINS New York, named assistant news director at KYW Philadelphia. Both are Westinghouse Broadcasting Co. stations.

Wes Richards, with WHLI Hempstead, N. Y., appointed director of public affairs.

Robert McFarland, news supervisor at WKCL-TV Cleveland, joins WREX-TV Washington as news producer. Both are NBC-owned stations.

Perry Martinson, with WGBS Miami, joins news department of KGLO-AM-TV Mason City, Iowa.

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WFAA-TV
The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

BROADCASTING, July 31, 1967
FANFARE


John H. Thomas, previously with WINS-TV and noncommercial WSOU-TV, both Columbus, Ohio, appointed on-air promotion director of WLWC-TV, that city.

Ruth Letowsky, with promotion department of WATT-TV Atlanta, appointed director of publicity and public relations. Dick Phipps, promotion director of WRDW-TV Augusta, Ga., named promotion director of WATT-TV.

David E. Ferrin appointed director, audio/visual productions, for Sales Promotion Services Inc., West Hartford, Conn.

Dick Brooks, publicity department manager, named national publicity director, and Ira Teller, advertising department manager, named national advertising director, 20th Century-Fox, New York.

Seymour Molbogott, promotion development manager, Lever Bros. personal products division, New York, named to new position of promotion manager.

Joseph Orlando, with Burson-Marsteller Associates, New York, joins Carl Byoir & Associates, that city, as assistant to George Hambmond, board chairman.

Joe A. Miller named manager in charge of regional and national promotions and sales for Tom E. Turner Investments. Mr. Miller's duties include development of special events and entertainment with emphasis on KBBQ San Antonio, Tex., and Sigmor Shamrock Service Station divisions of Turner Investments.

Paul B. Simon, research analyst for Carson/Roberts/Inc., Los Angeles, joins KNXT (TV) Los Angeles, as sales research analyst-writer in promotion department.

Vincent Panettiere, PR staff, Westinghouse Broadcasting Co., New York, joins eastern region PR department, Xerox Corp., that city.

EQUIPMENT & ENGINEERING

Robert N. Vendeland, VP, marketing, of Dynair Electronics Inc., San Diego, named to newly created post of assistant general manager of Conrac division of Conrac Corp., Covina, Calif.

James W. Russell, director of marketing for Craig Panorama Inc., Los Angeles, resigns. No future plans announced.

George Acosta, with Barker & Williamson Inc., Bristol, Pa., appointed treasurer/controller. Charles Elles named engineering manager and Melvin Leach named manufacturing manager for B&W, Bristol.

Anthony D. Liberatore, with Mississipi test facility of General Electric Co., joins noncommercial WKSU-FM Kent, Ohio, as chief engineer, replacing Ernest Brown, who becomes chief technician for division of audiometry and speech pathology at Kent State University.

G. Howard Teeter, assistant to president of Beckman Instruments Inc., Fullerton, Calif., named VP-operations.

Rupert F. Goodspeed, with Philips Broadcast Equipment Corp., Paramus, N. J., appointed product manager, broadcast equipment. Abe Jacobowitz, Midwest regional sales manager for Philips Broadcast, named sales manager of television broadcast equipment.


Charles S. Granieri, with Motorola Semiconductor Products Inc., Phoenix, named manager of advertising and sales promotion, replacing Allen Snyder, who was named advisor for international advertising activities.

Burrell Dworkin, studio technician for WIND Chicago, named studio engineering supervisor, replacing Philip Preston Flower, who assumes responsibilities in area of special projects production.

Howard Head, partner, A. D. Ring & Co., elected chairman of Washington chapter, broadcast group, Institute of Electrical and Electronics Engineers. Other new officers: John Watter, General Electric Co., vice chairman; Harold Kassens, FCC, secretary-treasurer.

ALLIED FIELDS

Robert F. Jones and Philip M. Baker, both in private law practice, form Washington law firm of Jones and Baker at 111 E St., N.W. Mr. Jones is former U.S. congressman from Ohio and was FCC commissioner from 1947 to 1952. He has been in private practice since then. Mr. Baker was with FCC's then Law Department from 1941 to 1944, was associated with the late Andrew G. Haley from 1944 to 1947 and has maintained his own office since then.

Frederick G. Gaahagan, associate director of research at Emerson Foote Inc., New York, joins Alfred Politz Research there as account executive.

David Shuirmann, former president of KSFE Needles, Calif., appointed district manager for Information Handling Services Inc., with responsibility for sales in northern California, Oregon and Washington.

Harriet Van Hone, columnist with former New York World Journal Tribune, named both general and television columnist for New York Post.


DEATHS

David Weisbart, 52, producer of upcoming ABC-TV series The Legend of Custer, died of apparent stroke July 21 while playing golf in Brentwood, Calif. Mr. Weisbart, most noted for his movie productions, just completed filming 20th Century-Fox's "Valley of the Dolls." He is survived by his wife, Gladys, and two daughters.

John L. Russell, 62, director of photography at Universal City Studios, Universal City, Calif., died July 22 at his home in Los Angeles after brief illness. He had been working on Universal's Run For Your Life series at time of death. He is survived by his wife and two sons.

Louis C. Graf, 77, producer-distributor of public service films for television, died July 21 in his home in Los Angeles of coronary occlusion. Mr. Graf's latest film, "Social Security in America," produced for Department of Health, Education & Welfare, is scheduled to be shown on TV stations this fall. He is survived by his wife, Helen.

Charles J. Starner, 59, manager of VHF television transmitter engineering for RCA broadcast and communications products division, Camden, N. J., died July 15 at his home in McMurray, Pa.
Coming in September

A hot book for the cool medium
McLuhan says television is cool.

You'll say the new Television Magazine is hot when you see it in September.

New Size
Beginning in September, Television will be presented in a wholly new format. It will be produced in smaller size (like the page at right) to make it easier for readers to handle. The size will give the editors new flexibility in the use of printing techniques and the choice of papers. It will give advertisers the opportunity to use standard plates.

New Look
The new Television will be profuse with brighter graphics, restyled from cover to cover. Editorial color will run through the book, to reflect the all-color medium that Television is reporting. But there's more than a face-lifting to the new Television.

New Scope
Old departments will be modernized, new ones introduced. There'll be regular reports on finance, audiences, market measurements, color and UHF penetration, CATV connections, commercial techniques. Leaders in the field will square off on controversial issues. A wider range of articles will identify trends before they start, put events into historical perspective. The knowledgeable work of Television's experienced staff will be augmented by contributions from outside experts. All this to make the meaningful monthly must reading for the influentials in TV.
An advertising hot line for the television business

The new TELEVISION can take your message straight to the centers of buying power and policy making. It guarantees concentrated coverage of national advertisers and their agencies; targeted penetration of broadcasting, programming, supporting services, other communications media and government.

The new TELEVISION will deliver your message in a unique environment—in a showcase of graphic excellence. Your advertisement itself will be given optimum reproduction on the high-quality paper that will be standard in the book. (Yet you will achieve economies in plate-making because of the standard size.)

The new TELEVISION will give you the bonus of repeated exposure. It is designed to be read carefully at more than one sitting, to be saved for needed reference.

Wire or call collect to start your schedule in the September issue—with its new size, new look, new scope. You'll want your message on it when the hot line opens in TV.

Washington: 1735 DeSales Street, N.W. 20036. (202) 638-1022.
Chicago: 360 North Michigan Avenue 60601. (312) 236-4115.
FM sniffs sweet smell of success

Pushed around for years and hampered by myths, the medium combines programing and technical innovations to become a sharper sales tool

A few years ago the owners of an FM station on the East Coast were considering selling their outlet for $250,000. A few months ago they turned down $500,000 for the station.

One station broker pointed out that two years ago he couldn't get $75,000 for a class B FM in Detroit but last year sold WDWM(FM) there for $310,000. Two months ago the owners of WBWR(FM) Philadelphia turned down $600,000 for their station.

The rise in station values is based in part on expectations. There are still more FM's losing money than making a profit; but the ratio is changing. Some very hard-eyed businessmen are betting that FM is on its way.

In the past few years the number of new program formats in FM has jumped, not so much because someone suddenly thought of a format that didn't exist, but because the members of the FCC had decided that the public should get a wider choice of programing. To implement this decision the commission decided that all FM's in cities of 100,000 that had AM's in the same market should run separate programing at least 50% of the time.

The changeover was to effect 140 stations. Most weren't overjoyed at the prospect of coming up with new programing but they said they would meet the commission's extended nonduplication deadline of Dec. 31, 1966.

Some of the other stations pleaded hardship cases; they had daytime AM affiliates and could offer fulltime service only on FM; they covered areas at night that their AM signals didn't reach; they couldn't find a fresh format in a major market saturated with every format but 24 hours of silence.

Que Sera = But the FCC's will has a way of being obeyed and so by June 7, 1967, all but eight of the affected stations were complying with the commission's edict.

Where there were 12 AM's, five separate FM's and six AM-FM combinations producing 23 individual formats in a given market, there are now up to 29 formats. The listener has gained some new signals but not really that many new formats, for three sweet music stations may program differently but they program the same music.

For years FM lived under the stigma of being strictly a classical music medium—although with technical superiority to AM. Some long-time operators maintain that if the medium hadn't had that crutch of technical superiority to hang on to, FM would never have lived through the 1950's.

When stereo entered the picture the FM licensees added it so that today, according to Broadcasting's survey of FM stations, about 62% of all stations program in stereo (see page 70). In the early 1960's something strange happened to FM: it suddenly decided that it wasn't something to be just tossed around with no feelings. It had feelings, it had programing, it had technical know how and it could pay off. The trouble was that the loud voices belonged to the few who were making a profit. The majority of stations was still in the red.

A Second Look = Then came another evolution. Some broadcasters became introspective and asked themselves why they "had" to play classics. No one was breaking their arm. They could play anything they chose.

They learned that record companies didn't only produce Bach, Beethoven and Bernstein in stereo. Music by Sinatra, Mantovani, Mancini, Brubeck was gathering dust waiting to be played.

The day of dawning broke when the majority of FM operators began to treat their properties as radio stations and not fragile Dresden dolls. To this point there had been FM's that had not gone the classical route, that had found other types of programing and had made them pay off, but this group was still a minority.

Then in the mid 60's the FCC nonduplication rule came along. Perhaps the most important facet of this rule is still to be felt. The rule forced the network O&O's and the big group stations to separate their programing along with stations whose billings are several notches below the giants.

For the most part the network rep arms haven't really begun to sell their FM stations and even the group operations have been treading softly, waiting to see what the demographics are, where the stations show up in the ratings.

Muscle = But when those potent sales forces add their voices to the reps who have been pleading FM's cause for years, the agencies and advertisers are going to find themselves deluged with more research material than they know what to do with.

And when this happens, the agencies will no longer be able to shunt FM to one side because it doesn't have the demographics that agencies claim they want.

But even the most diehard FM devotee would have to concede that in
Do You Make These Common Mistakes In Media?

1. "People like FM—but they don’t listen to the commercials." You’re half right—the average FM owner averages 5 hours of FM listenership each day—versus two hours of AM listening. Forty-four percent of homes listening to FM daily do not listen to AM radio at all! About commercials: The average AM station schedules 18 commercials per hour. The average FM station schedules 6 per hour. Where do you think a single commercial (your commercial) will (A.) get lost in the clutter; (B.) stand out from the others?

2. "FM doesn’t have the numbers." Currently, 43% of all radio homes own at least one FM set (that’s about 40 million FM sets in operation). By December of 1967, approximately 50-55% of radio homes (another 16 million sets) will own FM. Fiftysix million FM homes. Unless you’re selling an extremely "low end" product or service, simply buying FM may eliminate "waste audience" for you. Net result? Lowest cost per potential buyer thousand. And those are the nicest numbers of all.

3. "Let’s try FM—if there’s any money left over." Try reviewing all stations—AM and FM—on the basis of how each station meets your objectives. Match audience profiles, availabilities, costs, efficiencies. (Frankly, we wouldn’t suggest this if we didn’t already know the answers.)

4. "There’s no research on FM—I can’t get any facts." Re-read 1, 2 and 3. There’s plenty of solid information available…and impressive success stories from stations (and advertisers) all across the country. Today, FM radio is a big business with big audiences, working for big advertisers. It’s too big for amateurs. It’s for professionals only—professionals like the people who have built the fastest growing FM network in America—the Century Broadcasting Corporation. Advertisers on Century sell in 4 of the top 12 markets with a buying population of 15 million. They get constant, careful attention. And they deal with professionals only. Call the Century Professional. 111 W. Washington, Chicago (312) 922-1000.

Century Broadcasting Corporation
WFMF Chicago • WABX Detroit • KSHE St. Louis • KMAP Dallas/Ft. Worth
some areas the medium leaves something to be desired.

FM operators would like nothing more than to be able to claim, like their AM associates, that they can reach just about every bedroom, bathroom, kitchen, living room and den in the country. But FM penetration isn't quite that high. In fact in some markets it seems that the licensees themselves don't really know what the penetration is.

In its survey of FM stations, Broadcasting, asked if they had an estimate of penetration in their market. The responses from one market—San Francisco—prove the lack of coordinated data among stations. Six stations offered a penetration figure; and only two had the same figure, 58%. The other figures were 47%, 55%, 60% and 71%.

By the same token, FMers in Chicago seemed to have a pretty good idea of their penetration at least at all the estimates are in the same ballpark. Of six responses, the low was 62.4% and the high was 67.1%.

NAFMB's Battle = One reason that FM has continued to exist while thousands annually mourned its passing is the existence of the National Association of FM Broadcasters. Like the industry itself, NAFMB has had its share of ups and downs, running from hiring a president to closing its doors for a year or so because of a lack of funds.

NAFMB was founded in 1958 by a small group of independent FM operators who felt their medium had special problems and needed special attention. Those early NAFMB conventions didn't go down in history as monster rallies since only 50-60 broadcasters turned out for them.

But as the number of stations turning the corner increased so did NAFMB's strength. The 1965 convention drew 175; the following year it attracted 278 and at the 1967 Chicago convention there were 345 registrants.

Today NAFMB has more than 300 members, an increase of about 50% from 1966. And more than anything else the majority of these members are either looking at black ink or a light pink ink in the ledgers. They no longer dread the monthly meeting with the station accountant.

Voron's Vitality = By most members' standards the one man most responsible for keeping the association alive in its low period has been Abe Voron, WQAL(FM) Philadelphia. Now in his second year as president, he served two years as chairman of the board when NAFMB didn't have a president.

Last week he spoke optimistically of FM's future: "It's rapidly reaching a mass medium position through diversity of programming and within two years I see FM as just radio."

The outlook is not wholly rosy, though, he added, with FM still unable to "breach the gap between stations and agencies and advertisers. They've been asking for figures and now that we have them they are still reluctant to buy FM."

But among the "more progressive thinking agency people," he went on, there has been a "definite change of attitude. They see FM as probably the greatest dollar for dollar buy in the country . . . and it is for the guy who buys it right."

Optimism = Talk to an FM broad- casting today and you generally find an optimistic view. An example is David Morris, president of KQUE(FM) Houston. "FM is radio and should be treated like a radio station." If he didn't believe in FM's future, he added, KQUE would not have just completed an expansion to two 20-kw transmitters with

280-kw horizontal and 280-kw vertical 24 hours a day.

And Robert J. Somerville, general manager of KFOG(FM) San Francisco says that in recent months he has found a "rapidly accelerating acceptance" of FM by agencies and a "willingness to talk" about what the station has to offer.

Auto Market = One area that concerns many FM broadcasters is in the auto market. FM auto radio prices are high and this doesn't help in selling sets. They are also concerned about the increase of tape cartridges in cars, figuring this will pull more audience from FM than from AM. So far no one knows how true this latter statement is.

One thing is becoming apparent and it showed up in Washington earlier this month for the first time. Auto Audits reports on in-car listening, not by recall or diary but by interviewers poking their heads in car windows and asking what's on now. The surveys have been underway since 1960 as a subsidiary activity of Bailey & Mockbee Advertising, Rockville, Md.

In the 1966 spring survey, Auto Audits got its first recognizable sample of FM set penetration. It was 4.3%. In the 1967 spring survey of 3,600 that figure had doubled to 8.6% and allowed the report enough of a sample for the first time to break down the FM listener by station.

The FM auto penetration is on the increase but it is still among the least measured areas of the medium.

Dollars Coming = FM is in a growth period. More advertisers, national, regional and local are putting more dollars into it than ever before. There is less program duplication and more fighting for the all-elusive audience, whose attention is sought by radio, tele-

The National Association of FM Broadcasters membership committee held a poolside meeting in Fort Wayne, Ind., earlier this month to plan a membership drive starting in August and to plan additional services for NAFMB members. (L-R): Ted Arnold, WHBF-FM Rock Island, Ill.; Abe Voron, WQAL(FM) Philadelphia, NAFMB president; Gunther Meisse, WWNO-FM Mansfield, Ohio; William Shaw, WPTH(FM) Fort Wayne, and Lois Heuer, NAFMB administrative director, New York.

vision, print, movies, sports, theatrical events, club meetings, etc.

FM stations are finding themselves being rated with AM's. In some markets they show up well, in others they might be better off being left out of the books.

The one unalterable hard fact is that FM isn't about to fold its towers and silently steal away into the night. Too many broadcasters have fought too many battles for too many years to give up now. They'll fight anybody, even the AM sales department in the next office, for the listener's ear and the advertiser's dollar.

As Don LeBrecht, operations and sales manager for WBT-FM Charlotte, N. C., puts it: "separate facilities, separate staffs, separate programing plus an individual sound and constant promotion . . . WBT's AM salesmen used to worry about WBT(AM); now they have to worry about us, too."

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BROADCASTING, July 31, 1967
FM’s need to explode some myths

Reps, agencies gear themselves to FM’s growth, but decry lack of recognition in numbers game and necessity of overcoming some old prejudices

FM’s advertising revenues are growing, and agencies and salesmen agree its prospects are bright—although they also agree that sales growth thus far hasn’t kept pace with the growth in stations, sets and technological refinements.

The hang-up is attributed in substantial part to FM’s inability to show the big audience “numbers” that advertisers and agencies are so fond of.

In addition, it appears that many buyers—or perhaps most accurately, nonbuyers—still look upon FM as strictly a classical-music medium. While it no longer is, the belief is a hangover from the days when FM listening was the province of eggheads and hi-fi buffs and the image still deters many advertisers not looking for that sort of audience.

Yesterday Thinking • In line with this view, FM broadcasters and station representatives also feel that some advertisers and agencies are “prejudiced” against the medium—probably for the most part out of ignorance about what today’s FM really is.

As a whole, advertisers and agencies claim a keen interest in FM—even when they’re not currently buying it—and many who are in it, and who have used it extensively and over long periods of time, say their FM billings have mounted steadily if not always spectacularly over the past few years.

On the other hand, many people on the FM selling side say that too many agencies talk a good game but, when the chips are down, take the path of least resistance, pay little attention to the growing body of FM data and invest their radio money in AM.

For station reps, FM is a “tough” sale. And no reps are more aware of this than the three or four station representatives who specialize in selling FM time along Madison Avenue.

Oldest of these specialists is Herbert E. Groskin & Co., which represents 61 FM-only stations. Herb Groskin has been specializing in FM for five and one-half years.

With few exceptions, Mr. Groskin’s stations program classical or semi-classical music, now widely regarded as the toughest programing to sell in the toughest aspect of the broadcast rep business.

Effect of Numbers • Until recently, classical stations were relatively easy to sell, but with the arrival of statistics from such people as Mediastat, ARB, Hooper and Pulse, agency timebuyers purchase less “by the seat of their pants” and more by the “numbers.” And available data frequently suggests that the best FM buys are those stations that program “adult” or “lush” or popular music.

Mr. Groskin, who has the classical-station field pretty much to himself, says he emphasizes the special audiences his stations reach: “We have to use a different sales approach. Our salesman must love what they’re doing and sell creatively. We can’t sell on the basis of numbers since sheer numbers aren’t important when buying a classical station. We’re selling a special audience.”

Another rep specializing in FM is Roger Coleman Inc., which represents 40 FM stations and a couple of affiliated AM operations. Mr. Coleman, eschews representing classical stations and believes stations programing the so-called adult sound are likely to be the most profitable in terms of time sales.

Must Have Feel • Mr. Coleman articularly explains that a rep specializing in FM has to understand the medium, its advantages and its limitations. Like Mr. Groskin, he feels an FM rep has to “love it and have enthusiasm for it.” Mr. Coleman says he became interested in FM about 10 years ago, when it looked as if rock-and-roll was going to force good music completely off the air. “FM seemed to be a good way to provide good music,” he says.

Mr. Coleman said the difficulties encountered in selling FM to agencies are due in part to inertia: “A timebuyer is so used to buying AM and is often content just to go along with tradition that he or she often overlooks the possibilities of placing orders in FM.”

According to Mr. Coleman, there is a wealth of research and of numbers in favor of FM, “but the agencies have not caught up with this new fact, and it is always easier to ignore FM than to explore the facts.”

James Schulke, president of Quality Media Inc., another FM specialist with a strong list of stations, says that prejudice against the medium among agencies “must be removed buyer by buyer.”

Most of QMI’s 39 stations, like Mr. Coleman’s, are programing the “adult” sound.

Mr. Schulke believes FM parity with AM in set penetration will change the structure of FM and ultimately will allow FM broadcasters to program profitably anything they want: good music, rock, middle-of-the-road or “adult” sounds.

Easiest Sell Now • “Right now, stations programing adult albums are the easiest to sell national advertisers and until total receiver parity is achieved, it will remain that way,” he observed. “Stations programing rock, or incorporating gimmicks are not indications of FM’s health. Buyers see the publicity surrounding such operations and are surprised and disappointed when they see the low shares these stations earn.

Another rep with a fair list of FM stations is Jack Masla & Co., which sells time for 15 FM stations as well as 32 AM’s and nine TV stations. Allan Klamer, Masla vice president, also sees a prejudice against FM among national buyers, an attitude that he feels will diminish as receiver penetration figures rise.

According to Mr. Klamer, Masla salesmen sell their FM stations in the
Even Big Brother is watching us!

You’re familiar with WBT . . . for 45 years THE station in the big Charlotte market. Have you looked at the other ‘BT’ recently? Even our Big Brother is watching us now that we’re:

2nd* among all Charlotte radio stations (AM & FM) in total weekly cumulative audience of adults 25 and over.

2nd* in cumulative audience of women, 25 and over, during the important 10 am to 4 pm segment, Monday thru Friday.

2nd* in cumulative audience of men, 25 and over, in the 4 pm to 7 pm drive-time, Monday thru Friday.

You KNOW who’s on first with adults . . . but look who’s on second! Isn’t it time YOU took a closer look at the new WBT-FM?

WBT-FM 107.9
Charlotte’s BRIGHT Sound of Stereo

REPRESENTED NATIONALLY BY QMI

JEFFERSON STANDARD BROADCASTING COMPANY WBT-FM WBTV WBTW JEFFERSON PRODUCTIONS

*Total Survey Area Charlotte Mediatail February, 1967. The figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications noted or described in their report.
same manner as AM's, only with a little more emphasis on low cost-per-thousand, attractive adult programing, and absence of commercial clutter—three trump cards played by all FM reps.

One frequently mentioned obstacle facing FM reps is the paucity of real data on listenership, demographics, penetration and so on. Until last year, for example, Pulse collected FM data, but did not report it because few FM stations met cut-off levels established by the firm for its local reports.

Range of Commissions • Because the medium is a tough sell and because there is, relatively speaking, relatively little national advertising going into FM, commissions from stations to reps tend to run higher than the 15% or so charged by AM or TV reps. FM commissions range between 20 and 25% among the specialists. Practice varies: Some employ a sliding scale of percentage, while others, such as Groskin, have an across-the-board fee of 20%.

Reps with most of their business in the AM and TV field have so far found it unprofitable to allocate a goodly portion of their resources to the pursuit of FM business. While practically all reps list FM stations, most of these are sister stations of long-established AM outlets.

Most of the big, old-line representative firms, however, are watching FM developments closely and some are looking toward a possible entry into the FM field.

One such rep is The Katz Agency, which, according to officials, has looked at plans to establish an FM operation sometime in the future. As for agency acceptance of the medium, Katz finds that advertisers are increasingly treating FM as "radio" and not as distinct and separate from AM. As for agency policy, a Katz official said that his salesmen now feel that "if an advertiser is a prospect for AM, he's a prospect for FM."

PGW's Thinking • From the old-line national rep's viewpoint, FM has not yet been colored green.

The relative trickle of ad dollars into the medium is holding most reps back and one major company, Peters, Griffin, Woodward, New York, which admittedly has been on the verge of repping FM, hesitates on the threshold.

As explained by John C. Butler, PGW vice president-radio, PGW's move must remain in the formative phase. Plans for FM sales development are being studied "carefully" but PGW has yet to set up a separate FM sales division.

"That's the way we would sell it, and at this time it would be incongruous for us to sell against our existing (AM-TV) station list," Mr. Butler said.

It was PGW and Mr. Butler who suggested separate FM repping during a session at the National Association of Broadcasters convention last spring (BROADCASTING, April 10). But at the time Mr. Butler was also careful to point out that a concrete move into FM was futuristic and depended on an increased flow of advertising dollars to match what's an apparent growth of interest in FM among advertisers and their agencies.

Mr. Butler said PGW represents 18 AM-FM's and that most of these "have found it best to sell FM as a medium separate from AM. We are convinced that FM in order to be successful has to be sold separately, locally as well as nationally, using a separate sales force."

Separation Spurs Interest • An official of Edward Petry & Co. said advertisers acceptance of FM in the past had been "lukewarm" but since the separation from AM there has been greater interest and a slight increase in business. He believed sales would grow, mainly because station operators are paying more attention to FM now that they are making investments for programing and for staff.

He indicated that Petry always had tried to sell FM but that it was a difficult undertaking since the financial returns were so meager. But with grow-
WPIX-FM in New York is a Solid Success!

5 Reasons Why:

PROGRAMMING UNIQUE The musical Sound of the Good Life from the Pix Penthouse is exciting and original. Sometimes modern. Sometimes nostalgic. It's like the city itself.

RATINGS OUT FRONT Highest average quarter-hour Metro Area audience of all FM stations and many AM stations.

DEMOGRAPHICS ON TARGET 86% of the station's audience is in the important 18-49 age category—a higher percentage than any other radio station in New York, AM or FM!

ADVERTISER ACCEPTANCE IMPRESSIVE Current advertisers include: Pan Am, P. Lorillard, Hertz, Canada Dry, Volvo, American Express, Blue Cross, Columbia Records, Cinzano, Ballantine, Ford, TWA, and Delta Airlines.

REALISTIC RATES Ask your McGavren-Guild or WPIX-FM man.

People in Penthouses are more Successful!

RATING INFORMATION BASED ON APRIL/MAY 1967 ARB. ALL AUDIENCE FIGURES ARE ESTIMATES ONLY, SUBJECT TO THE LIMITATIONS OF METHODOLOGY, AS STATED BY ARB.
The world's most powerful FM stations use JAMPRO antennas

CKVL-FM MONTREAL
604 Kilowatts of ERP is radiated through this Jampro 15 Bay dual polarized FM antenna. The CKVL-FM pole, located high above the Bank of Commerce building, enjoys a dominant place in the Montreal skyline. CKVL-FM also enjoys a commanding position on the FM dial throughout much of Quebec province.

KQUE-FM HOUSTON
With over half a million watts of vertical and horizontal power, KQUE-FM also uses a Jampro dual polarized antenna.

why? more power per dollar!

Write for Jampro's new brochure on circular polarized FM antennas.

JAMPRO
ANTENNA COMPANY
6939 POWER INN ROAD SACRAMENTO, CALIFORNIA

The John Doremus Show

A unique 55 minute Music-Talk program hosted by the finest voice in Radio.
Available for AM-FM-STEREO up to 25 hours a week.
>
Now an in-flight entertainment feature on all United Air Lines Transcontinental and Hawaiian Flights.
>
Now broadcast on AM and FM stations from Coast to Coast.
>
Now heard daily by 200 million people in the Free World via Armed Forces Radio.

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100 E. Ohio St. Chicago, Ill. 60611 312-664-8944

ing set circulation, evidence of FM penetration and distinctive programing, the medium is poised for at least a gradual rise in business in the future, he commented.

Petry represents 14 AM-FM combinations and one FM-only outlet.

James M. Alspaugh, executive vice president, H-R Representatives, said he had noted a slow but perceptible growth in spot revenues in FM during the past year in the top 10 markets. He attributed this gain to the ratings achieved by some FM stations that have cropped up in the rating books, many for the first time.

He foresees a gradual increase in spot billing for FM in top markets as advertisers begin to recognize its value as an inexpensive medium. Among the advertisers that have bought time on H-R-represented stations during the past year have been Equitable Life Assurance Society, American Express Co., Campbell Soup, Pan-American Airways, Trans World Airlines, American Tobacco Co. and Colgate-Palmolive Co.

An official of John Blair & Co. said business in the FM sector in the past year “has not been good at all.” It was his view that “FM looks good on paper, with set penetration growing and some stations breaking into the radio books.” But, he added, advertising agency apparently are not buying FM “even in situations where it may be a better buy than AM.” Without divulging details or plans, he said Blair officials recently explored the role of FM at a recent top-level meeting.

The Big Test * Although predictions of increased importance of FM as an advertising medium abound, the real acceptance of the medium as a national selling tool rests finally with the advertisers and their agencies.

While many agencies have bought FM and some have not, most admit to following developments in the field closely. Some agencies say that their reluctance to plunge into FM results from a lack of figures concerning the medium’s reach.

A McCann-Erickson official said that while FM statistics are improving, the medium is still “under-researched” and added: “There is no real hard information on the FM audience, its composition or its buying power. For some time now it [FM] has been good for such things as airlines, luxury items and the like, but we still aren’t sure whether we can risk selling soap or food in the medium. It will all depend on the numbers the industry can come up with.”

The agency official cited FM’s better programing, its audience sophistication and its freedom from commercial clutter as advantages to advertisers.

“The future for FM is excellent,” he
We'll remember you every day for a year. Sometimes we'll remember you twice a day. Last year we gave our members over 520 different pieces of information they needed. Call Lois Heuer at (212) LT 1-2980. National Association of FM Broadcasters. You'll only have to say your name once. We'll remember you...Remember us!
Representing Fine Music Stations
all over the Country

We approach National Representation with a great deal of pride in our reputation, which serves to aid us in obtaining the maximum sales results for our stations. Our Staff are experts in FM, and skillfully use the latest research in preparing station presentations. Major Advertising Agencies respecting our judgment as consultants in the FM field, regularly call upon us for help in selecting media for advertising campaigns.

If you have an FM sales problem, it would be to your advantage to consult with us. We would like to add your call letters to our list of successes.

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Peter Berla, vice president and media director at Carl Ally Inc., said his agency doesn't look at FM as a separate medium: "When we go into a market, we look at the FM as a station just as we do AM stations. If they've got the reach, we buy."

Mr. Berla also indicated the scarcity of good FM research data was a hindrance. "Depending on the way you look at it, data on FM is as adequate or inadequate as it is for AM," he said.

WRG's Experience = Wells, Rich, Greene for its Braniff International account used major market FM stations in a mix with print and network television to reinforce the regional pattern of Braniff advertising (mainly in the Southwest and New York).

Jim LaMarca, WRG media supervisor, believes FM made "a substantial contribution to the overall success of the campaign by delivering the right upper-income demographics, and, especially in evening hours, supplementing the television advertising."

"FM radio wears two faces today," Mr. LaMarca says. "It has some of the quality of the classical-music image of the old days, but with the proliferation of stations and formats, it has a diversity that has something to offer the generalist."

"I don't know why there's still so much resistance to FM; anybody taking a creative approach to radio could not afford to ignore it."

Doyle Dane Bernbach uses FM regularly and is high on the medium, but has enough reservations to mar the picture of unbridled enthusiasm.

"We buy FM for several clients for the so-called 'qualitative' or selective audiences obtained through high-level programs," said Albert Petcavage, vice president in charge of media at DDB.

Quality Means High Income? =
But the agency, he acknowledged, has a problem that vexes most timebuying entities in the field. The quality audience is there by virtue of reasoning and judgment, though the figures aren't always—and often are never—available. The FM judgment is more by "feel" than by the numbers: research and information of FM program and station audiences, Mr. Petcavage observed, "are inadequate in size and character."

For example, he said, "we may know or presume that the 'quality audience' of a given program or station is one of a high educational level, but who is to say what part of it is high income or low income?"

Though DDB may be considered one
You're looking at one of 
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program directors.

There are thousands more. Some young, some old ... and all part of the Baltimore-Washington community. In fact, our programming department is the Baltimore-Washington community. Interested listeners voice their programming wishes through our Community Advisory Committee*, composed of the area's cultural leaders.

This unique approach to classical music won the support of some of our most civic-minded businesses. They recognized a cultural void and helped WBAL-FM fill it. These sponsors found their experience not only gratifying but profitable as well. You can, too. We can now accommodate just 3 more sponsors at $15,000 each annually (minimum cost). Call 301-467-3000 thirty days in advance of air date to insure clearance.

WBAL-FM, BALTIMORE, 97.9 MC.

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of the key-buying agencies, there are qualifiers. FM buying at the agency is confined exclusively to the large metropolitan areas; though on the increase, FM volume overall is "limited," particularly in comparison to client activity in other media.

But FM's potential draws instant recognition from the agency. According to Mr. Petcavage, FM's biggest advantage already is in its program diversification, coupled with its role as a supplement to AM.

**DBB's FM Clients**  
The agency's major FM client is General Telephone & Electronics Corp., which is responsible for continuing "massive" buys. Other DBB accounts known to have used FM extensively include Volkswagen distributors, Avis Rent a Car, Sony Corp. of America and American Airlines.

Edward Papazian, vice president in charge of media planning and services for BBDO, envisions a "brightening future" for FM that can be accelerated by satisfactory research, both quantitative and qualitative, done on a national basis.

**Need for Dimensions**  
BBDO treats FM as part of radio as a whole, according to Mr. Papazian, and consequently its growth will be spurred if research for radio generally can measure the various dimensions of the medium. It follows, he said, that FM will get its share of advertising billing once research can indicate such factors as size of audience, demographic and marketing data and when and where listeners listen.

He said BBDO has bought FM for some of its clients as part of buying radio generally in situations in which FM was a favorable purchase. These buys have been made in large markets with diverse types of programming. He also voiced the view that FM buying by BBDO is growing slowly and surely.

Mr. Papazian felt that FM promotion could be improved by stressing more forcefully such attributes as "restful atmosphere" and lack of commercial clutter.

A top media official at Young & Rubicam said there was "considerable interest" in FM by the agency and its clients and they are undertaking some research into the medium.

He stressed that the old concept of FM as virtually a duplication of AM must be discarded because the separation rule is leading to programming that is different from AM.

He believes FM has a "promising future" as set circulation continues to grow and outlets refine their programming structure to the point where buyers can guage their major appeals. He feels this evolution will be gradual.

Y & R, he continued, now buys FM as part of an overall media package that may include AM, TV and magazines in order to attain a specific advertiser's marketing objectives. The size of the markets selected depends on the requirements of the client, he stated. Clients that have used FM during the past year are Chrysler-Plymouth, Eastern Air Lines and Bristol-Myers.

**Supporting Role**  
Mort Keshin, senior vice president and media director of Lennen & Newell, voiced the view that FM advertising would continue to grow, primarily as a complementary medium. He reported that L & N to date has had limited investments in FM, consisting of purchases for the New York Savings Bank and P. Lorillard (until the agency lost that account) and a few others on a scattered basis.

Mr. Keshin said L & N had used and probably will continue to use FM on an expanding scale to reach better-educated, higher-income persons at particular times of the day.

In the past, L & N has considered FM as part of its radio buys but Mr. Keshin believes the time is approaching when an agency must regard FM as a separate medium.

**Good for Cadillac**  
MacManus, John & Adams Inc. uses top-25-market FM for its Cadillac account, and considers it a good investment. According to Dick Shepherd, MJ&A media supervisor, "the price of FM hasn't caught up with its efficiency. FM has a better commercial atmosphere and attractive demographics."

Mr. Shepherd thinks, however, the FCC ruling on AM-FM differentiation "hurt" the medium. "There are just more stations to consider, and there's just so much pie. More stations, smaller wedges. But we now consider FM by the same criteria as AM," he says.

Joseph Burbeck, head timebuyer at Compton Advertising, reported that his agency at this time is not buying radio at all, but added that several months ago it made an examination of FM. He said the agency concluded that FM is "indeed a growing factor in metropolitan markets," and if radio is considered in future campaigns, availabilities will be requested from both AM and FM outlets.

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**FM formats: the quest for success**

**A VIEW OF WINNING PROGRAMING IN THE LARGER MARKETS**

Station A plays lush instrumental music, has three commercials an hour, runs headlines twice a day, claims thousands of listeners, chalks up big numbers in the ratings book and has a blissfully contented sales manager who only takes calls for renewals.

Station B, in another market, looks at A's format, sees that it is successful and tries it. Station B bombs with it.

No one seems to really know why a format works in one place and not another, given markets of similar size and makeup. But the fact is formats are like women—you can't live with them and you can't live without them.

The stations in the larger markets that produce the "numbers" that reps like to parade and that sponsors feel they need are the stations that operators in other markets look to for ideas.

Broadcasting has taken a look at these formats too. The formats that follow are taken only from those stations that are represented in the ratings on page 82. The only formats missing are those from rated stations that did not answer the Broadcasting questionnaire.

**WSB-FM** Atlanta aims for a mass audience, "age 18 and above, that does not listen to our AM service," reports Elmo Elise, general manager. The station is heavy on adult popular music plus news, sports and features and duplicates WSB for some newscasts. Only eight minutes of commercials are carried each hour and the station has raised rates rather than increase the number of commercials. WSB-FM has a partial separate staff: announcers, two; salesmen, one; technicians, two; office personnel, five.

**WPMM-FM** Baltimore mixes music with news, sports and weather and eight commercials per hour, reports Fred Himes, vice president and general manager. The station's promotion theme is "stereo-popular music."

**WRKO-FM** Boston with an automated top-40 operation goes after the same audience as its sister AM station, WRKO. The stations duplicate 7 a.m.-6 p.m. Then WRKO-FM goes the rest of the day with a tightly formatted pop sound with no news, no talk and only eight interruptions per hour, according to Perry Ury, vice president and general manager. WRKO-FM has a partial separate staff: announcers, one; technical, one; office, one.

**WEEI-FM** Boston duplicates WEEI 6 a.m.-6 p.m., then programs the Young
To a media man at

DEAD END

Be honest now. How long has it been since you made a really original media recommendation? And, when did you last have a day of real fun in your job?

If it’s been a while, take heart, friend, for we’re here to give you the word.

Put your allocated bundle for Western Michigan on WOOD-FM, Grand Rapids. No, we are not out of our skulls and WOOD-FM will make sense even to those smart aleck computers in your shop: out of the 19 radio stations in the metro market, WOOD-FM ranks like this:

Monday-Friday 6:00 a.m. - 12 noon  Ties for 4th
Monday-Friday 12 noon - 6:00 p.m.  Ranks 3rd
Monday-Friday 6:00 p.m. - 12 midnight  Ties for 3rd

And, there’s more. At prevailing rates, WOOD-FM has the lowest CPM of any AM-FM or TV station in the market, including our own WOOD Radio and WOOD-TV. Availability, coverage, audience composition — all make the story even better.

But, we have practically no national business. Which FM station does? And that leads directly to one of the most sporting offers you will ever receive from any broadcasting facility.

If you will put the kind of budget on WOOD-FM that you usually invest in AM radio or TV, we’ll make up to 100% of it available to you for research to prove how smart you were. Give us a schedule with $5,000, for instance, and we’ll come up with $5,000 for research, less the usual agency and rep commissions, of course. You can use any of the normal yardsticks — audience research, product awareness, shelf movement or what have you. We have a genuinely good buy for you — and we’d like you to consider it on its merits, not on trade practices and prejudices you had little part in establishing.

So, be an original thinker and doer. Drop the organization man pose and innovate. It’ll be fun. Your wife and clients will find you more interesting. It’ll be profitable — and they damn well might make you president. Call Mike Lareau, Manager, WOOD-FM — 616 459-4125. That’s all it takes.

Pulse Economy survey area, Jan-Feb., 1967

WOOD AM FM TV

Grand Rapids, Michigan
The Showcase Stations of Western Michigan
National Sales Representatives:
The Katz Agency, Inc.
Never heard of WSDM Chicago?

How about...
"The station with the GIRLS and all that JAZZ?"
That's better.

WSDM 97.9 FM
smack dab in the middle of your FM dial

untapped source of new business for FM broadcasters

Cumulative revenues and handsome profits are available to SCA Licensees with a Magne-Tronics Motivational (Background) Music Franchise.

This service, established in 1954, is continuously proving its value to FM stations from coast to coast.

Write or call (collect) for free prospectus.

MAGNE-TRONICS, INC.
21 East 40th Street, New York, N.Y. 10016
(212) LE 2-3832

Sound of the CBS/FM service. Aiming for adults from 20-35, the station has a maximum of four commercial breaks per hour. WEE-FM's promotion is aimed at the "moderns" and stresses quality of programing and sound. It previously duplicated the AM 100%.

WADV(FM) Buffalo, stressing "quality, music, signal and stereo," offers a music and news format with three commercials per half hour. Daniel J. Lesniak, president, points out the station has faced many skeptics who "were bent on testing the station by having mail pulls," and every test exceeded the expectations. He cites one case in which a sponsor had pulled 500 pieces over four weeks on an AM station and expected about 200 pulls from WADV. "He was pleasantly surprised," Mr. Lesniak recalls, "when we received 5,600 pieces of mail."

WBEN-FM Buffalo changed its format to quality programing when a new program director walked in the door. With its "music" format, it duplicates WBEN only occasionally.

WBUF(FM) Buffalo calls its "quality programing, the only programing of its type in the market." Carl J. Spavento, general manager, says the station runs only six spots an hour, and jingles "in good taste" are accepted.

WGFM Buffalo duplicates WGR 9 p.m.-6 a.m. Monday-Friday plus hourly newscasts, a departure from last fall when it duplicated the AM 100%. Paul Murphy, program director, describes the current format as "mostly music with five minutes of news on the hour and talk from 9 p.m.-midnight." The station is programmed for the "person who prefers softer music, less talk and no contests."

WDM-FM Chicago went to a "familiar music" format to maintain program continuity and steady listenership. The music is basically slow-medium tempo instrumentals.

WFMT(FM) Chicago offers "comfortable music" 24 hours a day ranging from Herb Alpert to Andre Kostelanetz. One long-term sponsor, the LaSalle National Bank, has been on WFMT almost 10 years as the sponsor of a one-hour program of showtunes and standards seven nights a week.

WFMT(FM) Chicago is known as "Chicago's Fine Arts Station" and has a broad-based program format with emphasis on classical music. The other components of the programing include drama, literature, folk music, musical comedy, humor, interviews and discussions. A maximum of four minutes of commercials are allowed per hour with one hour separation between competitive accounts. No double spotting is allowed.

WSPM(FM) Chicago, says Jules Herbuveaux, general manager, programs, "fine music" and stresses "qual-
LOOK AT WHAT'S HAPPENING TO WHIO-FM IN THE DAYTON MARKET

Sunday through Saturday—6 A.M. to Midnight

That's more than 3 other AM stations. (The biggest slice of all still goes to its brother-affiliate WHIO-AM.) But consider the quality and cost-per-thousand of this big 17.6% and you can forget availability headaches in the Dayton market. For absolutely choice buys and knock-out cost figures see your Petry man.

Source: The Mediastat Dayton Radio Report, October, November, 1966 Overall Cumulative Audience Estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
What the FM's are doing

To find out what's happening in FM BROADCASTING polled more than 1,500 FM licensees. Usable responses were received from 831 stations; 226 (28%) from FM-only stations and 605 (72%) from FM's affiliated with AM's. (FCC files show 24.9% of commercial FM's are FM only and 75.1% have AM affiliates.

BROADCASTING received 316 (38%) of its replies from stations in the top 50 markets and 515 (62%) from smaller markets. A further breakdown shows 114 replies (50.4%) of the FM-only replies came from the top 50 markets and 112 (49.6%) were from smaller markets.

Of the 605 replies from FM's with AM affiliates, 202 (33%) were in the top 50 markets and 403 (66%) were in smaller markets.

Charts at right tell some of the story of what BROADCASTING learned from its survey.

Have you (or would you) raise rates rather than increase the number of commercials on the station?

<table>
<thead>
<tr>
<th>Top 50 markets</th>
<th>Other markets</th>
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<td>112</td>
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<tr>
<td>Totals</td>
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Do you have a restrictive commercial policy (such as: no jingles, 2 spots per half-hour, etc.)?

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Do you subscribe to any syndicated program services?

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<td>FM/AM</td>
<td>60</td>
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<tr>
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Partial separate staff: announcers, one; salesmen, one.

WJBF-FM (Cleveland) with its "quality, middle-of-the-road pop music" programs separately from WIXY, which has a contemporary format. Quality programing in stereo is the theme of the station, which carries no jingles and allows eight commercials per hour.

WJBF-FM has a partial separate staff: announcers, one; salesmen, two.

WKY-FM (Dallas) programs the same type music as KXIL but has done it differently for seven years. The music is described by Dan Hayslett, executive vice president, as "better music with no rock 'n' roll, race, religious, western, classical or semiclassical." Programing "quality, stereo adult music," KXIL-FM goes after the same audience its AM sister does. The FM commercial policy calls for two spots, each quarter hour, but no double spotting. Rather than change this policy, KXIL-FM has raised its rates.

WPAA-FM Dallas programs "good middle-of-the-road music with news.
briefs at 15 minutes after the hour, and does not duplicate WPAA, reports Terrence S. Ford, station manager. The WPAA format is pop music, heavy on news and network pickup. WPAA-FM aims for upper-class adults and allows six minutes of commercials per hour. It has a partial separate staff: announcers, three; salesmen, three; technical, one; office personnel, one.

WDOM-FM Dayton, Ohio, is Negro-oriented with a "soul-music" format and does not duplicate WAVI. Joseph B. Whalen, manager, notes that "many pessimists told us that Negroes would not buy FM sets. They were wrong." The station now estimates about an 85% penetration into the predominantly Negro neighborhoods." WADO has a partial separation staff: announcers, six; salesmen, three; office personnel, one.

KFLR-FM Denver with its 24-hour stereo music aimed at "adult music lovers" does not duplicate the religious, music and news format of KFLR. George Basil Anderson, president, reports KFLR-FM is sold out 6:45 a.m.-midnight and "has been for nearly two years." The commercial policy is limited to six spots per hour and the station has increased rates rather than increase the number of spots.

KLZ-FM Denver went after the youth market with a rock 'n' roll operation in 1965. At that time it duplicated the music, sports, news and network policy of KLZ seven hours daily. Three months ago KLZ-FM separated fulltime and now runs "hard rock with a 70-play list, plus one minute news capsules 20 minutes past the hour and 20 minutes before the hour" 7 a.m.-10 p.m. The target audience is the youth market from 25-30 on down, so the station does not carry any cigarette or beer spots or "any commercials which we feel might not be in the best interests of the youth market," says Lew Hunter, local sales manager. It has a partial separate staff: announcers, four.

KFML-FM Denver calls itself the "number-one classical, the number-two conservative music station in Denver." KFML is a daytimer and the stations duplicate during the day. KFML-FM features a classical selection each hour 6 a.m.-10 p.m. with light classics, show tunes and jazz filling out each hour segment. Jazz in stereo is carried from 10 p.m.-midnight, and semiclassics, show tunes, jazz and middle-of-the-road music is programmed in stereo from midnight to 6 a.m.

WLDJ-FM Detroit's format of "quality programming" and limited commercials has been successful, reports Harold Tanner, president and general manager. The station allows six spots per hour and is selective about the jingles it accepts. It has raised rates rather than change this commercial policy. For 18 years it has had Wibbeck Householder Appliances, a GE dealer, on the air. Witbeck puts about 90% of its annual $50,000 budget into FM. In one 1966 campaign for air conditioners, WLDJ-FM advertising accounted for 661 sales totalling $150,000.

WOMC-FM Detroit plays good music compared to the country music on its AM affiliate WEXL Royal Oak, Mich. Aimed at the white-collar audience, the station carries up to six spots per hour and allows some jingles.

WWFM-FM Erie, Pa., duplicates WYYN only from 9 p.m.-midnight Saturday for a stereo jazz party. The rest of the week, says Jim Shields, station manager, WWFM goes its separate way with "bright music and news on the hour until late afternoon, followed by dinner music in the evening, classics later at night and lush strings after 10 p.m." A maximum of six commercial minutes per hour are allowed with no rock commercials." In the past two-and-a-half years, rates increased 173% rather than change the commercial policy. WWFM has a partial separate staff: salesmen, two; office personnel, one.

WPIT-FM Fort Wayne, Ind., went from classical to a middle-of-the-road music format to "gain listeners," says William L. Shaw, manager, and now the station has a "24-hour MOR policy in stereo." Five nights a week the station has a 30-minute stereo remote from a local restaurant by organist Buddy Nolan. Commercials are limited
All-girl bands were the rage in the 40's. Now a generation later the dis-taff side is making noises in FM circles in the 60's. Last July Metromedia stations WNEW-FM New York and KMET(FM) Los Angeles brought in female announcers to “add a touch of glamour.” According to Jack Thayer, KMET vice president and general manager: “They have been a key to our success.” KMET girls are used for program features, commercials, station IDs and intros of musical selections. Though there is no attempt to make them sex symbols, KMET uses their voices in a straightforward manner to give the station a youthful sound. If FM were a visual medium, Kathy Harrow (above) would be a sex symbol.

now runs separate programing noon to 6 a.m. and is “still sold out.”

KLFK(FM) Houston programs classical music in stereo and stresses its “quality programing and knowledgeable music hosts,” according to Ray H. Landers, program director. The station puts out its own monthly program guide ($5 per-year subscription), which also features record reviews, a crossword puzzle and free classified ads for subscribers.

WFSE-FM Indianapolis programs the best of Broadway and show tunes 24 hours a day in stereo and goes after an adult audience. It does not duplicate the rock ’n roll format of WIFE. Dick Lee, sales manager, reports commercials are limited to eight minutes per hour and no hard jingles. The promotional theme is “good music in stereo.” WIFE-FM has a partial separate staff: salesman, one; office personnel, one.
“They” listen to the young sound

...in
Boise, Idaho
Boston, Massachusetts
Chicago, Illinois
Cleveland, Ohio
Decatur, Illinois
Greenville, North Carolina
Jacksonville, Florida
Los Angeles, California
Louisville, Kentucky
Fargo-Moorhead, Minnesota
New York, New York
Oklahoma City, Oklahoma
Philadelphia, Pennsylvania
Richmond, Virginia
St. Louis, Missouri
San Francisco, California
Seattle, Washington
Washington, D.C.

THE YOUNG SOUND

CBS/FM

51 West 52 Street, New York, N.Y. 10019
KCMO-FM Kansas City, Mo., changed format going from a "more or less background semi-classical station to middle-of-the-road good music" and the change was made, reflects Clotis A. Barker, station manager, because "FM is becoming a material medium. It does not simulcast the middle-of-the-road music, heavy sports format of KMOO.

KCMO-FM aims for the 18-49 age group with above average income and education. It has six to eight commercial breaks an hour, accepts jingles and does not double spot. It has a partial separate staff.

KJZ-FM Kansas City, Kan., programs music, news and sports and allows six commercials an hour, reports Reuben E. Sell, manager.

KUTE(FM) Glendale-Los Angeles has a format based on light classics, better show music and middle-of-the-road music, reports R. P. Adams, manager. Stressing "quality programing," the station limits commercials to eight per hour and has raised rates instead of increasing the number of spots. Cash-register measurability is pointed to by North American Van Lines, which noted that of the 15 FM's it used in Los Angeles, San Diego and San Francisco, KUTE was second in total number of leads and a number of leads converted to actual orders.

KHJ-FM Los Angeles has simulcast KHJ's top-40 format until April 1966. Then it branched out into its own middle-of-the-road music format with news and sports on the hour 8 a.m.-5 p.m. "Quality programing" is emphasized in the drive to reach the 18-49 age group. Spots are limited to eight per hour, says Lee Larsen, national sales coordinator, and rates have risen rather than spots increased. KHJ-FM has a partial separate staff: announcers, three; technical, three; office personnel, two.

KPOL-FM Los Angeles duplicates KPLO 6 a.m.-6 p.m. weekdays and less time on the weekends. The duplication is a decrease from what was carried in the past few years. However, the format is the same for both stations: standards, light classics, show tunes, hourly news and three commercials clustered on the quarter hour, says Frederick D. Custer, general manager.

KPCA-FM Los Angeles duplicates the music and news format of KPCO 6:30 a.m.-11 p.m. seven days a week. This figure is lower than the duplication last year.

KPCA-FM Los Angeles stresses "quality" in its music and news format. Aimed for the general market, the station allows eight spots per hour. It has increased rates instead of the number of spots, says Saul Levine, president.

WDQ-FM Miami, in stereo 24 hours a day, duplicates WQOQ midnight-5 a.m. plus newscasts on the half hour. The basic format is music and news, says James Wesley Jr., general manager. The target audience is the 25-49 age group. Commercials are limited to four per hour.

WAEZ-FM Miami Beach features popular instrumentals and vocals with news and sports on the hour and three commercial clusters per hour. Commercials are restricted to three 60's or six 30's plus sponsored newscasts, says Arthur Zucker, president and general manager. The station has increased rates rather than the number of commercials.

WDSU-FM New Orleans programs contemporary music, news blocks and featured evening programs ranging from classics to dance bands, from opera to lush instrumentals. It duplicates only three 15-minute news blocks from WDSU, which programs news, information and music. The WDSU-FM target audience, says Albert Brand, program manager, is the "affluent 30-40 group." Commercials are limited to six spots per hour. WDSU-FM has a partial separate staff: announcers, one; salesmen, one; office personnel, one.

WPX-FM New York programs mid-
KGBS and KGBS-FM Prove Pulling Power of C&W in LA Market

Last year they packed the Hollywood Bowl. This year they overflowed the Shrine Auditorium. Promoted only by spot announcements on KGBS and KGBS-FM, these back-to-back "sell-outs" verified that Southern California is a fertile field for Country and Western music... and that KGBS and KGBS-FM can reach and sell this thriving market.

Nationally Represented by
Alan Torbet Associates
middle-road, "easy listening" popular adult album music interspersed with news, weather, sports, stock reports and a maximum of eight commercial minutes per hour with no double spotting, according to Lynn Christian, manager. Promoted as the "sound of the good life in total stereo," the station is seeking the young-adult audience from 18-49. Rates have been raised twice to maintain the commercial policy.

WOR-FM duplicates the talk format of "w2-9 a.m. Monday-Friday and 2-6 a.m. on Saturday. Aside from that, contemporary music in stereo is on WOR-FM. The changeover took place on July 30, 1966, and in the ensuing year WOR-FM has raised its rates rather than increase the number of spots from the 12 per hour it started with, reports Bert Lambert, station manager. The format, aimed at the young adult from 16 to 34, calls for a minimum of 17 records an hour. There is no double spotting or screaming spots. WOR-FM has a partial separate staff: announcers, five; salesmen, eight; technical, seven; office personnel, 11.

WFPM(FM) Lake Success-New York has a "standard conservative" format, says David H. Polinger, president and general manager. Programing 24 hours a day in stereo, the music runs from semi-classical, show tunes and soundtracks to standards, general pop and middle of the road. From midnight to 6 a.m. there is a jazz show. Five minutes of news is aired hourly and commercials are limited to eight an hour, six of them in two-spot clusters and two around the news.

WQAL(FM) Philadelphia, says Phil Stout, station manager, has "achieved excellent ratings and listener response with its format of 'conservative middle-of-the-road music, news every three hours, weather capsule every three hours and four commercials an hour."

The promotional emphasis is on "the sound of beautiful music" in stereo 24 hours a day. With a minimum contract, sponsors are given an exclusive and competing firms will not be accepted on the station. No jingles are accepted and the commercials are scheduled at :15, :30, :45 and :59 past the hour. Rates, rather than the number of spots, have been increased and the $4 one-time, 60-second spot of 1963 is now priced at $21.

WQAT(FM) Philadelphia refers to itself as "the voice of quality" and mixes a maximum of six commercials per hour with its music format. Abe Voron, president, cites the long-term sponsor lineup as an indication of the station's "ability to produce results." In WQAT's seven years on the air, it has five sponsors who have been on at least six years, and 10 or more who have been on at least five years.

WPBS(FM) Philadelphia went to a "nonrock, pop personality" format in 1965 to go after the "mass-audience" with the "mass appeal of contemporary sound," reports Edward J. Meehan Jr., vice president and general manager. The basic music and news format includes popular standard tunes and hourly newscasts from the Philadelphia Evening Bulletin, owner of the station.

WFIL-FM Philadelphia plays classics, semi-classics, show tunes, pop standards and old favorites in its "foreground stereo" format, reports John L. Richer, station manager. It has not duplicated WFIL since 1941. The target audience is the higher-income, better-educated adults. No jingles are allowed and spots are limited to seven an hour. It has increased rates rather than add commercials. WFIL-FM has a partial separate staff: announcers, two; salesmen, four; technical, four; office personnel, three.

WHAT-FM Philadelphia with its basic jazz format programs separately from WHAT's rhythm and blues operation, says George Wilson, program director. Aiming for the college-trained 18-35 group, the station stresses its "modern jazz sound" plus news and sports.

WMKR(FM) Philadelphia programs separately from WP except for newscasts and the midnight-6 a.m. program. The music format is the "foreground sound" of Frank Sinatra, Barbra Streisand and Herb Alpert, says William R. Davol, advertising and promotion director. WMMR is now running a free home trial, which invites listeners to tune to WMMR for seven days and the station will pay for the electricity used in listening to the station—11 cents.

WCAU-FM Philadelphia had duplicated WCAU 100% until a few months ago. Now it has separate programing of the Young Sound in evenings and weekends and is in the process of increasing separate programing, says William Greene, director of CBS/FM.

KRPM(FM) Phoenix went on the air in 1963 with a format of adult middle-of-the-road music with the emphasis on strings, reports Thomas M. Churchill, general manager, and the format is the same today. It amounts to 52 minutes of music in the hour with eight commercials per hour. News is carried three times daily in depth. The promotion emphasis is on strings and "the music station as KRPM aims for the adult audience from 20 years and up. Spot rates have gone up rather than increase the number of commercials.

KNIX(FM) Phoenix features quality programing in stereo and calls it "music for the mature," says Donna J. Karahner, program director. The format is adult music: albums and old standards; very little talk; light on news and a maximum of six commercials an hour without jingles. Rates were increased...
An FM station with an AM size audience?

WSB-FM comes on strong in Atlanta. Imagine: an FM station fifth in a 28 station market.*

Usually, when you think of an FM buy, you're thinking in terms of the traditional small, select, adult audience. But at WSB-FM it's a large, select, adult audience that presents itself. Presents itself because of fine fidelity stereo and music that's programmed to please! News and features and events, handled with the same professional know-how that makes and keeps WSB-AM number one in this 28 station market of ours.

People have been predicting that FM would get in there someday. Well, someday has already arrived at 98.5 in Atlanta, Georgia.

*Source: The Mediasport Atlanta Radio Report, February, 1967. Overall Cumulative Audience Estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
IT'S TIME TO BUY!

BELAR ADD-ON FM MONITOR SYSTEM

The only complete FM monitor system with built-in maintenance control
For daily monitoring • For weekly testing • For monthly maintenance • For yearly proof-of-performance

The solid state BELAR ADD-ON FM MONITORING SYSTEM allows the broadcaster to fulfill monitoring requirements as they arise. The basic unit is the FMM-1 Frequency and Modulation Monitor for monaural use. When requirements call for stereo, add the FMS-1 stereo unit to monitor the 19 KC pilot frequency as well as all the modulation characteristics of FM stereo. Add the SCM-1 unit for monitoring SCA background music programming as well as remote control telemetering applications. Today's monitoring requirements make this system a must.

Compare BELAR with Other FM and Stereo Monitors

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<th>Feature</th>
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<td>Separate L and R Outputs</td>
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<td>Pilot Phase Discriminator</td>
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*Separate filters used for left and right outputs to prevent interruptions of house-monitoring lines.

BELAR ELECTRONICS LABORATORY INC.
Delaware & Montrose Avenues
Upper Darby, Pa. 19084

rather than the number of spots.

WKJF(FM) Pittsburgh has a format of easy, uninterrupted stereo music with hourly news and eight commercials an hour. The station is in stereo 24 hours a day.

KDKA-FM Pittsburgh duplicates KDKA 6 a.m. to noon. Its independent programming is good music in the classics vein, says Wallace Dunlap, general manager. Aimed at listeners "with a high percentage of formal education," KDKA-FM does not carry commercials during its separate programming.

KXL-FM Portland, Ore., programs its music in six nine-minute clusters per hour with two minutes of news headlines preceding the hour and a maximum of six spots an hour. Terming it "quality programing," the station carries about the same format as KXL, which it duplicates from 9 a.m.-4 p.m. It has a partial separate staff: salesmen, two.

KMOX-FM St. Louis carries the Young Sound, a good music treatment of contemporary music, in its nonduplication hours from KMOX's talk and information format. It duplicates KMOX 6 a.m.-6 p.m. The independent programing now covers only evening and weekends but is in the process of being increased. Four commercial breaks per hour are allowed.

KSL-FM Salt Lake City is in fulltime stereo and does not duplicate the music and news programing of KSL, reports J. A. Kjar, manager. The station has no restrictive commercial policy and stresses the around-the-clock stereo in its promotion. It has a partial, separate staff; announcers, one; salesmen, two; office personnel, one.

KITY(FM) San Antonio, Tex., features "beautiful music, a cluster format and news on the hour," reports Jack C. Carugi, general manager. It does not duplicate the contemporary music format of KONO. The target audience for KITY is the upper-income listener. The station carries a maximum of 12 commercials per hour.

KEEZ(FM) San Antonio, Tex., plays standard tunes, has hourly newscasts, three 15-minute newscasts and carries commercials on the hour, at 15 past and on the half hour. Warren McSwain, manager, says the promotion, based on "quality stereo," is aimed at adults.

KITT(FM) San Diego programs pop-album music and inserts commercials every 10 minutes. Fred Rabell, president and general manager, says the target audience is adults over 35.

KPEN(FM) San Francisco programs adult middle-of-the-road popular music in groups of three, adds news on the hour and runs up to seven one-minute spots an hour in its "quality programing in superb stereo," reports Gary Gielow, co-general manager. From 1957 to 1965 KPEN did not carry news, now it has more than 20 newscasts a day.
Don't let anyone tell you they remember the good old days of FM radio.

They might know about the classical past of KSFR in San Francisco. But have they heard what's happened since it became Metromedia's newest FM station? Its adventurous Fine Arts Programming—all the audible arts? Its exclusive arrangements with America's three top symphony orchestras—the Boston, the Cleveland, the Philadelphia? Its new folk concept The Travelling Drummer, etc. etc?

And are they up to date with the new WNEW-FM? All distaff announcers? And music—as many as twenty crisp, new, definitely "now" records an hour? That's music! And that's the very kind of pace—and—plenty that make all 6 Metromedia FM stations what they are. Why didn't somebody do all this before? We're glad they didn't. Metromedia wanted all along to usher in the good old days of FM.

Broadcasting, July 31, 1967

WNEW-FM NEW YORK
KMET LOS ANGELES
WMMR PHILADELPHIA
KSFR SAN FRANCISCO
WHK-FM CLEVELAND
WCBM-FM BALTIMORE

Metromedia Radio
Represented by Metro Radio Sales
and two fulltime newsmen. The commercial policy is inviolate and rates have gone up several times to prove that.

KFOG(FM) San Francisco is in stereo around the clock with music primarily from adult popular standard albums, says Robert J. Somerville, general manager. The daily mix includes news, sports and weather on the hour and half hour. The maximum of eight commercials minutes in six breaks. The format was broader a few years ago, Mr. Somerville notes, but then "fewer stations had to provide a broader program service." Rates have risen rather than the number of commercials.

KABL-FM San Francisco and KABL Oakland have practically the same music policy, but they duplicate only from midnight-6 a.m. plus four 10-minute newscasts. The KABL-FM format of "quality programming," is good music in stereo with clustered commercials. Spots are limited to 12 min. and one are carried on the hour, at 15, 30 and 45 past the hour, says Heber Smith, general manager. Spot rates have gone up and the number of commercials has not increased. KABL-FM has a partial separate staff: office personnel, one.

KGO-FM San Francisco went after young adults when it separated programing from KGO and it went to an automated rock 'n' roll format, reports Bob Marshall, program director. Today it duplicates the KGO news-and-conversation format only 6-9 a.m. KGO-FM is currently running noncommercials.

KPAT-FM Berkeley-San Francisco duplicates KPAT 9 a.m.-4 p.m. weekdays and 24 hours a day on Saturday and Sunday. Even in nonduplication hours the formats are the same, says Al Daneri, program director. The format is good music with a maximum of two spots every 10 minutes, news on the hour, weather inserts and sports. Commercials are limited to 12 min and that policy has not been changed although rates have increased. KPAT-FM has a partial separate staff: announcers, two; salesmen, one.

KCBS-FM San Francisco programs the Young Sound on evenings and weekends and is in the process of increasing its independent programing from KCBS. It now duplicates the AM's news-and-information format 6 a.m.-6 p.m.

KJAZ(FM) Alameda-San Francisco programs only jazz in stereo. It limits commercials to 10 an hour, according to Patrick Henry, general manager.

KBVB(FM) Seattle programs popular, familiar instrumentalists, adds news headlines on the half hour and back to back commercials on the quarter-hour breaks, reports Jim Neidigh, general manager. The only change in format in recent years has been the addition of the headlines and playing more modern tunes rather than older numbers. The commercial clusters are limited to three and are separated by time checks or weather. To keep this policy, rates were raised on April 1. Since that date the station's 10 accounts have risen to 46.

KIRO-FM Seattle quit simulcasting KIRO last December and now has a format of Young Sound music, 90 seconds of news on the hour and one minute of commercials each quarter hour. The KIRO format is middle-of-the-road music and heavy news coverage. KIRO-FM has retained its four commercials per hour policy by raising rates. It has a partial separate staff: announcers, one; salesmen, one; office personnel, one.

WUFM(FM) Utica, N. Y., is in full stereo with middle-of-the-road music, four five-minute newscasts daily and commercials every half hour. The only major format change in the last few years, says Allen Bonapart, vice president, was dropping an hour of classics because of listener comments. The station aims for "all the AM listeners who are tired of too much talk and bad music." In one promotion at the local home show, WUFM had a furniture dealer build stereo speakers into the wings of an easy chair and the station's engineer designed a control panel that was incorporated into the chair's arm.

WJMD(FM) Washington promotes itself as the station with "51 minutes of music in every hour." It does not duplicate the Negro format of its AM affiliate WUST. In stereo, 24 hours a day, the music format is made up of listenable instrumentalists. There is five minutes of news every hour and commercials are limited to four an hour. Jingles are not accepted. To keep this balance, rates increased rather than the number of spots. Dan Diener, president, recalls that WJMD had to turn down one multithousand-dollar account, not because the commercials were in bad taste but because they were for a funeral home. "Since WJMD is programmed into many doctors' offices and hospitals in the area," he said, "we didn't feel it was right for those listeners to hear that there was someone waiting to take them away."

WGAY(FM) Washington duplicates its daytime AM affiliate, WQMR Silver Spring, Md., 100%. In separate prograning the rest of the 24-hour period, the WGAY format remains the same—instrumental clusters of sweet music.

WASH(FM) Washington duplicates only five-minute and two-minute newscasts of its country & western affiliate WOON Wheaton, Md. The WASH format, says Everett L. Dillard, president and general manager, is pop stereo music done by big bands and name vocalists: "its tuneful and toe tapping." The station has been programming classical music "but too many stations were doing this," he adds. "When the area educational FM's started doing classics, we switched." Spots are limited to three
Now that you’re unduplicating, FM, we’re seeing more of you.

The increase in independent FM programming has been showing up for many months in Pulse audience data. More FM stations are reaching and surpassing “cut-off” levels. More FM station listening is consistent from report to report. More and more FM stations are showing audiences comparable to AM. And more FM stations are subscribing to Pulse. Here’s what we offer:

RadioPulseLocal
Our regular syndicated service in up to 250 markets. Each station (AM or FM) meeting objective cut-off level is reported. We started reporting FM listening in July, 1966. NOTE: Independent FM stations pay ½ the regular price, based on approximate 50% FM penetration, average.

3-Stage AMP (All-Media Pulse)
FM stations will be listed along with all other qualifying radio and TV stations, magazines, newspapers, and many demographic categories in the first all-media study conducted in 3 separate stages on same sample, with radio-only and TV-only diaries, personally placed and retrieved, plus separate print and demographic interview.

CP’67
First circulation study for radio in 7 years. Each FM as well as AM station will be credited with listening in every county where it has 5% or more weekly penetration, based on homes.

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Wire, write or phone:
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Pulse Great Lakes, Inc., 435 N. Michigan
Chicago, Illinois 60611 / 312-644-7141
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During 1966 pan american airways and 225 other national and local advertisers bought KNOB, the unique FM station in Los Angeles. Find out why. Call...

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FM no stepchild in ratings

Individual outlets chalk up impressive shares in major markets after years of being ignored

For years the lament of some FM broadcasters, particularly those in the larger markets, has been that they have been excluded from the ratings. The FMers plaintive cry had been: "If only the rating services would list us as well as the AM's—just to show we stand among all the stations in our market, AM and FM."

It didn't happen overnight, but finally ARB, Hooper, Mediastat and Pulse added FM to their reports where the FM's had enough audience to make the cutoff point. Granted, the same FM's don't always show up in each firm's report and part of this is laid to the different types of ratings and the different cutoff points used by each ratings firm. But there seems to be enough consistency among the raters to define some top-audience stations.

In some cases, the reports show FM's getting sizeable hunks of the market. In others the share of audience of even four or five FM's in a market is still a somewhat negligible factor in the markets.

The Interpretation: And the same size share in two markets doesn't mean the audience size is the same. For example, Mediastat shows a 13.2 share in Seattle producing about the same

In other hours it duplicates the conversation and middle-of-the-road music format of WTOP. Until a few months ago it had duplicated 100%, but cut back because of the FCC's nonduplication ruling, says W. L. Hedgpeth, station manager. During independent programming WTOP-FM is noncommercial.

WMAL-FM Washington duplicates WMAL 33 1/3 hours weekly, says Peter Jamerson, program manager. In its independent hour WMAL-FM programs middle-of-the-road stereo music plus news. It changed from a classical format to "increase the listening audience." The target audience is the suburban professional and white-collar workers. Commercials are limited to four per hour and spot rates have been raised instead of increasing the number of commercials.

WRC-FM Washington put the emphasis on jazz and classics when it began separate programming from WRC last winter. It still duplicates the adult-oriented music-and-news policy of the AM 63 1/3 hours a day. The independent programming, supplied by the NBC FM service, is in stereo 10 hours a day. WRC-FM is noncommercial in its independent hours.

minutes in each quarter hour. WASH has a partial separate staff: announcers, six; salesmen, one.

WWDC-FM Washington duplicates the pop, middle-of-the-road format of WWDC 12:30-6 a.m. In nonduplication hours, reports Perry S. Samuels, vice president and general manager, WWDC-FM programs instrumental background music with headline news on the hour and commercials every 15 minutes. Commercials are the softest variety and are limited to eight an hour. The station has increased rates rather than the number of spots.

WPGC-FM Morningside, Md. Washington has the same format—top 40—as its daytime counterpart, WPDC. The stations duplicate during AM hours.

WGMS-FM Washington duplicates the classical music format of WGMS Bethesda, Md. 6-9:30 a.m. and 7 p.m.-midnight. During its independent programming hours, WGMS-FM plays "slightly heavier, more esoteric, classical repertoire aimed at FM-stero owners." Commercials are limited to eight minutes per hour in all but traffic periods and selective jingles are carried.

WTOP-FM Washington programs the Young Sound 6 p.m.-2 a.m. weekdays.
ARE YOU SURE your stereo signal will meet FCC requirements?

with Collins' 900C-3 Modulation Monitor, there's no question.

Collins' new FCC-Type Approved 900C-3 Modulation Monitor eliminates all uncertainty about your stereo signal. The 900C-3 continuously monitors and measures FM stereo emissions with a precision that leaves no doubt about whether you're meeting FCC requirements.

It's no surprise that Collins monitors were among the first approved by the FCC. Collins pioneered development of modulation monitoring techniques. Collins 900C stereo monitors have been in use more than three years.

For more information about Collins' FCC-Type Approved 900C-3 (FCC Type Approval No. 3-143) contact Broadcast Marketing, Collins Radio Company, Dallas, Texas 75207. Phone: (214) AD 5-9511.
In Fort Wayne *radio means WPETH
...radio that penetrates with QUALITY SOUND STEREO SOUND 24-HOUR SOUND
Find out why WPETH is a SOUND advertising buy
CALL 219/488-0584
*total market: 1.3 million

(Monday-Friday): WADO-FM 5.7, WHO-FM 5.2, WONE-FM 3.0, WFCI(FM) 1.0.
Denver: ARB (Monday-Sunday): KLAF-FM 3.0, KYMR(FM) 1.8, KLZ-FM 0.9, KFM-L-FM 0.9, Pulse (Monday-Friday): KLR-FM 4.6.
Detroit: Pulse (Monday-Friday): WLDM(FM) 2.3, WOIC(FM) 2.0.
Erie, Pa.: Pulse (Monday-Friday): WOR(FM) 2.3, WERH-FM 2.6.
Evansville, Ind.: Hooper (Monday-Friday): WIVH(FM) 6.8, Pulse (Monday-Friday): WIVH 12.6, WIVK FM 1.0.
Fort Wayne, Ind.: Hooper (Monday-Friday): WPETH(FM) 6.1, WKJG-FM 3.7, WAKV(FM) 1.7.
Houston: ARB (Monday-Sunday): KQ(UFM) 4.6, KBSO-FM 2.1, KOAD(FM) 2.1, KLEF(FM) 1.0, Pulse Monday-Friday: PULSE(FM) 3.3.
Kansas City, Mo.: ARB (Monday-Sunday): KMBS-FM 5.6, KCMO-FM 4.9, KJZC(FM) 2.1. Pulse (Monday-Friday): KMBS 4.0, KPRS(FM) 2.0.
Los Angeles: ARB (Monday-Sunday): KUTR(FM) 2.4, KLJF-FM 1.8, KPOL-FM 1.5, Mediastat (Sunday-Saturday): KPOL-FM 2.8, KFAC-FM 1.2, Pulse (Monday-Friday): KBCLA(FM) 2.3, KJHH-FM 1.0, KPOL-FM 0.6.
Miami: ARB (Monday-Sunday): WWPB(FM) 3.7, WCVG-FM 2.8, WGBS-FM 2.8, WAEB(FM) 1.9, WIOD-FM 1.9.
Portland, Ore.: ARB (Monday-Sunday): KXL-FM 5.3.
St. Louis: ARB (Monday-Sunday): KMOS-FM 2.4, KCFM(FM) 2.0, WGEN (FM) 1.6.
San Antonio: ARB (Sunday-Satur-
Can an FM station develop enough personality to overshadow network and AM power stations?

WJMD-FM did! We are the third station in a 31 station AM-FM market: Metropolitan Wash., D.C.

The April-May 1967 Mediastat shows WJMD-FM tied for third place in the Washington D.C. market of 31 AM and FM stations. Tied with the only 50,000 watt AM station in the area (a network affiliate). And the ONLY FM station with a big section of the listening pie.

WJDM's personality is soft-sell and musical (51 minutes in every hour). We never raise our FM voice above a beautiful whisper, but as you can see, we make ourselves heard, and meet people well. They like us—third best among 31 choices.

For years we've been hearing that FM would develop enough personality to earn audience popularity. WJDM-FM already has. Shouldn't you be selling this rich, affluent 2½ million market where your message will be heard (on the No. 3 station delivering the No. 3 audience at the lowest cost per thousand in this area)?

WJMD-FM

Broadcasting, July 31, 1967
Big stick in Texas
Best Gulf Coast Combo —
Best Gulf Coast Buy

K-NUZ Houston’s proven producer with professional personalities and award winning news staff. 24 Hours.

KQue'i Number 1 FM in Houston, with over ½ million watts of vertical and horizontal power of wonderful stereo . . . with twice the pleasure. 24 Hours.

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

For Complete Information

For Complete Information

KTVY-FM 4.9, KEEZ-FM 2.5.
San Diego: Pulse (Monday-Friday):
KITT-FM 4.6, KGB-FM 1.6.
San Francisco: ARB (Monday-Sunday):
KPen(FM) 5.1, KFOG(FM) 4.6, KABL(FM) 0.9, KGO-FM 0.9, KPAT-FM 0.3. Mediastat (Sunday-Saturday):
KPen(FM) 4.4, KFOG(FM) 4.3, KCBS-FM 1.0, K PAT-FM 0.7, KABL(FM) 0.6. Pulse (Monday-Friday): KPen(FM) 4.0, KFOG(FM) 1.3, KJAZ(FM) 1.0.
Seattle-Tacoma: ARB (Monday-Sunday):
KIXI-FM 5.3, KBBX(FM) 4.1, KIRO-FM 1.2. Mediastat (Sunday-Saturday):
KBBX(FM) 3.2, KIRO-FM 2.2.
Utica, N.Y.: Pulse (Monday-Friday):
Kelig(FM) 5.0, WJMD(FM) 6.0.
Washington: ARB (Monday-Sunday):
WJMD(FM) 5.2, WSGY(FM) 3.7, WASH(FM) 2.3, WWDC-FM 1.9, WPAC-FM 1.5, WGM-S-FM 1.1. Mediastat (Sunday-Saturday):
WJMD(FM) 8.7, WASH(FM) 4.1, WGM-S-FM 1.3. WWDC-FM 1.4, WMAL-FM 1.1, WRC-FM 0.8. Pulse (Monday-Friday): WJMD(FM) 2.6.

Equipment changes to meet FM boom
Manufacturers report technical breakthroughs in stereo, antennas, automation, transmitters

The new successful sounds of FM come not only from new programing, better ratings and increased billings, but also from careful selection of equipment.

FM units are changing. Some have become technically as sophisticated and efficient as those designed only for color-TV studio operations. The trend is toward updating the outdated. A new generation of solid-state, transistorized, compact transmitters, amplifiers, exciters and monitors has become available. Circuit design, too, has become more integral. Several manufacturers are bringing integrated circuits into their product design. Some FM equipment suppliers are now talking of computer circuits.

In a sample survey, Broadcasting asked representative manufacturers of their current sales progress in the FM area. A majority of them reported broadcasters’ interest at a peak, especially in the introduction of new stereo units, circularly polarized antennas, and automation systems. All expressed optimism in FM’s future. Most were able to cite an upsurge in orders, especially following the National Association of Broadcasters’ convention in Chicago last spring.

Emphasis on Transmitters • Ever since the FCC AM-FM program-separation ruling, FM stations have stepped up interest in stand-by and remote-control facilities. Transmitters generally have improved with more stability, and the demand has been for greater power outputs. Major suppliers of FM transmitters are Collins Radio, Gates Radio and RCA. Also active in this area are CCA Electronics, Bauer Electronics, Visual Electronics, American Electronic Laboratories and others.

RCA indicated that a strong market for the transmitter now exists, particularly with the addition last year of some 10 new FM stations. Orders in 1967 have already jumped ahead of 1966, with the heaviest demand occurring in medium and higher power units, according to the company.

During the past three to four months, AEL has sold about 12 transmitters. Power outputs range from a low 10 w up to a high of 40 kw, scaling in price from $1,390 to $39,900.

Collins’ FM-transmitter sales this year are about 15% ahead of 1966. The company offers a line ranging from 250 w ($4,500) up to 20 kw ($27,000). Recently, Collins petitioned the FCC for approval of a self-monitoring unit—model 831D (2,000 w). Innovations at the company include use of thin film components—a package of transistors, resistors and diodes—in 5 kw and 10 kw AM transmitters. The FM line will also soon be using them, according to a company spokesman.

Each of Gates Radio’s new line of eight FM transmitters employs a new 10-w FM exciter (TE-1), described by the company as a “breakthrough in FM broadcasting.” The TE-1 uses a direct-carrier frequency-modulation method, which means that it starts on frequency rather than at a lower level as with standard crystal exciters. Gates said its exciter permits “ideal modulation” for FM stereo and the two SCA subcarrier channels. Company officials noted that 50 models were in stock.
when orders first started to come in. Within the last month, CBS has purchased three of the 52-pound units ($2,795 each).

Collins Radio features a solid-state model complete with optional plug-in stereo generator and SCA generator modules. AEL's new direct FM exciter is incorporated as standard equipment in all of its transmitter line. Visual Electronics and Mosely Associates also offer 10-w solid-state FM exciters.

**Multiplex Monitors** - By Sept. 1 all FM stations operating with stereo will be required to carry equipment to measure multiplex transmission accurately. Three monitor firms—Collins, McMartin Industries and Belar Electronics Laboratories—have FCC-type approval on their solid-state modulation monitors. A fourth firm is now seeking approval.

McMartin is exceptionally active in this area. A company spokesman said its newest model (TBM-4500A) FM-stereo monitor has now been shipped to FM stations numbering in the hundreds. The 35-pound unit costs $2,200. The company also furnishes a complete line of frequency, modulation, stereo and SCA multiplex monitors.

Collins is now producing a new solid state FM modulation monitor ($2,500), for measuring stereo multiplex and SCA programing. In addition, Collins has begun producing new AM and FM frequency monitors with integrated circuits. The FM model 154N-1 ($1,325) has some 200 ICs, equivalent to 800 transistors.

Belar's new FMS-1 stereo monitor at $1,095 is said to achieve low crosstalk, low distortion and excellent stereo separation. This device, which also monitors the 19 kc pilot frequency, has been made part of the firm's add-on monitoring system: the basic FMM-1 frequency and modulation monitor for monaural use and a plug-in SCAM-1 SCA unit for storecasting and remote telemetering applications.

A Belar representative described the subcarrier frequency in FM operations as one with unlimited potential. Broadcasters, he said, use it now for background-music programing and remote (telemetering) control; but the space available in SCA frequency channels—particularly when the stereo channel is idle—can offer the FM outlet a paging service, a transmission of facsimile and a slow-scan TV at 15 kc for informational and educational systems. RCA, it was indicated, is now conducting a pilot experimental paging system via the FM subcarrier.

In the audio-console field, Collins Radio has introduced units with a photoconductive cell and a lamp for silent switching. A 1966 version, the 212T-1, is a dual-channel unit, accommodating 28 inputs to 14 faders. The 1967 model,
212T-2, operates with 32 inputs to 16 faders, with two separate sections for greater station flexibility. Both consoles cost about $10,000 and are adaptable for either FM- or TV-station use.

Sparta Electronic Corp., a supplier of smaller, more compact solid-state consoles, has modified its AS-500 stereo production and remote-control portable unit into the ASC-305 ($1,550), which features five stereo mixers and up to nine stereo inputs.

Sparta plans to market soon a newer console, the AS 40 ($1,675), engineered with eight stereo mixers for up to 16 audio inputs.

FM Antennas * Although the state of the art in antenna configurations has remained relatively steady over the past few years, a new saleable item has nevertheless emerged—vertically polarized antennas. This is attributed in part to a growing number of portable FM sets and FM-equipped automobiles.

Harold J. Laurent, chief engineer of the auto electronics division, Bendix Radio Corp., Baltimore, said that up to 500,000 FM sets have been installed in 1967-model cars. For 1968, the industry projects some 700,000 to 800,000 sets, he indicated. General Motors introduced stereo and an adapter unit two years ago. Ford's 1967 line now includes stereo adapters. Next year, Ford is planning to introduce an FM-stereo integral-multiplex package, he said.

With more cars equipped with FM sets, several antenna firms are updating their systems. Earlier this year RCA introduced the industry's first circularly polarized FM antenna. RCA's type BFC, ordinarily sold with six bays ($5,000), reportedly cuts by 50% the weight and wind load over the dual-polarized version. The company said this unit is experiencing a large volume of sales. Its function is to radiate a circularly polarized signal to improve reception in vertical-Whip auto antennas.

Lower Price * Several other companies have begun making circular-polarized antennas. Jampro Antenna Co., a producer of dual-polarized FM antennas for 11 years, has unveiled a line of circular units claimed to have "little if any technical advantage" over the dual-type antenna, but "a decided economic advantage." Jampro sells the unit at 20% less. The antenna, lighter in weight, features an adjustable vertical to horizontal propagation, allowing for maximum horizontal polarized ERP and lesser amounts of vertical-polarized energy.

Gates Radio has begun marketing a dual-cycloid circular-polarized antenna for stereo and/or multi-SCA multiplex channels. Collins Radio also has a model 37CP circular unit, costing 30% less than a similar combination arrangement. CCA Electronics Corp. has available its version, called the FMA-6710R. Another new model (AEL 2202) now being introduced by American Electronics Laboratories, is designed for stereo or two or more subcarrier channels simultaneously. This $1,700 multiplex exciter is for use with AEL's new solid-state FM-stereo generator ($1,175) or with existing equipment in either monaural or stereo configurations.

Alford Manufacturing Co. in 1965 constructed a custom-built master-FM antenna atop the Empire State Building, consisting of two rows of dipoles tilted approximately 45 degrees from the horizontal. The antenna relays on either horizontal or vertical polarized planes. It can accommodate up to 17 FM stations simultaneously. Currently, nine New York-area outlets use the system, five of them broadcasting in stereo.

Automation Bonanza * Substantial sales gains are reported by the three leaders in the audio-tape automation field: Automatic Tape Control (division of Gates Radio), International Good Music and Schafer Electronics. They estimate that of all FM stations in the U.S., some 25% are now fully automated. Broadcasting's station survey showed 25.9% of stations fully

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ARB April/May 1967, Media Stat April/May 1967.
More than ever before... the soundest sound in FM is the new sound of Gates

**FM BROADCASTING BREAKTHROUGH:**

"DCFM"(direct carrier frequency modulation) in a new 100% solid-state 10-watt exciter

One-tube, 1KW; two-tube, 3KW; two-tube 5KW; two-tube, 10KW and three-tube, 20KW transmitters! Eight brand-new FM transmitters, all made possible through a Gates engineering breakthrough — a solid-state exciter employing "DCFM" (direct carrier frequency modulation) where modulation occurs at carrier frequency.

The new Gates exciter is self-contained, of modular construction. It is the heart of all new Gates "H" Series FM transmitters.

All "H" models are FCC-type accepted, and available for prompt delivery.

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*MR APRIL/MAY 1967 RADIO ESTIMATES.

automated [see page 71]). If the FCC rules in favor of eliminating the operator on duty at a transmitter, automation experts predict that FM automated systems could double or triple.

Automatic Tape Control said its automation sales this year have increased 50% of the total-dollar volume, based on the 12 months prior to mid-April. ATC officials estimate that some 10% of all AM and FM (roughly about 600) use the automated units. The greater part of these customers are FM stations. But the company, after conducting a recent survey, projects further gains in the next three to five years in the AM field. The survey revealed that combination AM-FM stations have more automated units than the independent FMers.

ATC produces a Criterion Tape Cartridge system (playback or record/playback combination), program-logging systems, and programming units, some of which can be applied to ATC's line of automation systems (three basic types that program from 24 up to 1,000 events.)

New Design At International Good Music the newest thing is the design of its units with integrated circuits. IGM already has a new series 600 program-control system ($15,000 and up) and various program-logging systems for on-the-air and off-the-air time-printed records. Integrated circuits are engineered into the 600 series, serving four functions, and in the model 362 program logger ($3,750) as an electric clock, substituted for a mechanical clock.

IGM's 600 series employs an IBM IO (input-output) typewriter for easier log storage. The sequence is controlled by standard punch cards. The unit types the official station log, adds starting times to each feature, and can operate as a punch-card accounting and billing system. IGM offers another basic system, the series 500, which can be adapted with an Actan programing drum for sequential control of from two to eight inputs for a total of 60 sequences before repeating. IGM furnishes cartridge recording and playback units, designed by Moulic Specialties Co.

Business at Schafer Electronics has doubled every year for the past four years. At present, Schafer claims to be selling at the rate of two to three systems a week.

Paul C. Schafer, president, estimates that by 1975 about 80% of the radio stations in the U.S. will be automated. He predicted also that FM at that time will be the predominant medium. He said Schafer has sold some 500 automatic systems.

Computer Control Mr. Schafer disclosed that his firm has now developed a new computer-control audio system. Within this year, Schafer expects to market the unit at from $5,000 to $75,000. In explaining the system, Mr. Schafer said that any source of input could be used—IBM cards, punch tape, magnetic tape. The computer system, he indicated, compares and "thinks" programming, can bill for a station and store data. He recommended that such a system would fit into a radio station with a gross billing of over $50,000 a month.

Schafer promises to make automatic-control systems for transmitters, once the FCC permits them to be unattended. The company has indicated that several major firms have begun making automatic transmitters.

The Schafer line includes a basic 800 control programer that now has been transistorized and redesigned as 800-T. The 800 system is also sold with a random access spot locator, an audio clock MaCarTa Carousel and memory system. Prices range from $13,510 up to $24,870 for monaural and stereo types. A wide range of components and accessories are also marketed by Schafer.

There are a number of suppliers in the audio-automation field, including, among others, Audiomation Laboratories, Collins Radio, Continental Electronics, Tape-Athon, Seaburg Music Library, Scully Recording Instruments and Programatic Broadcasting Service.

Cartridge Units Visual Electronics has now acquired the assets to KRS Instruments, a supplier of cartridge recording units, the Broadcaster series (one to six cartridge decks) for playback only and remote control, and a Visual model 20-50 TAPE (Tape Automated Program Encoder) logic device (BROADCASTING, July 24).

Tape-Athon reports good sales results from its new model 5,000 tape-playback system, controlled by a remote program console ($3,000 and up). This unit is equipped with two to 10 tape transports and one to nine rotating cartridge units (mono and stereo). Tape-Athon also markets a new 900 series tape recorder/reproducer.

Scully Recording Instruments markets a model 270 stereo playback and a solid-state 280 tape recorder, selling them to other automation suppliers in various degrees and to individual stations.

Continental Electronics' Prolog automatic programing and logging unit for mono and stereo operations isn't the fastest selling item—yet. The sophisticated Prolog offers the broadcaster usually more than he can afford, according to a company spokesman. Radio stations, he said, buy automation units to fill in gaps on a piecemeal basis. His company has proposed an FM network with the Prolog automation unit at each station, all controlled from a central...
JOIN PREVIOUS WINNERS OF THE
"MAJOR" ARMSTRONG AWARD
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EIGHT PRIZES OF
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IN FOUR CATEGORIES
- Musical, Educational, News, Public Service
For both commercial and non-commercial stations.


COMPETITION ENDS MIDNIGHT, DECEMBER 31, 1967
Important News For All Radio Stations:

EXPAND AND DIVERSIFY YOUR BUSINESS PROFITABLY WITH SEEBUG BACKGROUND MUSIC

1. You achieve substantial recurring monthly income even with relatively few business and/or monthly subscribers.
2. You can offer music that is tailored specifically to each type of business.
3. Your subscribers will have the very finest background music available... recorded especially by Seeburg in the famous music centers of Europe and the United States.

Only Seeburg offers such a wide variety of both on-premise and studio equipment.

Send for complete details of the Seeburg Plan today—there is no obligation. Some territories are open now for franchised distribution of Seeburg Background Music.

Direct inquiries to: Joseph Hards, Vice President, Seeburg Background Music Division, 1500 N. Dayton St., Chicago 60622

M’lady’s moods

Music for those precious moments, to escape far away, to be alone by the sea, to hear soft whispers and see silent stars. Mood themes, yes; a specialized format instituted last month by KPFI-FM San Diego which frankly programs for only one audience—the little woman of all ages. To complement the various mood segments, the station has commissioned Hollywood songwriter Jacques Wilson to create poems which are broadcast hourly.
max permits optimum level transmission, fitting into the audio chain as the last link right before the transmitter.

CBS Labs this fall plans to market two new solid-state loudness measurement devices: a loudness indicator (model 700) and an automatic loudness controller (model 710) for equalizing loudness levels between recorded announcements. Each FM unit will be priced at about $800.

The dividends of automation

FM operators cite better control of format, savings

How do FM stations make use of automatic programing? It's a question of keen interest in the broadcasting business at this time. For automation, applied with imagination and good taste, apparently can solve many cost and programing problems for FM.

At WDBN (FM) Medina, Ohio, automation was installed in 1964 for the initial purpose of format control. The format of the station, which is carefully monitored, is middle-of-the-road, featuring cuts from the best popular albums. A cluster of commercials is inserted at the quarter hour.

Programing, which is in full stereo, is accomplished from a categorized music library taped for playback from various music decks.

Ted Niarhos, president of Independent Music Broadcasters Inc., owner of the station, attributes WDBN's consistent good ratings to the successful format of the station and the maintenance of this format through the use of automatic broadcasting.

WMJR (FM) Ft. Lauderdale, Fla., installed an automatic broadcast system in March 1967. Since that time the station has been automated 24 hours per day with full stereo programing, including stereo commercials and production work. Even news, weather and sports inserts are prepped and sequenced into the automation system so

| BUSINESS WEEK |

"The WFMT audience is not only big, but affluent... (it) is incurably addicted to WFMT... The relationship between WFMT and its audience is a highly personal one... As advertisers have learned, this rapport gives listeners a good deal of faith in what they hear..."

| FORTUNE |

"WFMT... in 1958 broke into the 'top ten' list of Chicago stations as rated by number of listeners."

| TIME |

"...it is successfully competing with AM... Advertisers have discovered that WFMT's listeners are a group to be taken seriously... that such a selected audience can pay off handsomely..."

| NEWSWEEK |

"...may well be the liveliest FM station in the country."

| SATURDAY REVIEW |

"For fifteen years... WFMT has been synonymous with quality, maturity and lively good taste... Some of its programs... attract more adult listeners than do any competing AM programs."

| VOGUE |

"One of the second city's many firsts... WFMT, which heads all U. S. FM stations... is intellectually and financially successful!"

| CHICAGO DAILY NEWS |

"Best on the air... WFMT stands out as an oasis of good taste and distinguished programing."

| CHICAGO TRIBUNE |

"Chicago area music lovers cherish this civilized station..."

| CHICAGO'S AMERICAN |

"...the country's richest and most listened to FM station... WFMT... with unrelieved, uncompromising, unvarying quality... programs for intelligent, active, perceptive cultured listeners... WFMT is a smashing commercial success."

| CHICAGO SUN-TIMES |

"Monarch of Chicago FM... the nation's No. 1 FM station... a brilliant personality, a cultural giant."

135,000 WATTS—571 FEET
National Representative—George P. Hollingsbery Co.
that the system itself has control of programing at all times.

**During Day Hours** - The automation system operates totally unattended for 13 hours daily from 7 p.m. to 7 a.m. An answering service is employed to take transmitter meter readings by remote control. A member of the staff visits the station at midnight to change tapes on the system. Thus the format of the station is converted from a modern, sophisticated, middle-of-the-road sound to a more lush musical program with harp bridges and quiet music.

According to Ronald E. Crider, vice president and general manager of WJR, the use of automation will save the station some $20,000 a year. His initial worries over "losing the station image" have been more than alleviated, he indicates, through the flexibility of the automation system used.

Last summer KORK-FM Las Vegas activated an automatic broadcast system and changed format with a completely new concept of stereo programing. KORK's current program format features a cluster of commercials and production material each 15 minutes. Generally, the clusters include two commercials. News bulletins are given only when their importance warrants it.

The station operates on an "entertainment-only" policy. Music is of a light pops concert variety with very strict format control through the use of a preprogramed music service.

Mel Ryan, manager of the FM station, estimates that since the new format and automatic programing was initiated little more than a year ago, billings registered an 800% increase.

**Demand increasing for syndicated music**

**MORE DRAMATIC SERIES, SPORTS AND SPECIALIZED SHOWS BEING SOLD**

The syndication of programs to FM stations throughout the country is a fledgling industry that is expected to grow as the FCC nonduplication rule exerts an impact, as various elements of the business promote its values more vigorously and as outlets begin to acquire a track record.

The staple of FM syndication is music programing. In addition, program distributors are offering stations a broad range of material—sports, dramatic series, specialized shows and comedy. But the backbone of their business is music, much of it available in stereo. Syndicators fall broadly into three categories:

The first is exemplified by Hartwest Productions and Charles Michelson Inc., whose main activities are centered overwhelmingly in AM syndication but also offer programing to FM outlets.

The second category is the group of station distributors whose programing was designed primarily for their own stations (CBS/FM and Triangle Program Sales) but subsequently was made available to other FM outlets.

The third grouping is typified by Schaefer Electronics, which developed an FM syndication service as an adjunct to its main business of manufacturing and selling automated broadcast equipment to FM stations.

**Gravity Field** - Admittedly FM syndication is in the infancy stage. The overwhelming number of radio program syndicators concentrate on AM because of the paucity of dollars as yet available in FM. They maintain they are watching this field carefully and cooperation, when they can, with enterprising FM operators in the hope that with growing set circulation, expanding audiences and rising advertiser and agency acceptance, FM will emerge as another marketplace for their product.

Sources of FM programing are expected to grow. With the nonduplication regulation, station groups and even individual stations that develop their own series are likely to offer them for syndication to recoup their investments, at least in part.

A recent step in that direction revolves around the WNEW-FM one-hour program in stereo, *Williams B. Williams and His Friends*. The New York station, which has been carrying the show for several months and has signed Canada Dry as sponsor, recently sold it to other Metromedia FM outlets.

The format centers on Mr. Williams interviewing show business personalities, such as Sammy Davis Jr., Steve Lawrence and Eydie Gorme, Trini Lopez, Tony Bennett, Buddy Hackett and Harry Belafonte, and playing music selected by the guests. George Watson, general manager of WNEW-FM, reported last week that the station will offer 26 segments of the program to other stations.

A summary of activity of some leading syndication organizations follows: International Good Music Inc. (IGM), Bellingham, Wash., is one of the more active program syndicators to FM outlets. Rogan Jones, president, said the company offers 12 different music services covering the spectrum from middle-of-the-road to classical and country and western to jazz-blues.

Its most popular service is called "Sovereign" and is in about 72 markets.

![At preproduction session of music for CBS/FM service's Young Sound series are (l-r): Raill Syreeni, sound engineer; William D. Greene, CBS/FM director and John DeWitt, Young Sound producer.](image)
After 71 years, what's so new about a new S&H Catalog?

Enough to make us old folks think it's the best we've ever published.³

The catalog's theme promotes travel in the United States. Copy and photos on 49 pages feature 200 festivals and fairs that are part of the government's Festival U.S.A. program and the privately-sponsored Discover America program. Chances are your state is mentioned.

Forty per cent of the 2,000 items of merchandise are new or improved this year.

The immense distribution—nearly 34 million copies—means we have a lot of stamp savers to satisfy. We work hard at it, and the result is more competition in the marketplace.

Competition being what it is, we can still muster a lot of enthusiasm—we have to.

*Get your copy now at any one of the 70,000 retailers issuing S&H Green Stamps.
One of America's most listened-to FM's*

Kaiser Broadcasting
Represented by QMI

*Ranked No. 12 among 100% separately programmed FM stations

Average quarter hour listening estimates—average person, 12+: 10 survey area, Monday through Sunday, 6 A.M. to Midnight. Source: All April/May 1967. Data based on estimates provided by source and subject to qualifications of this service.

96 (SPECIAL REPORT: FM)

approximately 40 on FM. IGM can provide up to 24 hours a day of music or as little as one hour, according to Mr. Jones. The price for the IGM service ranges from $75 to $550 a month, depending on the amount of music bought, irrespective of the market size, he pointed out.

On a once-a-week basis, IGM distributes a two-hour tape called "Spotlight," which contains 30-35 selections of current popular music, and is priced at $30 a month.

Business Better • IGM moved into the music-programming business in 1959 as an offshoot of programing KGMI-AM-FM Bellingham, which it owns. Mr. Jones said that business in 1966 topped 1965 by 40% and credited the non-duplication rule with a major role in the increase. The company also sells automated FM equipment but offers its music services to all stations.

Schafer Electronics, Chatsworth, Calif., is a leading distributor of automated equipment used by FM outlets and, as a subsidiary but expanding service has been distributing music tapes to stations for several years. A spokesman indicated that more than 200 stations have bought Schafer tapes (priced $20-$25 a reel) and in recent months, the company has placed on the market two musical libraries.

One library is called the "Pops Concerts" series and the other the "Image" series. An official indicated that several sales have been made on the "Pops Concerts" library but "Image" did not go on sale until early July. Sales are made only to outlets that buy the Schafer automated systems. Stations are charged $198 for the basic reels of about 90 hours of programming in either library and $99 each month for four new reels of six hours of music. Purchasers keep the reels on a permanent basis.

A Schafer official noted that station clients are encouraged to record their own music with the Ampex recorders that are an integral part of the company's automated system.

Alto Fonic Programming Inc., Hollywood began as a background music firm 12 years ago and about five years ago began supplying music services to stations. A spokesman pointed out that the company now offers six basic formats—"Good Music," "Middle-of-the-Road," "Cavalcade of Hits," "Beautiful Music" (lush, modern arrangements), "Country Music" and "The Soft Sound" (described as "soft rock").

Its syndication service developed out of custom programing for specific stations, the official pointed out. Business has been particularly brisk in the first half of 1967, with 45 stations signed. He said that more than 100 stations now subscribe to various Alto Fonic libraries, of which 75 are FM.

Each library can supply up to 150 hours of programing to start, though some outlets may elect to contract for fewer hours. Each month 20% of the basic amount is replaced with new music, available in stereo or in monaural (except for "Cavalcade," which is offered only monaural). Cost ranges from $120 to $250 a month for each library, depending on its size, in all markets, large and small.

CBS/FM is offering for syndication its music service called "The Young Sound," which consists of contemporary music from the mid-1950's to the present in new instrumental versions that retain the beat, rhythm and tempo of the original selection. It is geared to appeal to young adults between 20 and 35 primarily but can have interest for people between 18 and 50.

William D. Greene, director of CBS/FM, disclosed that 12 stations have bought "The Young Sound," but he added that his unit to date has not made a special effort to sell the service. He explained that "The Young Sound" was designed primarily for the seven FM stations owned by CBS and expressed the view that the "growing success of the service will help to sell it."

The service consists of a starting library of 180 hours of tape in one-hour reels. Each month stations receive an additional 20 hours of tape, while retiring 20 hours during the same period. The music service is available on an exclusive-market basis. Costs are based on market size: $1,000 a month for stations in markets with a million or more population; $750 a month in markets of 750,000 to a million; $500 a month in markets of 500,-

Senator Abraham Ribicoff (D-Conn.), one of a group of national leaders who will serve as guest critic on new syndicated FM series, 'Capital Reading,' discusses a new book with Ann Blair, head of the Washington bureau of Triangle Stations.
Properties including Anniversaries is developed initially for the Triangle Stations' FM outlets. The Service consists of 16 hours of music a day and currently is carried by 106 FM stations and 10 AM outlets. (Four hours a day are now offered in stereo).

Triangle Program Sales also makes available to FM stations other radio properties including Anniversaries in Sound, a group of half-hour programs on historical events and figures (sold to 30 FM outlets) and 30 Hours of Christmas, a single record of Yuletide songs and dramas (sold to 28 FM stations), and several other programs.

TPS also launched this summer a new weekly FM program, Capitol Reading, a five-minute review of books by Washington personalities. This fall, according to a spokesman, TPS will make available a group of FM special programs, ranging from two hours to five hours in length, with holiday formats (Christmas, Easter, Thanksgiving and Mother's Day).

Programs revolving around three well-known orchestras—the Boston Symphony, the Boston Pops and the Cleveland Philharmonic—are proving popular among FM stations. Two-hour programs, 52 weeks a year, are produced for each of these series with syndication handled by the Boston Symphony Transcription Trust and the Cleveland Orchestra Syndication Service.

WCRB (FM) Waltham, Mass., handles the physical distribution and the duplication of tapes for programs of all three orchestras and helps produce the master tapes for both Boston musical groups. David B. Tucker, a vice president and music director of the station, stated that the Boston Symphony and Boston Pops programs have been sold about five years and are on about 40 and 50 FM stations, respectively, plus 10 AM markets each.

English Programs ★ Three programs from the BBC form the basis of FM programming distributed by Hartwest Productions, New York. They are Folk Song Cellar, a one-hour show featuring vocalists from all parts of Great Britain and recorded live in a London coffee house called The Song Cellar (25 markets); BBC Music Showcase, a 90-minute series of classical concerts recorded at festivals and in concert halls throughout Britain (30 markets) and Round The Horn, a half-hour comedy series featuring Kenneth Horne and a regular cast in a format that accentuates satire and parody, that was placed into syndication recently.

ROSS CHARLES, director of national sales for Hartwest, voiced the view that FM syndication "can take off in a few years." He conceded that progress has been "slow" to date, but was optimistic that the industry was bound to grow as stations, syndicators and other elements start to promote and sell the medium more forcefully.

Mark Century Corp., New York, which is highly active in the AM programming field, is treading lightly in FM. Milton Herson, president, reported that currently its sole offering is an FM stereo package, "The Sound of Beautiful Music." It is intended for use as an introduction to programs and consists of approximately 50 instrumental pieces and 20 vocals. The package has been bought by eight FM stations.

G. H. Johnston Inc., New York, distributes the two-hour weekly broadcasts of the New York Philharmonic orchestra. During the past season, 100 stations bought the program, including 60 FM outlets, of which 35 took it in stereo. Johnston has been syndicating the Philharmonic series since 1963. A spokesman said last week that the company now is in negotiation with the Society of the New York Philharmonic for the 1967-68 season.

Charles Michelson Inc., which distributes dramatic series, reported he has made a limited number of sales to FM stations because of their apparent inability to meet the cost of drama programs. In recent months, he said, sales have been made on The Shadow, The Green Hornet and Famous Jury Trials to six FM outlets. He stressed that his prices to FM are geared to those of the top AM station in each market.

Requests from FM stations—no matter what their program format—

Starting in September, programmed to be One of America's most listened-to FM's

Studs Terkel (l), author and host of a daily program on WTMJ(FM) Chicago interviews CBS's Walter Cronkite.

WJIB BOSTON
From Commercial Wharf 96.9 Stereo FM

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KAISER BROADCASTING
BOSTON GLOBE

87

BROADCASTING, July 31, 1967
We hate to prompt you.

But then, we'd hate to see you flub, too. Because BAND-AID is not a synonym for “adhesive bandage.” It's the trademark for the brand of adhesive bandages which are made by Johnson & Johnson.

So if you want to mention our name (and we're delighted when you do), please say BAND-AID Brand, then the name of the product... as in BAND-AID Brand Adhesive Bandages for example.

Johnson & Johnson
have jumped for customized station identifications. Pepper Sound Studios Inc., Memphis, reports that in the last 18 months the demand for FM ID's have increased by over 500%.

To conform with the continuity requirements of FM stations, Pepper has created and produced several series of ID's in stereo. This specialization is also being extended to customized musical images for FM outlets.

Another organization that offers stations both a music service and equipment is Programatic Broadcasting Service, Dallas. Programatic provides music and license on equipment to a price ranging from $300 to $325 a month, depending on the market ($200 for music and $125 for equipment).

For monaural broadcasting, Programatic supplies 18 eight-hour rolls every 36 days. For stereo, the company provides 36 four-hour rolls and an exchange of 19 rolls every 36 days. The Programatic library consists of contemporary music.

There's no pat format in FM

Countless variables spell difference between a hit and a bomb, stations say

From background to foreground, from classics to rock 'n' roll, from standards to show tunes, every station must decide what format will draw the listeners and sponsors to its frequency. Some formats have been changed because the station found a lack of certain programing in its market or simply because it felt it would do better with a different type of programing.

The following comments dealing with format are examples of the responses to Broadcasting's questionnaire sent to more than 1,500 FM stations.

Perhaps one of the more unusual formats covering about as wide a variety of listener tastes as possible, belongs to KMAP(FM) Dallas. Allen Hundley, general manager, describes it as Spanish from 6-8 a.m., soundtrack and cast albums 8 a.m.-7 p.m., folk music 7-9 p.m. and jazz from 9 p.m. to midnight. News is carried on the hour.

"We're believers in a growing FM portable audience," says WTHI-FM Terre Haute, Ind. "When a new FM portable listener swings the dial, we'd like to be there with music." WTHI-FM surveyed its audience, found the average age to be 42 and changed its format accordingly: "It was too stringy and sounded like canned music. We loosened it up to swing a little."

Low-priced FM transistor portables demand that FM programing should have "just as much mass-appeal as AM," says WQFM (FM) Philadelphia. So the station airs a non-rock pop vocal sound. However, because of FM portability, the station changed from broadcasting in stereo to monophonic operation. "Our return to stereo," WQFM cites, "is predicated upon our receiving the hit 45 rpm singles in stereo; some [such] singles have been received. If the trend continues, a return to stereo is inevitable."

KGBS-FM Los Angeles switched its format from classical to that of its AM counterpart, country-and-western. The result, according to Dale Peterson, general manager, is an "average of 1,500 calls per week" during the station's independent broadcast hours.

"We find people interested in the

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Broadcasting

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| 1 year $10 |
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Canada Add $2 Per Year
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Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

BROADCASTING, July 31, 1967

□ Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

□ Payment enclosed
□ Bill me

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□ Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

□ Payment enclosed
□ Bill me

BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
kind of music and features they like and virtually no interest in whether stereo or mono,” reports WKXK-FM of Aurora, III. Programming for the “adult, better paid, more intellectual individual,” the station says: “[We] wouldn’t go stereo under any condition. It has flopped here.”

**FM ‘turns on’ happy sponsors**

No matter what the format there’s always one success story to be told. The following are typical examples of the stories reported to Broadcasting.

In Chicago, a morning classical music program on WFMT (FM) has proved more effective than newspapers, television or AM radio in obtaining new student customers, according to Jerome M. O’Connor, director of the Evelyn Wood Reading Dynamics Institute, Chicago. The FM drive also outposted ads in a regional edition of “Time” magazine, he reported.

The speed-reading school sells an eight-week course for $175. The school began a modest spot schedule on WFMT more than a year ago and gradually has been increasing the buy through Campbell-Ewald Co., Chicago. At the end of April the school undertook sponsorship of a full hour segment of the classical music 6-9 a.m. *Early Morning Program* each day on WFMT.

Until this point the school always had drawn best through ads in the *Chicago Tribune*, one of several local papers it regularly uses. In the period May 15-July 14 “we have received around 500 inquiries from WFMT listeners,” Mr. O’Connor said, adding every other inquirer usually takes the lessons.

**More Responses** – “For the first time we are receiving more inquiries from WFMT listeners than from several of our metropolitan newspapers. We are now estimating a cost-per-student lower than in any single medium we use in Chicago,” he went on.

One of WFMT’s executives took the reading course as a quality check before accepting the school’s business. The school apparently approves its “check” of WFMT too. It has renewed through the end of the year. 

**KNBO (FM)** Los Angeles dropped its all-jazz format in favor of adult request music last year and within six months, its sales revenue increased 500%, says Jeanette B. Bancocci, owner. The answer: programing based solely on hundreds of daily phone calls requesting certain stereo selections.

**WLFR-FM** New York finds its all-jazz format paying off in the marketplace. Because of its airplay the station reports that record manufacturers and dealers are noting a decided upsweep in record purchases, particularly records played and advertised on WLFR-FM.

A classical show was a deadend selling point for WSWM-FM East Lansing, Mich. In four years the show had never been sold, “not even on a spot basis,” reports John Casey, operations manager. Last June after dropping the program in favor of a Sinatra & Strings approach, the new show was sold to a local carpet store for $11,000, “one of the biggest single contracts the station ever had,” says Mr. Casey.

In Crewe, Va., reports W. L. Willis Jr., general manager of WSBS-AM-FM, Pepsi-Cola “insists that its spots be run primarily on our nighttime telephone rock-n’-roll request show which is on FM only.” His approach to selling FM does not follow the norm of most stations. There is only one rate for advertisers buying the wsbs stations “regardless of whether the commercials appear on AM-FM during the daytime hours or FM only after sundown.”

**Angels rush in where others fear to tread**

There’s nothing different about programing classical music, drama or other items associated with the fine arts. There is something different about a station that asks seven “patrons” to come up with $15,000 each for one year of backing such programing. And there is something different about a station that says all it wants from the sale of time is its operating costs, with all the profit going back to the community.

*This is the approach taken by WBAL-FM Baltimore.*

Under its old classical format the station was losing money and there was no indication from the audience that it really cared about the programing. So WBAL-FM began to phase out that programing in the summer of 1965 and replace it with background music.

**Quick Responses** – Suddenly the mute audience found its voice, pen and typewriter and deluged the station with complaints about the loss of the fine arts format. WBAL-FM sat down with a group of leaders in the fine arts field and developed a new format.

It included classical music, folk music, contemporary music, baroque music, dramas, readings and recitals. In addition the station developed a sponsorship plan that was described by Alfred Burke, vice president and general manager, as one that would allow seven patrons of the arts to spend $15,000 yearly for one-seventh of the station’s entire schedule.

The fine arts format returned to WBAL-FM on Jan. 31, 1966, with six patrons. Four $15,000 patrons renewed last January.

The station’s format is assured, the audience is there and the patrons know it. Now Mr. Burke is looking for three more $15,000 angels and he’ll have his station sold out.
A rugged new professional from Ampex is ready for all assignments

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—4, 3, 2 and 1 channels.
- Instant tape-guide convertible—from ¼” to ½” tape.
- Exclusive front mounted plug-in boards for bias amp, 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-Sync® on every channel for track revisions and fully synchronized sound-on-sound.
- Exclusive precision-lapped triple-shielding on play head minimizes magnetic interference.

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 1½ 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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Career opportunities? Write Box D, Redwood City, Calif. 94064.
Solid radio buys or sales cannot be made without considering the growing and exciting influence of FM broadcasting.

ARB's basic objective is to provide stations, advertisers and agencies with reliable information to aid evaluating total radio audience size and composition. This is achieved through the application of the same measurement criteria to all radio listening. The same universe, survey area, minimum reporting standards and audience categories are employed to measure AM and FM listening. Both are reported as they are programmed and sold. In fact, no other research service offers as complete information on FM as ARB.

Here's proof. Only the ARB Radio Report...

- provides separate estimates for each station in an AM-FM combination and includes total audience to both stations during simulcast periods.
- shows the unduplicated (cume) audience to an AM-FM combination during simulcast periods. There's no need to "guessimate" this figure.
- reports the "extra" cume audience provided by an FM affiliate during simulcast periods to determine the unduplicated FM audience a station commands.
- provides an index of station loyalty by showing the percentage of a station's total cume audience that listened only to that station during the broadcast week for five major day-parts.

There are 18 other exclusive features in ARB's Radio Market Report, each designed to help in programming, sales, purchasing and management decisions.

Included you'll find total radio audience, 12 demographic breakouts, metro and total survey area listening estimates, average and cume audience—hour-by-hour or in key day-parts, away-from-home audience, exclusive station audiences, and cumes by combinations of day-parts. And, through consistent advances in research technology we're seeking ways to add more.

An important new advance, soon to be available to ARB subscribers, is the Demographic Supplement. Prepared through the application of ARB's computer capabilities, this work-saving supplement reports Average-Quarter Hour Listening estimates for thirty-three audience categories not shown separately in the Radio Market Report.

If you're concerned about how you might put all this information to best use, remember that our sales representatives are ready and waiting to show you and your staff how ARB's research can work for you. Uncompromising standards, innovation through research, and 18 years of solid experience make ARB best equipped to fill your radio audience measurement needs.

If you'd like to have more information about the ARB Radio Research Service please write for a copy of our "Radio Use Manual"...its your's for the asking.
Broadcasters get behind Ill. career seminar

Students in Southern Illinois were to have had a chance to learn about career opportunities in radio last Friday (July 28). A special one-day radio sales and production seminar at Wabash Valley Junior College was sponsored by Prairieland Broadcasters, a group owner in Illinois, and by wvMC Mount Carmel, Ill.

Participants included Dave Archard, wpun South Miami, Fla.; Maurice (Doc) Fidler, Radio Advertising Bureau; Steve Bellinger of Prairieland’s wdz Decatur, Ill., and John Hurbut of wvMC.

Wabash during the past year has had a pilot radio career course in cooperation with the National Association of Broadcasters.

Armstrong adds PR arm

A public relations division has been formed by Armstrong Associates Inc., advertising agency with its main office in Basking Ridge, N. J. The division, which is directed by Allen A. Swenson, Armstrong’s president, has offices in New York, Chicago and Washington.

The office in New York is at 342 Madison Avenue. Mr. Swenson is a former account executive and public relations director of Dancer-Fitzgerald-Sample Inc., New York.

Armstrong Associates will provide various services including radio script, program records and TV news films, according to Mr. Swenson, who also will direct Enterprise Broadcast Features (syndicated program service), another division.

Drumbeats...

Pittsburgh promo • KDKA Pittsburgh General Manager Wallace Dunlap last week presented copies of recording, words and music for the song, Pittsburgh, to Chamber of Commerce President Nelson B. Fry. Downtown Pittsburgh’s Point State Park was the site for the ceremony and party introducing the song to civic leaders. Currently being aired over KDKA, it is available to civic agencies promoting the city.

Newcomers join forces • WJRJ-TV Atlanta’s newest television station, has appointed Has Advertising Inc., new agency with headquarters in that city, to handle its advertising and public relations. The ch.17 station plans to begin broadcasting Sept. 1.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 20 through July 26, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CR—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kwe—kilowatts, lk—local supervision, mc—megacycles, mod.—modulation, N.—night, SCA—subsidary communications authorization, SH—specified hours, SSI—special service authorization, STA—special temporary authorization, T—transmitter, UHF—ultra high frequency, U—in—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

APPLICATIONS


'7 Surprises' at Expo 67

Almost everybody wants to be a television or motion-picture producer. And Harvey Chertok, director of promotion and public relations of Seven Arts Television, is no exception. Three years ago, he formed a small, independent company, Quartette International, which produced a 77-minute color motion picture titled "7 Surprises," in association with the National Film Board of Canada. Since that time, the film has won more than 20 International film-festival awards, has played in theaters throughout the world and has been bought by more than 100 TV stations in the U.S. A fitting accolade came last week when the film was selected for a special invitational performance at Expo 67 in Montreal on Aug. 5.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, July 31, 1967
Broadcast Bureau granted new UHF station, 7703, in Washington. Washington area, 603 kW, 120 kw aural. Ant. height above average terrain, 1085 ft.; ant. height above ground, 1426 ft.; 2664 ft. at 39th St. and 8th Ave. Building 304. Washington, D.C., 3100 Construction cost $91,374; first-year operating cost $3,879; revenue $4,025,000. Geographic coordinates 38° 55' 29" north lat.; 75° 03' 22" west long. Type trans. and studio location as 3283 Pearl Beach Boulevard, Fort Myers, Action July 16.

○ OCIA—Florida, Fla.—Broadcast Bureau granted license covering installation of aux. station, 104 kW, at station, and ant. location. Action July 16.

○ WINK-TV Fort Myers, Fla.—Broadcast Bureau granted license for new TV station at 3283 Pearl Beach Boulevard, Fort Myers. Action July 16.

Washington 77^ 03`

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FINES

- By memorandum opinion and order, FCC directed Southern Broadcasting Co., licensee of KORR AM-FM, Lotus Broadcasting Corp., licensee of KERO, and Las Vegas TV Inc., licensee of KLAS-TV, to cease and desist from broadcasting commercial programming on each of these stations. The memorandum described violations of Sec. 317 of the FFC Act and a duplicate section of commission's rules, in that each station broadcast numerous sponsored announcements over a period of approximately one month on behalf of Propeller which was subject of local referendum, without giving proper sponsor identification. Action July 26.

New AM stations

FINAL ACTIONS


OTHER ACTIONS

- Review board in East St. Louis, Ill., standard broadcast proceeding, Docs. 17570 & 17571, denied petition to enlarge issues filed March 29 by East St. Louis Broadcasting Inc., granted in part, supplemented to petition to enlarge issues filed on June 28, and reversed ruling of hearing examiner at prehearing conference held June 28 to effect that evidence tendered past broadcast record criterion is limited to program performance by one with ownership interest in applicant; Board Member Berkemeyer and Stone absent. Action July 24.


- Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 17420 & 17422, granted in part, to permit applicant to extend period of approximately 1 year to file opposition to petition to enlarge issues filed June 28 by Elmhurst Broadcasting Inc., Board Members Berkemeyer and Stone absent. Action July 25.

- Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 17420 & 17422, granted in part, to permit applicant to extend period of approximately 1 year to file opposition to petition to enlarge issues filed June 28 by Elmhurst Broadcasting Inc., Board Members Berkemeyer and Stone absent. Action July 25.

- Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 17420 & 17422, granted in part, to permit applicant to extend period of approximately 1 year to file opposition to petition to enlarge issues filed June 28 by Elmhurst Broadcasting Inc., Board Members Berkemeyer and Stone absent. Action July 25.

- Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 17420 & 17422, granted in part, to permit applicant to extend period of approximately 1 year to file opposition to petition to enlarge issues filed June 28 by Elmhurst Broadcasting Inc., Board Members Berkemeyer and Stone absent. Action July 25.

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and dismissed as moot motion for extension of time filed by applicant Great River Broadcasting Inc. (Docs. 17208-15, 17217, 17219).

Hearing Examiner Millard F. French on July 18 in Doonel, Tenn., (William G. Barry Jr./as Great Southern Broadcasting Co.) AM proceeding granted consent motion for change of procedural dates filed by Broadcast Bureau, and rescheduled dates including hearing from Sept. 8 to Oct. 3 (Doc. 17265).

Hearing Examiner Isadore A. Kinnon on July 25 for stations St. Louis, Ill. (East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc.) granted joint applications for the following additional stations and populations which will receive primary service from each of applications. James River Broadcasting Corp., request for reconsideration denied, AM proceeding granted consent new AM to operate on 1110 kc with 50 kw-D. At Norfolk, Va., was returned because of excessive daytime skywave radiation. James River application was first tendered for filing on May 27, 1966, but was returned because of excessive daytime skywave radiation. James River application was first tendered for filing on May 31, 1966. Action July 18.

116 FOR THE RECORD

 existing AM stations

APPLICATI0NS

KWXY Cathedral City, Calif. — Seeks CP to increase daytime power from 250 w to 500 w, specify two main trans. (Gates 500-D, daytime, and Raytheon RA-250 nighttime), and make changes in antenna system (increase height by installation of commu-
NEW FM STATIONS

Pompano Beach, Fla.—Almar Inc. of Florida seeks 89.7 MHz, 10 kw, FM. Applicants: Inc., 120 NE 10th Ave., Pompano Beach, Fla. 33060. estimated construction cost $75,610. Application filed Aug. 17. Inc. seeks license to give service to Broward County, Fla., and West Palm Beach area.

APPLICATION


DESIGNATED FOR HEARING

On Aug. 17, FCC designated KJZM, Milford, Conn. for hearing. In Feb. 1972, FCC granted KJZM 104.3 MHz, 1 kw, Inc. seeks license to give service to Milford, Conn. Costs $50,000.

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**Spartan Radiocasting**

**KO4ER**

**RKST** following July


**Spartan Radiocasting**

**KO6ER** following licenses covering new UHF translators: KWOH-Midnight Sun Broadcasters, Inc., Fairbanks, Alaska; and KIBD High School Broadcasting, Inc., Burwell, Burwell, Nebraska. Licenses covering new UHF translators in Alaska; Idaho; Minnesota - Iowa Television Inc., Brainerd, Minnesota; and Oklahoma; Midwest Television Inc., Kansas City, Mo. Action July 11.

**Spartan Radiocasting**

**KQST** translated following license request by Mirage Communications, Inc., to KQST, Inc., to add a new translator in Billings, Montana, and transmissions to those in Hardin, Montana, and Laurel, Montana. Action July 20.

**Spartan Radiocasting**

**KQTV** translated following license request by Mirage Communications, Inc., to KQST, Inc., to add a new translator in Billings, Montana, and transmissions to those in Hardin, Montana, and Laurel, Montana. Action July 20.

**Spartan Radiocasting**

**KQXR** translated following license request by Mirage Communications, Inc., to KQST, Inc., to add a new translator in Billings, Montana, and transmissions to those in Hardin, Montana, and Laurel, Montana. Action July 20.

**Spartan Radiocasting**

**KQYB** translated following license request by Mirage Communications, Inc., to KQST, Inc., to add a new translator in Billings, Montana, and transmissions to those in Hardin, Montana, and Laurel, Montana. Action July 20.

**Spartan Radiocasting**

**KQYQ** translated following license request by Mirage Communications, Inc., to KQST, Inc., to add a new translator in Billings, Montana, and transmissions to those in Hardin, Montana, and Laurel, Montana. Action July 20.

**Spartan Radiocasting**

**KQZV** translated following license request by Mirage Communications, Inc., to KQST, Inc., to add a new translator in Billings, Montana, and transmissions to those in Hardin, Montana, and Laurel, Montana. Action July 20.

**Spartan Radiocasting**

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DEADLINE: Monday Preceding Publication Date

CLASSIFIED ADVERTISING

RADIO

Help Wanted—Management

Management opportunity with expanding group operation for program manager. If you are college graduate approximately 25-30 with 3-5 years experience in programming, sales management,mite or MUSIC formats, apply to Les Kinney, 28-M, BROADCASTING.

Sales (cont'd)

Commercial manager: Fully experienced local, regional, national sales, Proven record. Personality, handle regional, national...direct local sales staff. This is a challenging position with excellent rewards for results. Man chosen must have potential of becoming Station Manager within one year. Permanent, promising position with solid growing organization. Send resume and references. Available immediately. New England location. Salary to $9,000. Box G-425, BROADCASTING.

Wanted-Experienced sales manager in market northeast. Extremely attractive location. Excellent opportunity. Send resume/letter and references. Reply Box G-231, BROADCASTING.

Help Wanted—FM

Lead supported community station seeks mature idealist. Send resume to Pacific Manager, KPFX-FM, Los Angeles, 90058.

Connnie B. Gay Broadcasting Corp. is expanding its Country Music operations in the East. We need for early December a complete staff for Modern C&W station (WJC, WPLO, KBOX, etc. format). Need Manager, Production Man, DJ, Salesmen, etc. Top pay for top people who work in group owned stations. Write Connie B. Gay, World Bldg., Silver Spring, Maryland. No phone calls, please.

Sales

Needed—Excellent combination saleswoman & representative. Good nature, accepting conditions, hours & pay. Excellent opportunity to join a growing, well known radio company. Company car. Box G-298, BROADCASTING.

Central Florida C&W station looking for two experienced successful salesmen who are seeking an opportunity to advance in broadcasting. Reply with complete resume, photo and phone for immediate location. Box G-13, BROADCASTING.

Excellent sales opportunity in Illinois. Medium market. Good account list, excellent guarantees, car, allowance, fringe benefits from group owned station. Must be aggressive, self-starter. Must want to manage a group. Reply with highly rated station. All inquiries answered. Send resume, photo immediately to Box G-193, BROADCASTING.

Experienced salesman can make a bundle on our market with our station's 9-3-9 AM/FM in Pennington. Reply with complete resume. Box G-361, BROADCASTING.

Excellent opportunity—Only AM in county. Orphant account list. Good draw. Paid vacation, group fringe benefits. Company car. Write sales manager Box G-583, BROADCASTING.

Need experienced salesman or sales/announcer position at Northern Illinois daytime. Box G-588, BROADCASTING.


Regional network AM/FM/accepting a limited number of qualified apprentice trainees. Will train to work as qualified national and regional network sales. Management and supervisory training for exceptional trainees. Prefer applicants under 25 years of age. Written examinations, personal interviews and references of highest qualified individuals will be selected. For further details contact Knowledgeable Broadcast Company, Inc., 68 State Street, Ellsworth, Maine.

Connie B. Gay Broadcasting Corp. is expanding its Country Music operations in the East. We need for September a complete staff for Modern C&W station (WJC, WPLO, KBOX, etc. format). Need Manager, Production Man, DJ, Salesmen, etc. Top pay for top people. Write Connie B. Gay, World Bldg., Silver Spring, Maryland. No phone calls, please.

An experienced communicator for program position with regional network feed station. Must be aggressive; must know FM. We offer control board, prepare and edit news, create commercial production, instruct and supervise. Send resume, audition and recent photo. Box G-129, BROADCASTING.
Announcers—(cont'd)

Excellent opportunity.

New KVWM AM/FM., Announcer affiliate. want small mum First
Immediate opening for morning 20% medium
3rd position. Immediate opening for G -398, phone
sales commission. G -420, afternoon drive shift with
experienced announcer -salesman.

Carolina station seeks aggressive commission
announcer for G -905, phone

Broadcasting. Send audition tape and resume, to
PD. General Manager, 5th Ave.
Technical—(Cont'd)

Immediate opening for Chief Engineer. Experienced only, Salary open. Many fringe benefits. Call or write. Manager, WITW, Danbury, Conn.

Chief engineer for well-equipped, Mid-Atlantic 24 hour station. Must be fully capable of handling, installation and construction. Send resume and salary requirements to WMDD, Atlantic City, New Jersey, a Merv Griffin Group Station.

Maintenance engineer experienced. Immediate opening 5,000 watt station in Atlanta market. Excellent working conditions. Good future. Can advance to chief, WTJU, Box 967, East Point, Ga.

Chief Engineer—AM-Send resume to Box 396, Williamsport, Pennsylvania or call 717-322-6678. You'll like our city.

Opening for studio operations and maintenance technician. Apply to Henry Matthews, State University College, Oswego, New York 13126.

NEWS

Radio—TV news director needed by Midwest group owned WIX. Looking for young aggressive and well-organized. Good pay, means or number 2 man to become number 1. Send photo, audio tape and salary requirements to Box G-521, BROADCASTING.

Excellent opportunity for news—sports man with play—by—play ability. Good pay in small market with high sports interest. Box G-296, BROADCASTING.


Newman Northwest radio—TV operation in midwestern market. Join 8-man staff as reporter—writer. Some air work; excellent community background. Begin immediately. Send resume, samples and tape. Box G-329, BROADCASTING.

News Director, Number 1 station in city over 100,000. Above average salary for above average man. Call Frank Gunz, 728-506-9626, KMNS, Sioux City, Iowa.

Bright writer, accurate reporter wanted for news director's job in California's famous Napa Valley. Exceptional opportunity. Good pay, regular increases. Send resume, tape, photo. KXON, Napa, California.

September 1st openings, WCVL, Crawfordsville, Indiana, in news—announcing. Send resumes to Box G-317, BROADCASTING.

Immediate opening for good radio newsman. Congenial working conditions, fringe benefits, good market. Asian language background or some experience preferred. No reply. Send resume, references, Box G-325, BROADCASTING.

Producers—Announcer—Writer heavy on production—Must be versatile—Major southeastern market, top 40. Box G-391, BROADCASTING.

Director of women's program. Mid-west university educational radio station. On-air, sales and script services. Masters degree preferred, bachelor degree required. Will bring major market experience to medium market station. Send resume with inquiry. Write Box G-394, BROADCASTING.

Production—Programing, Others

Production—Programing, Others

If you have a deep crisp voice, . . . at least 6 years experience, your phone is now answered. PD position in one station market. Grouped hours good pay, . . . good radio men. Send tape and particulars to Box G-338, BROADCASTING.

Maryland station. Man with program and sales experience wants play—by—play, Box G-343, BROADCASTING.

Program director: Assume full responsibility including news, program, selling, newscast, management. Must be capable of handling job. Tape show experience desirable. No engineering. Permanent position with solid, growing organization.

Sales manager station in major New England market. Prefer young family man capable of excellent community image. Send tape, resume, references, Box G-388, BROADCASTING.

Bright, radio—wise Gal Friday with car for traffic/bookkeeping/receptionist in modern air-conditioned AM-FM station in 100,000 north-central college city. $350+ $100 per week, plus equal length snapshot to Box G-404, BROADCASTING.

FM type voice? Can you sell? See our ad under management, Box G-422, BROADCASTING.

Creative radio writer producer and station promotion director all in one man is wanted by a station in the heart of the city. Send complete details to Henry Clay, WWKF, BROADCASTING.

Women's director for 1/2 hour daily show and service your accounts. Good salary with highly professional full staff in beautiful Florida resort. Rush tape & resume to WCOA, Pensacola, Fla. 32502.

RADIO

Situations Wanted Management

Two or more stations? Group managerial position is my next step. General/Sales Manager, Senior Vice President, etc. Send resume on request. Know all phases. Let me help you. Box G-339, BROADCASTING.

Young aggressive, working N. C. broadcast executive planning change for solid reasons. Family, community minded, sober, college graduate, outstanding record, seven years same station, small market management. Strong sales and programming, administrating. Prefer Carolina area. Will trade usual reputation and record for genuine opportunity. Box G-336, BROADCASTING.

Need sales, sharp programming, community presence. Prefer general manager and owner know all phases medium or small market. Have many excellent references. Box G-371, BROADCASTING.

Ambitious sales manager, 51 years proven sales record looking for managers position. Know all phases of small, medium and large market. Family, references. Want permanent position. Box G-391, BROADCASTING.

Southeast sales manager/announcer seeking management, investment opportunity. Box G-375, BROADCASTING.

Strong on sales, community, relations program—Small market preferred. Box G-579, BROADCASTING.

Now station and sales manager—million market. Unusually successful sales background. Will take struggling station and make it number one. Best references. Box G-391, BROADCASTING.

General manager, Creative, outstanding personal sales, building, managing exceptional sales force. Formerly ZIV-TV, Programer. Promoter—Has the contacts to get a professional on board—write Box G-394, BROADCASTING.

Excellent salesman, seasoned manager, leaving own business to return to radio field. Available Jan 1 for sales management ship to large market station. Can handle small market to medium small market station. Excellent references from previous radio employer.

Extensive background in communications media and in community affairs. Responsible executive producer. Personal interview call Richard Noble, day: 724-5985 (302); night 730-1741 (302).

Sales

Experienced local salesman desires a sales position in the Baltimore—Washington, area. College graduate. Wants to remain in area for personal reasons. Box G-319, BROADCASTING.

Proven sales manager seeks challenging position in the southeast. East. Box G-346, BROADCASTING.

Age 23, Married. Experience 5 years radio business executive planning to move. Two children. Prefer Illinois or adjacent states. Able to perform all duties from copywriting to news. Box G-347, BROADCASTING.

Announcers

Sportscaster. 5 years experience all major sports. Television experience. Excellent production. Resides in Chicago. Family. Box G-36, BROADCASTING.

Washington State University graduate with two years MOR experience. Prefer northwest or west coast medium market. Third phase. Family. Wants to settle. Reserve office. Fnl Army, Fnl Viet Nam. Pleasant voice, friendly manner. Can sell a spot, can a format. Box G-245, BROADCASTING.

1st ticket; production; news; minimum hours, many years experience. Box G-285, BROADCASTING.

DJ third endorsed, graduate, top broadcast market. 10 months experience. Like top 40 hardrock or R & B. Prefer middle atmospheric, consider others. Box G-336, BROADCASTING.

Announcer: Young, experienced, draft free. Presently employed as news director, wants to relocate. Loves rock 'n roll. Box G-286, BROADCASTING.

Young aggressive top market contemporary radio personality. Proven ratings. College. . . . Experienced in news and music. Tape and resume on request. Box G-303, BROADCASTING.

Authoritative newscaster, announcer, DJ, will relocate. Personable, married. Box G-306, BROADCASTING.


Announcer DJ combo sales. Seven years commercial experience. Presently employed, would like to relocate. Cut all shows, remotes, interviews, live shows, etc. Family man, veteran, reliable. Third class endorsed license, A-1 references. Box G-346, BROADCASTING.

C/W air personality experienced. Copywriting, production, promotions. Professional country music background. Would consider career man. Box G-341, BROADCASTING.

Exp. Sports Dir. (AFTRA), PTA available. Can start in 2 wks. Box G-342, BROADCASTING.

Available "one fine" Jock for "one fine" station. 7 years experience. Married. Looking for "one fine" advancement. Box G-345, BROADCASTING.

First phone—Morning personality PD salesman. 5 years. Experience. Box G-337, BROADCASTING.

Chicago or Milwaukee area: Want weekend work: 4 years combo experience—previously employed. Box G-358, BROADCASTING.

1st phone Christian announcer looking for Christian station. Box G-336, BROADCASTING.


Beginner 23—draft—free—married—college—broadcast school graduate—work hard, know the business. Prefer Northern Michigan, Nevada, Be there ready to work Jan 1, 1968, or sooner. Box G-339, BROADCASTING.

Female 3rd endorsed, recent grad, know music, some experience. Prefer announcing, girl Friday. Box G-386, BROADCASTING.

112 BROADCASTING, July 31, 1967
Annuances—(conf’d)

Dependable pro trained DJ, Tight board. Chris, Spring Combi. Contact. Box G-385, BROADCASTING.

Beginning broadcaster with MA in journalism, 3 yrs. experience, and 8 mo. experience in Radio. School wants chance to begin career. I am 25, married draft exempt, and will work to prove an asset to your station. Box G-387, BROADCASTING.

First phoned heavy deep voiced. . . . Up teaming is very personable managing top 40 professional looking for an adult oriented program. Current location 50 market. Currently employed: In a top 20 market. No hurry. Box G-382, BROADCASTING.

Sportscaster, doing professional baseball, is available September 15th. Experienced. Plays ball sports. Family, 1st ticket. Box G-665, BROADCASTING.


Bite jockey, announcer, experienced, authority, newsreader, tight board, personable. Family man. Desires sales. Box G-414, BROADCASTING.

Young lively hard working DJ. Looking for top 40 position. Strong production and experienced in Radio and TV. Box G-415, BROADCASTING.


Dynamic talk personality. Experienced pro, adult format show. Also does sensational sports telephone board. Gary Crowder, C. E. WADK radio, Newport, R. I. 02840 (401-846-1560). Manager very interested. Box G-300, BROADCASTING.

Engineer air personality with twelve years experience must move West to drier climate—prefer Southern California, Arizona, Nevada, New Mexico or Utah. During past four years have been serving as New England’s brightest morning personality and most energetic first class engineer. Available after October. Call or Write WADK radio, Newport, R.I. 02840.


Excellent opportunity for mature, handsome, experienced sportscaster at this midwest station. Send resume to Box G-304, BROADCASTING.

Excellent salesman—TV. Baltimore’s newest station. Write or Call Ralph Davis, WMZT-TV, Baltimore. 542-1021.

ANNOUNCERS

TV Sports Director. Could be an announcer with keen sports interest and professional TV experience. No experience by-play. Excellent opportunity for mature, handsome, experienced sportscaster at this midwest station. Send video play-by-play tape to Box G-304, BROADCASTING.

ANNOUNCERS

Apply today for this opportunity for a major market station needs two qualified TV salesmen because of promotion. In strict confidence. Applications being considered now! Write Box G-400, BROADCASTING.

Experienced salesman—TV. Baltimore’s newest station. Write or Call Ralph Davis, WMZT-TV, Baltimore. 542-1021.

TELEVISION—Help Wanted

SALES

Good sales positions open up once in a great while. Major market station needs two qualified TV salesmen because of promotion. In strict confidence. Applications being considered now! Write Box G-400, BROADCASTING.

Television engineer for studio maintenance of top 50 VHF full color station located in Northeast. Permanent position in group operation with above average working conditions, salary and benefits, fringe. Salary commensurate with experience and all replies are confidential. Box G-178, BROADCASTING.

Technical

First phone experienced AM transmitter operation and maintenance, no announcing. Box G-354, BROADCASTING.

Renergie problem solver wants and will produce increased quality and reliability. Has been called chief engineer twice, now want to be manager. Married, AM directional FM, automation, remote equipment. Box G-354, BROADCASTING.

Virginia chief engineer seeks fresh air rural good pop station, that needs rebuilding. Equipment, business, house rented, no tobacco advertised, make own 46 hours, 5 days, be department boss. Box G-356, BROADCASTING.

Announcer. Chief engineer news experienced. $150, B-726-5414.

ANNUAL TOURNAMENT OF CHAMPIONS

BROADCOM CIRCUITS—ANNOUNCERS

EXPERIENCED NEWSMAN SEeks NEWSMANDED STATION

Willing to relocate immediately. Larry Moniz, 337 Farm St., New Bedford, Mass.

Production—Programming, Others

DJ, Negro, production minded, 3rd phone. Some performance. Graduate. Box G-166, BROADCASTING.

Bright morning personality. Diligent Program Director. Professional announce experience. Box G-269, BROADCASTING.

Music programming ace, production minded DJ. MOR and TV experience. Married, want to relocate to West Coast. Box G-332, BROADCASTING.

I solve problems! First phone P. D. Any format. Box G-786, BROADCASTING.

TELEVISION—Help Wanted

NEWS

New Iowa UHF station, CBS affiliate, needs News Bureau with local news capability. Excellent opportunity for man wishing to better himself. Box G-389, BROADCASTING.

Are you the number two or three man in a large TV News Department? This is an opportunity to head your own News Department in a secondary VHF station. To help place emphasis on news? You must be qualified to set up a news operation and run it with strong management backing. If you are qualified, send your resume, requirements, phone, tape, and resume to Box G-306, BROADCASTING.

We are expanding our local news operation and must add another news writer to the staff. Only qualified experienced applicants will be considered. Send your letter, resume, and resume to Box G-306, BROADCASTING.

We need television news photographer by middle September. Knowledge through west, able to shoot silent and SOF and edit. Will train novice if he has basic photo camera. Equipment on hand and instruction to commence within a few weeks. Get in on the beginning. Call The Chief Engineer collect, 313-208-6011.

Production—Programming, Others

Directors needed for brand new well-equipped station in Southeast’s 21 market. Require with resume, qualifications and availability to Box G-220, BROADCASTING.

Florida seeking photographer. Creative, yet trained. Must be limited camera and quality footage. Thorough knowledge of equipment. Send resume and salary requirements. Box G-379, BROADCASTING.

Art Director position open at Florida station for imaginative artist with ambition. Opportunity to try new and exciting ideas in graphics and scene design. Experience important. Ability to originate more important. Send resume and salary requirements. Box G-322, BROADCASTING.

Writer-producer needed immediately. Must have knowledge of TV production. Group owns five stations in five markets. Box G-397, BROADCASTING.

Producer/director Midwest UHF station. With group operation. Heavy local sports remotes. Send resume and salary requirements. Box G-403, BROADCASTING.

Continuity Director, Midwest VHF Top Fifty Market. Must have experience and administrative ability. Solid future with growing corporation. Send resume to Box G-410, BROADCASTING.

BROADCASTING, July 31, 1967.
Production—Programming, Others

Continued

Art Director—station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a small market or a No. 5 man ready to move up. You will be given a stimulating creative challenge offered by this position. Send sample or call and resume to Box G-416, BROADCASTING.

TELEVISION

Situations Wanted

Management

Assistant Sales Manager—Major market station, with good combination of advertising agency UHI & WHP TV Sales representative and station experience seeks an experienced Sales Manager. Box G-351, BROADCASTING.

Formerly with superb ZTV Television sales, now radio sales manager. Box G-356, BROADCASTING.

Sales

TV Sales Manager, currently employed, 11 years experience in all phases of sales. Looking for position with greater challenge and opportunity for General Manager. Box G-318, BROADCASTING.

General Sales Manager seeking challenge. Features professional selling background. Successful record. Box G-337, BROADCASTING.

Seek to trade solid TV network background, for move into top position in major market. Box G-362, BROADCASTING.

Announcers

Children's encore—Producer, announcer, sales, new business. Available, now, Box H-167, BROADCASTING.

Radio TV announcer, weatherman, 30's, family, stable. Prefer south or west. Box G-257, BROADCASTING.

Announcer—articulate, mature, dependable, Box G-397, BROADCASTING.

Technical

Technician—five years TV, ten years radio experience. Two stations, seeks challenge lacking in present position. Stable background. Box G-230, BROADCASTING.

Production man, military, over, just finished college. 21 yrs major outlet. Seeking satisfying opportunities in production, programming and writing. Inventive, versatile, reliable. Resume. Box G-270, BROADCASTING.

Top notch radio engineer wants to get into TV engineering. Must have a chance for advancement, and I can't let the kids starve. Box G-344, BROADCASTING.

Dynamic cameraman, experienced in studio operation, presently studying for 1st class ticket. Seeks top position with fast growing organization. Box G-381, BROADCASTING.

Chief engineer—Desires relocation Southwest, Calif. or Fla. 18 yrs exp. TV & Microwave installation & maintenance, studio, comp. layout, etc. Box G-388, BROADCASTING.

NEWS

Top 15 News Director position wanted by Journalist, 32, a former reporter and news producer, with corporate, and Management experience. Box G-367, BROADCASTING.

Correspondent wants stringer assignments N.Y.C., Toronto. (212) 987-9888, Box G-176, BROADCASTING.

NEWS—(Cont'd)

Experienced broadcaster—reporter. Solid all around background. Employed. Box G-254, BROADCASTING.

Network newscaster, correspondent back from Middle East wants covering Televisi on assignment. Box G-306, BROADCASTING.

Young, experienced, R & TV newsmen seeks position in major market. Box G-307, BROADCASTING.

TV newsmen, 30, married, college degree. Dedicated journalist, presently employed in major market. Seeks new and greater challenge and responsibility. Box G-400, BROADCASTING.

Production—Programming, Others

Photographer assistant artist desires creative position with future. Box G-254, BROADCASTING.

Radio operations manager, 25, college degree. Now in Back East, wishes to move into Television Production. Box G-245, BROADCASTING.

Producer-director desires Production Manager position. Experience. Degree. Box G-456, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters, both FM and TV, RCA, Western Electric. Used Radio Supply Corp., 1124 Turbide St., Laredo, Texas 78040.


Wanted good used AM type approved one kilowatt transmitter for stand by. Please quote all information together with lowest price possible. Box G-271, BROADCASTING

Wanted: Used self-supporting tower, 350' or greater, with wind loading 40#. To carry 8 bay HFC or equal antenna on top pole with 3/8" coax; 2.5 GHz omnidirectional equal to TACO EOA-2523 with 1% flexible line. For Stand By Use. Please quote all specifications and price to Box G-237, BROADCASTING.

One KW GE or RCA UHF transmitter, 500 foot tower. Channel 19 filterplexor or other Harmonic filter. UHF transmission line. Contact KHR-LA, Corpus Christi, Texas.

Wanted: AM 1 kw antenna tuning unit in metal housing in working condition. Remote meter kit not required. Also needer tower light current transformer for remote metering. K. B. Beach, Jr. WALD, Box 833, Waverly, S. C. 29696.

FOR SALE—Equipment—(Cont'd)

Television radio transmitters, monitors, tubes, microphones, etc. Radio Electro Ind., 460 Columbus Ave., N.Y.C.

Tower lighting control unit—HF & LP LC-2555 contains flasher, alarm and control units, circuit breakers, auto transformer, ice detector and telephone circuits. New $100.00 each. R.S. Buoys & Wire Co., Willow and 24th Streets, Oakland, California. Phone 415 332-3327.

6 Bay RCA turnstile on channel 9, 6 bay RCA turnstile 1200 feet of 3/8 coax line with dual hangers. 2000 Megawatt microwave equipment. Box E-270, BROADCASTING.

Schafer automation 600, Six decks and Brain. Ampex One-1 machine unit $6,500 complete, KAPT, 212 High Street, N.E., Salem, Oregon.

FOR SALE—Equipment—(Cont'd)

Two modified RCA TK-468 color camera units in working condition. Exceptional value. Inspection invited. Box 18151, Tampa, Florida 33606, or phone area 813-224-4275.

ATC, cartridge tape playback...type F1300...These have also been modified and incorporate various electronics however, after a complete assembly they have converted to monitor TV pictures, and will be re-recorded. Closed caption system. ATC cartridge tape record amplifiers...type AB-109...$125.00.

Here are in top operating condition...Box G-347, BROADCASTING.


Large selection of good quality surplus equipment, including distribution amplifiers, power supplies, lamp, audio equipment, camera, etc., and many other items. For complete list, write Box G-363, BROADCASTING.

One RCA TK-468 color TV camera with view finder, power racks, control board, etc., master monitor $7,500.00. Condition good, needs only minute maintenance. Price $2,500. New Cohn color sync generator model 2472-523 with print lock and sync amplifier. Used, excellent. Assorted RCA type, 530 and WP-33 parabolic mirrors, 1200 to 1500 lbs, some 30mm TV projector for television in good condition, $1,000.00. Box 418, BROADCASTING.

Collins type 5TM-8, 8-ring top mounted FM antenna tuned to frequency of 29.2 mc. Spacing of condenser plates for 250 volts. Price $100. Box 148, BROADCASTING.

Miscellaneous


Deejays: 6000 classified gag lines. $5.00. Comedy catalog free, Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Call letter auto plates, studio banners, bumper strips, etc. Broadcast Services, Box 35, Owings Crossroads, Ala. 35580.


"365 Days of Laughter," a daily radio gag series...may be available in your market. Try a sample! $200 Box 3726 Merchandise Mart, Chicago.

Instant gag for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy Catalog;" Write: Show-Biz Comedy Service—733 East 56th St. Brooklyn, N.Y. 11229.

Compostive Week log analysis service-receives staff at renewal; provides sound management tool between renewals. Noyes, Moran & Company Inc., 808, Downers Grove, Ill. 60515. (312) 579-2552.


New ad-lists! First edition! Exciting! Different! $4.95. Send check to VinCon Enterprise, P. O. Box 26630, Denver, Colorado 80223.

INSTRUCTIONS

PCC License Preparation and/or Electronics Associate Degree training. Correspondence courses. Send your address to Hollywood, Calif., and Washington, D.C. For information write Grantham School of Electrons, Desk T-1. Box N Western Ave., Hollywood, Calif. 90027.
INSTRUCTIONS—(Cont'd)

Elkins is the nation's largest and most reputable school in Radio Broadcasting. Complete course in six weeks. Fully approved for Veterans Training. Write Elkins Institute, 3505 Inwood Road, Dallas, Texas 75235.


Announcing, programming, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified vocational teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KICR. Fully approved for Veteran's training. Elkins Institute, 3505 Inwood Road, Dallas, Texas 75235.

The Masters Elkins Radio License School of Atlanta, offers the highest success rate of all first class radio schools. Elkins offers—only a few more seats left this year. Fully approved for Veteran Training. Elkins Radio License School of Atlanta, 1330 Spring Street, Atlanta, Georgia 30317.


Since 1946, Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 1967, January 1968 (further approvals expected) and reservations. Write William B, Ogden Radio Operations School, 317 East Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute. REI is #1 in service, reliability, training—lowest button—highest reliability of all five (5) week schools plus a first class license in five (5) weeks, Tuition $395, Rooms and apartments $10-15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Sept., Oct., Nov. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.


Be sure to write, BROADCASTING INSTITUTE, Box 6951, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing, Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact: Announcing Training Studios, 25 W. 43rd Street, New York, N. Y. 10036.


First phone in six to twelve weeks through taped recorded lectures at home plus one week in person instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proving results. 85%. Write Bob Johnson Radio License Instruction, 10026 Duncan Place, Manhattan Beach, Calif. 90266.

INSTRUCTIONS—(Cont'd)

We train broadcasters . . . The Don Martin School (America's foremost School of Broadcasting. Established in 1927) offers training in FCC 1st Class License preparation. Radio & TV announcing, covering news, sports, commercials, narrative & descriptive reading and languages. Radio production utilizing RCA Gates & Collins consoles with production problems of all types. DJ formats, Script & commercial writing and producing, Sales & Station Management. Television production including camera operation, floor management, Production & Tech, Directing, 16MM filming, video taping, audio, lighting, and makeup. All courses are approved for Veteran Training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1336 No. Cherokee, Hollywood, Calif. Hollywood 2-3821

RADIO

Help Wanted—Management

SALES MANAGER

New England competitive market needs sales manager to change established profitable middle of the road station to a more profitable format, to personify all regional and top local clients and superiors. Write full details to:

Box G-225, Broadcasting

Career Boxed In?

If you are the behind-the-scenes sparkplug who makes your radio operation swing and who also has local sales ideas, we want to hear from you. Immediate opportunity at prestige southeastern station for number 2 man in a major radio market who is now ready for top management opportunity and full responsibility. Salary commensurate with qualifications.

Box G-396, Broadcasting

Announcements—(cont'd)

TOP 40 JOCKS
15 to $18,000
We are looking for 7 pros. If you have the voice, creativity and stability . . . CALL:

Jerry Jackson
Nationwide Broadcast Personnel Consultants 312-337-5318

SALES MANAGER

Unusual Opportunity

Grow with top management. Experienced competitor man can grow with us. Dominant N. Y. City station with adult appeal. Send complete resume to: Joe Kendall, Gen. Mgr. Box 47, Aberdeen, Washington 98520

Radio Program Manager


Box G-363, Broadcasting

RARE OPPORTUNITY

Excellent position open now for experienced promotion and production minded, modified Top 40 DJ. Rush air check, resume and references to Operations Manager, WAMS, Wilmington, Delaware.

IF YOU'RE THE BEST

production man in town . . . If you're creative in a modern, hip sense . . . If you handle machines like you're Captain Ampex . . . And, most of all, you don't produce and feel, as we do, that it's practically an art form—let's hear from you. Send your resume and a tape (preferably containing material you've written as well as produced) to Box G-419, Broadcasting. We are a young, rapidly-expanding production firm in New York City, and although if it's true that the opportunity is un-limited?

WANTED NOW!

Distinctive, modern, radio air personality. Start at five-figure salary and grow with us. You know about us now we want to hear about you. Air check and resume to:

Box G-246, Broadcasting

PERSONALITIES

If you can be No. 1 in a highly competitive market without playing rock, and you want to make more than $20,000 a year, send tape, resume and rating story immediately to:

Box G-309, Broadcasting

Situations Wanted

Production—Programming, Others

Big Time

Small time, daytime, anytime . . . Make me your first investment towards success, Program manager & Morning man 10 years on top . . . 1 year contract.

Box G-587, Broadcasting

SALESMAN WANTED

RARE OPPORTUNITY

The E-B Station, New York City, is seeking a top salesman to handle the finest and most complete sales facilities in the country. High commissions are available, plus a supreme opportunity for advancement and recognition. Qualified candidates are urged to write: The E-B Station, 1150 Avenue of the Americas, New York, N.Y. 10036.
TELEVISION—Help Wanted

Technical

OVERSEAS ASSIGNMENT FOR MICROWAVE ENGINEER

International television organization seeking qualified microwave engineers. Minimum of 5 years experience including solid-state and multi-hop systems.

Professional challenge with growth opportunity; overseas advantages and benefits as well as congenial associates.

Box G-421, Broadcasting.

NEWS

TV NEWSMAN

Midwest, capital city, regional network affiliate needs top reporter and on-the-air man thoroughly familiar with all gathering and air functions. Must be able to shoot own film. Top opportunity for right man. Call Jack Hawkins, 217-528-0465.

TELEVISION

Situations Wanted—Announcers

RADIO-TV SPORTSCASTER

17 years experience doing play-by-play for football, basketball and baseball games. Coverage from high school and college to Pro. Looking for metropolitan market. Currently making $15,000 a year in medium market. Cooperative, aggressive and family man with excellent references.

Box G-360, Broadcasting.

Technical

CATV CONSULTANT

Now accepting limited assignments in Northern California and Western Nevada in CATV engineering, system design and franchise-management areas. Seven years experience, many references. Currently maintaining five systems, including four solid state, 12 chain.

R. B. Cooper & Associates 3918 East Pico Blvd., Los Angeles 90036 (213-234-9798)

MISCELLANEOUS

CATV/EVT PROGRAMING

Now available thru new low cost video taping program. No capital investment required for programming, equipment, installation and complete maintenance contract VIDEO LAB.

Box G-407, Broadcasting.

FOR SALE—Equipment

BURDEN ASSOCIATES

FOR SALE—Equipment For The Broadcast Industry

DESIGN—CONSULTATION

SALES ENGINEERING—INSTALLATION

942 Lexington Ave., Mt. Kisco, N. Y. 10549
(914-666-3730)

BUSINESS OPPORTUNITY

HAVE YOUR CAKE AND EAT IT TOO

America's oldest Country Music broadcasting organization is expanding. We've got over 20 years experience, proven track record, top management personnel in all departments plus one of the nation's hottest, swinging C&W AM/FM facilities.

Whether you have AM, FM, TV or CATV property... Whether you want to liquidate with maximum tax advantages, grow despite a lack of ready cash or strengthen your present operation while, at the same time, diversifying your holdings... We welcome your invitation to discuss a stock merger with us. Confidentially, of course.

Box G-401, Broadcasting.

WANTED TO BUY—Stations

MISSISSIPPI TO ROCKIES

South Dakota to Oklahoma. 1 or 2 station market. Mid-States Radio, 1535 West Lynn, Wichita, Kansas 67212 Phone 942-0645.

FOR SALE—Stations

RADIO STATION FOR SALE

In Arizona. Full-time, NBC affiliate; exclusive market. Low day, 250 night. Extremely attractive terms can be arranged. Telephone 602-425-4971.

Confidential Listings

R R A DIO — T V — F M N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028-2149
BROKERS-CONSULTANTS

For Sale

Ariz. small fulltime $115M nego.
Ga. small daytime $67M terms.
Fla. medium daytime 150M SOLD
N.E. suburban daytime 150M nego.
West AM&TV profitable 525M terms

Chapman Associates

3048 Peachtree, Atlanta, Ga. 30305

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y. 10019

FOR SALE—Stations

(Continued from page 109)

supervisor and owner of farm. Mrs. Fritts is 66% stockholder, director, treasurer and secretary of WNSA and is licensee and operator of farm, Action July 15.

KAFE-AM-FM Santa Fe, N. M.—Broadcast Bureau granted assignment of license from Guy Christian to Guy Christian and Relmarne R. Gonzales. Radio for $35,000. Principals: Gv Christian (100% before, 51% after) and Relmarne R. Gonzales (none before, 49% after). Mr. Christian has 97.5% interest in KKAN Phillipburg, N. J. and interest in KFOT Flagstaff, Ariz. Mr. Gonzales has interests in school and art gallery. Action July 15.

WNAX Yankton, S. D.—Broadcast Bureau granted assignment of license from Midwest, capital city, regional network affiliate needs top reporter and on-the-air man thoroughly familiar with all gathering and air functions. Must be able to shoot own film. Top opportunity for right man. Call Jack Hawkins, 217-528-0465.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through July 26. 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.

Riverside, Calif.—Riverside Cable Corp. has applied for a franchise. Louis L. Lemieux, vice president of the firm, said the system would provide 10 channels and four FM channels.

Marana, Ariz.—H&B American Corp. has been granted a franchise in the name of Marana Junior High School. H & B Communications Corp. (multiple CATV owner). It is reported that the Marana system will serve 1,200 subscribers.

Sandoval, N. M.—Able Cable Inc. has been granted a franchise. The town is guaranteed 5% of gross revenues.

Elmwood Park, Harwood Heights and West Allis, Ill.—Lerner Communications, a subsidiary of Lerner Home Newspapers Inc., has applied for franchises.

Franklin, Mass.—National Cable Vision has applied for a franchise. The town is guaranteed 3% of gross revenue and monthly fees would be $15 and $45, respectively.

Malden, Mass.—Conant Broadcasting Co. and Latin Broadcasting Co. have each applied for a franchise.

Oyster Bay, N. Y.—Inter-County Television Enterprise has been granted a franchise. The system will offer 12 channels for the installation and monthly fees of $15 and $5, respectively.

Van Wert, Ohio.—United Transmission Inc. (multiple CATV owner). Has been granted a 10-year, nonexclusive franchise. Nine commercial, two educational channels and weather channel will be provided for installation and monthly fees of $10 and $45, respectively.

West Lafayette, Ohio.—West Lafayette TV Cable Inc. has been granted a 20-year franchise.

Aspleywall, Elna and Shapburg, all Pennsylvania—Shows Inc. has applied for a franchise.

Bothell, Wash. — Total Telecast Inc. (multiple CATV owner) has been granted a franchise.

Watts, Wis.—Roger Turnmire of Soldiers Grove has obtained franchise. He is also applying for a franchise in Viroqua, Wis.

BROADCASTING, July 31, 1967
Defining Lucy: the realist who really cares

Watch her over the years at the Desilu's annual get-togethers for shareholders. This was never really her scene. But when she bought out ex-husband Desi Arnaz in 1962, her role was cast. The chief executive presides at shareholders' meetings. There must be a blue book on Wall Street that says so.

Yet despite making it in the business world at the highest level, she's never been comfortable in the part. The questions would come from the shareholders and she'd field them in humanistic, more than business, terms. The Grandma Moses of high finance is what Lucy really is. She's a primitive, but because she's also Lucy of uncanny intuition, spreading empathy without really trying, and she's also remarkably effective.

WEEK'S PROFILE


During the meetings she turns the controls over to Milton J. (Mickey) Rudin, her unpretentious, but whip-sharp, shotgun-sound attorney. Lucy, whom so many depend on for so many things, herself leans heavily on Mickey Rudin for business advice.

One of the responsibilities that has been bugging her is Desilu's long-time debt, most recently totaling $5.6 million, with some notes running until 1982. Then, too, Mickey Rudin and others in the company warned her that the day of the independent in TV production is in the twilight zone and ready for the night. They say it all at Canter's Fairfax restaurant: You gotta have a rabbi. You can't face the networks and buck the major studios alone.

Lucy wasn't easy to convince. She wanted to protect her people, didn't want them swallowed and spit out by some insatiable corporate monolith. But Hollywood is in profound transition and Lucy was never one to miss the bus. Last February, she agreed that Gulf & Western, a power on the rise and already in possession of Paramount Pictures, would acquire the net assets of Desilu in an exchange of stock. For Lucy, still paying off the more than $2 million it cost to buy out Desi Arnaz, the acquisition personally can mean as much as $10 million.

After the merger — a couple of weeks ago, the shareholders, who always made Lucy a little uneasy, voted overwhelmingly for the merger. Now only the final papers wait to be signed.

Then what? Nobody is really saying yet. But it appears that Desilu will somehow combine with Paramount Television Productions and operate as a TV film-making arm in the Gulf & Western family. John Reynolds, former head of CBS-TV, who now runs Paramount TV, probably will continue as president, with Lucy possibly becoming chairlady of the board.

Any way it works out, it's likely that a good deal of the struggling is over for the once-stage-struck 15-year-old from Jamestown, N. Y., who persisted her way to the top. Her success story is almost folklore by now: chorus cutie and smart-alecky career-girl roles, marriage to mercurial Desi Arnaz, the historic I Love Lucy series, the birth of her own son synchronized with the birth of her TV baby in 1951, sale of the series to CBS-TV for $4.3 million, purchase of RKO studios for more than $6 million, second marriage to comedian Gary Morton and the continuing high-flying performance of her second The Lucy Show series.

Maybe the simplest explanation for it all is that despite the somewhat hard defense mechanism of the star, Lucy always has cared and still does, and people know it.
Genuine ETV

TELEVISION has been identified, perhaps with some justification, as one of the many ingredients in the alienation of the ghetto dweller. According to this view, television has accentuated the resentments of the disadvantaged by delivering into the slum pictures of an outside world that is full of unattainable comforts and luxuries.

There can be no doubt that television does provide an unexcelled means of communication to the ghetto. Whatever the effect of the messages it contains, television has become a fixture of probably larger consequence to those immobilized by poverty and habit than to those of broader opportunity. For that very reason television ought to be put to expanded use in the intricate and painful job of re-claiming the people who have been cut off from orderly society by the racial riots of this summer.

A democratic society can function only if the overwhelming majority of its citizens respect the established practices of law and order. That respect is lacking now among an alarming number of this country's citizens. It is lacking because, at least in part, of ignorance of the processes of justice. To too many citizens law and order begin and end with a hated cop in a steel hat.

The question is how to persuade the ignorant of the virtues of orderly society. The answer is perform complex and must involve basic education over a generation or more as well as economic opportunities. But at least a small part of the answer might be had in the broadened use of television to demonstrate that justice operates to punish the guilty and protect the innocent, no matter how violent the engagements in the streets.

In the aftermath of dreadful riots there will be arrests and criminal trials. Are we suggesting television coverage of the court procedures? We are indeed. How better to educate the uneducated in the processes of justice?

The law—all of it, police, prosecutors, defense attorneys and the courts—needs to be understood before it is respected. Last week in Detroit, in Cambridge, in Grand Rapids, in cities throughout the land, it wasn't understood very well.

End of the road

BIG as it is, there's much more involved than a $2.7 billion merger in the litigation initiated by the Department of Justice to prevent the fusion of ABC and ITT.

A decision supporting the Antitrust Division could freeze a hitherto free marketplace in the trading of substantial broadcast interests and probably would make it impossible for a big company to enter broadcasting through acquisition of existing licenses.

If the Antitrust Division's theory prevails, it would in fact become a super licensing authority because no important transfer of licenses could be effectuated without its prior acquiescence.

The Antitrust Division, as its title clearly denotes, is under mandate to prevent growth of monopoly power. This is not at issue in ABC-ITT.

The FCC was created by Congress to administer a law that has the "public interest" as its touchstone. An FCC majority found not once, but twice, that the ABC-ITT merger was in the public interest.

ABC isn't in imminent danger of going under during the pendency of the case. Admittedly it faces a tougher assignment, not only because of a tight money market but because its executives, preoccupied as intervenors, will not be able to devote their full energies to the intensely competitive battle for leadership in the new season.

Neither ITT, constantly on the merger-acquisition trail, nor ABC, which has demonstrated remarkable staying power with restricted resources, has lost its ardor for the merger. It is hoped that they will remain resolute.

Certainly the FCC majority, with its authority challenged by the Antitrust Division and its integrity questioned by its own minority, cannot afford anything less than all-out resistance. It is the fight of its life.

The show's the thing

FOR too many years FM was more a cult than a medium of communication. Too many of its early advocates thought of it as something inherently superior to AM because it used different frequencies and methods of transmission. Not enough recognized that the content of their broadcasts would determine their fate.

All that is changing now, as the extensive examination beginning on page 55 clearly demonstrates. FM's are entering the competition for the public ear by the means that count—innovation and experimentation in programing. To be sure, there are some technical advantages that FM enjoys, but these by themselves have not been inducement enough to create the audience that FM must have if it is to move into major contention among media.

Programing sold all those AM sets. It's now selling FM's.

One for the couch

THE surgeon general has decreed that cigarette smoking is injurious, the Federal Trade Commission wants to inhibit cigarette advertising, the FCC demands that stations carry cigarette commercials negate them by carrying warnings that cigarettes can kill, and... but wait a minute.

The Department of Agriculture has just concluded a referendum among growers of cigarette tobacco as a necessary legality in its program of price supports. The farmers approved an acreage-poundage control system that enables the government to prop up their revenue.

There's something schizoid about a government that subsidizes the cultivation of tobacco and then wants to suppress its sale. Or is that another extension of the fairness doctrine?

Drawn for Broadcasting by Sid Hix

"Don't mind Polly... She's been watching television."
eyes over read?

Put down that book on salesmanship you just can't put down. Take a moment for KPRC-TV. KPRC relieves, refreshes weary sales caused by too much reading. That goes for reading this ad.

The end.

the next best thing to salesmen for your sales.
KITTY WELLS
America's Queen of Country Music
Weekly Half-hour Show in Color

SONNY JAMES
The Southern Gentleman...
Every Release a National Hit
Weekly Half-hour Show in Color

FERLIN HUSKY
Mr. Showman—And the Husky Puppies
Weekly Half-hour Show in Color

The Homesteaders
Internationally Known Singing Group
Weekly Half-hour Show in Color

PILOT TAPES NOW AVAILABLE
IN YOUR ZONE... FALL PROGRAMS

SOURCE TV Productions
Please have Source representative call at earliest convenience... with pilot film.

Name
Address
Telephone
Company
Station Call Letters