Spot-TV buying will be easy with TVB's new System of Spot. p31
Public Broadcasting Act hurdles House barrier by 265-91 vote. p42
CBS Radio to begin building advertiser-oriented network. p52
Hyde views fairness as conscience; doctrine takes new twist. p76

How to draw an audience.

And draw every daytime advertiser’s dream audience — young women during their spending years, eighteen through thirty-four. Nielsen Audience Composition estimates (Nov. 1962 – Nov. 1965) reported that Hazel, during its network run, had a solid thirty-four percent share of these women. Complete your programming picture with Hazel: one hundred fifty-four half-hour episodes, one hundred twenty in full color. Available exclusively through Screen Gems.

Data subject to qualifications published by the ratings service.
Your man in London.

English TV personality
Michael Smee brings you London Line—
a bold new weekly TV program
in color. Michael Smee on location
or direct from his London studio,
interviews and reports on
personalities, fashion, sport,
theatre, movies, sciences, politics—
all that's current, different
and exciting in Britain.

Your man in London is
Michael Smee. Oxford graduate and
world traveler, Michael Smee
has written, produced, directed,
narrated and appeared in scores
of programs for radio and television,
in Britain and overseas.
In his studio, or out and about in
London, he chats with people with
different views, interests, jobs and
hobbies. The people in Britain who
are making news around the world.

For stories outside London, a
mobile young team of reporters and
cameramen scoop up sights and
sounds from every corner of Britain.
These stories are then relayed to
the London Line studio where
Michael Smee acts as anchorman.
London Line is your direct trans-
atlantic link with Britain—a colorful,
lively way of adding variety to your
programming.
Book London Line and spend a
quarter-hour each week with your
man in London—Michael Smee.

For more information write:
London Line,
845 Third Avenue,
New York, New York 10022

LONDON LINE
TV: The New Course of Channel 5

10 P.M. News Program Does Well in Ratings

By JACK GOULD

NEW YORKERS whose intellectual exuberance starts to sag after mid-evening have a chance these days to keep up with the day's news before surrendering to their cup of warm milk. As part of a larger pursuit of a distinctive character in the competitive New York television market, WNEW (Channel 5) has been offering Bill Jorgensen's thoroughly professional news summary at 10 o'clock, a full hour ahead of its commercial rivals.

After a very shaky start late last winter, Mr. Jorgensen's 30-minute program has been catching on handomely in the competitive local ratings, and some trend setters suspect that he will continue to do well after the networks unveil their fall deluge of new programs. Part of the reason for WNEW-TV's success is Mr. Jorgensen's durably pleasing style and demeanor: He suggests authority without affectation.

But the WNEW program, under John Corporon, news director, and Ted Ravenau, producer, also is crisply done and generally reflects sound editorial judgment. For an independent station, which has traditionally exhibited an inferiority complex for all to see, the Jorgensen outing is easily on a parity with similar efforts of local network affiliates.

Lawrence P. Fraiberg, vice president and general manager of WNEW-TV, readily concedes that a number of random metropolitan sleepy heads have expressed pleasure over a 10 o'clock news summary. They evidently appreciate an informed retirement before most stations present their crisis compilations and exhaustively analyze the jet stream, a nightly exercise that threatens to be the undoing of all recent progress in meteorology.

But Mr. Fraiberg notes in the same breath that it would be premature to suggest that New York is at heart a 10:30 town. WNEW's Alan Burke, the piece of sandpaper wired for sound, has a following equal in numbers to that of the Jorgensen news show and, in his abrasive confrontations with members of his studio audience and guests, is apparently a major deterrent to turning off the bed lamp.

Actually, what Mr. Fraiberg is doing may transcend the individual significance of the Messrs. Jorgensen and Burke, and even that of the gentleman who helped build an audience for both of them, the able Merv Griffin. Quite clearly, it would seem, WNEW-TV is breaking away from the usual reliance by independent stations on network leftovers and is charting a course designed to attract New Yorkers to Channel 5.

In Mr. Jorgensen's news program, on which Joe Glover intervenes with municipal officedom to resolve specific viewer complaints, and in the procession of old and young who bask in the camera's glow on the shows of Mr. Burke and David Susskind, WNEW-TV appears to be capitalizing on the unheralded appeal and unpredictability of John Doe as opposed to the usual unilateral mutterings of celebrities and authorities on the home screen. Channel 5 is getting to be a regular speakout for the average man, and the format is taking on the dimensions of a fad, particularly with young viewers who, as one example, appreciate the free-wheeling topicality and local pertinency of an otherwise labored Burke insult.

On a larger industry-wide plane, Mr. Fraiberg appears to have hit on the notion that traditionally late-night television can be fruitfully moved to mid-evening. To be sure, he will have his share of network reruns, but from 8:30 until closing time around 12:45 A.M. he will have his own schedule of unanticipated banter mixed with news. For viewers who, after suitable exposure, can unerringly forecast the outcome of most regular programs on the networks, WNEW-TV is striving to be a fountainhead of uncertainty and spontaneity.

How WNEW survives the rigors of winter competition remains to be seen. But the station does appear to be taking the initiative against the ominous shadow that is settling over all of TV.

The library of ready-made films is being steadily depleted, and the networks are paying sky-high prices to scoop up the good motion pictures that are left. Films of one vintage or another have been the backbone of a great deal of independent TV; now substitute fare must be found. The changes in WNEW-TV may be symptomatic of the continuing scramble that lies ahead for independents and groups of stations under common ownership to develop their own program resources.
THE NEW AFTERNOON LOOK FOR FALL

PASSWORD
3:30 - 4:00

MR. ED
4:00 - 4:30

GILLIGAN'S ISLAND
4:30 - 5:00

McHALE'S NAVY
5:00 - 5:30

The late afternoon Monday thru Friday line-up promises to be another winner for KRLD-TV in the nation's 12th ranked television market.

Continuing the pattern of established leadership, Channel 4 has selected programs of proven audience appeal to deliver the demographic requirements of your clients.

Contact your H-R representative for complete information and availabilities for a most efficient schedule.

represented nationally by The Dallas Times Herald Station

CLYDE W. REMBERT, President
Defense strategy

Amid growing concern over state governments that are looking avidly at advertising as source of new tax revenue, National Association of Broadcasters, National Newspaper Association and American Advertising Federation are planning New Orleans meeting in December to tell advertising and media representatives how to combat such moves. Tentative plans call for each organization to invite representatives from all states to briefing on legislative tactics in ad tax area.

Trying it for size

It wouldn't surprise top echelon at NBC if David C. Adams, senior executive vice president, went on what would amount to early "test retirement" at age 55 next June. Mr. Adams, who had planned early retirement, has been urged by his colleagues to try it out first—perhaps for nine months or year—and that's apparently what he will do. Before joining NBC in late 1947, Mr. Adams had been an FCC attorney (non-broadcast).

Shorter news deals

FCC has moved to shield stations from five-year contract AP and UPI normally insist on for newswire service. Commission, by 3-to-2 vote, adopted rule prohibiting stations from signing contracts of more than three years. Action is expected to be announced this week.

Commission initiated rulemaking in December 1964, after receiving scores of complaints from broadcasters about long-term wire-service contracts (Broadcasting, Dec. 7, 1964). Commission said then it was disturbed by impact of five-year contract on station's freedom of action in news programming. Favoring rule were Commissioners Robert E. Lee and Nicholas Johnston, with Commissioner Kenneth A. Cox concurring. Chairman Rosel H. Hyde and Commissioner Lee Loewinger dissented.

Accord in sight

Conference to iron out House-Senate differences in Public Broadcasting Act (see page 42) won't be as rough sledding as some on House side have predicted: speculate Senate ex-per. Meeting of House and Senate communications leaders will be delayed, however, due to week-to-10-day absence of Senator John O. Pastore (D-R. I.), Communications Subcommittee chairman, off to Europe on Joint Atomic Energy Committee business this week.

Search for way out

Major mystery is how FCC will dispose of its proposed rule to limit new ownership of top-50 market stations to three (no more than two of them VHF's). In view of commission's fifth waiver, last week, of policy designed to put those limits into effect pending action on rulemaking (see page 60), chances that proposal will be adopted in anything like present form are considered nil. But wiping proposal off books without trace would be difficult, politically. There is talk—and at present it's just that—that commission might simply require applicants for, say, third VHF in any top-50 market to make strong showing as to why acquisition would be in public interest; that in effect is what applicants seeking waiver of top-50 interim policy have been required to do.

At moment, Commissioner Lee Loewinger appears man most likely to be wooed by each side of split commission in disposing of matter. Although voting to grant every waiver requested, he has not completely turned his back on proposal to tighten up multiple ownership rules. Commission is not expected to get to case until Commissioner Robert T. Bartley returns from Geneva, in November.

Minicamera

Prototype of new Norelco portable color camera was quietly previewed for some broadcasters attending last week's Institute of Electrical and Electronics Engineers Group on Broadcasting symposium in Washington. Camera is said to weigh only 44 pounds including viewfinder. Production model would cost about $40,000 and could be operated by one man using harness. If Visual and Norelco are satisfied with reaction, camera may be major part of their equipment display at next spring's National Association of Broadcasters convention in Chicago.

Tickets by mail

Would-be third-class operators and their would-be station employers are on FCC assiduity gaining together. Problem has been rule barring operators from working without ticket—and operators' difficulty in getting to distant cities where FCC-conducted tests are held. Commission will consider, possibly this week, plan for provisional license operator could get through mail without test. License would be valid for one year, during which time operator would be able to make arrangements to take test for regular five-year ticket. Commission, which is continuing to study other approaches to problem, is acting largely at prodding of National Association of Broadcasters' Alvin H. King, director of state association liaison.

Twists in film

Reconciling TV production with movie interests still is major problem bugging Hollywood studios, but ingenious solutions keep coming up. Twentieth Century-Fox TV is taking two of its short-lived TV series and re-doing them for release in theatrical market. Segments from The Man Who Never Was and Blue Light are being telescoped into features called "Danger Has Two Faces" and "I Deal in Danger," respectively. Besides theatrical releases, these TV converts will be distributed as part of package of 11 movies Fox is using to reenter field of feature-film syndication to TV stations (see page 78).

Television arm of 20th Century-Fox has still other expansion plans in mind. Company will soon offer entertainment specials and documentaries for network or station exposure.

The color factor

Agency experts think that skillful use of color may be giving some TV shows unexpectedly good ratings and in long run may influence future programming. At one top agency in New York where computer helps predict audience shares, authorities say several shows have done better than their forecasts—and that their most obvious common characteristic is spectacular scenery. If hunch proves out, they foresee proliferation of all types of adventure programs set in colorful locales, and think variety shows, too, will pay closer attention to color uses.
IN PHILADELPHIA
CHARGE!
WITH
WIBBAGE

NO. 1 RADIO IN PHILADELPHIA

WIBBAGE personalities charge the air with the sound of vitality. Commercials take off in an exhilarating atmosphere — the music most people want to hear most. Philadelphians buy it... BIG!

PULSE APRIL-JUNE 1967
PHILADELPHIA 8-COUNTY METRO AREA
HOUSEHOLD SHARES • MONDAY-FRIDAY

6 AM-NOON 12 NOON-6 PM 6 PM-12 MID

Ask your Major Market Radio representative for the full story on the latest Pulse and Hooper.

WIBG·RADIO 99
A STORER STATION • Represented Nationally by Major Market Radio

CLEVELAND DETROIT LOS ANGELES MIAMI NEW YORK TOLEDO ATLANTA BOSTON CLEVELAND DETROIT MILWAUKEE TOLEDO
WJW WJBK KGBS WGBS WHN WSPD WAGA-TV WSBK-TV WJW-TV WJBK-TV WITI-TV WSPD-TV

All estimated and limited as shown in reports. Based on average audience estimates, Monday to Friday 6 AM to 12 PM, PULSE, April-June, 1967

6

BROADCASTING, September 25, 1967
WEEK IN BRIEF

Television Bureau of Advertising unveils new uniform, computer-based plan of spot-TV buying. Called System of Spot, process will standardize forms, cut paper work and costs; promises increased ease in buying. See...

SPOT BUYING EASY... 31

Despite some close calls, House approves Corp. for Public Broadcasting bill almost exactly as recommended by House Commerce Committee. However, conference committee settlement may be needed. See...

PASSES TV BILL... 42

Familiar ground is covered in St. Louis appellate court as NAB and AMST join FCC to argue against NCTA and seven cable companies that commission’s CATV rules are both reasonable and legal. See...

CATV JURISDICTION... 50

CBS Radio affiliates are alerted for network change at New York convention. Program experimentation heralds new era as CBS Radio attempts to emerge as “advertiser-oriented network” with growing profit picture. See...

CBS RADIO PLANS... 52

FCC approval of Kaiser acquisition of Cleveland UHF presages early death for top-50 multiple-ownership rule, say dissenting commissioners who object to fifth waiver of rule in Kaiser case. See...

RIP: OWNERSHIP RULE?... 54

Radio Advertising Bureau management conferences in Dallas and Atlanta draw record attendance as fresh ideas underline value of community-involvement projects, sales aids and consistent promotional efforts. See...

RAB MEETINGS... 56

EEN and NET announce Nov. 5 target date for interconnection between 17 eastern outlets to inaugurate first fulltime interstate network of noncommercial TV stations at initial cost of about $150,000. See...

NET NETWORK... 58

National Citizens’ Committee for Public Television chairman, Thomas Hoving, in finance study proposal suggests commercial TV advertisers might contribute “proper percentage” of their ad outlay to noncommercial TV. See...

WILL ADVERTISERS PAY?... 58

Comsat, Ford Foundation are at loggerheads over domestic satellite proposals because Ford wants public-TV financing set up in system. Comsat objects to making project “captive treasury” for public TV. See...

COMES UNDER ATTACK... 64

According to ad agencies, new TV season is predictable mixed bag of few hits, certain flops, strong ratings in movie timeslots. Question of ad success or failure of half-hour shows is raised again. See...

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Broadcasting

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Broadcasting

American Business Press, Inc.

Broadcasting, September 25, 1967

7
"THE ROMPER ROOM"—9:30-10 a.m., Monday through Friday . . . is the T. V. kindergarten. The motto is "Education is Fun." Makes learning like play, makes playing a way to learn, for Ch. 4 area pre-schoolers. "Miss Anne" takes her small-fry to far lands by film, pictures, and visual objects. She introduces them to policemen, firemen, and other community helpers. Teaches about animals, letters, numbers, good manners, health habits, and safety, with the help of "Mr. Do Bee." She can sell your product.

"MONTY'S RASCALS"—six times each week, Mon.-Fri., 4:45-5:30 p.m. and Sat. 7:30-8:00 a.m. Monty DuPuy, "Mr. Doghickey," and their participating live juvenile audiences (only ones in the market) entertain small children hilariously. Monty DuPuy entered broadcasting as a school boy, and is now a 20-year veteran of radio and TV. He also forecasts weather for the area, m.c.'s his own personality show daily 6-9:30 a.m. on WFBC-Radio, and is superb in radio and TV commercials live if wanted.

"TODAY IN THE PIEDMONT"—weekdays 9:00 a.m., color. The continuing story of Ch. 4 area life. Reflects the news, weather, public services, sports, art, music and literature . . . every facet of community life in Piedmont Carolinas, Ga. and Tenn. People are the daily beat of Andy Scott, a versatile 15-year broadcaster. With a B.A. in Radio-TV Arts, he produces folk music shows, documentaries and specials. Carol Yockey, with WFBC for 7 years, is a news editor, programmer and interviewer. She handles daily women's radio features, covers parades, sports, beauty pageants, etc.

POPULAR PERSONALITIES

"THE MERV GRIFFIN SHOW"—more popular now in color. Appears 5:00-6:00 p.m. weekdays . . . Family entertainment, with personalities from the areas of literature, sports, politics and show business; music, dancing, mimicry. And interviews by Merv, with the world's attractive people from the U. S. and elsewhere. Names like Prince Rainier, Sean Connery, John Wayne and Pablo Casals.

WIN AUDIENCES AND SALES FOR SPONSORS IN GREENVILLE - SPARTANBURG - ASHEVILLE AREA

Here are four grand shows (three locally produced and one syndicated) that have tremendous regional appeal to audiences ranging from toddlers and early-graders to adults of all ages. They are just four among many that are keeping Channel 4 on top in the Greenville-Spartanburg-Asheville market, embracing the prosperous Western Carolinas, North Ga., East Tenn., . . . a region abounding in industry, business, agriculture, and tourism. Get with us! Ask us or Avery-Knodel for rates, availabilities, and complete cooperation.

SOUTHEASTERN BROADCASTING CORPORATION
Greenville, South Carolina

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

WBIR-TV  WFBC-TV  WMAZ-TV
Represented Nationally by AVERY-KNODEL, INC.
Code is back at beginning

Code board's original recommendations reported
adopted by committee

Proposed changes in TV commercial time standards were said Friday (Sept. 22), after final deliberations of special code committee of National Association of Broadcasters, to be right back where they were four months ago.

Committee was reported to have approved, "with minor modifications," recommendations made by NAB TV code board in May to restructure standards on base of total nonprogram time and number of program interruptions. And also, among other things, to put new restrictions on billboards (BROADCASTING, May 22).

Committee was said to have rescinded action taken at its July 17 meeting raising number of permissible interruptions in one-hour prime-time programs to five. Thus prime-time interruption limit would remain at two per half-hour program and four per hour program, as recommended by code board in May. Recommendation for nonprime periods was four in any 30-minute period.

Status of new billboard recommendation was unclear because committee refused to reveal any of its proposals and unofficial accounts of decision on billboards were imprecise. Reports suggested, however, that committee may have retained proposal to restrict billboards to single and alternate sponsors but may have eased some of extra limitations advanced by committeeman Charles Tower of Corinthian Broadcasting and approved by committee in July.

Hush-Hush - Committee's time-standards recommendations may not be new but its decision to keep them secret seemed unprecedented. Plan was to keep lid on until NAB's TV board meets to pass on them Oct. 4 in New York. Official explanation was that they're only recommendations and it would be poor protocol to let TV board learn details elsewhere. This has not been standard practice in past, however, and observers speculated another reason might be hope of avoiding interim pressures, which lately have been pretty intense from both American Association of Advertising Agencies and Association of National Advertisers.

Special subcommittee of AAAA broadcast policy committee set up teams to visit NAB committee members personally to plead for more "practical" approach to standards and especially to fight billboard restrictions, and ANA followed up last week with supporting telegrams (CLOSED CIRCUIT, Sept. 18).

Reversion to code board's May recommendations would bear out predictions of TV board members that they ultimately would be adopted (if not strengthened). This forecast was made freely when TV board, meeting to consider them on June 28, decided they were "too big a lump to digest all at once" and appointed special committee to study and report back.

NAB, WTRF-TV attack

Banzhaf court filing

U. S. Circuit Court of Appeals in Washington has been asked to tell John F. Banzhaf III that he must be disqualified from race he ran to that court in legal battle over FCC ruling applying fairness doctrine to cigarette advertising.

National Association of Broadcasters and WTRF-TV Wheeling, W. Va., on Friday (Sept. 22) petitioned court to dismiss Mr. Banzhaf's petition for review of commission action.

NAB and WTRF-TV, which have filed appeal from ruling in fourth circuit court, in Richmond, Va., said theirs is "first timely and legally sufficient petition" for review of commission action. Accordingly they said, case belongs in fourth circuit.

Mr. Banzhaf had filed complaint which led to commission cigarette ruling on June 2. He filed petition for judicial review day after FCC on Sept. 8, announced it had denied petitions for reconsideration of that action but commission order was not released until Sept. 13.

NAB-WTRF-TV petition quotes Mr. Banzhaf as telling Council on Smoking and Health in New York Sept. 13 he had taken initiative to file case in D.C. court to block opponents from taking case to court which "they expect to be favorable."

NAB-WTRF-TV, however, said Mr. Banzhaf's appeal was filed prematurely (before FCC order was issued) and does not comply with court rules (copies of order involved were not filed).

No Extra Material - In related de-
WEEK'S HEADLINERS

Sherrill W. Taylor, VP for radio, National Association of Broadcasters, since 1964, named VP, affiliate relations of CBS Radio division, effective Oct. 2 (CLOSED CIRCUIT, Sept. 18). Mr. Taylor was introduced to affiliates at annual CBS Radio Affiliates Association convention in New York last week (see page 54). Mr. Taylor was with CBS from 1951 to 1956. He joined CBS in 1951 as director of sales promotion and advertising for Columbia Pacific Network and KNX Los Angeles. Later he was with CBS Radio Sales in New York and with CBS Radio network. He then moved to Radio Advertising Bureau in New York as VP and director of promotion and sales administration. In 1958 he became radio-TV group head at J. Walter Thompson Co. in Chicago, leaving agency in 1961 to become independent producer-packager of radio-TV programs in association with Burr Tillstrom and Jory Nodland.


Cox buys second TV production house

Cox Broadcasting Corp. expanded its role in TV production Friday (Sept. 22) with acquisition of Bing Crosby Productions Inc. Cox will take over control of BCP for $36,500 shares of CBC stock, which closed at 551/4 on Friday. Bing Crosby is chairman and principal stockholder of BCP.

Move is Cox's second in production field within year. Last December it acquired Walter Schwimmer Inc. for $2.75 million plus annual payments over five years (BROADCASTING, Dec. 19, 1966).

J. Leonard Reinsch, CBC president, said BCP would operate as Cox subsidiary and Basil Grillo, BCP president, and other top executives would stay on.

NABET strikes ABC after talks fold

Nationwide strike against ABC was called at 5:15 p.m. EDT Friday (Sept. 22) by National Association of Broadcast Employees and Technicians after union broke off negotiations with both ABC and NBC earlier that afternoon.

Union sources would give no reason for striking ABC initially but it was believed one factor was that network's scheduled coverage of four regional collegiate football games on Saturday (Sept. 23). NBC was set to telecast American Football League doubleheader Sunday (Sept. 24).

ABC continued its TV-radio operations with supervisory and other non-union personnel replacing NABET strikers.

Strike began at ABC after both networks and NABET had been holding session in New York since last Thursday. Mediation began following rejection by union's rank-and-file of "final" offers made by ABC and NBC (see page 57).

No Shifting * NABET statement said negotiations were broken off and strike at ABC called after both networks said they would continue negotiating only if items in offers they made "could be shifted around" without adding to cost of package.

ABC issued statement after strike started, saying that economic package it offered was identical to NBC's and that NABET presented six conditions to networks which both NBC and ABC said could not be met.

Among conditions laid down by NABET, it was learned, were insistence on four-day week; $275 minimum weekly base for experienced technicians (networks had offered $252 after three years); contract for two-and-one-half years instead of three years, and upgrading of certain engineering classifications.

CBS, NBC, ABC in 30-market Nielsen

CBS-TV led 30-market Nielsen report out Friday (Sept. 22). Nighttime (7:30-11) averages for week ended Sept. 17—first full week in which all networks programed new-season fare—were CBS—19.8; NBC—18.4; ABC—16.2.

Movies brought in big numbers for networks, two-partner "The Great Escape" on CBS (Sept. 14-15) being two highest rated programs, followed by "What a Way to Go!" on NBC (Sept. 16). Also in top 10: "Fun in Acapulco" on NBC (Sept. 12). New shows in top 20: CBS's Carol Burnett Show, ABC's Flying Nun, NBC's Jerry Lewis Show and Kraft Music Hall.


Bates backs TVB's new SOS spot buying plan

Television Bureau of Advertising's new "SOS" system for spot TV buying (see page 31) seemed to be off to promising start Friday (Sept. 22) when indication of strong support was given by official of Ted Bates & Co., biggest spot agency.

Sewall (Bud) Sawyer, Bates vice president and media director, attended TVB news conference announcing plan. He sketched dimensions of paper jungle currently surrounding spot buying and pointed out ways SOS would speed and ease spot-buying processes.

Afterward, in response to queries, he said he thought there would be "no question" about Bates wanting to be in on SOS from beginning.
Like To Check
MEASUREMENTS?

The WHEELING-STEUBENVILLE WTRF-TV
Market 'measures up' colorful, powerful and re-
sultful for your spot schedules. The Nielsen Color
TV Ownership estimate for Feb-Mar '67 credits
WTRF-TV with 179,212 Color TV Homes. Check
all of our market figures, they shape up and add
up lucratively for alert advertisers. See your Blair
Television man or contact Colorful Channel 7.
WTRF-TV (NBC) Wheeling, West Virginia
DATEBOOK

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

indicates first or revised listing.

SEPTEmBER

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

Sept. 24-27—Seventh annual conference of the Institute of Broadcasting Financial Management. Speakers include Vice President Hubert H. Humphrey and Walter W. Hebert, chairman of the President's Council of Economic Advisers from 1961 to 1964. Sheraton-Ritz hotel, Minneapolis.

Sept. 25-27—International electronics conference and exposition sponsored by Canadian region Institute of Electrical and Electronics Engineers. Automotive Blids, Exhibition Park, Toronto.


Sept. 28—Meeting of the Broadcasting Executives Club of New England. Too attraction will be television star Danny Thomas. Hotel Somerset, Boston.


Sept. 28-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of America, International Trade Fair Grounds, Osaka City, Japan. For information contact: EIA-J at Electronic Section, Japan Light Machinery Information Center, 437 Fifth Ave., New York.

Sept. 29—Deadline for comments on FCC proposed rulemaking that would establish new television service and programming standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (8 mc) shall be required; visual and audio power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interconnection to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

Sept. 29-30—Fall meeting of Utah Broadcasters Association. Speakers include Vincent Wastlewaki, NAB president, Provo.


OCTOBER


Oct. 2-3—Annual fall meeting of the New Jersey Broadcasters Association. Speakers include Joel Chasman, vice president for radio, Westinghouse Broadcasting Co.; communications attorney W. Theodore Pierson of Pierson, Ball & Dowd, and Howard Mandell, vice president for research, National Association of Broadcasters. Cherry Hill Inn, Camden.

Oct. 2-4—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211. Ext. 343.

Oct. 3—Deadline for reply comments on FCC proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.


Oct. 11-12—Indiana Broadcasters Association convention. Vincent Wastlewaki, National Association of Broadcasters, who be

BROADCASTING, September 25, 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.

K-Que1 Number 1 FM in Houston, with over 1/2 million watts of vertical and horizontal power of wonderful stereo . . . with twice the pleasure. 24 Hours.

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

For Complete Information

THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

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

In Houston call Dave Morris JA 3-2581
Here's why producers choose Miami - and WTVJ - for color videotaping

Miami is the nation's Number 3 network television production center, and WTVJ is the hub of the activity. The great weather, the wide selection of indoor and outdoor locations, the skilled technicians and production personnel available, and the lower cost factor make the Miami area most attractive for producers of both programs and commercials.

Since our airdate in 1949, WTVJ's mobile units have been on the road almost every week, accumulating a massive record of remote production experience. It's a record which matches our studio crews' experience, and not many crews anywhere, inside or outside, can do that. (Live color television was introduced to the state by WTVJ in 1956.)

If you have a tight budget, a hot deadline, or a tough production problem, come on down to WTVJ, Miami. Like to know more? Write to Joe Kline, Director of Technical Operations, WTVJ, 316 North Miami Ave., Miami, Fla. 33128, and ask for our videotape brochure.

WTVJ STUDIO SERVICES AND FACILITIES:
Plumbicon 68 x 100-ft. studio with complete Kliegl lighting, 3 GE PE-250 4-tube color cameras; 4 high-band color VTR machines, 2 modern color film chains with 4 film and 2 slide inputs, plus an ultra-modern audio system encompassing a completely new philosophy of audio distribution and cross-bar switching; a Riker Video Switcher with related special electronic effects, inserts, matting, and wipes; Editec electronic editor, permitting clean and easy editing of recorded videotapes, and a 4-track audio system which permits dubbing up to three separate audio tracks plus a control track for VTR synchronization.

WTVJ REMOTE SERVICES AND FACILITIES:
The main unit is contained in a 34-ft. semitrailer configuration with a demountable 6 x 12-ft. "Florida Room" which accommodates the remote operating staff as well as agency and network visitors. The unit currently is equipped with 5 Norelco Plumbicon color cameras and related power supply, camera controls and testing gear, Production control includes a Riker switcher with 18 video inputs and video special effects. Complete audio gear includes GE and Altec tape recording equipment, and mixing facilities for up to 40 microphones. The second unit is a 30-ft. converted Greyhound bus housing two high-band Ampex videotape recording units, a visual video switcher and a frequency stabilized 25 KVA power generator.

Only the sunshine covers South Florida better than WTVJ
ALL EYES ARE ON AVCO BROADCASTING

300,000 WOMEN LOVE HIM!

Meet Bob Braun, new host of Avco Broadcasting’s “50-50 Club,” a 21 year entertainment tradition in WLW-land. He's handsome, talented—no wonder he’s a winner.

The program’s first ratings with Bob as host were phenomenal! In Cincinnati, Dayton and Columbus the show leads in ratings, total homes share, adults, women, and women 18-49. It’s a close 2nd in all categories in Indianapolis. That’s less than $2.00 CPM.*

What’s more, that’s sales for “50-50 Club” sponsors such as: Procter & Gamble, Miami Margarine, Kahns, Serta, Nabisco, Kellogg, Folgers, Bristol-Myers, Toni, Sears, Colgate, Standard Brands, General Electric, Schick and Culligan.

Ask your BCG man for all of the facts on the Midwest’s best noontime buy.

AVCO BROADCASTING CORPORATION


*NSI Feb./Mar. 1967 Cincinnati, Columbus, Dayton and Indianapolis. Based on service indicated and subject to qualifications of service. Available on request.
**FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU**

Sept. 27-28—White Plains hotel, White Plains, N.Y.

Oct. 16-17—The Dearborn Inn, Detroit

Oct. 19-20—O’Hare Inn, Chicago

Oct. 23-24—Hyatt House, San Francisco

main speaker. Sheraton hotel, French Lick, Ind.

Oct. 12—Thirteenth Wisconsin FM station clinic sponsored by the University of Wisconsin, University of Wisconsin, Madison.


Oct. 14-22—International Film, TV film and Documentary Market (MIFED), Milan, Italy.


Oct. 15—Annual promotion seminar sponsored by H-R Television/H-R Representatives, Royal York hotel, Toronto.

Oct. 15-18—Twelfth annual seminar of Broadcasters Promotion Association, Royal York hotel, Toronto.

Oct. 16—Annual fall outing, Federal Communications Bar Association, Potomac Polo Club, Potomac, Md. (golf at Washingtonian Country Club, Gaithersburg, Md.).

Oct. 16-17—Organizational convention of the National Religious Broadcasters to create a new Midwest chapter. Moody Bible Institute, Chicago.

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30322. (404) 673-4211, Ext. 342.

Oct. 17-18—Conference on news coverage of race relations, being sponsored by Community Relations Services, Department of Justice, American Civil Liberties Union and American Jewish Committee. Columbia University school of journalism, New York.

Oct. 17—“Man of the Year” luncheon sponsored by The Pulse Inc. honoring Gordon McLendon, president of the McLendon Corp. Plaza hotel, New York.


Oct. 20—Deadline for reply comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limits; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers’ receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.


Oct. 20-22—East central area conference of
What's the best time to sell to Maryland women?

DIALING FOR DOLLARS
9:40 - 10 AM

TRUTH OR CONSEQUENCES
10 - 10:30 AM

DIVORCE COURT
10:30 - 11 AM

THE WOMAN'S ANGLE
1 - 1:30 PM

ALL IN COLOR—ALL MONDAY THROUGH FRIDAY

DIALING FOR DOLLARS . . . Baltimore's most successful local television show for over 11 years, followed by TRUTH OR CONSEQUENCES, popular and exciting wherever played, now making its debut in color in Baltimore. DIVORCE COURT, new half-hour color episodes full of drama and emotion. THE WOMAN'S ANGLE with Sylvia Scott, live and in color, acclaimed recently by a local advertiser to have produced "one of the most satisfying promotions we have ever had." Hand-pick your schedule or put together a "mix"—anyway you look at it you'll find a "WMAR-TV Housewife Schedule" to be among the best television buys to effectively reach Maryland women. For more information on THE programs that SELL—call Tony Lang, WMAR-TV or your Katz Agency Salesman!

In Maryland
Most People Watch COLOR-FULL
WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

17
With freedom in the balance, the "embattled farmers" of Massachusetts met the challenge, and inspired the famed Minute Man statue as an enduring symbol of dedication and dependability.

Another Storer Standard
Dependability is another reason why it good business to do business with Storer stations. Because you can depend on healthful climate for your commercials — good taste in programming — completely ethical operation — and a long standing tradition of community service to assure large and loyal audiences.
What's more, you can depend on Storer's reliable representatives and station personnel to do exactly what they say they'll do—give you fast facts on markets, quick confirmation on availabilities, invoices which conform accurately to quoted and published rates.

So, if selling in major markets is your problem, Storer can give you right answers in ten of them. Contact Storer Television Sales or Major Market Radio—or any Storer station direct for details.
Dramatize TV Weather

Alden facsimile weather data recorders reproduce pictures direct from satellites ... all broadcast weather charts and data ... vividly — permanently — economically.


Presentation of prize winning films from the International Film & TV Festival of New York. Gallery of Modern Art Auditorium, New York. Full details about the festival can be obtained from International Exhibitions Inc., 121 W. 45th St., New York 10036.


Annual fall conference, Electronic Industries Association. Featured luncheon speaker will be Representative Doris H. Macdonald (D-Mass.), chairman of House Commerce Committee's communications subcommittee. Also scheduled: Dr. Kurt Borchardt, former professional communications counsel with House Commerce Committee, now at Harvard Business School; Dr. J. L. Holt, RAND Corp., moderating special seminar on domestic satellite systems that will include among others Dr. Wilbur Fichardt, Comsat; Dr. Allen Puckett, Hughes Aircraft; Dr. Henri Bunings of ITT Century Plaza hotel, Los Angeles.


Second International Catholic radio meeting sponsored by UNDA, the Catholic International Radio Association for Radio and Television, Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems increased effective service. Oct. 24.

First FM multiplex stereo

EDITOR: Your Sept. 11 issue noted that in the past year 588 FM stations in 397 markets have been given FCC authorizations to broadcast in multiplex stereo.

On June 1, 1961, FM stereo broadcasting began. I hasten to point out that on June 18, 1961, WKPM (FM) Chicago became the world's first FM station to broadcast in stereo using a complete multiplex system.—Dennis McGuire, sales manager, WKPM (FM) Chicago.

Rewards are open to FM

EDITOR: Thanks for your recent increased interest in the struggle to make FM a real force in commercial radio. ... FM broadcasters are talking of programing and selling radio instead of FM. It's both an inside and out side job. Stronger sales management is needed, but the rewards are certainly there for the taking.—Thomas R. Hollier, manager, WSM-FM Madison, Wis.

Story brings quick response

EDITOR: Thank you very much for the excellent notice you gave Yale Reports in your Sept. 11 issue. Such is the power of Broadcasting that we seem already to be feeling the active response of your readership. We have had several requests from stations in many parts of the country.—David Walker, editor, Yale Reports, New Haven, Conn.

Uncovering the hidden audience

EDITOR: Apropos the Monday Memo of Bill Cayton of July 17 and my letter to you regarding the same [Broadcasting, July 31], your cartoon by Sid Hix in the Sept. 11 issue certainly portrays graphically what we have known.
It takes a qualified team to find a qualified man.

The 3 stages of our search for the right man for your station

1. First, there is an objective evaluation by our recruiting consultants of the job to be filled based on the specifications and goals outlined by station management, the market the station is in, the consultants experience in filling such positions and the "personality" of the station. This stage is one of the most fruitful for management, as it sharply defines the position as it relates to company needs and goals. It sometimes results in the reappraisal of the position to be filled. This evaluation forms the basis for a carefully prepared position description for use in contacting sources and candidates.

2. The second stage is the search itself. Through our many existing sources, as well as those we develop in a specific area of the search, and our ability to keep your station confidential — a unique advantage — we as your recruiting consultants can thoroughly probe the field for outstanding prospects and measure their interest in the position.

3. The final stage is the evaluation of those qualified candidates who are interested. This evaluation is based on interviews and on discreet and incisive questioning of those familiar with the candidate's performance. This assures that your station receives the complete backgrounds of the two or three most qualified available candidates.

Nationwide Broadcast Personnel Consultants

The Professional Recruiting Service for TV and Radio
645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611 • TEL. 312 337-5318
McHUGH and HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313

644-9200

One Moment Please...

Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good... or as bad as they look to you?

It helps most if the feelings, opinions, and attitudes come from the audience itself—from both those who like your radio or television station and those who like your competitors.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the others in your market.

Our clients know where they stand and, more importantly, the reasons why their ratings tabulate the way they do. They also know just as much about their competitors.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with you for a whole year to make sure you understand it and that it works for you.

Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in some of the country's most competitive markets.

If you would like to talk to us about it, we will be pleased to come and visit you with no obligation on your part. Just drop us a note, or better still, give us a call.

April 15, 1967

M&H

P. O. Box 1207

Chicago 22, Ill.

(312) 427-4760

Mr. Cote's book is subtitled, "An Expert's View on the Science and Art of Persuasive Selling." The author's expertise is in the area of motivational research. In this book, his 13th, Mr. Cheskin gives an account of his career in market research and how his work with businessmen produced outstanding sales-success stories in marketing. Also recounted are the sales failures prompted by decisions based on intuition or "expertise" at the expense of research.

In dealing with such areas as packing, advertising and promotion, the author names the actual products, showing the materials and test patterns concerned.


Picking the hot stocks for 1967—stocks that more than double in value as Storer Broadcasting, Collins Radio, and Admiral did in 1965—may be aided through the insight of economist Ira Cobleigh.

In this book Mr. Cobleigh analyzes the stocks that have doubled each year in the period 1961 through 1966. From the analysis a pattern is abstracted in order to lay bare the market forces that will lead to an unexpected upsurge in market price.

Mr. Cobleigh then applies his system to the present stock market and predicts the stocks that have the potential to double in 1967.

BOOK NOTES


The author's view is that one way to make the most of your money is to find out what makes your customers tick. He says his book is written for the person who wants "to improve the effectiveness of his marketing operations and to make a positive contribution to the growth of his company and industry." The author has been associated with the field of market research for many years and has written extensively on the subject.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

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...and BEELINE RADIO

KMJ is a proven way to reach an important part of this market.

To press ahead in western sales, put your message on Beeline Radio KMJ. This 9-county, $3.1 billion* KMJ market includes the Number One county in the nation in Gross Farm Income**... and it is covered in depth by Beeline Radio KMJ. KMJ is only one of four Beeline stations—the key to California’s rich Inland Valley and Western Nevada.

Data Sources: *Sales Management’s 1967 Copyrighted Survey—Effective Buying Income **SRDS, June, 1967

McCLATCHY BROADCASTING
Katz Radio  National Representative

KMJ Fresno
KOH Reno
KBEE Modesto
KFBK Sacramento

BROADCASTING, September 25, 1967
Build your basic feature programming around a proven product from Paramount.

the basic buy:
the best from Paramount
60 big Paramount pictures

proudly offered for syndication

5 first runs
off the network

3 features in color

Adult Dramas!
 Epic Westerns!
Adventure Pictures!
Science Fiction!
Action & Suspense!

ABC O & O's
know a good thing
when they see it
So does Avco!
Boston Herald!
Corinthian!
Cox!
Hearst!
McClatchy!
Time-Life!

Box office successes like-
'Hitchcock's Psycho
'The Rainmaker
'The Desperate Hours
'The Man Who Shot
Liberty Valance
'Too Late Blues
'Detective Story

Outstanding stars like-
'Burt Lancaster
'Kirk Douglas
'Humphrey Bogart
'James Stewart
'Charlton Heston
'Bobby Darin

Paramount Portfolio No. 1
the No. 1
audience and
rate-building
buy for your TV station!

Contact: Robert Newgard
Paramount Television Enterprise
5451 Marathon Street
Los Angeles, California 90038
(213) 469-2411
Will Expo '67's creative flair rub off on radio-TV?

Americans by the hundreds of thousands since April 28 of this year have been trekking through Expo '67 in Montreal, otherwise known as the Universal and International Exposition and the most important single event to be held as part of Canada's centennial anniversary year. Considering the highly developed forms of creative display to which they were exposed there, they undoubtedly returned home much more sophisticated television viewers and radio listeners than they were before.

Indeed, Expo '67 is an experience: an experience in new communicative art forms that borrows from the traditional media only enough to provide a catapult for the visual, aural and emotional impressions that some 45-million people will send, feel and live by the time the gates close at the end of October. The impact surely will influence our conventional mass media even if indirectly at first. But how far the effect, how fast?

Creative Treat - Those from the advertising, agency or media fields who visit Expo '67 obviously receive extra dividends from the experience. One views everything with a highly critical eye and a mind that immediately translates what is seen into every possible application to one's own special trade. In addition to being magnificently entertained by the various exhibitors, you find numerous displays employing unique visual-art forms, especially film.

Images and sound envelop the viewer with greater force than I have yet seen achieved by the mass media. Techniques ranging from expansive 360-degree movie screens to what is called "Multimedia"—the employment of simultaneous sources of light, sound, films, slide projectors and motor-driven cubes or other forms, often with the addition of live actors.

The huge 360-degree movie screen is the center of focus in the Telephone Association pavilion. This Disney piece is a full-horizon view of everything Canadian. It's action packed to make the audience literally duck and sway and emotion packed to leave many crying. Will the feel so much from their 21-inch TV tube tomorrow?

The Red Weapon - Multimedia gets its most spectacular play from the Czechoslovakians. There are two forms described—Polyvision and Diapolycran. Too much to cram into your next ID though.

Polyvision involves a 20-foot stage where some 8,000 color slides and eight films each 300 yards long are projected upon stationary and moving objects to especially composed music. The weird effects are comparable to a projection in space.

Diapolycran tells the story of human skill in transforming raw materials into products. In 14 minutes up to 15,000 slides are projected upon a 32 foot by 20 foot screen consisting of 112 blocks, each two feet square. Each cube itself is equipped with two slide projectors, flipping slides by electronic commands at a rate of one-fifth second.

The Czechs also came up with a related display in the amusement section of Expo '67 that is called Laterna magikcia. Interestingly, the film bit includes a skit in which the audience can react and chose how the story will end. You see a girl in a towel in the hallway. She wants to go into the man's apartment but he isn't sure it's quite the thing to do. Stop the film, ask the audience. Caution to the wind, virtually 100% of the audiences have voted to let her in.

Color-TV sets densely populate the Russian pavilion and a working demonstration of the SECAM color system is a highlight at the French pavilion. But except for Elvis Presley's guitar, not a single symbol of American broadcasting's entertainment and commercial worlds are to be found at the U. S. pavilion—except, possibly, for the section devoted to the motion picture as an American art form from which television's programing and commercial techniques have evolved.

The American exhibit, however, is more like a message itself, inside and out, something akin to what Marshall McLuhan may have in mind. The interior displays are calculated to make the observer "look for the inner idea" as one staff member there explains, and "nonrepresentational" of U. S. material progress that is so well known. Rather the aim is to convey "creative America." It is unfortunate the creative genius found in advertising and broadcasting has been omitted—a genius that has had great economic as well as artistic impact.

Big Push - Expo '67 was realistic and highly artistic in its own advertising effort this past year. Cockfield, Brown & Co., the Canadian agency, did a very professional job on color-TV commercials used in nine border states in December 1966, plus a big drive from March to May this year that covered some 56 markets in the U. S. as well as every TV station in Canada.

Half of the American budget went into TV and the results are described as "very successful." Expo '67 did not overlook the news-and-feature-coverage needs of radio-TV today. The Canadian government gave a special grant to the Canadian Broadcasting Corp. for an International Broadcast Center. It is a $10-million color-TV and radio facility of the latest order. Two huge color studios, six radio studios, tape facilities and four TV mobile units have been heavily employed by American and foreign networks, stations and producers. Shows works, stations and producers.

While Expo '67 introduced such a wealth of new techniques in communication forms, this observer concludes that for the immediate future the advertiser will rely on the present modes of radio-TV communication. Refinements in creative expression will come, but they will have to trickle through the long process of interaction among audience, medium and agency. But even trickles someday become torrents.

Harvey Mann is media supervisor, Campbell-Mithun, Chicago. He has been with the agency since 1960 and is well versed in all media. Earlier he was media director of H. W. Kastor & Son and before that had been with Weiss & Geller; Foote, Cone & Belding, and Dancer-Fitzgerald-Sample. Mr. Mann attended Northwestern University, is married and has four children. He lives in suburban Des Plaines, Ill., where he is active in various community groups including the parent-teachers association.
INTRODUCING...

THE WAPI-TV “ALL-PRO” LINEUP FOR 1967-68

CAREFULLY SELECTED SEASONED VETERANS PLUS TOP “ROOKIE OF THE YEAR” PROSPECTS FROM BOTH NBC AND CBS.

END your advertising worries with such veterans as:
THE BEVERLY HILLBILLIES
DANIEL BOONE
HOGAN’S HEROES
GET SMART
RUN FOR YOUR LIFE
GREEN ACRES

TACKLE your competition with these powerhouses:
RED SKELTON
DEAN MARTIN
GOMER PYLE
JACKIE GLEASON
SMOTHERS BROTHERS

GUARD your advertising dollar with these heavyweights:
BONANZA
MISSION IMPOSSIBLE
TARZAN
GUNSMOKE
MAN FROM U.N.C.L.E.
DRAGNET, 1968

CENTER your campaign around these favorites:
ANDY GRIFFITH
FAMILY AFFAIR
THE VIRGINIAN
WALT DISNEY
DAKTARI

BACK your buy with these promising rookies:
IRONSIDE
HE AND SHE
HIGH CHAPARRAL
DANNY THOMAS HOUR
GOOD MORNING WORLD
MANNIX

RESERVE some of your budget for these crowd pleasers chosen from such great movie packages as Universal, Screen Gems, Warners, MGM, Seven Arts and others.
WAPI Tuesday and Friday Night Movies and the WAPI Early Movie (3:25 p.m. weekdays).

wapi-tv
Channel 13 Birmingham, Alabama
Represented nationally by Harrington, Righter & Parsons, Inc.
TK-42s capture fast action under blazing sun...give CTV superb color pictures!

To get the big view of the game one TK-42 was stationed on roof of press box. Three TK-42s were used in all.
Soccer matches for CTV, Canada's privately owned color network, were among the programs broadcast in breathtaking living color from the grounds of Expo 67. The remote pickup, shown above, was made with TK-42 cameras during a "round-robin" series of games between England—the present world professional title holder—and Russia, Mexico, West Germany, Belgium and Austria, at the 25,000-seat stadium, "Autostade."

Two things are especially noteworthy in these pictures: The soccer field is ablaze with the light of the mid-afternoon sun; play is fast and furious. Yet what kind of pictures were received on the home screens? Superb!

Whether the sun was high in the sky, causing short shadows, or late in the day when shadows became elongated, pictures were always brilliant—colors true to life. Details in close-ups or long shots came through consistently well. This was picture performance that put the viewer right on the field, with sharpest pictures possible.

CBC made extensive use of the TK-42 cameras throughout Expo, with results that proved there is nothing like a TK-42 for location shooting. If you want the very finest color pictures under widely varying conditions, get the facts on RCA's "big tube" color cameras. Call your RCA Broadcast Representatives. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.

---

Air-conditioned RCA mobile unit built for CBC contained the control room for three-camera pickup.
NEEDED: 10 Unusually Bright and Attractive Females to report to McLendon Corporation on October 20.

"Talented 10"

CANDIDATES:
Unusually alert and ambitious young women seeking remarkable executive, administrative (and, in some cases, talent) career opportunities in radio and television. Those selected will be trained under the personal supervision of Gordon McLendon and Edward C. Obrist (for 5 years, professor of broadcasting at Boston University, teaching programming, advertising, sales and management), and numerous specialized tutors from throughout the nation.

EXECUTIVE FUTURE:
All who are accepted will sign, in advance of training, 10 year contracts, in executive positions, with The McLendon Corporation and its owned or affiliated broadcast properties. Contracts will encompass scheduled graduated salary increases and year-end bonuses scaling to $1,000.00 per month, as well as unusual employee benefits.

TRAINING PROGRAM:
An intensive 60 day program of no set hours but lengthy and continuing testing. All expenses and accommodations provided free at Cielo, the beautiful McLendon Corporation ranch-motion picture studio — and $400 per month during training. All graduates will be given permanent assignment to a specific McLendon-owned or affiliated broadcast property. While the course admittedly will be highly difficult and quite taxing, it also will be profitable, stimulating and rewarding.

QUALIFICATIONS:
Single young women, preferably under 35, subject to searching (but confidential) investigation. Broadcasting experience and voice talent are helpful but not of the essence. Just tell us why you think you qualify, why you want to be considered. Include IQ information, any other aptitude or other test figures available, and resume.

RUSH DETAILS TO "TALENTED 10"
ACCEPTANCES WILL BE ANNOUNCED BY MAIL OCTOBER 10

The McLendon
EXECUTIVE OFFICES
2008 JACKSON STREET
DALLAS, TEXAS 75201
Way to make spot buying easy

TVB’s new System of Spot standardizes forms, cuts paper work and costs; eventual computerization promises even greater economies in time, money

Blueprint for a uniform, computer-based system of spot television buying that could revolutionize the business was announced by the Television Bureau of Advertising last Friday (Sept. 22).

Under development for more than a year, the new system—called “SOS” for System of Spot—promises sharp reductions in spot-buying paper work, corresponding savings on costs, “drastically” increased ease in buying and, consequently, more and bigger spot buys in the long run.

Although the computer is a vital part of the ultimate SOS, the new system contains so many shortcuts not dependent on the computer—that TVB officials said they hope to get it started on a manual basis with many agencies, reps and stations by the end of this year.

The computerized version, they said, could be in operation within six to nine months after minimum support had been pledged. The computer programming specifications have already been drawn up.

Computer Cost—“Minimum support” for a computerized SOS was defined as a total of about $10,000 a month—a figure that, according to the cost analyses, is less than one-medium-to-big agency, one medium-to-big station representative and one medium-volume station would save each month by adopting the computer version.

The estimates indicate a medium-to-big agency would save 77% of its present “directly related” spot-paperwork costs by using the computerized SOS and a medium-sized station would save 42%, while a medium-to-big rep would save about 3% (see table, page 33).

In addition to the savings, however, TVB officials stressed that the whole process of spot buying and selling would be greatly simplified, current major problems could be minimized—including the especially thorny problem of discrepancies—and payments to stations would be speeded. Net result: a more profitable spot business for all concerned.

The system was devised for TVB by Arthur Young & Co., nationally known public accounting firm, which also field tested it and pronounced it fully workable. Albin B. Nelson, TVB’s director of special projects, supervised the project, working fulltime on the assignment with the Young team, which was headed by Jay E. Butler.

System Introduced: Norman E. Cash, TVB president, and Messrs. Nelson and Butler and Edward G. McDonnell, a partner in the Young firm, revealed the new system in a news conference Friday. It will also be presented to the annual conference of the Institute of Broadcasting Financial Management in Minneapolis today (Sept. 25), to the Advertising Data Processing Association in New York Thursday (Sept. 28) and formally to the TVB membership at its annual meeting in November.

TVB originally committed up to $300,000 to the project over a five-year period. It has been brought to its present stage in about 16 months for less than one-third of the original commitment. What remains is primarily a selling job.

Although TVB hopes to get the computerized SOS going as soon as possible, its timetable calls for a gradual approach to that goal. First objective is to get the new standard forms in use, with distribution by conventional means: teletype or mail.

The bureau hopes to get standardized order-confirmation forms in use on a broad scale by the end of the year and standardized station-invoice forms in use by January (see copy of forms, page 32).

To help speed the conversion, TVB said it would support rep-training programs, work closely with stations and, for those who wish, act as purchasing agent in buying the forms in bulk.

In a letter to stations, reps and agencies shortly before the announcement, Mr. Nelson said “a number” of station reps, including Blair, Hollingbery, H-R Television, Meeker, Storer and Peters, Griffin, Woodward, “have already committed themselves” to use the standard confirmation form and to urge their stations to adopt the standard billing form.

Goal is Speed: TVB’s objective is...
WAY TO MAKE SPOT BUYING EASY continued

... and says field tests have proven that all of them—including the computer step—"can and should be adopted by the industry":

- Single-source preparation of the buy information for the use of all three parties.
- Prompt reporting of the buy information, to eliminate the transaction notice at the agency and the sales order at the station.
- Single-source preparation of monthly cost data through a computer accessible to all reps. (Agencies will accept such data if prepared according to standard rules, the report added.)
- Inclusion of monthly cost data on all confirmations (as opposed to later distribution on a separate report).
- Use of agency estimate numbers to control station and rep accounting records.
- Reconciliation of the station's actual gross billing to the monthly cost data previously developed on the confirmation.
- Elimination of confirmation signing and exchanging.

Here is how Arthur Young & Co. described the system's cost and savings benefits:

Some Benefits "... It is clear that savings of major size can be achieved for the industry as a whole. The significance of these savings on operating statements will not be overlooked. To the extent that increased use of spot television results, all parties will benefit. It is certainly true that, for the agencies, spot will be easier to buy and control.

"... SOS will save time, not only

Here are samples of standard forms developed for use with TVB's streamlined new 'SOS' system of spot buying. At left is original-order confirmation form. When SOS has been computerized it would be fed into computer, which could calculate monthly cost breakdowns and transmit complete information to both agency and station by teletype. Middle form is same as first, but used here to transmit schedule modification (until the computer is expanded to include a memory bank, entire order—not just changes—would have to be retransmitted). This form is also used for one-time-only notices covering missed spots and agreed-upon makegoods or credits. At right is standard monthly billing form that station would prepare showing what was ordered, when it ran, omissions and makegoods and credits; copies of reconciled invoice would go to agency and rep, who would need only to check its accuracy. Until SOS is computerized, TVB is urging manual use of forms and procedures.
Here's how SOS would cut paper-work costs for backers

<table>
<thead>
<tr>
<th>Directly related present costs</th>
<th>Savings with TVB confirmation form</th>
<th>Savings with reconciled TVB invoice</th>
<th>Savings on conversion to Telex</th>
<th>Total savings</th>
<th>Share of costs to support EDP confirmation system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Media buyers</td>
<td>$2,000</td>
<td>$2,000</td>
<td></td>
<td>$2,000</td>
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<td>Media estimators</td>
<td>3,310</td>
<td>9,500</td>
<td></td>
<td>2,650</td>
<td></td>
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<tr>
<td>Typists</td>
<td>470</td>
<td>470</td>
<td></td>
<td>470</td>
<td>$150</td>
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<tr>
<td>Media bill-pay clerks</td>
<td>8,380</td>
<td>4,420</td>
<td></td>
<td>88%</td>
<td>Effective savings 77%</td>
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<tr>
<td>% savings to cost</td>
<td>69%</td>
<td>17%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Station representative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Sales assistants</td>
<td>890</td>
<td>400</td>
<td>200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounting clerks</td>
<td>2,300</td>
<td>1,400</td>
<td>650</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postage</td>
<td>150</td>
<td>150</td>
<td></td>
<td></td>
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<td>Forms</td>
<td>600</td>
<td>300</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Write-off charges</td>
<td>1,500</td>
<td>500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teletype expense</td>
<td>9,000</td>
<td>2,250</td>
<td>$500</td>
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<tr>
<td>% savings to cost</td>
<td>16%</td>
<td>3.5%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business manager</td>
<td>70</td>
<td>70</td>
<td></td>
<td></td>
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<tr>
<td>Traffic clerk</td>
<td>130</td>
<td>130</td>
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<tr>
<td>Billing clerk</td>
<td>230</td>
<td>30</td>
<td>$70</td>
<td></td>
<td></td>
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<tr>
<td>Write-off charges</td>
<td>500</td>
<td>150</td>
<td></td>
<td></td>
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<tr>
<td>Receivables carrying cost</td>
<td>1,430</td>
<td>250</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>% savings to cost</td>
<td>16%</td>
<td>17.5%</td>
<td>17.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(All figures on a monthly basis)

TVB's proposed new computerized "SOS" system not only would make spot TV a lot easier to buy, according to its backers, but would "drastically" cut paper-work costs at the same time. This table shows just how much—and where—a medium-to-big agency and station rep and a medium-volume station might expect to save each month. Developed by Arthur Young & Co., public accounting firm, it shows that even after paying its share of the computer service the agency's present costs "directly related" to spot buying would be cut 77%; the rep's would be down 3% and the station's 42% —and these estimates are called "conservative."

"Directly related" costs for the agency cover preparation of buying sheet or transaction notice, writing buying in estimate format, computing monthly cost breakdown, typing and proofreading estimate, processing station invoices for payment, and resolving discrepancies. For the rep they cover preparation of monthly cost breakdown, resolving discrepancies, reconciling station billing and losses due to spots missed or run in error.

For the station, they cover preparation of internal sales order, computing monthly cost breakdown, resolving discrepancies, losses due to spots missed or run in error, and costs of excessive past-due accounts receivable.

for the agencies but also for the reps and stations. It will reduce costs—operating and payroll costs—as well as costs of carrying accounts-receivable balances past due dates. It will reduce the volume of paper work and needless comparisons of duplicate records. It will reduce confusion and waste now observed in the industry in the form of spots run past end dates and agency problems with controlling overbuying and underbuying.

"It will also permit all parties—agencies, reps and stations—to review again their plans for computers. Some firms may be able to avoid altogether the investment in their own computer. Others will achieve major savings by using the punched paper tape available to them from the proposed [computer-teletype] transmission system.

"In the long run, of course, it is impossible to estimate the amounts that might be spent by agencies, reps and stations in the design, development and installation of computer systems to cope with spot television if industry action is not taken promptly. It should be clear that a relatively small investment now to standardize the treatment of accounting information which all parties need will save literally millions that may have to be spent some day to permit effective data processing in the future."

As one example of SOS benefits, Mr. Butler and Mr. Nelson said the time needed for an agency to process an order from buying to accounting would be cut to a maximum of four days, as against three to four weeks under existing procedures.

They described highlight advantages for agencies, reps and stations as follows:

- Agency—would receive completed write-up of the buy "immediately" without having to pass it back and forth among buyer, estimator and typist. Its main job, after placing the order, would be to make up summaries, bill clients, check reconciled invoices from stations and pay bills.
- Rep—would send duplicate copies of the order "immediately" to both agency and station and hence would benefit by being able to clear up discrepancies at once. Would also benefit from new end-of-month invoices, which stations would submit in a form already reconciled to the estimate, requiring only that the rep check the reconciliation and make a breakdown of billings on which to figure his salesmen's com-
WAY TO MAKE SPOT BUYING EASY continued

Parlez-vous Air France?

A lesson in French will come with every Air France radio commercial this fall.

In a new campaign to promote European and Caribbean winter tours, the announcer's description of the tours will be repeated in French phrase by phrase, by Mrs. Claudine Kidde. French-born promotion specialist in the airline's North American division.

Commercials are scheduled in New York, Boston, Chicago, Washington and Miami. Fuller & Smith & Ross, New York, is Air France's agency.

mission's.

* Station—would receive order promptly in a form that would replace much of its own internal paper work, eliminating typing and proofing of orders and computation of monthly costs. Station would also get paid faster.

In its report to TVB, Arthur Young & Co. said the new system offers not "minor improvements" but an "enormously improved buying and servicing procedure which can drastically simplify each spot purchase." The report continued:

"It is literally true that this approach (including the computer service for confirmations) will make the procedures and practices of every other advertising medium obsolete and old-fashioned. Increased sales of spot resulting from spot's enhanced competitive position vis-a-vis other media will provide profit opportunities not included here (in the report's breakdown of cost savings)."

Reasons for Saving • The cost savings themselves, according to the report, would derive from "(1) eliminating duplicate preparation of the original schedule, the monthly cost breakdown, and the invoice reconciliation; (2) speeding up the flow of funds in the industry by simplifying the process of matching the station invoice to the agency estimate; (3) facilitating the industry's progress with computers by standardizing forms and presentation of data."

The Young company regarded the use of a centralized computer service as so vital that its report dismissed the manual basis as unable to provide more than "a fraction of the service which the industry needs and is ready to accept."

"In order to deliver completed confirmations accurately stated, promptly delivered and accurately extended," the report said, "we are obliged to consider a service bureau (computer) concept."

In its studies the Young company explored the prospects of a teletype-linked computer service with A&T (TWX) and Western Union (Telex). Western Union expressed interest in offering such a service and the Young firm developed system specifications and cost analyses.

It reported, however, that "serious questions" had been raised about an outside company's furnishing the service—questions concerning the security of industry data, industry's ability to control later developments such as a computer and communications network, and, in this case, Western Union's willingness to extend its Telex network as much as the industry might need. The Young company recommended instead that the bureau be set up under TVB sponsorship and control.

The subscription rates recommended for the computer system were pegged at $400 a month for agencies, $50 a month for stations. For their part, reps would pay the teletype transmission line charges on messages they originate, instead of a subscription fee.

Must Have Help • Without agency support, SOS cannot get off the ground; with it, the system could probably be made to fly even over strong rep and station opposition. The cost-savings estimates reflect these facts of spot life. For it is the agency that would save the most by adopting SOS. TVB and the Arthur Young people say, however, that this comes not from special consideration for agencies but from the simple fact that agencies handle much more paper work and hence stand to gain more from the simplification process.

They also say that in developing and testing the system they have discussed it with at least two dozen leading agencies and that all of them approved the concept. Two reps, identified only as not having been involved in the field tests, were quoted in the Young report as saying the system is "feasible and probably inevitable."

The Young estimates indicate the average medium-to-big agency could cut costs "directly related" to spot buying from $6,380 a month now to $880 a month with a computerized SOS, a reduction of 86%. Its monthly share of the computer system costs would come to $550 (including $150 teletype rent), leaving a net effective saving of 77%, or about $4,900 a month.

"Directly related" present costs at the agency level were defined by the Young company to mean preparing buy sheet or transaction notice, writing buy in estimate format, computing monthly cost breakdown, typing and proof reading estimate, processing station invoices for payment and resolving discrepancies.

The average medium-to-big rep would just about break even on costs under SOS; the estimates show him with a 3% savings. His "directly related" costs would be trimmed from about $14,250 a month now to $8,950 a month, a saving of 37% but his teletype-line payments for the computer system (estimated at $4,500 a month) and teletype rent ($300) would eat up most of that $5,300 saving.

"Directly related" present costs for the rep are preparing monthly cost breakdown, resolving discrepancies, reconciling the station billing report, and losses due to spots missed or run in error.

Savings for Stations • The average medium-sized station's "directly related" costs are placed at about $1,430 a month now, and the Young figures indicate these would be cut to about $770, or 46%, with a computerized SOS. The station's $50 subscription fee for the computer service would leave it with a net effective saving of 42% or about $600 a month.

The station would have to spend more time (and a little more money: about $40 more) for billing-clerk work under the SOS system, primarily because the new reconciled invoices would take more time, but all its other "directly related" costs would be down. These cover preparing internal sales order, computing monthly cost breakdown, resolving discrepancies, losses due to spots missed or run in error, and costs of excessive past-due accounts receivable.

Mr. Nelson and Mr. Hunter said all these cost-savings estimates were—"conservative."

How quickly does TVB expect SOS to come into use?

Mr. Nelson anticipated that question in his letter transmitting copies of the Young report and procedures manual to stations, reps and agencies.

"It is recognized," he said, "that in the assumption of any new system on a broad basis, some organizations will elect to take two steps to another's one—some representatives, for instance, may choose to immediately go the teletype route whereas others, for good reasons, may choose to send their order confirmations by mail, planning to go teletype later. The more steps taken, of course, the faster we can achieve the ultimate in simplification, in speed and in efficiency in the handling of spot paper."

The computer? With programming specifications already drawn up, Mr. Nelson said, "We (can) go the computer route whenever it is called for by the industry."
Nobody we know at Channel 7, but their figures make us wonder.

<table>
<thead>
<tr>
<th></th>
<th>WHIO-TV</th>
<th>STATION B</th>
<th>WHIO-TV ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL DAY</td>
<td>550,000</td>
<td>454,000</td>
<td>96,000</td>
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<tr>
<td>EARLY EVENING</td>
<td>385,000</td>
<td>316,000</td>
<td>49,000</td>
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<tr>
<td>PRIME TIME</td>
<td>444,000</td>
<td>378,000</td>
<td>66,000</td>
</tr>
<tr>
<td>LATE EVENING</td>
<td>157,000</td>
<td>126,000</td>
<td>31,000</td>
</tr>
</tbody>
</table>

Source: NSI = TV  
Weekly Cumulative Audiences — February-March 1967

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.
Radio-audience study soon to be published

Field work and the coding phases of RADAR (Radio's All-Dimension Audience Research) have been completed and initial reports are expected to be released in the near future, it was announced last week.

The four radio networks (ABC Radio, CBS Radio, Mutual and NBC Radio) jointly commissioned the Brand Research Rating Corp. earlier this year to undertake what they called "one of the most comprehensive radio audience measurement projects." The four radio networks were reported to be "particularly pleased with the study's high respondent-cooperation level."

A nationwide probability sample of more than 21,000 households was selected in 1,200 different sampling locations. Personal interviews were conducted for the purpose of establishing a sampling frame of more than 50,000 individuals 12 years of age and over.

All telephone households (87% of the total) became part of the frame from which the recall and coincidental study respondents were designated, and data was obtained from more than 90% of this sample.

Interviews were conducted by the Brand Research Corp. over a two week period in June. It was said that the final data will report on the audience potential of radio networks by specific time periods and will include specific details on the cumulative reach and frequency by individual radio programs.

Business briefly . . .


Borden's Milk & Ice Cream Co., New York, is launching a major television and print campaign in the New York City and Albany, N. Y., areas as supplement advertising for Swiss Style Yogurt.

California Canners and Growers, San Jose, food processing cooperative, through Cunningham and Walsh, San Francisco, will begin a 15-week advertising campaign in October on behalf of its various canned-food brands and will use daytime TV on NBC and ABC, supplemented by a spot campaign in New York, Chicago, Philadelphia, Boston, Pittsburgh, St. Louis, Cleveland, Minneapolis, Seattle, San Francisco and Los Angeles.

KJH-TV Los Angeles, an RKO General station, is going heavily into radio advertising to promote its new "Tempo" concept, which calls for TV programming similar to format radio stations. During the next 13 weeks the nonnetwork affiliated TV station will spend some $35,000 on schedules with nine Southern California radio stations, not including its own AM and FM affiliates. The bulk of the schedule will be 60-second announcements. In addition, 60 radio spots are set to run on two stations in New York, and one each in San Francisco and Chicago for a six-day period. This phase of the campaign will cost about $3,000.

Rexall Drug Products Group, division of Rexall Drug & Chemical Co., Los Angeles, through BBDO, that city, plans a saturation six-day spot TV campaign on 350 stations in 22 markets starting Oct. 15. The campaign, which will feature 60- and 10-second color spots, is on behalf of the drug division's semiannual 1 cent sale. It's estimated that spots will be run a total of 12,000 times during the campaign. This marks the first time such a Rexall drive has used spot TV exclusively.

Southern California Chrysler Association, through Young & Rubicam Inc., Los Angeles, is using two radio spots on more than 40 radio stations in Southern California, Arizona and Nevada. The commercials, created and produced by Chuck Blare Creative Services, Hollywood, feature the line: "When you get inside the new Chrysler, the new Chrysler gets inside you." This theme

BAR network-TV billing report for week ended Sept. 17

BAR network TV dollar revenue estimates—week ended Sept. 17, 1967 (net time and talent charges in thousands of dollars)

<table>
<thead>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>170.4</td>
<td>290.2</td>
<td>4,197.6</td>
<td>Sunday</td>
<td>ABC-TV</td>
<td>35.0</td>
<td>165.4</td>
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<td>NBC-TV</td>
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<td>688.6</td>
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<td>10 a.m.-6 p.m.</td>
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<td>1,116.2</td>
<td>2,412.5</td>
<td>47,757.5</td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>5,770.9</td>
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<td>1,731.3</td>
<td>3,568.8</td>
<td>59,018.0</td>
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<td>Saturday-Sunday</td>
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<td>2,989.7</td>
<td>19,897.2</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>NBC-TV</td>
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</table>
WE TURNED A TIGER LOOSE IN THE ROCKIES
also is being adapted for use in a Chrysler newspaper campaign.

General Foods Corp., White Plains, N. Y., is using one-minute spot announcements in television, in addition to its network schedules, to back its national introduction of a new Post division product—Post Corn Cracker breakfast cereal. Benton & Bowles, New York, is the agency. GF is also introducing three Birds Eye Home-Style Casserole Mixes in two states, using television and print advertisements. Agency is Young & Rubicam, New York.

E. I. du Pont de Nemours & Co., Wilmington, Del., through BBDO, New York, has bought sponsorship in NBC Radio's News on the Hour for Zerex antifreeze.

Commercials in production...

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

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.


Gama Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604.


Southwestern Bell Telephone Co., St. Louis (Yellow Pages); two 60's, three 70's, one 10 for TV, live on film, color. Agency: Gardner Advertising, St. Louis.

Pabst Brewing Co., Milwaukee (Blatz Beer); two 30's for TV, live on film, color. Agency: Kenyon & Eckhardt, Chicago.

Legos Ltd., 3620 South 27th Street, Arlington, Va. 22206.


Savings Bank of Baltimore (savings-sports blankets); one 60 for TV, live on tape, color. Leonard Levin, director. Agency: Torrini/Myers Advertising, Baltimore. Peter Torrini, agency producer.

Quality Sound Studios, 2076 Union Avenue, Memphis 38104.


Cook Chemical Co., Kansas City, Mo. (Real Kill insecticides); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Simon & Gwynn, Memphis. Len Jungling, account executive.


WGK Continental Productions, 2501 Bradley Place, Chicago 80018.

Hotpoint Division, General Electric, Chicago (refrigerators); one 30 for TV, on tape, color. Dale Jahlin, producer. Agency: Biddle Co., Bloomingham, Ill.

Kent Bank & Trust Co., Grand Rapids, Mich. (credit card); three 10's for TV, on tape, color, Dale Jahlin, producer. Agency: Jaque Advertising, Grand Rapids.


WXYZ-TV Cincinnati Videtape Division, 2077 West Ten Mile Road, Southfield, Mich.


Christian Brothers expands radio use

The Christian Brothers line of wines surprised so well in the use of spot radio in two test markets last year that the label will expand this fall into about a dozen markets, also using radio. The 26-week schedule, starting Oct. 1, is being purchased by the distributor, Fromm & Sichel Inc., San Francisco, through Botsford, Constantine & McCarty, there. The agency acquired the account May 1 from Richard K. Manoff Inc., New York. Radio test markets last year were Houston and Philadelphia.

Network-TV billings rise 2.3% in August

Network-television net time and program billings by day parts and by network (add 0/00)

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<th></th>
<th>August 1966</th>
<th>January-August 1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$30,096.7</td>
<td>$30,058.1 + 0.2%</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>24,616.7</td>
<td>24,389.0 - 0.9%</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>5,370.0</td>
<td>5,689.1 + 5.2%</td>
</tr>
<tr>
<td>Nighttime</td>
<td>58,222.3</td>
<td>59,994.5 + 3.4%</td>
</tr>
<tr>
<td>Total</td>
<td>$88,029.0</td>
<td>$90,052.6 + 2.3%</td>
</tr>
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<table>
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<tr>
<th></th>
<th>August 1967</th>
<th>January-August 1967</th>
</tr>
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<tbody>
<tr>
<td>ABC</td>
<td>$37,906.9</td>
<td>$44,292.7 + 12.7%</td>
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<tr>
<td>CBS</td>
<td>$30,058.1</td>
<td>$46,127.3 + 27.9%</td>
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<tr>
<td>NBC</td>
<td>$10,064.8</td>
<td>$49,632.6 + 391.6%</td>
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<tr>
<td>Total</td>
<td>$88,029.0</td>
<td>$90,052.6 + 2.3%</td>
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NAB's radio code board to decide several issues

A prohibition against the use of real or simulated medical personnel in radio commercials will be considered this week by the radio code board of the National Association of Broadcasters. The board is to meet in New York Wednesday and Thursday (Sept. 27-28).

The code authority will suggest that the radio code be amended to ban use of doctors, nurses or other medical personnel in commercials or dramatizations using actors to portray such people. Such a ban would follow lines adopted several years ago by the television code.

There has been no major problem of advertisers seeking to use these devices in radio, but its understood that when they are turned down on such attempts
IT'S ON THE MOVE
Pop albums created from TV-commercial music

Verve Records has released two new pop record albums in which music designed for Benton & Bowles-created television commercials is featured.

According to Roy Eaton, music director at the agency, "people are finally beginning to wake up to the fact that there's a great deal of fine music being turned out by agencies as background scores of their TV and radio commercials."

One Verve album is entitled "Tune In, Turn On," with numbers including "The Think Drink," "Girl Watchers" and B & B's Cool Whip jingle in a new jazz-rock arrangement. The other album is "Lotus Palace," inspired by the musical concept developed for the Chemical Bank New York Trust "Wildlife Loan" TV campaign. In "Lotus," Mr. Lorber leads the "psychedelic" sounds of classical Indian instruments plus flute. An original number, "Where?" by Mr. Eaton, also is in the album.

CBS seeks to intervene in cigarette hearing

CBS Inc., owner-operator of the station that figured in the FCC's original extension of the fairness doctrine to cigarette advertising, filed a motion last week to intervene in the National Association of Broadcasters' appeal from the extension.

The motion was filed in the U. S. Fourth Circuit Court in Richmond, Va., where the appeal by NAB, joined by WTRF-TV Wheeling, W. Va.,--had been entered the week before (Broadcasting, Sept. 18).

Although the motion did not go into the merits of the case, CBS clearly intends, if the motion is granted, to oppose the FCC ruling.

The intervention approach will take the place of a direct appeal by CBS unless intervention is denied. The thinking apparently was that a direct appeal would have to be filed in some other court and then probably would be consolidated with the NAB Richmond case anyway, so that intervention seemed to be the most direct route of attack.

MEM's accounts shift to four agencies

The MEM Co., Northvale, N. J., has realigned its $3.6-million budget among four agencies.

Stephen H. Mayer, MEM president, said the realignment was prompted by expansion of the English Leather line of men's cosmetics, and the recent acquisition of Tom Fields, Ltd., a manufacturer of children's cosmetics, and the Troubat Soap Co.

MEM's total broadcast budget is $785,000, $665,000 in spot television in the top-30 markets, through Al Paul Lefton Inc., and $120,000 in network radio through Spade & Archer Inc.

Lefton was assigned English Leather and Moussel products; Spade & Archer, English Leather Lime and Villa D'Estate; Wesson and Warhaftig Inc. will handle trade advertising, and S. R. Leon Co. special projects.
Jungle wild . . . the growth of KWGN Television was only a promise eighteen months ago . . . Now it's emerging. Performance proved with double to six times the audience in day parts*

For an eye-opening new view of Denver television Call any WGN Continental Group Sales Representative.

- First in service
- First in sports
- First in color
— and still growing

KWGN TELEVISION DENVER

A WGN Continental Broadcasting Company Station dedicated to quality, integrity, responsibility and performance

* A. C. Nielsen Local Market Reports
House passes subsidized-TV bill

After close calls that threatened CPB section,
Public Broadcasting Act passes by 265-91 vote;
conference-committee settlement may be needed

The Public Broadcasting Act of 1967 took a giant step toward enactment last week—perhaps over the highest congressional hurdle that it will face. The House voted to approve the subsidized-broadcasting measure almost exactly as recommended by the House Commerce Committee.

But the administration's bill to establish a Corp. for Public Broadcasting, pumping federal funds into program development and distribution for non-commercial educational TV stations faced brisk opposition that at one point, on a preliminary vote, saw the bill's Title II (which sets up the CPB) saved from being stricken from the legislation by only nine votes.

And a maverick amendment sponsored by Paul C. Jones (D-Mo.) that would have presented commercial broadcasters with the CPB's program-development costs through stiff broadcast-license fees found a good proportion of the members present—on both sides of the aisle, but mostly on the Republican side—ready to stand up and be counted as foes of the present system.

In all, 25 voted for the measure, which would have directed the FCC to determine and collect assessments on commercial broadcasters at rates approved by the House and Senate Commerce Committees, but 120 remained seated. Commerce Committee Chairman Harley O. Staggers (D-W. Va.) opposed the Jones amendment, as he did all but one attempt to modify the bill, on the ground that such a departure deserved intensive committee study and was no matter for hasty floor action.

Republican Leader William L. Springer (R-Ill.), ranking minority member on the committee, supported the administration's legislation and, because of his role as minority spokesman for the committee, was in a position to influence wayward members of both parties. He opposed in particular the major attempt to strike Title II (and the CPB) from the bill sponsored by Albert W. Watson (R-S. C.). The Watson amendment was defeated on a preliminary vote of 120-111. A final motion to recommit the measure to the Commerce Committee, with orders for it to report back a bill without the CPB but with the Secretary of Health, according to President William Van Praag.

New reps: Thomas Broadcast Time Sales Inc., Shaker Heights, Ohio, has opened as a station sales representative company. William D. Thomas Jr., former assistant media director for The Marschalk Co., Cleveland, is president. Address: 3702 Gridley Road.

Growth spurs move: After some 83 years in the same location, McCann-Erickson Inc., San Francisco, will move in November from 114 Sansome to 44 Montgomery Street. The agency will occupy half of the 25th floor and all of the 26th floor of the new Wells Fargo building.

New ad firm
Lois Holland Callaway has become the latest firm to join the New York advertising fraternity.

President of the new agency is George Lois, former first vice president, Pabst, Koenig, Lois; secretary is Ronald Holland, copywriter and creative director at PKL; and treasurer is James Callaway, PKL management supervisor.

The new agency has not announced accounts it will handle, but has indicated that offices will be at 745 Fifth Avenue, New York.
THE SOUND IS NOW!

AVAILABLE NOW FROM TRANS-LUX TV.

ALL THAT'S SWINGING, DARING, ALIVE

MURRAY
THE K
IN NEW
YORK
IN COLOR

"Murray The K In New York" exactly as it happened on WPIX/TV in N.Y.
The story that's plotted as a fantasy-chase around New York's famous
tourist attractions with performances by top-pop talent...Aretha Franklin,
The Association, The Doors, Otis Redding, Spanky & Our Gang,
Jake Holmes, Jean & Jim, The Magnificent Men, Richie Havens
and more surprises. The WOW show of the year...where it's all happening.

EXTRA SPECIAL GUESTS
"THE BEATLES"

NOW FROM TRANS-LUX TELEVISION CORPORATION

625 Madison Avenue, NEW YORK, N.Y. 10022 • Plaza 1-3110 • CHICAGO • HOLLYWOOD • Trans-Lux Television International Corporation • Zurich, Switzerland
Education and Welfare empowered to distribute $5 million directly to individual ETV and educational-radio stations for program development, was voted down 194-167. The final vote for the bill as reported by the committee was 265-91.

Other amendments were shot down by voice vote. One, by Clarence J. Brown Jr. (R-Ohio), would have put more emphasis on funding instructional classroom programming; another, offered by Richard D. McCarthy (D-N. Y.), would have given the CPB a stronger nudge toward development of children's programs. (Mr. McCarthy described commercial programs for children as a "mini-wasteland").

Only one amendment gained approval, with Chairman Staggers's support. It was introduced by Richard L. Ottinger (D-N. Y.), and offered clarifying language to a committee-added section that would specifically extend aid to municipal nonprofit stations like WNYC (N.Y.) and WNYC (New York).

Cultural Uplift During August During debate the CPB was condemned by Mr. Watson as a "Frankenstein." Chairman Staggers reported that Title II of the bill "will do for educational TV what advertising has done for commercial TV." Later he explained that "public television will do for our cultural life what commercial television has done for our social life."

Mr. Staggers said the measure "could be the most important bill to come out of the 90th Congress." Observers characterized it as one of the few new departures in public policy to move toward enactment this year.

As during committee discussion, much attention focused on the lack of any permanent financing plans for the CPB. In transmitting the draft legislation to Congress, the administration promised that long-term financing plans would be presented next year. Possible methods are an excise tax on TV receivers, (suggested by the Carnegie Commission on Public Television), plans to assess commercial broadcasters through a license fee or another mechanism, or direct appropriations from the U. S. Treasury (either yearly or on a longer-term basis).

Although both the House and Senate bills provide only for a direct appropriation of $9 million for the current fiscal year, the Senate version also authorized "such sums as may be necessary" for the subsequent year. House disapproval of an open-end authorization insures that any financing plan will be reconsidered by the Commerce Committee next year.

Likewise, open-end authorizations for Title I of the bill (providing for equipment and facilities grants in the manner of 1962 legislation that expired this year) were eliminated by House Commerce action.

Political Control: Other areas of disagreement between the House and Senate versions concern the makeup of the Corp. for Public Broadcasting's board of directors. As passed by the Senate in the spring (Broadcasting, May 22), the board would have 15 directors, nine appointed by the President and with those nine choosing six others. Three would have to be educational broadcasters. In the House bill all 15 would be presidential appointees, none would be required to be from the ETV field, but no more than eight could be members of the same political party.

Also, in the Senate plan the CPB could contract directly with commercial carriers for interconnection arrangements; under House action the CPB would be forced to subcontract with a nonprofit organization to achieve the same ends.

The House, in addition, would bar educational stations from presenting editorials or supporting candidates for public office. Language in the House bill also insists that presentations of controversial subjects shall be "balanced" with opportunities presented for airing of opposing views. Under House language, strictly "entertainment" programming is prohibited, although the House Commerce Committee report says in effect that this provision is to be interpreted literally in the interest of more sprightly education.

Another major area of change, at least in language if not in substance, is the bill's Title III. The section sets up and authorizes $500,000 for a study of instructional-TV needs. The Senate completely rewrote the section; the House kept the administration's draft language. Educational broadcasters had approved the Senate's changes.

Consensus Hunting: Reconciling these differences is the last hurdle the Public Broadcasting Act faces. The House late Thursday moved to attach its bill (H. R. 6736) to the Senate bill's number (S. 1160) and send the measure to the Senate for its approval. The Senate could concur and accept all the House changes, foregoing its own. More likely, the Senate will formally disagree with the House bill and conference-committee members from both houses will attempt in closed-door sessions to work out compromises.

Approval of conference reports is usually routine, but predictions have been for a particularly stormy conference on the bills and the fate of the legislation will remain somewhat in doubt until both Houses give final approval and send the result to the White House.

William G. Harley, president of the
Radio Station

WAPE

Jacksonville
50,000 watts on 690 kc
is represented nationally by

EDWARD PETRY & CO., INC.
National Association of Educational Broadcasters, said that passage of the bill assures educational broadcasting the opportunity to demonstrate "its usefulness in our society and add to the fertility of American life." He said the congressional action "puts us on our way" to prove ETV can attain the full usefulness of which it is capable.

Mr. Harley cautioned, however, that it will be up to educational broadcasters to justify the faith placed in them by the Congress and the American people.

**ACTS carries its case to the Hill**

Invading Washington in what is intended to be only the beginning of a continuous effort to develop and wield political influence in behalf of UHF stations, the All Channel Television Society held two days of briefings and meetings with congressmen in the nation's capital last week.

The UHF operators hope to acquaint government policy makers with the fact that impact on the UHF segment of the industry needs to be specifically considered when policy changes are in the offing, said William Putnam, ACTS chairman and president-general manager of Springfield (Mass.) TV Broadcasting Corp.

The intent of Congress to foster growth of local UHF was emphasized during briefing sessions Tuesday (Sept. 19) as a talking point in dealing with congressmen. Wednesday's schedule was devoted to individual visits by the UHF operators with senators, representatives, and congressional aides.

Focus for immediate attention on the congressional front, noted Martin Firestone, Washington attorney and ACTS general counsel, should include pending revision in copyright law—especially as it concerns CATV—and the administration's Public Broadcasting Act, approved in a House floor action last Thursday (see page 42).

UHF spokesmen provided the only dissent to the proposed Corp. for Public Broadcasting during the House Commerce Committee hearing (Broadasting, July 24). A strengthened noncommercial network, aided by preferential interconnection rates as the bill envisages, is seen as a threat to UHF development. Hence the bill is at variance with already expressed congressional intent, it was noted at the Tuesday briefing.

Attempting to influence pending copyright legislation, ACTS urged operators to oppose a moratorium of CATV infringement liability and to fight for total liability for all CATV operations in the final revision legislation. In the bill now before the Senate Judiciary Committee, CATV's in "underserved areas" would be exempted from liability. The section granting such exemption was deleted from the bill during passage by the House and UHF stations were urged to support a similar deletion by the Senate.

It was noted during a reception for UHF operators and congressmen held late Tuesday that some UHF's have a smaller weekly circulation than directly competing CATV's, yet the UHF stations pay for copyright clearances as a matter of routine. Exemption for CATV's would under such circumstances be particularly inequitable, it was remarked.

**Changing hands...**

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

- **KILT and KOST(FM)** Houston: Sold by the McLendon Corp. to LIN Broadcasting Corp. for $7,250,000 (renegotiated agreement, see page 47).
- **WCEN-AM-FM** Mount Pleasant, Mich.: Sold by Paul Brandt to Anthony F. Bielawski, Hugh K. Cook, Raymond C. Cook and Davil C. Horowitz for $455,000. Mr. Bielawski is attorney and has interest in Wios East Tawas, Mich. Hugh and Raymond Cook are physicians. Dr. Hugh Cook has interest in WXOX Bay City (upon FCC approval, he will dispose of such interest if required), and **WSTRAM-FM** Sturgis, both Michigan. Mr. Horowitz is medical student. WCEN is on 1150 kc with 1 kw days and 500 w nights. WCEN-FM operates on 94.5 mc with 16 kw.
- **KGA Spokane,** Wash.: Sold by E. H. Weig and associates to Grady A. Sanders, William J. Liddle and Edward B. Brownstein for $300,000. Mr. Sanders is president of Shell Record Co., Star Ads of Kentucky, Whel New Albany, Ind., and Colliers Publishing Inc. Mr. Liddle is president of automotive agency and real-estate company. Mr. Brownstein is proprietor of Tel Ra Productions, advertising agency. KGA is on 1510 kc with 50 kw fulltime.
- **WMAX Grand Rapids,** Mich.: Sold by John McGoff and associates to Edward J. Hill and Garvin H. Meadowcroft for $203,000. Mr. Meadowcroft is account executive with WXYZ-TV Detroit. Dr. Hill is surgeon and president and 75% owner of fabricating company. WMAX is daytime on 1480 kc with 5 kw.
- **WEGAM-AM** Charleston, Ill.: Sold by William L. Kepper to John Hurlbut

**in-depth reporting is a Blackburn specialty**

Blackburn gives the would-be TV or radio property buyer or seller the big picture. Present earnings vs. potential. Financing. Responsible contacts. This complete in-depth service has won us high praise from satisfied clients.
Rochester grant delayed

The FCC last week stayed its grant of channel 13 Rochester, N. Y., to Flower City Television Corp. until it has an opportunity to study the petitions for reconsideration filed by seven other losing applicants. Another applicant, Star Television Inc., is presently appealing the case to the U. S. Court of Appeals for the District of Columbia (Broadcasting, Sept. 11).

All nine applicants have been operating the Rochester facility on an interim basis since 1962.

for $180,000. Mr. Hurlbut owns wvMC Mount Carmel and wGC Mendota, both Illinois. He also owns daily and weekly newspapers in Illinois. Wgrc is daytimer on 1270 kc with 1 kw. Wesc-fm operates on 92.1 mc with 2.2 kw.

- Kiol. Lincoln, Neb.: Sold by James B. Goetz and associates to James C. Treat and others for $160,000. Mr. Treat has interest in Kkso Omaha, and KFrm Salina, Kan. Kiol is on 1530 kc with 5 kw fulltime.

Approved - The following transfers of station interests were approved by the FCC last week (For other FCC activities see For The Record, page 88).

- WafT-TV Cleveland (change of call pending to wkbf-tv): 50% interest sold by Frank V. Mavek to Kaiser Broadcasting Corp. (see page 60).

- Wabe Baltimore: Sold by Guy S. Erway to Adler Communications Corp., headed by Washington advertising executive Warren Adler, for $790,000. Adler Communications owns whag-am-fm Halfway, Md. Mr. Erway is president of wseb-fm Sebring, Fla., and permittee of new uhf (ch. 45) in Baltimore. Wabe is daytimer on 860 kc with 1 kw.

- Wbvp-am-fm Beaver Falls, Pa.: Sold by Frank R. Smith and associates to Robert M. Hall and others for $525,000. Mr. Hall is president of Hall Communications Inc., which owns whnb-am-fm New Bedford, Mass., and has interest in wmmu Meriden, Conn. Wbvp is on 1230 kc with 1 kw days and 250 w nights. Wbvp-fm operates on 106.7 mc with 16.5 kw.

- Wqxt and wgos(fm) Palm Beach, Fla.: Sold by B. J. Harris to Norman Knight for $400,000. Mr. Knight is owner of Knight Quality Stations: Wefm Fort Myers, wsas(FM) Worcester and wsar Fall River, all Massachusetts; whab-am-fm Portsmouth, wgor-am-fm Manchester, wtsl Hanover and wtsw-am-fm Claremont, all New Hampshire; wxbr(fm) Cocoa Beach, Fla., and CATV in Virgin Islands. Wqxt operates with 500 w days and 250 w nights on 1340 kc. Wgos(fm) operates with 100 kw at 97.7 mc.

- Wlux Baton Rouge: Sold by Denver T. Brannen to John W. Harding, Charles K. Winstanley and others for $225,000. Mr. Harding is auto dealer. Mr. Winstanley is president of wqxy-fm Baton Rouge. Wlux is daytimer on 1550 kc with 5 kw.


McLendon to sell only two Houston stations

The biggest radio-only sale in broadcasting history became just another large sale last week with the announcement that McLendon Corp. would not sell KLIF Dallas to LIN Broadcasting Corp. because of tax problems.

In June LIN had agreed to purchase KLIF plus Kilt and Kosty(fm) Houston from McLendon for $15 million (Broadcasting, July 3). LIN will now buy the Houston properties for $7,250,000. A revised transfer application is expected to be filed with the FCC this week.

In announcing the move, Frederic Gregg Jr., LIN president, said the decision to let McLendon retain KLIF "caused us much thought because we wanted very much to be operating in Dallas."

LIN officials said they had the money and wanted to buy KLIF but McLendon Corp. asked for a renegotiated agreement.

It was understood that the sale of all three stations to LIN would have caused McLendon "insurmountable" tax problems and that earlier this month McLendon officials sat down with Mr. Gregg and officials of Blackburn Co., the station brokerage firm that negotiated the deal, to work out a price for just the Houston stations.

If it had acquired the Dallas and Houston stations, LIN would have had to sell one of its AM's to stay within the FCC-permitted maximum of seven stations. Following the original agreement with McLendon LIN agreed to sell wmak Nashville to George P. Mooney for $787,500. That agreement is still in effect.

Also in July, LIN announced it was acquiring wavy-am-tv Portsmouth-Norfolk, Va. for $8 million. Both the Newport and Norfolk sales are still pending.

INTRODUCING

Donnelly C. "Don" Reeves as manager of our San Francisco office. Don has been known in California broadcast circles since 1945. His impressive background includes experience in engineering, construction, management and ownership of five radio stations; radio and television program directing; and association with a Crosley television station and newspaper. His diversified broadcast experience and numerous media associations will be of vital importance in his position as broker of radio and television properties for nine western states, plus Alaska and Hawaii. Don invites your acquaintance.
SURE, JOE PYNE GETS RATINGS.
BUT WHAT ABOUT RENEWALS?

WBAP-TV—DALLAS/FT. WORTH, TEXAS, NBC AFFILIATE • WSMB—NEW ORLEANS, LA., ABC AFFILIATE • KSIT-TV—MINNEAPOLIS, MINN., HUBBARD BROADCASTING, INC., NBC • WKAT — MIAMI, Fla., CBS AFFILIATE • WTVJ-TV — MIAMI, Fla., WOMETCO ENTERPRISES, CBS AFFILIATE • WJBO — BATON ROUGE, LOUISIANA, NBC AFFILIATE • WICI-TV—PITTSBURGH, PENNSYLVANIA, COX BROADCASTING, NBC AFFILIATE • WDBZ—DECATUR, ILLINOIS • WFGA-TV—JACKSONVILLE, FLORIDA, WOMETCO, NBC AFFILIATE • WIIN—ATLANTA, GEORGIA • WMC-TV—MEMPHIS, TENNESSEE, SCRIPPS-HOWARD, NBC AFFILIATE • KERG — EUGENE, OREGON • WBRZ-TV—BATON ROUGE, LOUISIANA, NBC, ABC AFFILIATE • WGOA—PENSACOLA, FLORIDA, NBC • WKBD-TV—DETROIT, MICHIGAN, KAISER BROADCASTING • WSLI — JACKSON, MISSISSIPPI, ABC AFFILIATE • WKZO-TV — KALAMAZOO, MICHIGAN, CBS AFFILIATE • WAVA—ARLINGTON, VIRGINIA • WLOS-TV—ASHVILLE, NORTH CAROLINA, WOMETCO, ABC AFFILIATE • WLOS — ASHEVILLE, NORTH CAROLINA, WOMETCO, ABC AFFILIATE • KARD-TV — WICHITA, KANSAS, NBC AFFILIATE • WBBW — YOUNGSTOWN, OHIO, ABC AFFILIATE • KWPH—SHREVEPORT, LOUISIANA, ABC AFFILIATE • WLIQ—MOBILE, ALABAMA, ABC AFFILIATE • WXOX—BAY CITY MICHIGAN • KGM—ALBUQUERQUE, NEW MEXICO, CBS AFFILIATE • WKBS-TV—PHILADELPHIA, PENNSYLVANIA, KAISER BROADCASTING • WAAAX—GADSDEN, ALABAMA, CBS AFFILIATE • WAVY-TV—PORTSMOUTH, VIRGINIA, NBC AFFILIATE • WMAZ—MACON, GEORGIA, CBS AFFILIATE • WICU—ERIE, PENNSYLVANIA • WKIS — ORLANDO, FLORIDA, NBC AFFILIATE • WIBX — UTICA, NEW YORK, CBS AFFILIATE • WKBK — KEENE, NEW HAMPSHIRE • WEOK—POUGHKEEPSIE, NEW YORK • WHAG—HAGERSTOWN, MARYLAND • WHIL—BOSTON, MASSACHUSETTS • WLAC—NASHVILLE, TENNESSEE, CBS AFFILIATE • KLAS—LOS ANGELES, CALIF., METRO MEDIA STATION • WJAR— PROVIDENCE, RHODE ISLAND, NBC AFFILIATE • WJSM—ST. JOSEPH MICHIGAN • WMT—CEDAR RAPIDS, IOWA, CBS AFFILIATE • WAVY—NORFOLK, VIRGINIA, NBC AFFILIATE • WDFD—FLINT MICHIGAN, NBC AFFILIATE • KMMJ—GRAND ISLAND, NEBRASKA • WRNC — RALEIGH, NORTH CAROLINA, ABC AFFILIATE • WDAY— FARGO, NORTH DAKOTA, NBC AFFILIATE • KREX—GRAND JUNCTION, COLORADO, CBS AFFILIATE • WJMS—IROMWOOD, MICHIGAN • KXRX—SAN JOSE, CALIFORNIA • WROK — ROCKFORD, ILLINOIS, ABC AFFILIATE • KJOY — STOCKTON, CALIF. • WGCC—SELMA, ALABAMA, CBS AFFILIATE • KONG—VISALIA, CALIF. • WPG—ANN ARBOR, MICHIGAN • KFRB—FAIRBANKS, ALASKA • WTIG—MASSILLON, OHIO • KGNC—AMARILLO, TEXAS, NBC AFFILIATE • KWMT—FT. DODGE, IOWA • WGRM— GREENWOOD, MISSISSIPPI • KGNO—DODGE CITY, KANSAS • WTTF—TFFIN, OHIO • KLVI—BEAUMONT, TEXAS • WASK—LAFAYETTE, INDIANA • KARR—JEFFERSONVILLE, KASS—GREAT FALLS, MONTANA, NBC AFFILIATE • WJNC—FAYETTEVILLE, NORTH JACkSONVILLE, NORTH CAROLINA • KIDD—MONTEREY, CALIF. • WGN — CHICAGO, NBC

Call Ross Charles, Director of Sales.

H HARTWEST PRODUCTIONS, INC.
635 Madison Avenue, New York City, New York 10022. Tel. 212—421-2070
FCC argues for its CATV jurisdiction

NAB, AMST JOIN AGENCY’S SIDE IN APPEALS COURT

The FCC and the Association of Maximum Service Telcasters filed lengthy briefs with the Eighth Circuit Court of Appeals in St. Louis last week, in another case centering on the crucial question of whether the commission has the authority it claims to regulate the nation’s CATV industry.

Seven CATV companies, as well as the National Cable Television Association, in briefs filed in July, argued that the commission lacks the authority—that at the least some of the commission rules are unconstitutional or are illegal.

The FCC, AMST and, in a filing on Sept. 7, the National Association of Broadcasters, assert that the commission’s authority to integrate the CATV industry into the televisionsignal distribution system is clear under the Communications Act. They also say the commission’s rules are reasonable and legal.

Oral argument is expected to be held in the St. Louis court next month.

The question of jurisdiction has been clouded as the result of two circuit court decisions in recent months. A circuit court in Washington in July answered the question in the commission’s favor (BROADCASTING, July 13). But the ninth circuit court, in a case involving an appeal by San Diego systems from a commission order, held that the commission’s authority is limited to regulating television and radio “licensees.” The government has asked the Supreme Court to review that decision (BROADCASTING, July 24).

Old Timer • The eighth circuit court case is, in a sense, the granddaddy of them all. It has its origin in an appeal that Black Hills Video Corp. and its parent, Midwest Video Corp., filed from the First Report and Order, in which the commission, on April 30, 1965, adopted rules governing CATV systems using microwave signals, over which the commission has jurisdiction.

Following issuance of the Second Report and Order a year later, in which the commission asserted jurisdiction over all CATV systems, Black Hills and Midwest filed an appeal from that action as well as from the commission’s denial of their petition for reconsideration.

Similar appeals filed in various other federal circuit courts, by Buckeye Cablevision Inc. of Toledo, Ohio; Alice Cable Television Corp. of Alice, Tex.; and Trans-Video Corp., of San Diego, in behalf of itself and two subsidiaries, Pacific Video Cable Co. and Mission Cable Co. All of the cases were eventually consolidated in St. Louis.

Many of the arguments being made in the case echo those that have been heard before, both at the commission and in the courts, since the agency first began expressing concern over the proliferation of CATV systems. The commission has held that while CATV’s may provide a valuable supplemental service in bringing signals to underserved areas, they constitute unfair competition for existing service and have the potential for upsetting the national television allocations policy, which is based on local service.

The commission’s rules—requiring CATV systems to refrain from duplicating the signals of local stations and to carry those stations’ signals, if requested, and to obtain commission permission before importing distant signals into major markets—are designed “to strike a balance between the interests of the CATV systems and those of the broadcasters so as to serve the overriding public interest advancement of a nationwide broadcasting system,” the commission said in its brief last week.

Black Hills’ Position • But Black Hills and Midwest, in their petition, maintain that the commission lacks the authority to regulate the CATV systems. The commission’s authority to regulate the interstate communications by wire and radio doesn’t apply to CATV systems, since they are fundamentally reception, not transmission, services, according to Black Hills and Midwest. NCTA, in addition, said that the commission itself has held, in previous proceedings, that it lacked authority over CATV systems.

Black Hills and Midwest, as well as several of the other petitioners, argue also that even if the commission is authorized to regulate CATV systems, the rules go beyond any possible statutory authority in that they violate the systems’ freedom of speech guarantees by requiring them to black out certain programs. The systems also argued that the nonduplication rules create rights in programs not provided for in the copyright law.

More Arguments • Buckeye and Alice, in addition, said the commission’s procedures in adopting the CATV rules violated orderly rulemaking procedures. The systems claim that the commission’s notice of inquiry and proposed rulemaking was too vague to apprise the public as to the commission’s intention to adopt final rules, that the commission failed to hold an oral argument on the proposed rules, and that in its practical application, the distant signal rule is an unlawful retroactive regulation.

The FCC, NAB and AMST, in their separate briefs, said the commission’s authority to regulate CATV’s is undeniable. They said the Communications Act language giving the commission authority to regulate “all interstate and foreign communication by wire or radio” applies to CATV systems which, they add, are a part of the TV signal transmission system—and not merely a reception service.

Furthermore, they point to the court decision in the Buckeye case, which said CATV is a form of “wire communication which enlarges the signal range of licensee stations to the potential detriment of the entire regulatory scheme.” And the commission noted that the Supreme Court, in upholding the chain-broadcasting rules in 1943, held that the Communications Act was designed to give the commission the “expansive” powers it would need to deal with a dynamic industry.

The commission and its allies assert that the nonduplication and carriage requirements do not violate CATV systems’ freedom of speech. AMST, noting that the commission bases its authority in part on Communications Act provisions authorizing it to establish zones of television service, said the agency does not violate any constitutional requirements by implementing the public interest requirements of the act.

No New Rights • Nor do the rules create any new property rights on behalf of the local station, in the view of the rules’ defenders. “The rules create no code of private rights and remedies,” AMST said. “They are rules having the force and nature of a public law, issued by a federal administrative agency acting with the scope of the powers conferred upon it by Congress,” AMST added.

The commission, in addition, said the systems’ concern about being forced to incur copyright liability is odd in...
Another open letter to the color TV commercial film industry:

When it comes to color TV commercial film processing, Movielab has always been number one.

Since the advent of television advertising, Movielab has continually sought and engineered advanced film processing and printing methods to give "Madison Avenue" top quality, faster service and the right price. Our aim is to insure that your presentations of your sponsors' products represent the utmost in technical perfection.

Since our last open letter to you, we have, as always been moving ahead. This is a report of progress in which we are sure you will be vitally interested.

While we already have the largest optical reduction color spot printing capacity of any laboratory in the country, we are now completing construction of the first additive color scene-to-scene version of the Octette.

Thus, Movielab will become the first laboratory in the world to produce eight 16mm color prints at one time from an original 35mm optical negative by means of superior optical reduction printing . . . with obvious benefits to our customer in quality, service and economy.

Meanwhile, we can fulfill the demand for color commercials using the contact method, having increased our capacity over fivefold. In this connection, our double rank equipment (which utilizes a double rank negative) enables us to now give faster service and better quality with added assurance to our customer that the life of his negative will be maintained longer by this unique method of printing.

Movielab has also introduced the first double rank sound track recording equipment in the country, by means of which two negatives are recorded or transferred simultaneously at very little extra cost. This gives our customer two advantages: extra speed in release printing plus insurance that should anything happen to one side of the negative, production is not held up and delivery dates will be kept.

Another upcoming Movielab exclusive will be the first electronic production control system to be used in printing of commercial spots. This automatic device will double check production output on a multiprint order so that if a shortage should occur, it is spotted electronically and the order can be completed immediately while the job is still "in work." Designed to meet the industry problem of shortages in delivery, our new "Spot Check" is just one more innovation in our program for constant improvement of customer service.

Backed by more than 35 years of experience, Movielab continues as the industry's pacemaker in color and black and white TV commercial film processing. When you buy film processing, remember there is no substitute for quality of product and dependable service. At Movielab, progress is our business. Profits are continually reinvested for growth and technological advancement in the best interest of our stockholders and customers. For sponsor satisfaction you can depend on Movielab—where the customer is always Number One.

Saul Jeffee
President
Movielab, Inc.
portation view proposing the CATV rules, that scope of bringing court or congressional action clearly bringing CATV systems within the scope of the copyright law.

Followed Book • The commission said it complied with the requirements of law in adopting the Second Report and Order. It conceded it had said, in proposing the CATV rules, that comments on "interim action" had been requested and that it stated it would "in all likelihood" issue a further notice of rulemaking. However, the commission added that it had "made clear that it reserved the right 'to take any rule-making action found appropriate at the conclusion of this proceeding, without conducting new proceedings.'" The commission also said it is not required by law to hold oral argument in every rulemaking proceeding.

The commission dismissed as "without merit" the "attempt to stigmatize" the distant-signal rule by terming it retroactive. The commission in a news conference and news release on Feb. 15, 1966, said the provisions of the rule would become effective that day, even though the rule would not be formally adopted and published for another month. The reason, the commission said at the time, was to prevent CATV operators from rapidly expanding their systems before a deferred deadline.

The commission said the significance of the Feb. 15 date is to determine those to which the rule will apply, "but other month. The reason, the commission said at the time, was to prevent CATV operators from rapidly expanding their systems before a deferred deadline."

CBS Radio plans a new sound

Affiliates told network will emphasize experimentation and changes as the proper road to a profitable operation

CBS Radio is moving into an era of program experimentation and change in order to emerge as an "advertiser-oriented network" with a growing profit picture.

This blueprint was presented to 322 executives attending the 14th annual convention of the CBS Radio Affiliates Association in New York last week (Sept. 20-21). Network spokesmen made it clear that programs that were not program changes. Three presaged a shows would be tested for sponsor attractiveness.

Affiliates were alerted to imminent program changes. Three presaged a substantial expansion in the volume of sports and news programming, starting in mid-October, reflecting both the desires of affiliates and apparent sponsor interest in such presentations.

The Road to Profit • The emphasis on experimentation and change as the route to profitability was sounded by Clark B. George, president of the CBS Radio Division, in his opening remarks and was echoed by other speakers.

"To remain profitable with the limited amount of time available to us," Mr. George pointed out, "We must get more for our product per unit sold." Mr. George said the network would experiment and change: "A year from now your network will have a different sound than it has today—two years ahead, different from that of fall 1968."

CBS Radio's program changes, as disclosed to the convention by Mr. George and George J. Arkedis, vice president of the radio division and manager of the network, will be achieved over the next few months. Their net effect, it was said, will slice some 35 minutes from the current total weekly network option time of 25 hours and 35 minutes.

According to network officials, most of the changes reflect the off-expressed desires of affiliates for more sports and news coverage.

As presented, and later approved by the affiliates, the changes encompass the following:

House Party' Ends • Art Linkletter's House Party, a network-radio staple since January 1945, will be dropped on Oct. 13. It's currently fed Monday-Friday at 10:10 a.m. EDT as a 20-minute tape version of the TV show's audio. There's also a feed one hour later to accommodate affiliates that pick-up Arthur Godfrey Time at 10:10 a.m.

The current two feeds of Godfrey, at 9:10 and 10:10, will be increased to five, effective Oct. 16, the additional feeds coming at one-hour intervals. Stations have the option to choose which feed they'll accept, permitting more flexibility.

Also starting on Oct. 16, or during that week, CBS will feed the following additional programming: new five minute "news-in-depth" broadcasts, called First Line Report, Monday-Saturday at 6:25 a.m. EDT, three each handled by CBS correspondents Dan Rather and Marvin Kalb; five new five-minute sports broadcasts, using station reports of weekend events taking place in their locales, these to be broadcast under the title, Sportz Central, U. S. A., at 8:15 a.m. and 5:55 p.m. on Saturdays, and 10:05 a.m., 5:05 p.m. and 7:55 p.m. on Sundays, and the addition of a five-minute news-oriented Dimension feature on Saturdays at 11:05 a.m.

All of those shows will be offered for sale by the network, as will the current five-minute Sunday news (at 5 p.m.), which currently is provided stations for sale locally.

Early Opening • In addition, the network will open its lines at 6 a.m. EDT, two hours earlier than at present, and reinstitute its two-way lines "for more effective feeds cross-country originating outside of New York."

Beginning Nov. 13, there'll be two daily closed-circuit feeds at 6:05-6:24 a.m. and 7:36-7:46 a.m. of network news reports for station use in local broadcasts. The second feed will be scheduled only on those days when the

52 (THE MEDIA)
Now listen to this.
KCKC, San Bernardino has appointed Blair Radio.

What's "in" in the inland empire? The unique California sound of top-rated KCKC.

What's the inland empire? The second fastest growing metropolitan area in the U.S. It's the country's largest county, with over a million residents. This San Bernardino-Riverside-Ontario market has more retail sales than New Orleans; more food sales than Indianapolis; more home furnishing sales than Miami; more service station sales than Dallas; more drug sales than Hartford.

Since no one daily or Sunday newspaper covers the whole inland empire, those in the know use KCKC radio.

And they get a bonus: KGOL, Palm Desert, KCKC's sister station reaching 100,000 listeners in lower Riverside County near Palm Springs. All included with every schedule on KCKC.

Now KCKC has appointed John Blair and Company, the nation's number one station representatives, to represent the station nationally.

In-the-know KCKC knows how to grow!
quantity of news developments justifies the use. Starting in January, the network will provide News Journal '68, a 25-minute news special on the last Thursday of every month. This will be for local sale.

Also promised was more and wider sports coverage, including the addition to the current football lineup of the Blue-Grey game on Dec. 30. This, too, CBS Radio officials said, will be for sale to local advertisers.

The opening session of the convention was also the scene of an announcement by Mr. Arkedis that Sherrill W. Taylor had been named vice president, affiliate relations of the radio division (Closed Circuit, Sept. 18).

Mr. Taylor has served as vice president for radio of the National Association of Broadcasters since March 1964. Before that, he was radio-television senior group head for J. Walter Thompson in Chicago, and also had served with Radio Advertising Bureau and, earlier, with CBS.

New News • Further word on new news programming was given by Emerson Stone, director of radio news, at the Thursday-morning convention session.

"We shall be adding new concepts to all kinds of programing—specials, public affairs, Dimension and of course the hourly news broadcasts," he said.

Mr. Stone also indicated that CBS Radio News will give selective rather than gavel-to-gavel coverage of next year's Republican and Democratic convention.

"CBS Radio News will offer a new departure in coverage of the conventions—not a revolution but an evolution. In these initial phases of planning, we are aiming to tailor our coverage to do two things: First, to present the facts, the voices, the sounds and the meaning of the important events of the conventions, leaving out the chaff; and second, to present this coverage in a flexible way that will allow all the affiliates the greatest number of options in their use of it."

Mr. Stone was preceded by Richard S. Salant, president of CBS News, who stressed the speed and flexibility of radio news and said that "we at CBS News love it inordinately and we are mighty glad that we are being given new opportunities."

C-F Returns • Despite a "general business softening in 1967," CBS Radio's year was shaping up as "one we'll be proud of," Benjamin Louchridge, vice president for network sales said.

Mr. Louchridge announced that Colgate-Palmolive Co., long absent from radio, would "emerge as a prime advertiser in both network and spot radio in 1968. . . ." He said he also anticipated a surge in automotive advertisers that would benefit all of radio.

David M. Blank, vice president for economics and research, CBS Broadcast Group, forecast a favorable climate for business in the next 18 months.

Luncheon speaker on the first day was John A. Schneider, broadcast group president. His remarks were off-the-record. So were those of Richard M. Nixon, former U. S. Vice President, who addressed the Thursday luncheon.

Maurie Webster, vice president, development, CBS Radio Division, challenged the notion that half the population is under 25 and rapidly growing younger. He said the median age in 1965 was 28, and added: "Incidentally, half the population was under 25 in 1920 and half was under 21 in 1880, so you can see which way the trend is really headed."

But even more important, Mr. Webster emphasized, is "who has and spends the money today."

Kaiser's plans move forward

Group's dream of network by late 1970 is supported by approval of Cleveland UHF purchase and other moves

Kaiser Broadcasting Corp., which hopes to establish a television network within a three-year period, has hired a survey to strengthen last week. The developments:

- The FCC approved Kaiser's purchase of 50% of WATF-TV (ch. 61) Cleveland (application for call WKBV-TV). The station expects to start operations next spring, thus giving Kaiser—"the first time for any group owner—six UHF stations in the top-10 markets and more than five-station ownership in the top-50 markets (see page 60)."
- Kaiser tentatively advanced the premiere date of KHJK-TV (ch. 44) San Francisco by two months to Jan. 2, 1968, and has applied for a change in call letters to KBKX-TV.
- Kaiser announced new general managers for the Cleveland and San Francisco stations as part of a shuffling of personnel.
- Kaiser has begun an expansion program that starts its distribution of entertainment shows through a programing and syndication division. KHJK-TV will receive a one-hour Hy Lit young-adult show (originating from WKBV-TV Burlington, N. J.-Philadelphia) as well as a twice-weekly 90-minute Lou Gordon Hot Seat talk show (from KWBV-TV Detroit). Kaiser expects to syndicate these or other color shows to stations outside its group next year.

Network Plans • Kaiser's blueprint is to inaugurate its own live interconnected TV network by late 1970 with up to 50 stations, the start to come when a seventh UHF outlet joins the Kaiser group. Kaiser is now looking for possible acquisitions in either New York or Chicago. In the network operation, Kaiser expects to offer both entertainment and news programming.

Kaiser entered the UHF field in 1965 with WKBV-TV at an initial investment of $3.7 million. Today, with WKBV-TV, WKBV-TV Cambridge-Boston, KMTV-TV Corona-Los Angeles, and the San Francisco and Cleveland U's, Kaiser officials estimate its broadcast investment has grown to "in excess of $30 million."

By 1970 with its projected network plus a full-grown syndication business, Kaiser officials predict the investment will climb to $80 million.

Jay Q. Berkson, station manager at WKBV-TV, was made general manager of WATF-TV replacing L. William White, KHJK-TV's new general manager.

In other personnel moves: Albert B. Sturges, program director at WATF-TV, was named program director at KHJK-TV. He was replaced in Cleveland by Arthur R. Hook, who was program director at WTVTV(Bloomington-Indianapolis. James Booz, sales manager of KGGM-TV Albuquerque, N. M., was made sales manager at WATF-TV. Jim Billingsly, assistant chief engineer of WKBV-TV, was named engineering manager of WATF-TV.

Programing • Kaiser now is concentrating on supplying the programing needs of KHJK-TV. A "multimillion fund" has been set aside for this UHF operation.

The San Francisco outlet plans to program a half-hour color newscast either at 7 or 10 p.m., featuring community affairs. A 15-man crew will back up the news coverage. Negotiations are underway for a "major sports team" for the station. Bob Fouts, formerly of the San Francisco 49ers and host of a radio-sports show on KCBS San Francisco, has been hired as KHJK-TV's sports director.

Beefing up its programing, the station has signed Don Sherwood for a live personality show. Joe Dolan, host of a radio talk program on KNEW Oakland, will begin a "live provocative discussion program" similar to those conducted by Joe Pyne or Alan Burke.

Kaiser also has KFQG(FM) San Francisco, and WCAS and WJIB(FM) Cambridge-Boston. Ultimately, Kaiser plans to own a radio counterpart in each of its seven UHF markets.
the “ALL-TIME HEAVYWEIGHT TOURNAMENT” IS TAKING THE COUNTRY BY STORM!

ASK THE MAN WHO HAS IT!

WBNH KFWB WIND WCAU WJBK KNBR WBZ WTAQ KGEM WTAX WDAN WBAT WBST WGGF WITZ WBIW KEKO WATR WINF WTOP KYOK WERE WFBR KILT KSTP WBKW WCKY WBUW WSAW WTCJ WKBV WAZY KFJB KVFD KWWL WDQW WTTB WPCF KLIH KOGO KRKO WSB KCMO WGBS KDEN WWOM KLW KBW WBT WPAW WMIT WIBR WFU WAAY KAAA KYUM KDES WIBC WFLA KEX WICE KOOL WBNS WNYR WAVE WCOU WLOB WEGP WTOL WRLD WCUM WCCM WBOC KDAY KRED KBBE WHIO KFBK WGY WGB WCBC KFJZ WSNP WSLR WBRK WDMJ WJP WPLB WNB Y WABJ WCSR WBC KWTG WBT KMX KXO WFBL WINF KOMA KTRG WBEN KALL WSIX WMS WHFB WHGR WJMS WCCN WKBZ WHTS WATT WATZ KTRG KQVM KFKA WMBR WRNL WSAN WOOD WILM WFCF KMJ WJS WJON KROC KXRA KHAD KAS WLOX KARR KGEE CFCN CFPL KKEY WSBA KAZE WFBK WBC KBMW KL IV KFCC KOB KRON WMB WMB KOB KVPM KSYY KSMA KERN WIRL WILK WAO WSA WBD WSB KOND WDMJ WBD WCFB WSBY WDOE WSC WJTN WMDL WOSC WNY KFA KJAR KFBK WGL WTTM KDA L CBCE WEEU WDC WCO WKC WBC KBY WDB WDAY KFYR KNOX KFY WBCO WBI WJRN CHED WSAZ WBBR WQW WDK KOS WDM WMB WMAN WHTZ WJER KGWA KZEL KAGI KYES CFCO CKLC CHYM KIDD WCOA WGBF WBP WICK WATR WBCM WOCL KSLM KBND WRTA WYL WBCB WJBA WBBM WST CJSJ SKWJ CVT KLBK WOMP XSS KS WLM KZEL WDL WBW WDB WKRZ WPPA WFBF WSC WRAK WHLM WTMA WHUB CFNB VDCM CJCH WTV KBK KTRM WTVJ WTCA KIMA KLW WVLK WCNT WKR WFFY WHAL WMR WJL WJTS WBBR WTAP WSAU CJOC WLOB WBBW CBK WALE KHR WBM KCJS WBJ KBWD KBLB KLV WSMI WFLS WBB KXRO CFCF CJCB WAJR WRTA KOM A WMAN WLVA KROC WCOU KBBM WTBK KHT KRR KALE WNN WHAR WOEP Complete list available on request.

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RAB meetings draw record attendance

Dallas, Atlanta management conferences present fresh ideas for sales and local promotions

The value to radio-station operations of community-involvement projects, national sales presentations, satisfactory sales aids for personnel and consistent promotional efforts was underscored at the opening sessions of the 1967 Radio Advertising Bureau management conferences in Dallas and Atlanta.

Record attendances marked both meetings. About 90 station owners, managers and sales managers in Dallas and 125 in Atlanta heard executives from small and large market outlets, representatives of leading advertisers and officials of RAB discussing various phases of radio operations.

In his opening remarks at the Dallas meeting (Sept. 18-19) and later in Atlanta (Sept. 21-22), RAB President Miles David cited the improvement made in radio measurement the last few months and the growing maturity among radio-station management the past few years. As evidence of maturity, Mr. David said, the number of requests coming to RAB for marketing-oriented stations "is up at least 10-fold" in the past two years.

ARB Study • Robert H. Alter, executive vice president of RAB, expanded on Mr. David's observations concerning the upgrading of radio measurement. Mr. Alter said an American Research Bureau analysis recently commissioned by RAB provides information for the first time on the number of people and the number of times an advertiser would reach them if he bought 120 minutes of time in a specific market.

Mr. Alter cited a typical example from the study of various schedules in the Philadelphia market in the 10 a.m.-3 p.m. period. He said 36 announcements a week (six spots on six stations) delivered 33% of all men and women, 18 to 49, 2.2 times each. A schedule of 72 announcements a week (12 spots each on six stations) delivered 42.5% of all men and women, 18 to 49, 3.4 times each. A schedule of 144 announcements a week (24 spots each on six stations) delivered 48.8% of all men and women, 18 to 49, 5.9 times each.

Speakers in Dallas at the large-market sessions were David H. Morris, president and general manager of KNXZ and KQUE(FM) in Houston, and Norman W. Williams, station manager, KMA Shenandoah, Iowa. Speakers for the small-market session were Thomas Harrell, president and general manager, WSTP Salisbury, N. C., and Ed Lovelace, president and general manager, KOTT Orange, Tex.

Mr. Morris emphasized the value of sales preparation. He said sales contests are held among the staff to stimulate initiative and he holds meetings with local businessmen during which they explain their operations to his salesmen.

Radio Beauty • Mr. Williams described in detail a national sales presentation that KMA, a farm station, took to the highest level of advertising decision makers. To dramatize the story of the 40-year-old station with a project called "Operation Miss Mink,

Local service seen as station's claim to future

FCC Commissioner Nicholas Johnson is adding his voice to a small but growing chorus of those warning broadcasters that their own self-interest—not merely conscience or FCC "cajolery"—dictates that they stress service of a distinctly local nature in their programming.

Other spectrum users are competing for broadcast frequencies as the demand for frequency space grows, he said in a speech prepared for delivery this morning (Monday) to the Texas Association of Broadcasters convention in Austin. "Your transmitter is no longer indispensable," he added. But make "your total program service indispensable to your community and the future of local broadcasting will be secure."

The commissioner said there are vital services that only a local station can provide—broadcast of local news and public-affairs programing and advertising, promotion of local civic and charitable drives, as a forum for local talent and an outlet for entertainment geared to local tastes.

The commission, he added, recognizes the importance of such service and has geared its allocations and licensing policies to it.

Closer Check • But, he said, the contribution of the local broadcaster to his community "is coming under closer scrutiny." Time and weather reports can be provided by the telephone company, music is available from tapes. Motion pictures can be obtained from home projectors and home video cameras, the "video records" (recently announced by CBS) and players.

In terms of broadcasting itself, he added, "a very few superpower radio stations" could bring network programs to the entire country, and "scientists tell us the possibility of direct satellite-to-home television is not too far away." CATV, with microwave interconnections, he noted, is already here.

He said these facts must be considered in light of the growing demand by police, aviation and space-age projects for frequency space, and the fact that commercial uses of land-mobile radio add "billions of dollars in profits" to American business and to our gross national product.

"For a variety of reasons, therefore, the FCC—and you—have to be in a better position than ever before to justify—logically, as well as emotionally and politically—every bit of frequency space used by local radio and television station owners," he said.

Henry Argued • Former FCC Chairman E. William Henry made
KMA engaged "a mini-minked farm-bred beauty, Miss Mink" to give a 17-minute "simple, soft sell" presentation on "the fresh sound of KMA and the potential of the market it covers," Mr. Williams related.

The same presentation, he said, was given before advertisers and agency executives in Chicago, St. Louis, Detroit, Kansas City, Mo., Des Moines, Omaha, and Minneapolis at a total cost of $12,000. Mr. Williams estimated that this promotion raised the national revenue of KMA for the first six months of 1967 by 17.5%.

Mr. Harrell described a variety of techniques that led to community awareness of WSTP. He said the station salutes an outstanding person in the community and calls the undertaking "I Like John Smith Day" (or whatever the individual's name is). A local florist delivers a carnation to the man in his office, and if it's a woman, she receives a single rose.

"As soon as we announce the person of today," Mr. Harrell said, "the individual's phone starts ringing. We have multiplied our involvement with all these people."

Another example he cited is called "Afternoon in the Park," conducted once a year by WSTP. Listeners are invited to an outing in a park to listen to live music by three high school bands and watch a canoe race among WSTP personalities. Approximately 4,000 persons attend each year, according to Mr. Harrell.

Community Roots — Mr. Lovelace reported on KOGT's climb from a loss operation to prosperity in a community of 22,000 that is ringed by larger cities. His formula: He and his staff joined civic organizations; he raised station rates; he sought business from establishments outside the listening area because residents often shop outside the market and came from "country-store programming with a little bit of everything to a consistent pattern."

At the Atlanta meeting, Ben McKin- non, general manager, WSGN Birmingham, Ala., detailed the profile of a successful pop-music station; and stressed the need for showmanship, the importance of a news department and the value of constant audience-participation contests. He said the station tries to "put an aura of excitement and enthusiasm in programing and promotion to reflect the station's image of an active, community-minded radio voice of service and entertainment."

Two leading advertiser executives attended the conference. Robert Jornayvas, director of advertising and sales promotion, Pearl Brewing Co., and Earle K. Borman, manager, product planning and development, Lehn & Fink Products Corp., appeared at the Dallas and Atlanta meetings respectively. They spoke informally in off-the-record sessions.

much the same point during his term on the commission. And William Carlisle, vice president for television of the National Association of Broadcasters, told the Maine Association of Broadcasters two weeks ago that local service is the only answer that can be made to those who would permit technology to render local stations obsolete. (BROADCASTING, Sept. 18.)

Commissioner Johnson doesn't expect a serious move to be made to decrease the number of VHF channels already allocated to stations. But he noted the "less extreme proposals" that have been advanced. One would cut in half the 6-mc bands that each station uses. These bands occupy six times as much space as the entire AM radio band, and engineers have said that television could provide the same technical quality service with 3-mc bands, he said. Another, now pending before the commission, would allocate UHF channels to police departments and others in need of mobile-radio frequencies. He said there are 200 to 400 mobile radio channels—enough for hundreds of thousands of users nationwide—in each VHF or UHF channel assignment.

The commissioner said the job of how best to provide local service is up to the individual broadcaster. But he suggested that stations seek to involve their audience more in their programing decisions. He said stations doing this would be in a better position to answer commission questions on how they serve their communities.

In that connection he offered another idea he has touched on in the past: that "to the extent the local community can be truly involved in the affairs of its local broadcasters—from programing suggestions to participation in license-renewal proceedings—the need for, and the role of, the FCC is diminished."

Lid asked on affiliations

All-channel group wants limit on number of networks TV's may use

A proposal that the FCC limit the number of network affiliations that a TV station may hold, was approved last week in New York by a roll-call vote of the Joint Industry-Government Committee for Full Development of All-Channel Broadcasting.

The resolution was passed 20 to 16 with four abstentions. Solid in their opposition were the TV networks, the National Association of Broadcasters, AT&T, and major group operators. Abstaining were the Electronic Industries Association, the Association of Maximum Service Telecasters, Corinthian Broadcasting and Metromedia.

The resolution would allow three primary affiliations if the station is the only one in its market; two primary affiliations if there are two stations in the market, and one primary affiliation if there are three or more stations in the market. It would make no difference if the stations are all VHF, all UHF or a mixture. Other resolutions passed:

• The FCC was unanimously requested to drop its proposed rulemaking that group owners may not acquire more than three V's and two U's in the top 50 markets. There was considerable discussion about proposing an alternative policy, but the meeting was unable to reach a majority consensus. The effect of the resolution, if followed by the FCC, would then be reversion to the established rule of five V's and two U's regardless of markets.

• The resolution will be notified of a study by the committee's research committee, to inform commissioners on the increasing audience-share of independent stations, extending beyond the probable maximum of 10 suggested by Dr. Martin H. Seiden, an economic consultant, in an analysis of the CATV industry prepared for the FCC in February 1965.

The last proposal was initiated by Len Stevens, executive vice president of WPHI-TV Philadelphia, because of his "worry" about the narrow margin of defeat of a petition for waiver of the second report and order that would have enabled Triangle Cablevision to import New York independent stations' signals into the Philadelphia market (BROADCASTING, Sept. 18).
NET, EEN plan network

Operation to start Nov. 5 in East with 17 outlets;
PBL Sunday series to be included in first offering

The first fulltime interstate network of noncommercial television stations will begin operations Nov. 5, it was announced jointly last week by the Eastern Educational Network and National Educational Television.

The network initially will involve 17 stations in 12 states from Maine to the District of Columbia in live carriage of regular EEN and NET programs, the Public Broadcast Laboratory's Sunday series (also beginning Nov. 5), and special programs developed jointly by EEN and NET.

In its first, seven-month phase, network interconnection will cost about $150,000, according to Gerard Appy, NET vice president for network relations. That cost will be borne equally by the two partners. In addition, EEN will receive about $30,000 from the PBL as 75% compensation for the laboratory's savings on interconnection for its Sunday series. Administrative costs estimated at $50,000 for the seven-month period will be borne by EEN alone.

Among the special programming projects envisioned by EEN and NET are a strip half-hour news analysis program (tentatively, 10-10:30 p.m.) which might be run in with local news programs, and a number of special news and public affairs events, according to Don Quayle, executive director of EEN.

Both Mr. Quayle and John Kiermaier, president of EEN and of noncommercial Wnor(rv) Newark-New York, said they had been actively engaged in trying to enlist the financial support of foundations and national corporations for the projects. Mr. Kiermaier said that while no agreements were ready to be announced, he was "optimistic."

"Calculated Risk!" Mr. Quayle said: "Regional networking at this time is a calculated risk that we can raise the new programing money to make the whole thing worthwhile. But it's a risk we had to take, and I'm hoping that a live network will be an attractive factor in our proposals."

One of the problem areas that will have to be worked out, according to Mr. Quayle, is scheduling the network feed to stations because some of them will have difficulty tapping parts of it for later play while maintaining strong local operations. The inability of some stations to originate color constitutes a similar problem.

Another aspect of the EEN development with multiregional implications is the Public Broadcast Laboratory's supporting role. Gerald Slater, PBL operations director, said last week the laboratory had offered sums totaling more than $360,000 to the Central and Southern Educational Networks and the noncommercial television operation of the Rocky Mountain Federation, on the same basis of 75% compensation for interconnection savings to PBL. None were able to avail themselves of the offer this year, but Mr. Slater said the southern group would probably participate in the project next year.

Similarly, PBL has contributed $300 each to noncommercial stations in Norfolk, Va., and Athens, Ohio, for conversion of their antennas to pick up the PBL Sunday series off the air from neighboring stations. Mr. Slater commented: "It's a saving to the laboratory, and a more productive application of the money than simply turning it over to AT&T."

EEN stations that will participate in the live networking project are in Washington; Philadelphia; Boston; New York, Schenectady, Rochester, Buffalo, and Syracuse, all New York; Augusta, Orono, Calais and Presque Isle, all Maine; Burlington, Windsor, St. Johnsbury and Rutland, all Vermont, and Providence, R. I.

Will advertisers pay for CPB?

Proposal is one of many under consideration by financing study group

Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, suggested last week that "corporations which advertise on commercial television might contribute a proper percentage of their total advertising outlay" to noncommercial television.

He said this would be one of the proposals considered in a "definitive study of long-range public and private financing for public television" to be undertaken by his committee. The study would also consider proposals by the Ford Foundation, members of the former Carnegie Commission, noncommercial television stations, National Educational Television, and the Public Broadcast Laboratory, Mr. Hoving said.

The committee is planning to consider such "areas of public policy," Mr. Hoving added, "as we go along, organizing our state and local committees, who in a better position to speak authoritatively for the whole of public television?"
Iowa is corn. Yeah. And the earth is homaloidal.

Flat statements about Iowa corn have only a kernel of truth: We raise it and it’s important—but not preeminently. Iowa isn’t corn. Ever since 1950 the market value of Iowa’s industrial output has exceeded its total agricultural output. In 1966 the ratio was 3 to 1 ($10.2 to $3.3 billion).

What’s it to us? We’re tired of the hayseed image. And, although the traffic created by a couple of hundred thousand industry-employed Iowans creates a little smog, the Iowa air absorbs it with ease and still leaves room for our kinetic kilocycles.

Man and boy, we’ve watched Iowa industry grow, and small farms become big business. Eastern Iowa now contains 60% of Iowa’s population and buying power. It includes Cedar Rapids, Iowa City, Waterloo and Dubuque—four of Iowa’s eight largest population centers.

We have reason to believe that we’ve followed Eastern Iowa’s changing complexion and taste, perhaps even helped shape the latter. Our sales staff, or Katz Agency representatives, will be happy to share our reasons with you.
Another waiver for a group

FCC bypasses its proposed limit of three TV’s
in top-50 markets for fifth time in Kaiser case

The FCC last week approved Kaiser Broadcasting Corp.’s application to acquire 50% of WAFX-TV, Cleveland, a station not yet built. And three dissenting commissioners said the 4-to-3 decision all but lays to rest the commission’s proposal to tighten up its multiple-ownership rules as they apply to the top-50 markets.

At issue was an application for assignment of the construction permit for channel 61 Cleveland from Superior Broadcasting Corp., 98% owned by Frank Mavec, to a corporation that Superior and Kaiser founded with investments of $200,000 each and own jointly. Kaiser has an option to acquire all of the stock within three years.

In approving the assignment, the commission also granted the fifth waiver, out of five requests, of its interim policy requiring a hearing on any application that would result in a company owning more than three stations in the top-50 markets, no more than two of them VHF’s. Kaiser has four UHF stations and a construction permit for a fifth in the top-eight markets.

The commission is expected to act soon on another transfer case that would require waiver of the policy—that involving sale of five UHF construction permits now held by Overmyer Communications to U.S. Communications Corp., a new subsidiary of AVC Corp., the former American Viscose Corp. Also pending before the commission is the sale of WPHL-TV (ch. 17) Philadelphia to AVC. Last week’s action appears to bode well for AVC’s effort to start a new group operation.

Two-year-old Policy • The commission adopted the interim ownership policy two years ago when it invited industry comments on a proposal to write the same top-50 ownership limitations into its rules (Broadcasting, June 21, 1965). (Six months earlier, the commission had attempted to slow down group-ownership expansion into the major markets with an even tighter policy, one designed to bar new VHF-station ownership to entities already owning one VHF in those markets.)

Basis for the commission’s action was concern over what the majority said was a growing concentration of control of stations in the major markets. Commission action on the two-year-old proposal is not imminent.

However, the effort to change the rules or implement the policy has been steadfastly opposed by Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth. And Commissioner Lee Loevinger, who had voted to issue the proposed rule and to adopt the policy, now appears to have gone over to their side in the issue, at least so far as UHF facilities are concerned.

In a concurring statement last week, he said that developments and arguments since June 1965 have caused him to doubt that the rule in its proposed form “is the best means of achieving the objective sought.”

“It seems particularly dubious that we should impose a more restrictive rule on the expansion of UHF interests at the same time that we are seeking to encourage the development of UHF,” he said. He took a similar stand last year in voting to approve the sale of WCAS, WJIB (FM) and WKBJ-TV Cambridge-Boston (then WXHR-AM-FM-TV) to Kaiser and the Boston Globe Newspaper Co.

Cox Dissent • Commissioner Kenneth A. Cox, in a dissent in which Commissioners Robert T. Bartley and Nicholas Johnson joined, said the action “undercuts, if it does not destroy, our pending rulemaking proposal in the critical area of diversity of control of the broadcast media. "Perhaps the majority will eventually abandon" the proposal, he said. But if it does, he added, it should do so for stated reasons after full consideration. "It should not be slipped in without explanation in the course of disposing of particular applications on an ad hoc basis . . . ”

He said that the commission’s waivers are leading to the same kind of concentration of control of UHF stations in the top-50 markets as he says now exists with respect to VHF’s. “I am advised that there are only 28 channels still available in those markets,” he said.

He denounced the Kaiser acquisition as representing “the most extreme departure the majority has made thus far” from the interim policy. In the previous four cases, the stations involved were in precarious financial condition, and some showing was made of an effort to find a buyer that would not result in a violation of the policy—conditions that don’t exist in the Cleveland sale, he said.

The applicants sought waiver of the policy in part on the ground that Superior's proposed waiver wasn’t substantial enough to serve the public properly and that Kaiser’s resources were needed to permit a more elaborate operation.

Yet, Commissioner Cox recalled, Superior underwent a hearing to establish its financial qualifications. If Superior is not financially qualified, Commissioner Cox said, then the commission should cancel the permit and invite new applications—“and hopefully some of them might meet our interim policy.”

He said that Kaiser would be in a serious disadvantage if it were forced to compete for the Cleveland facility, regardless of the presence of the interim policy. He noted that the group owner has stations in Los Angeles (KMTW-TV Corona), Philadelphia (WKBW-TV Burlington, N.J.), Boston, Detroit (WKB0-TV) and a construction permit for San Francisco (KHKK-TV).

In view of the permission granted Kaiser to acquire 50% of the Boston station, he added, “it really seems that it is rather presumptuous in pressing for still further erosion of our policy on diversification.”

Fourth Network • The applicants had urged approval of the sale in part on ground that ownership of the Cleveland facility would improve Kaiser’s ability to develop a fourth network. And Kaiser three weeks ago announced plans for an interconnected network, to consist initially of seven Kaiser-owned stations. The company said it hopes to acquire another UHF in Chicago or New York—by 1970 (Broadcasting, Sept. 11). (See page 54.)

But Commissioner Cox said the pos-
General Motors is people making better products for people.

Jack Schweibold took off. And landed two world records.

When General Motors' Allison Division developed a gas turbine for the Army that doubles a chopper's speed, range and payload with half the engine weight, it was test pilot Jack Schweibold's job to prove it. Not only did he prove it, but he set new world's helicopter records for closed-circuit distance and longest solo flight to boot. GM people like Jack Schweibold won't settle for less than the best from themselves. Which is why you never have to settle for less than the best from General Motors.

And another reason why, for example, you get a better buy in a Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac car.

Jack Schweibold, Test Pilot, Allison Division, Indianapolis, Indiana.
Changes and additions to the National Association of Broadcasters fall regional conferences were made public last week. The changes were necessitated by the sudden resignation of Sherrill Taylor, vice president for radio, to become vice president for affiliate relations at CBS Radio (CLOSED CIRCUIT, Sept. 18) (see page 10). Mr. Taylor's part in the programs will be handled by Charles Stone, vice president for station services, and Harold Niven, assistant to NAB President Vincent Wasilewski.

The program additions were 32 broadcasters who will be panelists on the subject, "Who Gets the Air?", a case-history method of getting possible solutions to personnel problems in a hypothetical radio station. That part of the session has been put together by William L. Walker, NAB director of broadcast management.

The broadcasters and the city in which they will participate are:


It is unlikely that Mr. Taylor's replacement at NAB will be named until after the fall conferences. Mr. Wasilewski said he has appointed a three-man committee to screen the potential successors. The three are: Grover Cobb, KVGB Great Bend, Kan., NAB joint-board chairman; Richard Dudley, WSAU Wausau, Wis., and Daniel Kops, WAVZ New Haven, Conn., chairman and vice chairman, respectively, of NAB's radio board.

**WGN group considering purchase of WFMT(FM)**

WFMT(FM) Chicago, highly successful FM independent that is prominent for its classical-music format, is about to be sold by founder Bernard Jacobs for approximately $1 million to WGN Continental Broadcasting Co., a group owner that in recent years has not been FM inclined.

Neither WFMT nor WGN Continental would confirm the sale late last week. It was learned, however, that negotiations are virtually complete and await only formal approval by the WGN Continental board of directors, expected possibly this week.

Mr. Jacobs has been interested for some time in disposing of the property because of his health.

WGN Continental operates WGN-AM- TV Chicago, KDAL-AM-TV Duluth, Minn., and KXW-AM Denver. It also owns a CATV, WGN Televents, Houghton, Mich., and a commercial production house, WGN Continental Productions, Chicago.

WGN Continental's president, Ward L. Quaal, until now has not considered the FM medium as an area in which the company should press for growth. Rather he has felt that concentration should be made in longer-established AM radio and television. He has instructed company executives, however, to continue studies of FM and explorations of FM market potentials.

One unusual aspect of the FM acquisition is that WFMT's channel, 98.7 mc, is in the same frequency, given up by WGN's earlier FM sister operation, WGN(FM) Chicago, which was deleted in May 1953. WGN(FM) was dropped at that time after many years of effort to make it successful commercially.

**Broadcasters to vie in AT&T rate probe**

The FCC's top-to-bottom inquiry into AT&T Interstate rate structure moves into a new phase next month, and broadcasters are expected to take a more active role than they have to date.

Under consideration, in hearings scheduled to start Oct. 9, will be the shares of the company's total revenues that the various categories of service should provide.

Since reductions charged to one service will require an increase in the rates charged to another, each category of customers will be opposing all others in the proceeding. And AT&T has already announced it intends to request an increase in the rates charged for video and audio transmission.

The company said last year it would propose rates for video service that would yield revenue of an estimated $57.6 million in 1967 as against costs of $56.5 million (BROADCASTING, Aug. 1, 1966). In 1965, the company said it took in $44.1 million and spent $60.4 million on the service.

Audio revenues amounted to $22.2 million in 1965, according to AT&T, while costs were $26.4 million. The proposed rates would produce $27.5 million in revenue, the company estimates, with costs running to $26.4 million.

William M. Ellinghaus, AT&T vice president in charge of the marketing and rate-plans department, in testimony he has prepared and distributed in advance of the reopened hearing, says the rates of the magnitude proposed last year "still appear to be appropriate."

However, he said there are a number of areas of uncertainty, including the prospect of changes which domestic communications satellites might bring. If interfering events indicate operation appraisal is necessary, he said, the company would defer the actual filing of the rate increase.

Broadcast industry hearing participants will be ABC, CBS, NBC, Sports Network Inc., and WPIX(TV) New York.

The commission, which launched the
inquiry into AT&T rates and rate structure in October 1965, concluded Phase I in July by directing the company to reduce its rates by $120 million. The commission said the company's return on its interstate investment should be limited to a range of 7% to 7.5% (Broadcasting, July 10).

Two weeks ago, acting on a petition for reconsideration, the commission allowed the company to add $544 million to its rate base, and to defer $20 million of the $120 million reduction to May 1, 1968 (Broadcasting, Sept. 18).

Maine CATV's take
FCC rule to court

Five CATV systems in Maine have asked the U.S. Court of Appeals in Boston to declare "unlawful" an FCC order requiring the systems to give 15-day duplication protection to WAGM-TV Presque Isle, Me.

In the case argued before Judges Bailey Aldrich, Richard M. McEntee and Frank M. Coffin, the CATV's maintain the FCC has no jurisdiction over CATV and in particular over the Canadian TV signals about which WAGM-TV protests.

Leonore Ehrig, arguing for the FCC, suggested the court hold the decision in abeyance until the Supreme Court decides if it will accept a petition for a writ of certiorari filed by the FCC and the Justice Department in the San Diego CATV case.

The CATV systems in question are Presque Isle TV Co., Johnston TV Co., Caribou TV Co., and Van Buren TV Co., which operate cable systems in Presque Isle, Fort Fairfield, Caribou, Loring Air Force Base and Van Buren. In May 1966 WAGM-TV asked the FCC to require the CATV's to give it 15-day protection on any U.S. network programs carried by CHSJ-TV-1 Bon Accord, N.B. The commission granted the request on March 7.

NAB awards contract

The Charles H. Tompkins Co., Washington, was the low bidder for construction of the National Association of Broadcasters new headquarters building in Washington. Tompkins, one of five firms bidding, came in with $2,320,000. NAB, which has moved to temporary quarters, will have moved all of its effects out of the old quarters by Oct. 1 and demolition will follow. The new building is scheduled for completion by Feb. 1, 1969, almost two months before the NAB convention in Washington.

FINANCIAL REPORTS

Screen Gems continues its string of records

Record profits and sales were reported last week by Screen Gems Inc. for the fiscal year ended July 1. This marks the ninth consecutive year that SG has recorded an increase in profits, according to the production firm.

Jerome S. Hyams, executive vice president of Screen Gems, said the revenue gains in fiscal 1967 were attributed to "a general strengthening and expansion of the company's diversified operations, both domestically and abroad."

For the fiscal year ended July 1, 1967 and June 25, 1966:

<table>
<thead>
<tr>
<th>1967</th>
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<tr>
<td>Income per share</td>
<td>$1.42 $1.31</td>
</tr>
<tr>
<td>Net Income</td>
<td>5,726,000 5,311,000</td>
</tr>
<tr>
<td>Gross Income</td>
<td>91,780,000 87,387,000</td>
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MGM and Blair drop plan for merger

Speculation that Metro-Goldwyn-Mayer Inc., would absorb John Blair & Co., New York, station representatives, was scotched last week with confirmation by Blair officials that merger discussions have been terminated.

The word followed an earlier announcement by MGM that its board voted to increase the company's cash dividend payments by 20%, raising the quarterly dividend payment from 25 cents to 30 cents a share. Directors simultaneously declared an extra dividend payment of 5% in stock for the current quarter. The increased cash dividend will apply to the shares issued as the extra stock dividend. Both the increased dividend and the stock will be paid Oct. 16 to stockholders of record Sept. 29.

MGM President Robert H. O'Brien said the board action had been taken because of progressive and continuing improvement in the company's operations and earnings. "We expect the current fiscal year, which started Sept. 1, to be the most successful in MGM history," he added.
Allied Radio to merge into LTV Ling Altec

An agreement for the acquisition of Allied Radio Corp., Chicago, into LTV Ling Altec, Anaheim, Calif., has been reached and will be presented to shareholders of both companies for approval Oct. 27, the two companies jointly announced.

Alvis A. Ward, president of LTV Ling Altec, a subsidiary of Ling-Temco-Vought Inc., Dallas, and A. D. Davis, Allied board chairman and chief executive, said LTV would buy substantially all of the assets of Allied Radio in exchange for 992,800 shares of LTV Ling Altec common stock. (Broadcasting, July 31).

Gannett lists stock offering with SEC

Gannett Corp., Rochester, N. Y.-based newspaper chain and group broadcaster, filed a registration statement with the Securities and Exchange Commission Sept. 20, looking toward a public offering of its stock within the next 30 days. The SEC filing follows Gannett stockholders' approval earlier this month of a recapitalization plan that converted the company's outstanding class A, class B common and participating preferred stock into a single voting class of common stock, and that called for issuance of 10 million shares authorized, with 4,235,700 outstanding in addition to 500,000 shares offered for new money (Broadcasting, Aug. 7, Sept. 4).

Gannett in its prospectus described its company operation as including ownership in 30 newspapers and nine broadcast stations plus a CATV system in Geneva, N. Y. Gannett stations are: WHEC-AM-TV Rochester, and WNRK-AM-TV Binghamton, both New York; WDNA-AM-FM Danville, and WREX-TV Rockford, both Illinois, and WEZY-AM-FM Cocoa, Fla.

Domestic-satellite plan comes under attack

LACK OF PUBLIC-TV FINANCING RULES FORD FOUNDATION

Communications Satellite Corp.'s proposal to launch a five-year $57-million-plus domestic-satellite program came head-to-head last week with Ford Foundation objections that the scheme, among other things, made no provision for program funds for public television. By the week's end the controversy became a background for the foundation's alternative plan accompanied by a letter from its president, McGeorge Bundy, rebuking the Comsat proposals as "not sufficient." Comsat responded to the criticism in a letter from its chairman of the board, James McCormack, discrediting the foundation's claims. And related filings by other parties urged the FCC to protect special interests in whatever system might evolve from the proceeding.

The Comsat program offered in March calls for two high-capacity synchronous satellites and about 34 technically integrated earth stations. Each station would handle 12 color-TV channels or about 22,000 telephone circuits. In addition Comsat proposed to design, finance, build and operate the system (Broadcasting, April 3).

Mr. Bundy claimed that the Comsat proposal would be an "untimely pre-judgment" of the policy work yet to be done by the President's newly appointed task force (Broadcasting, Aug. 21); that it would "foreclose a great issue of public policy" through a presumption of Comsat ownership of the final system and was, in fact, through admission by Comsat officials, "phase one of a general domestic monopoly." More importantly, Mr. Bundy emphasized that "the Comsat program makes no adequate provision for the dramatic possibilities of satellite communications in the field of public television, both as a provider of free intercommunication and as a source of protected program funds."

He cited that the past year "has demonstrated more strongly than ever both that public television needs such protected revenue and that it will not be easy to reach a national agreement on other sources. Moreover, our current fiscal position gives further emphasis to the value of revenues that do not come from the taxpayer at all."

Ford's Idea • The foundation instead proposed alternative programs with an eye toward a coordinated project involving all interested parties and possibly the use of the Television Auxiliary Broadcast Service rather than the common-carrier bands to "relieve . . . threatened congestion."

In rebuttal, Comsat's McCormack said that "one is struck by the fact

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EQUIPMENT & ENGINEERING

TRANS-VIDEO CORPORATION

This builder and operator of cable TV systems in San Diego and Bakersfield, California has been sold to:

COX BROADCASTING CORPORATION

We supplied Trans-Video with venture capital from its inception and negotiated the sale of the company.

Burnham and Company

The investment firm that goes beyond Wall Street.

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.* On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.
that the Ford Foundation's concern with a funding mechanism for public-television programs has put in the background the broader public interest in the full range of domestic communications and their many uses." He continued by saying that though a provision for free or reduced rate service for noncommercial broadcasting had been made, "frankly, we have not been willing to distort the entire structure of domestic communications in order to make the networks a captive treasury for public television."

As for the foundation charges that the Comsat proposal preempts the functions of the task force and would give Comsat a monopoly position, Mr. McCormack said: "Nothing could be further from the truth, . . . nothing is precluded by our pilot proposal." In fact he claimed that the project "is equally consistent" with an ultimate decision favoring "the dedicated system as with a decision favoring a multi-service system." And as for the existence of a monopoly, Mr. McCormack termed the $57-million plus price tag as one well within the reach of common carriers "or even a broadcast nonprofit satellite service." He concluded that "if . . . the commission should subsequently authorize Comsat to go into full-scale satellite service because the commission finds such a result in the public interest, we doubt that the world would be dismayed, notwithstanding that the word 'monopoly' will doubtless be used, as it has been, for its pejorative value."

Ultimately, Mr. McCormack suggested that a pilot demonstration is essential, and that nothing would be gained by delay: "Of course, its [Comsat proposal] results will not be available to the President's task force in its proposed one-year life, but that is no reason to postpone long lead-time planning and construction until the Task Force has ceased its study."

**Partially Favorable** - Other parties to the proceeding were favorable to the Comsat proposal, but requested that their special interests be incorporated into the project. Among others, the American Newspaper Publishers Association asked that a share of the channel facilities be made available for news-media uses. The ABC Television Affiliates Association suggested that the ground stations be owned by broadcast stations as a means of minimizing the costs and technical problems of interconnection as well as provide regional distribution systems. Aeronautical Radio Inc. and Air Transport Association of America, with some reservations about the Comsat proposals, requested that carrier space be made available and that consideration be given to a new allocation of frequency space other than 5925 to 6425 MHz for the radio link between earth stations and satellite stations.

GT&E Service Corp. felt that the associated earth stations should be owned by either the carriers or Comsat or both while AT&T urged that such ownership should reside in the common carriers. Both CBS and NBC urged that interested parties be permitted to form a committee or conference and participate in the establishment and direction of the pilot program.

ABC had reservations that the Comsat proposal would be a test program to procure interference and other engineering data. ABC felt such a program should be conducted by a "more disinterested agency than Comsat" and that it generally supported the Ford Foundation proposals that would include among others the National Aeronautical Space Administration, several federal agencies, the networks and common carriers.

**Ford Supported** - Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, last week strongly seconded the objection by the Ford Foundation to Comsat's proposed pilot domestic commu-
nications satellite project, filed in a brief to the FCC.

Citing precedents in communications that "have been choking us, giving away" radio frequency spectrums and television channel allocations, Mr. Hoving called Comsat's international franchise "enough."

"We [the Citizens' Committee] await the report of the Presidential Task Force on Communications Policy and in the meantime support Ford's contention . . . ." 

"If there ever was a time for a re-assessment of communications policy, it is now with public television almost a reality."

NABET, networks meet with mediator

Representatives of ABC and NBC and the National Association of Broadcast Employees and Technicians were closeted with the Federal Mediation and Conciliation Service last Thursday and Friday (Sept. 21-22) in an effort to resolve their long-standing dispute over a new contract.

The groups met separately with Kenneth Moffett, an official of the FMCS, in New York for several hours on Thursday, and the government aide recessed the mediation until Friday.

The FMCS had requested both the networks and NABET to appear for mediation after results of a nationwide balloting showed early last week that NABET members had rejected contract proposals offered by the networks. NABET reported last Tuesday (Sept. 19) that its membership had turned down ABC's offer by a 987-to-177 count and had rejected NBC's proposal by a 889-to-339 tally.

Members of NABET already have authorized their executive board to call a strike, if necessary. One top union executive in New York said he was "extremely pessimistic," and felt the odds favored a strike rather than a settlement. But he could not predict when action would be taken.

Different Offers • The union's negotiating committee had recommended that members at NBC accept the contract proposal, while it passed on ABC's offer without recommendation. A union official said the difference between the ABC and NBC offers was that ABC refused to agree to staff color productions with a set number of technicians assigned to certain types of programs.

The wage issue was said to be a sore point. Both networks offered to raise the weekly salary of the large majority of technicians from the current $218 by $34 over a three-year period retroactive to last April 1 ($14 in the first year and $10 each for the second and third years). The old three-year contract expired March 31 and was extended to Aug. 31.

NABET represents about 3,000 technical and non-technical workers at ABC and NBC located in New York, Washington, Chicago, Los Angeles and San Francisco. The union has the promised support of the 18,000-member American Federation of Television and Radio Artists in the event it calls a strike against ABC and NBC.

CBS is not involved in the dispute since its technicians belong to the International Brotherhood of Electrical Workers.

WNBC-WCBS tower repaired

W CBS and WNBC, both New York, were expected to resume broadcasting with 50 kw of power over the weekend from a new, jointly used tower on High Island in Long Island Sound. The original tower that the radio stations shared was destroyed when a plane crashed into the structure on Aug. 27 (BROADCASTING, Sept. 4)
All American to market video-tape recorder

All American Engineering Co., Wilmington, Del., said last week that it has an option to a master license of an 18-pound video-tape recorder developed by Par Ltd., Clifton, N. J. All American plans sometime in 1968 to begin production and market the unit at a price under $500, according to terms of the option, which gives to Par Ltd. an undisclosed fee payment on a royalty basis.

Charles W. Wendt, president of All American, informed stockholders that "the firm's six-month option agreement has been extended for another three months with the inventor's group to permit further evaluation of marketability, sales distribution and patent improvements without incurring the commitment of royalty costs."

The Par invention, first called "Par Vision," was developed over the past four years and early this year was reintroduced as a 22-pound prototype that would retail in the $300-$400 price range (Broadcasting, Feb. 27). The new, lighter version uses standard one-quarter-inch tapes, has a 2,000-hour recording head, and measures 12½ by 13½ by 8 inches. Erasable tapes, costing $15, are one hour in length (half hour each side) recording (with any type of TV set or camera) at a 60-inch per-second speed. All American officials indicated that several VTR prototype models are under consideration, including a color version.

Technical topics . . .

Hear anything? • A new low noise mastering audiotape for use with professional and consumer recorders has been placed on the market by Ampex Corp., Redwood City, Calif. The Ampex 404 series mastering tape features a uniform oxide binder formula that is said to result in low noise characteristics in addition to providing higher frequency response and greater undistorted range than currently available.

The new tape comes in various reel sizes and widths.

New color TV lens • Tele-Cine Inc., Massapequa, N. Y., sole distributor of Schneider television lenses for the U.S., has announced the TV-1 Color Television Varigon as the latest in a series of television lenses from the German Schneider Optics Co., Bad Kreuznach, Germany. Features of the new color television Plumbicon lens are the extended zoom range (11.1; 18-200 mm); a near focus distance of 70 mm, 27.3 inches; quick change range extenders, each with back focus adjustments and bed mounted for manual or servo operation, and linear focus compensation for varying object distances. Another feature of the new lens is the dioptric attachment, enabling projection of 35 mm slides 2 x 2 slides through the lens for testing, camera set-up or program use. Tele-Cine is at 294 East Shore Drive, Massapequa, N. Y. 11775.

CBS loudness controller enters the market

CBS Laboratories, Stamford, Conn., has announced it has begun production and marketing of its new solid-state loudness controller (model 710). The first units are scheduled to be shipped within 90 days to over 50 CBS Radio affiliates that are taking the $825 automatic device on a 30-day test basis.

The 18-pound rack-mounted unit (19 by 3½ by 9½ inches) was displayed at CBS's affiliates meeting in New York (see page 52). The experimental indicator will also be marketed, at $950. CBS-owned WCAU-TV Philadelphia has for the past six weeks used the indicator in its operation.

CBS Labs' controller and indicator measurement devices were first shown as prototypes through the National Association of Broadcasters' convention in Chicago last March. Officials said the controller has since been refined to a point where it can equalize loudness levels automatically by dropping them as much as 6 db. One CBS Labs official said this unit will find its greatest need in TV-commercial applications.

New video-tape firm opens in San Francisco

A new mobile video-tape center in San Francisco, Tel-West, is to begin operations Oct. 1, according to Frank Fisher, head of technical facilities.

The firm will provide video-tape production services to networks, television stations, producers, advertising agencies, industry and advertisers.

Major equipment by Tel-West includes a completely mobile cruiser unit with two Ampex VR-1200 Videotape recorders and six PE-250 General Electric color cameras. The mobile cruiser can, reportedly, be "driven anywhere in the U. S., Mexico and Canada, or flown anywhere in the world."

Kevin Keating, vice president for marketing, will maintain sales and administrative offices at 440 Davis Street, Suite 617, San Francisco. Marketing services telephone number is (415) 391-7671. Tel-West's mobile unit, 6,000 square-foot studio and general offices are located at 815 Douglas Avenue, Redwood City, Calif. Telephone: (415) 365-6845.

New radio gear ordered by ABC

ABC Radio's plan to provide four separate radio feeds tailored to differing station formats will receive unmatched technical support, network officials said last week.

ABC announced it is investing $3 million in new technical facilities to implement its plan to provide affiliates with four program services—American Contemporary, Information, Personality/Entertainment, and FM networks (Broadcasting, Aug. 28 et seq.). According to Ralph W. Beaudin, ABC Inc. corporate group vice president for radio, and Walter A. Schwartz, president of ABC Radio, technical facilities will be the most advanced in the nation. Broadcast equipment will be operational Jan. 1, when the new ABC concept kicks-off.

McCurdy Radio Industries Inc., Danvers, Mass., is providing ABC with 11 specially designed consoles using solid-state plug-in modules. Customized consoles, designated model 4400-ABC, are said to be the most advanced in use today, and will be compatible with future equipment not yet within the state of the art. Engineering was done by McCurdy to operational concepts conceived by Sammie T. Aed, assistant director of radio engineering operations for ABC.

FAA to make public antenna-farms advice

The Association of Maximum Service Telecasters batted one-for-three last week when the FCC both granted and denied in part the association's petition for reconsideration of the antenna-farm rules adopted in June (Broadcasting, June 19). AMST had sought amendments to the rules that would have made it more difficult for the Federal Aviation Agency to block the establishment of proposed farms.

The one concession the commission made to the AMST request will now find the agency placing in its public file FAA advice on whether a proposed farm constitutes a danger to air safety. However, the commission refused to accede to two other AMST requests that the FAA be made to state why setting air navigation procedures could not be adjusted to accommodate a proposed farm, and that when a farm petition is denied as a result of FAA advice, the unsuccessful petitioner shall be returned to a status quo position. The commission said that these two requests were already covered and that there was no need for such provisions in the rules.
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
FIRST NIelsen REPORTS SHOW MOVIES STRONGER THAN EVER

The new television season, the early ratings say, is a mixed bag of a few could-be hits, must-be flops and mostly maybe series. Movies are stronger than ever and vying for the big numbers. This generally is how the new season plays to the advertising agencies. According to a sampling last week of their opinion, there's little happening this early in the new season to upset advance predictions of the networks' programming "more of the same." As for specials, they may be the exception and will bear watching if only because there are so many on the nighttime schedules this year and hence, somewhat like the movies, unpredictable in the ratings derby.

Any assessment of the new season at this point, it was said, has to be general. Though Trendex reports were available through last Tuesday Sept. 19) before giving way to circulation of the first national Nielsen weekly report on the new season (report on Sept. 4-10 was out Sept. 20), ratings on NBC's new-show pattern still lagged behind those of CBS and ABC. NBC started its season a week after the other two networks.

Among the observations: The Carol Burnett Show on CBS (Monday at 10 p.m.) is doing much better than anticipated. CBS's Dundee and the Culhane (Wednesday at 10) may be a "pseudo hit," that is it's stronger than expected in the sampling period but still not expected to come up shining. ABC's Cutter (Wednesday at 7:30) and Good Company (Thursday at 10) are most likely "being written off, both as concepts and as shows." CBS's Cimarron Strip (90-minute show on CBS, Thursday at 7:30) is "lost in the gray area." NBC's first Danny Thomas Special (Monday at 9) didn't perform as expected "but this was only the first show."

The Hits = Where will the half-hour hits among the new shows come from? Answer: The word hit may be misleading but the stronger half-hour shows at present would seem to be among a group composed of The Flying Nun and Second Hundred Years (both ABC), He and She, Gentle Ben and Good Morning World (all CBS). But no one really knows for sure. More certain is the dismal showing even at this stage for ABC's Hondo, Custer and Good Company. But most agency people questioned hedged their bets on evaluating specific shows and tended toward generalizations or trends.

Among them: There's a question now whether or not the half-hour form in TV, which has given ground on network schedules to the longer form, is to make any meaningful headway in the future; the advertiser risk is greater than ever (with the trend accelerating to cut off sponsorship bets by buying into movies and "there's nothing in the rating reports to impede the scatter plan as a growing attraction"); though the westerns are still in their come-back cycle, few new western entries (other than High Chaparral on NBC, Sunday at 10) show signs of winning appreciable audience favor.

Top-line new shows—indicating levels of sampling—in the weekly Nielsens (the report covered through Sept. 10 and thus only that night's NBC starters were included): High Chaparral (NBC), He and She (CBS), Mothers-in-Law (NBC), Second Hundred Years (ABC), Flying Nun (ABC), Dundee and the Culiaine (CBS), Good Morning World (CBS), NYPD (ABC), Gentle Ben (CBS) and Garrison's Gorillas (ABC).

On the basis of the weekly Nielsens rating all shows, the new series of Chaparral, He and She, Mothers-in-Law, Second Hundred Years and Flying Nun were among the 10 highest-ranked programs.

Trendex audience shares from agency sources, Sept. 15-18, follow (they were discontinued Sept. 18):

<table>
<thead>
<tr>
<th>Network</th>
<th>Show</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>Fibi  (NP)</td>
<td>26.2</td>
</tr>
<tr>
<td>ABC</td>
<td>Ed Sullivan (NP)</td>
<td>36.3</td>
</tr>
<tr>
<td>NBC</td>
<td>Walt Disney (NP)</td>
<td>31.3</td>
</tr>
<tr>
<td>ABC</td>
<td>8:30-9 p.m.</td>
<td>34.5</td>
</tr>
<tr>
<td>ABC</td>
<td>Sullivan (NP)</td>
<td>42.4</td>
</tr>
<tr>
<td>NBC</td>
<td>Mothers-in-Law (NP)</td>
<td>30.5</td>
</tr>
<tr>
<td>ABC</td>
<td>9:30-10 p.m.</td>
<td>34.5</td>
</tr>
<tr>
<td>ABC</td>
<td>Smothers Brothers (NP)</td>
<td>32.0</td>
</tr>
<tr>
<td>ABC</td>
<td>Bonanza (NP)</td>
<td>36.5</td>
</tr>
<tr>
<td>ABC</td>
<td>9:30-10 p.m.</td>
<td>32.8</td>
</tr>
<tr>
<td>ABC</td>
<td>Movie (NP)</td>
<td>25.8</td>
</tr>
<tr>
<td>ABC</td>
<td>Smothers Brothers (NP)</td>
<td>33.8</td>
</tr>
<tr>
<td>ABC</td>
<td>Bonanza (NP)</td>
<td>38.6</td>
</tr>
<tr>
<td>ABC</td>
<td>10:10-11 p.m.</td>
<td>27.6</td>
</tr>
<tr>
<td>ABC</td>
<td>Movie (NP)</td>
<td>32.5</td>
</tr>
<tr>
<td>ABC</td>
<td>Mission: Impossible (NP)</td>
<td>32.0</td>
</tr>
<tr>
<td>ABC</td>
<td>High Chaparral (NP)</td>
<td>31.7</td>
</tr>
<tr>
<td>ABC</td>
<td>Mission: Impossible (NP)</td>
<td>31.7</td>
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<tr>
<td>ABC</td>
<td>High Chaparral (NP)</td>
<td>34.6</td>
</tr>
<tr>
<td>ABC</td>
<td>Mission: Impossible (NP)</td>
<td>29.6</td>
</tr>
<tr>
<td>ABC</td>
<td>High Chaparral (NP)</td>
<td>32.0</td>
</tr>
<tr>
<td>Monday</td>
<td>7:30-8 p.m.</td>
<td>20.1</td>
</tr>
<tr>
<td>ABC</td>
<td>Cowboy in Africa (NP)</td>
<td>34.0</td>
</tr>
<tr>
<td>ABC</td>
<td>Gunsmoke (NP)</td>
<td>35.1</td>
</tr>
<tr>
<td>ABC</td>
<td>Movie (NP)</td>
<td>24.6</td>
</tr>
</tbody>
</table>
Finale on critics' views

Last four programs of new season have their premieres

The last four of the new-show entries premiered Sept. 14-16. A random sampling of newspaper critics' opinions of these shows follows:

Ironside (NBC-TV, Thursday 8:30-9:30 p.m., EDT).
"Something was lost in the transition from movie to series..." Don Page, Los Angeles Times.
"If [Raymond Burr] can indeed carry the show through on his shoulders, it will be an impressive tribute to the public's feeling for him." Rick Dubrow, UPI.
"... the traces of literacy that sparked the pilot were missing." Barbara Delatiner, Newday.
"... a certain heavy-handed reality and a suspense ideal for Agatha Christie fans." Louis Sweeney, Christian Science Monitor.
"... There wasn't much more than general grumpiness and irascibility you could sink your teeth into..." Percy Shain, Boston Globe.
"... exciting TV fare..." Eleanor Roberts, Boston Herald Traveler.
"... a question [for] those associated with this whodunit: Whydunit?" Harry Harris, Philadelphia Inquirer.
"... may prove to be one of the few successes of the season..." Ben Gross, New York Daily News.
"Burr probably is strong enough... to carry a series, including this one," Bernie Harrison, Washington Evening Star.
"The one-hour version... came nowhere near the quality of the two-hour made-for-TV movie but [it] is still likely to be a hit." Lawrence Laurent, Washington Post.
"... should attract a large and loyal weekly following..." Anthony La-

Firestone agent in West

Firestone Film Syndication Ltd., New York has appointed TV Cinema Sales Corp., Beverly Hills, its exclusive distributor in the West for 762 programs. Under terms of the agreement, TVCSC will handle Filmways, Goodson-Todman and Jack Wrather properties for Firestone in 24 western states. The company also represents 10 other distributors in the West.

Videotape to film transfer?

HIRE THE PROFESSIONAL WORRIERS!

WTTW - "We're the Top Worriers" when it comes to videotape-to-film transfers. We're worried that you might go somewhere else if you're not satisfied. So, our worries pay especial attention to quality. Every tape that comes in is evaluated for more than 40 different qualities: resolution, video levels, audio, etc. When it becomes film, we evaluate the film for those same qualities. That film better check out with the tape or a few heads will roll.

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COLOR, BLACK-AND-WHITE Videotape-to-Film Transfers

Worrying pays off. It's how we maintain unsurpassed quality in black-and-white transfers. It's how we are able to keep clients coming to us from all over the country.

We worry about competitive pricing, too. You can have a direct positive black-and-white ½ hour transfer for as low as $165 including can and reel.

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PHONE: 312/563-0000 (Ext. 11)
**Movie production scheduled in Chicago**

Bell & Howell Co. and Second City Productions Inc., both Chicago, plus Harold Goldman Astorias, Hollywood, announced plans last week for the coproduction of major color movie features in Chicago. The films will get prime-time exposure on CBS-TV following theatrical release.

Mr. Goldman's Television Enterprises Corp. recently signed an agreement with CBS-TV for delivery of 20 pictures for network showing after theater runs. Mr. Goldman's agreement with Bell & Howell and Second City calls for three features to be made in Chicago.

Bell & Howell and Second City, however, have plans for the production of additional color movies to be made in Chicago. The exact number has not been determined. It is expected that these also would be released to TV.

**AP plans to drop some wire features**

Racial strife and the sports explosion were named last week as the reasons for elimination of several features now going to the 2,963 radio and TV subscribers of the Associated Press.

Directors of the Associated Press Radio-Television Association were told during their annual meeting in New York that the amount of space devoted to sports on the broadcast trunk wire has increased 40% since 1964. AP said that two five-minute features—"Perspective," a news-background show, and "Sports Memory," a feature on sports events of the past—would soon be dropped. Both features are moved between 2 p.m. and 4 p.m., EDT.

John Aspinwall, AP broadcast editor, said the decision to drop the two features was prompted not only by the increased sports load, but also by late-breaking news such as racial strife, which has consumed a great deal of wire space.

In other efforts to conserve wire space, AP earlier asked broadcast members whether they wanted the present five-minute national news summary format on the trunk wire cut to 4 1/2 or 3 1/2 minutes. The APRTA performance committee reported that a majority of broadcast members favored retaining the five-minute format and also opposed any reduction in the 23 daily news summaries.

Reports on AP operations at home
To the People of Baton Rouge
Humble is a "clean water citizen."

Water pollution has become a source of irritation and concern to every one from high-level government officials to the guy next door who likes to fish — and catch something. For the past 10 years Humble's Baton Rouge Refinery has been engaged in improving the cleanliness of its effluent water stream. Over $8 million of equipment is now in use, and more is to come. A new process called Mercapflining will contribute to the company's continuing "clean water" program. Mercapflining provides a unique method of converting, to an odorless form or "sweetening," the compounds found in refinery blending streams. Humble's new facility will have the capability to "sweeten" approximately 180,000 barrels per day of naphtha which is used primarily for motor gasoline blending. With the use of the Mercapliner, virtually no contaminants from naphtha sweetening operations will enter the vast refinery water-collection and treatment system at Baton Rouge. From fishing to finding new pollution controls, we're proud to help preserve our natural resources for the use of America's most important resource: its people.

HUMBLE Oil & Refining Company
and the people who make it
America's Leading Energy Company
RTNDA surveys stations on news and color

Despite the technical and economic bugs to be ironed out, the color newscast is making it big. This, the basic conclusion of the Radio-Television News Directors Association color-usage survey of U.S. television newscasts, was released by the organization's information and publications committee at the RTNDA International Conference in Toronto (BROADCASTING, Sept. 18).

From the standpoint of response alone, the survey was the most successful in RTNDA history: 580 commercial stations were polled by wire and direct mail; 462 answered the questionnaire, outlining areas of particular concern—a 78% response. The overview disclosed that: 95% of affiliated stations are capable of airing news and other network programming in color and 70% of reporting stations subscribe to network electronic news feeds, the major majority in color. Color video-tape facilities are available to 78%, but VTR machines are not always available to news departments; 386 stations have color film and slide chains, but there are instances of use limited to commercial or program operations; 225 stations reported installation of live studio color cameras, 41 stations said they would add live cameras by the end of 1967 and 24 stations reported that they would add live facilities in 1968.

The number of stations processing color film will jump from 123 at present to 197 by the end of this year and 288 by the end of next year—the final figure representing 61% of the surveyed stations—and 279 stations are presently using some color film.

In many instances, usage was limited by the absence of convenient processing facilities. Some of the other problems cited are: the cost of color compared to black-and-white; longer processing time necessitating earlier film deadlines; a cold, green glow from fluorescents lending a grotesque aspect to filmed subjects, and difficulty in adjusting rear-screen color to film and live cameras. More detailed and conclusive findings dealing with some attendant problems of color conversion will be published by RTNDA in November.

and abroad were delivered by Wes Gallagher, general manager, and Robert Eunson, assistant general manager for broadcast series.

APRTA directors elected Ted McDowell, manager of news and public affairs, Washington Star Broadcasting Co., president of APRTA and re-elected several members to regional vice presidencies (see page 86).

Radio series sales . . .

The All Time Heavyweight Championship Tournament (Woroner Productions): WARJ Adrian, WATT Cadillac, WPLL Grenville, WRLS Port Huron and WJM Lansing, all Michigan, and WBNB St. Thomas, V. I.

First Christmas (Woroner Productions): KLEO Ponce, P. R.

Grand Ole Opry (WSM Inc.): KFRB Fairbanks, Alaska; WZZI Casey, Ill.; KSMM Pasco, Wash., and WWSC Glens Falls, N. Y.

The Reviewing Stand (Northwestern University): KPRO Riverside, Calif.; KFRC San Francisco, WOQA Moline, Ill.; WRRR Rockford, Ill.; WIRE Indianapolis; WOI Ames, Iowa; KWLC Decorah, Iowa; KMA Shenandoah, Iowa; WFBF Baltimore; KSJR Collegeville, Minn.; WVIP Mt. Kisco, N. Y.; WDUQ Pittsburgh; KTHI Houston, and WSN Milwaukee.

GAB starts war chest for long ASCAP fight

Radio members of the Georgia Association of Broadcasters are being asked to contribute $100 toward a $55,000 war chest in a court test against the American Society of Composers, Authors and Publishers.

The move is part of some Georgia stations' attempts to gain a lower fee from ASCAP. They are basing their drive on the results of a survey of more than 60 Georgia stations that showed the majority play 15% or less of ASCAP music, with several saying they played no ASCAP-licensed music.

The stations also said they prefer a per-program license without a minute log-keeping requirement and that they object to rude, profane, discourteous and demanding auditors from ASCAP.

Ed Mullinax, WLAB La Grange, chairman of the GAB music committee, told the broadcasters they have a right to seek lower ASCAP rates even if they financially contributed to the All-Industry Music Licensing Committee's negotiations with ASCAP.

WPHL-TV unveils TV tape center

Leonard B. Stevens, executive vice president of WPHL-TV Philadelphia, has announced the opening of the station's video-tape color production center there. According to Mr. Steven's, it is geared to meet tight production schedules at moderate rates.

A color production rate card is available upon request from: Channel 17 Color Production Center, 230 South 15th Street, Philadelphia 19102.

Can-Am races to Triangle

Triangle Stations has acquired 1967-68 rights to six auto races of the Canadian-American Challenge Cup series (with 1969 option). The series will be edited to six half-hour colorcasts for first-run syndication to about 200 TV stations.

Musicians get $3 million

The Phonograph Record Special Payments Fund in 1967 made a distribution of approximately $3 million to about 18,000 members of the American Federation of Musicians, according to an announcement from Herman D. Keenin, AFM president. This constitutes the third annual distribution made by the fund under 1964 agreements between the union and the record industry, and tops the figure of $2 million in 1966 and $720,000 in 1965.

BROADCASTING, September 25, 1967
ROHN.

Asks...How do you rate a tower when the stories all sound the same?

There is a one-word answer to that question — PERFORMANCE;

The performance of ROHN TOWERS has built for this pioneer in tower manufacturing the top reputation in the industry. Wherever you go — worldwide — you find ROHN TOWERS . . . CATV, microwave, communications, broadcast, home TV and amateur towers . . . with complete accessories, lighting, microwave reflectors and equipment.

In other words, ROHN TOWERS have become an accepted standard, recognized as the tower that provides all the wanted characteristics of strength, durability, ruggedness, appearance, design, adaptability and prestige.

ROHN POPULARITY RESTS UPON THESE FACTORS:

FINISHES Hot-dipped galvanizing after fabrication

ENGINEERING Created for strength, durability, service

MANUFACTURING Complete, extensive modern facilities

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COMPUTER ANALYSIS Maintains absolute precision in engineering

DESIGN Function, attractiveness, utility

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Ph. 309/687-8416 TWX 395/697-1488

BROADCASTING, September 25, 1967
No retreat on fairness

FCC Chairman Hyde justifies codification and new applications of doctrine by sanctioned tradition

For broadcasters, fairness is, or should be, a matter of conscience. Whether the issue is a broadcast editorial opposing a political candidate or attacking an individual in a controversy—or the airing of a commercial for cigarettes—commission rules and rulings require broadcasters to do no more than a reasonable broadcaster's conscience would dictate.

FCC Chairman Rosel H. Hyde delivered this message in an address before the International Radio and Television Society in New York Friday (Sept. 22), in which he sought to defend and clarify controversial commission actions in connection with the fairness issue.

He said he was "frankly puzzled by the reaction in some quarters" to the commission's action two months ago adopting as rules aspects of the long-established fairness doctrine dealing with personal attack and political editorializing (BROADCASTING, July 10). CBS, NBC and the Radio-Television News Directors Association have asked court review of the action.

"All that the commission did was to codify policies that had been outstanding for many years and which have not interfered with the effective operation of the broadcasting industry during these years," he said. The commission, he said at another point, seeks to encourage, not hinder, broadcasters in their journalistic function.

Matter of Fairness = He said fairness requires the procedures that the commission has embodied in its rules. In the case of political editorializing, he said: "Surely, no broadcaster would claim the right to editorialize against a person's candidacy and not afford the opportunity for rebuttal."

And, where a broadcast dealing with a controversial issue involves an attack on the character, honesty and integrity of a particular person, "it seems elementary—under the concept of fairness—that the person should have an opportunity to respond if he wishes," Chairman Hyde said. "It seems equally elementary that he cannot respond if he does not know what was said about him."

In both cases, he said "a matter of conscience," on the part of broadcasters, is involved. And he said he was certain broadcasters would be fair regardless of whether there was a commission rule.

Why, then, the rules? To inform broadcasters as to the "mechanics of compliance" and to deal more effectively with those few who "flagrantly violated fairness policies" by, for example, attacking an individual in connection with a controversial issue without notifying him and affording him an opportunity to reply or editorializing against a candidate without giving him a chance to respond. In such cases, the commission can now impose fines up to $10,000. It cannot levy fines for violations of policy that is not incorporated in formal rules.

Cigarette Ruling = Chairman Hyde examined the commission's controversial ruling applying the fairness doctrine to cigarette advertising in the same terms. That ruling has been bitterly denounced by broadcasters as well as the tobacco industry, and is being challenged in court. Some members of Congress, however, have applauded it.

The chairman noted that there are "highly respected reports on smoking" asserting that normal use of cigarettes is hazardous to health and that there is a congressionally funded campaign to urge the public, especially teen-agers, not to use cigarettes. "Let's apply the test of conscience," said Mr. Hyde.

"What is your obligation in the face of these reports? Can you simply accept cigarette commercials and ignore the welfare of the public, and do nothing or only a minimal, occasional effort to let the public—the teen-agers—know of this other face of the matter?"

I submit to you that the questions answer themselves."

The chairman, in another portion of his speech, cited a different challenge to broadcasters' conscience—that which involves the function he said they can perform as a "unifying force" in the country at a time when, as now, it is being subjected to severe social stress.

He suggested that the broadcasting industry, "as a matter of conscience—as a practical way to further discharge your responsibilities to the general welfare—that you dedicate a certain amount of time and talent to this cause."

Specifically, he said broadcasters could make their stations centers of information on educational and urban renewal projects—the availability of jobs, training courses and other urban programs available to those who need them.

Such activity would have a two-fold purpose, he said. It would make the various programs more effective simply by publicizing their existence. In addition, a "concentrated communications effort, stressing to those affected the programs underway or to be undertaken, will aid in dispelling the sense of dispair, which feeds the fires of civil disorders."

FCC hears about fairness

Supporters of Reverend Dr. Carl McIntire and his running controversy with the FCC over the fairness doctrine flooded the commission's complaints branch last week with over 80 letters alleging that the agency is attempting to restrict or suppress freedom of speech or religion in broadcasting. They claimed that the commission is censoring or barring from the air the views of conservatives while permitting liberal opinions to be broadcast unrestricted.

The writers also maintained the commission was seeking to prevent Dr. McIntire's broadcast activities by designating for hearing the license-renewal applications for stations WXUR-AM-FM Media, Pa., owned by Faith Theological Seminary Inc., which is headed by Dr. McIntire. Two weeks ago the WXUR owners asked for U. S. Supreme Court review of a lower court's order refusing to interfere with the FCC action (BROADCASTING, Sept. 18).

Network news heads to get IRTS awards

The presidents of three network news organizations will be awarded the 1968 International Radio and Television Society Gold Medal at the society's anniversary banquet on March 14, 1968, in New York.

The medal has been given annually since 1960 to the person or persons making a significant contribution to the development of broadcast journalism. Recipients in 1968 are Elmer W. Lowner, ABC News; Richard S. Salant, CBS News, and William R. McAndrew, NBC News. They are being cited for outstanding contributions the news organizations have made collectively to the advancement of electronic journalism.

Awards by IRTS have been made to more than one person at a time in only one other year—in 1961, to John F. Kennedy and Richard M. Nixon in recognition of their radio-TV debates during...
Columbia, SG seek dismissal of suit

Columbia Pictures Corp. and its television subsidiary, Screen Gems, Inc., asked the U. S. District Court for the Southern District of New York last Thursday (Sept. 21) to dismiss the $35.5 million damage suit filed against Columbia and Screen Gems by Don Kirschner, ousted head of the record and music divisions of Columbia and SG.

In their motion to dismiss the action, the defendants claimed that Mr. Kirschner had "destroyed relevant and material evidence (tape recordings) which he had been directed to produce by the court." They asked the court to dismiss his claims with prejudice and award defendants counsel fees.

Mr. Kirschner filed his suit last March 15 after he was discharged as head of Colgems Record Division of Columbia and Screen Gems and resigned as head of the music publishing division of the two companies. Mr. Kirschner claimed in his suit that certain executives of Columbia and Screen Gems had entered into a conspiracy to cause his discharge from Colgems.

In examination before trial, according to the papers filed last week by the defendants, Mr. Kirschner said he had made surreptitious recordings of conversations with various persons involved in the events leading up to his discharge from Colgems. He was directed by the court to produce the original tapes but instead brought in some copies, the defendants stated. Under examination by the court, the defendants asserted, Mr. Kirschner stated that he had instructed his chauffeur to throw away the original spoils because, he claimed, they were not important in their entirety.

"Plaintiff's destruction of the original tape recordings was the most willful form of suppression of evidence," the defendants charged.

The defendants asked that the motion be heard on Oct. 5 or as soon thereafter as counsel can be heard.

A new twist on fairness
FCC rules that frequency of exposure may count as much as total time

King-AM-FM-TV Seattle has learned that fairness, as interpreted by the FCC in matters affecting political editorials, requires more than a readiness to give time to a candidate to reply to broadcast editorials endorsing his opponent.

The commission made clear last week that how that time is distributed is critical also. And in the process, it indicated that its professed policy of not substituting its judgment for that of licensees doesn't cause it to shrink from requiring licensees to change judgments they have reached.

The King stations had endorsed five of 28 city council candidates running in a nonpartisan primary election (Sept. 19), in one 20-second editorial that it ran 30 times over a 10-day period ending on the day of the primary, Sept. 19.

The stations gave the unendorsed candidates advance notice of the plan to editorialize, and offered what the stations regarded as a reasonable opportunity for response—two one-minute spots each—along with the opportunity for the candidates' spokesmen to use King production facilities.

But Clarence F. Massart, one of the unendorsed candidates, and an incumbent felt he was not being offered sufficient opportunity for response, and said so, in a complaint to the commission.

Staff Agrees • And the commission staff, in a telegram on Sept. 14, told the King stations that "it does not appear that the offer of two one-minute broadcasts constitutes reasonable opportunity for response to 30 broadcasts endorsing other candidates, even though the editorial endorsements are only 20 seconds long."

The staff—in the first such action since the FCC adopted as a rule the fairness-doctrine provisions relating to endorsements of political candidates—directed the stations to "afford reasonable opportunity to respond to your editorials." The staff urged prompt "good-faith negotiation."

The King stations petitioned the commission for review. They stressed that the commission has in the past emphasized that it would not substitute its judgment for that of licensees. They also said that the staff had "confused the 'equal opportunities' requirements of [the equal-time law] with the reasonable opportunity concept of the 'fairness doctrine.'"

The stations noted that a total of 60 to 90 seconds was devoted to each of the endorsed candidates in the course of the editorial campaign, while King offered 120 seconds of exposure to spokesmen for the nonendorsed candidates.

Merchandising Tactic • The stations suggested that the commission staff had adopted a "merchandising approach, i.e., a candidate, like a commercial product, can be more effectively sold by a number of short announcements than by a few statements of longer length. The fairness doctrine," they added, "unlike a commercial merchandising campaign, is also concerned with the quality of exposure. Ideas cannot be conveyed in brief bursts."

The stations said the case offered the commission an opportunity "to affirm the role of the licensee, acting in good faith, to make specific program decisions. To affirm the [staff] in this matter, the stations said, "would be to interpose a commission veto in the case of such a bona fide decision. The result of such action would be a step by the commission beyond the limits established by the Congress and heretofore recognized by the commission."

The commission on Sept. 15 wired the stations, denying their petition for review, and asserting that the "matter is . . . one for immediate good faith negotiation between you and complainant." Commissioner Kenneth A. Cox agreed that the equal opportunities section of the law does not apply, and that in any case the amount of time offered was adequate. But he also said that the discrepancy between 30 and two exposures is not fair, and that the stations should negotiate with the complainant for a mutually agreeable distribution of time.

Postscript • King officials promptly huddled with representatives of Mr. Massart, and agreed to convert the two minutes into six 20-second spots to be aired mornings and afternoons on the Saturday, Sunday and Monday preceding the primary.

But the matter didn't end there, the stations informed the commission, in a report on the steps it took as a result of the commission's action. Because one of the other three candidates Mr. Massart was opposing for a council seat candidacy in the primary had also not been endorsed, the stations felt that fairness required that a compromise offer be made to him. As a result, that unendorsed candidate received two one-minute announcements in addition to the time originally offered.

Nor did that end the matter. A candidate for a different seat, Edward F.
Reilly, complained — on the afternoon of Sept. 18 — that the stations’ offer of response time was not fair. He was subsequently satisfied with an additional one-minute spot broadcast that evening.

Then, to balance that action, the stations provided the only unendorsed candidate running against Mr. Reilly with an additional one-minute exposure. Said King counsel William J. Potts Jr., in concluding the stations’ report: “It is believed that the actions of King Broadcasting Co. in response to the commission’s telegram ... have satisfied the objections raised and the directive contained therein.”

King-endorsed candidates fared well in the primary. In the five races, with the top two candidates in each surviving to run against each other in the general election in November, candidates supported by King finished first in four of the contests and out of the money in one. Mr. Massart and Mr. Reilly finished third in their respective races.

**TV series sales**

*Northwest Traveler* (George Carlson and Assoc.): KOMO-TV Seattle-Tacoma, and KQIN-TV Portland, Ore.

*Fashion Specials* (TV Cinema Sales Corp.): WOW-TV New York; WISI-TV Indianapolis; KJTV Los Angeles, and KTVU-TV Oakland-San Francisco.

*Shirley Temple’s Storybook* (RKO Pictures): WITI-TV Milwaukee.

*Tales of Wells Fargo* (MCA TV): KSNT-TV Lawton, Okla.; KCBD-TV Lubbock, Tex., and WAXY-TV Huntsville, Ala.


*Hayride* (ABC Films): WANE-TV Fort Wayne, Ind.; WSVJ-TV Elkhart-South Bend, Ind.; KITAL-TV Shreveport, La., and KFEG-TV St. Joseph, Mo.

*Combat* (ABC Films): KARK-TV Little Rock, Ark.; WHYN-TV Springfield, Mass., and KOB-TV Albuquerque, N. M.

*Buck Rogers and Flash Gordon* (ABC Films): WDEF-TV Chattanooga, and WSCC-TV Charleston, S. C.

*Harvey Cartoons* (ABC Films): WJXT-TV Jacksonville, Fla.

**ABC-TV, Explorers sign program pact**

The wave of the future in television programing will be in the nonfiction line, and to show that ABC-TV intends to be on the crest of the wave, Thomas W. Moore, ABC-TV president, last week announced an agreement between the network and the Explorers Club.

In a TV Day address Tuesday (Sept. 19), Mr. Moore told the Advertising Club of Washington that the network will underwrite major scientific expeditions and projects of the club and its individual members. The first telecast is expected to be in the fall of 1968.

Mr. Moore pointed to the Explorers Club tie-up with an underwater exploration series by Jacques Yves-Cousteau and ABC’s recent *Africa* special as examples of the challenge offered by nonfiction programing. He referred to *Africa* as the “beginning of new television.”

“Fiction television,” he said, “must always be the backbone of our programing” although there have been “great successes” in that area since TV “has borrowed too much from motion pictures and too much from the Broadway stage” in manner of presentation. But the evolution will come, he predicted.

The industry, Mr. Moore pointed out, has done a good job in news, information and sports programing. He was “extremely proud” of the work being done in sports and that it “is the only place TV has fulfilled its promise.” TV has only “come close” in news and public affairs, he continued.

**Riot news ‘responsible,’ says ABC News’ Lower**

The news media, in the main, established “a creditable, responsible record” in covering the racial outbreaks in the U. S. this past summer, Elmer W. Lower, president, ABC News, asserted in a talk before members of Sigma Delta Chi in Buffalo, N. Y. last Thursday (Sept. 21).

Mr. Lower disputed the contentions of some critics that television and radio coverage of these events had contributed towards intensifying the riots or had assisted in magnifying beyond proportion the roles of such civil-rights leaders as H. Rap Brown and Stokely Carmichael. Mr. Lower stated that evidence he has collected indicates that network and station newsmen exercised considerable restraint in their coverage this past summer, and he maintained that the mass media had a responsibility to report on all phases of the civil-rights movement, including individuals with views that may be repugnant to a wide segment of the population.

**Fox gets back into film syndication**

Twenty-First Century-Fox Television Inc., New York, has re-entered the field of feature-film syndication with release this week of “Mark I,” an 11-picture package covering drama, action-adventure, western, science fiction, and comedy.

All of the films were produced in English; six are in full color. Fox left the film-syndication field about three years ago. Until now, its films have been sold to local stations by other distributors. Spokesmen say the re-entry into the distribution field reflects company efforts to expand its activities.

**Program notes**

*Ernie Ford special* • Tennessee Ernie Ford will star in a CBS-TV special Sunday, Dec. 3 (9-10 p.m. EST), sponsored by Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York. Guests on the musical-comedy hour will be Andy Griffith, Danny Thomas, Diana Ross and The Supremes and The Young Americans.

*Basketball broadcasts* • KEZY Anaheim, Calif., last week signed to carry, on an exclusive basis, all of the home games of the Anaheim Amigos, new American Basketball Association team. In addition the radio station also will
carry the team's western division road games from Denver, Houston, Dallas, Oakland and Minneapolis. The broadcasts begin Oct. 29.

Long time on lot = After 17 years on the studio lot of KTTV(TV) Los Angeles, veteran television producer-distributor Tom J. Corradine is moving his independent company to larger offices in an overall expansion program. Mr. Corradine and associates will make their new headquarters in the Kilroy building, 3518 West Cahuenga Boulevard, Hollywood.

C&W for Hoosiers = WIRE Indianapolis will become a fulltime modern country music station Oct. 1.

Moiseyev special = Warner Brothers-Seven Arts Inc. reported last week that it will release for sale to network TV a one-hour color special spotlighting the Moiseyev Dance Co. The special is being produced for Warner Brothers-Seven Arts by Bavaria Film Studios, Munich, and will present the dancers in classical ballet, acrobatics, folk dances and dramatics.

Expo 'hotline' = Expo '67, Montreal, began a "hotline" radio service, which provides free three-minute spots twice daily for 30 days, featuring radio personalities Bob and Betty Lewis as interviewers of Expo personalities. The tape interviews are available through the Lewis' Long Island (N. Y.) number: (516) 671-8990.


King films Northwest = King Screen Productions, a division of King Broadcasting Co., Seattle, has been awarded a contract by the United States Information Agency, Washington, to produce four short color documentary films about the Northwest. The films, already under production, are scheduled for release to foreign TV network and USIA libraries in late Fall. They will focus on a variety of subjects including the cultural scene in the Northwest and pure Americana.

Latin successes = Horatio Alger stories in Spanish are what XMEK-TV Los Angeles has in the works for its viewers. Historia De Exito (Success Story), a series of special programs, will be devoted to the lives of prominent Latin-Americans living in Los Angeles. The five-minute shows, featuring such people as Trini Lopez and Vikki Carr, will run on a five times a week continuing basis on the Spanish language station.

Election reports = Rod MacLeish, Westinghouse Broadcasting Co. commentator, is in South Vietnam for two weeks to report on the presidential election results, candidates and public reaction. His series of special reports will supplement continuing Vietnam coverage by Ron Milligan.

More country music = WRCF-AM-FM Philadelphia has changed its format to modern country and western. WPKX Alexandria, Va.-Washington will also be changing its middle-of-the-road format to a country and western format by the end of September. WPKX's FM affiliate, WXRA Woodbridge, Va., has been programing C&W for several years.

90-minute news = WXYZ-TV Detroit has expanded its regular 5 p.m. News Hour to fill the 4:30 to 6 p.m. time period. The new weekday program, The News Hour, will be presented in color and will be followed at 5:30 p.m. by ABC's Peter Jennings and the News.

Stereo for American Airlines = KOPM-FM Oklahoma City has begun broadcast American Airline's Music till Dawn. The station is the first to broadcast the program in stereo. Music till Dawn is sponsored by American in nine other markets.

Reagan on-air = Some 2 million military people all over the world will be able to hear California Governor Ronald Reagan perform as a disk jockey on Christmas day. Assisting Mr. Reagan will be Johnny Grant, on-air personality for KTLA(TV) Los Angeles. The hour program they have put together will be heard on Christmas day through the facilities of the Armed Forces Radio and Television Service.

New series = M&S Productions, Sherman Oaks, Calif., producers of transcribed radio programs, is distributing The West Coast Sound. The show features music, commentary and interviews by and with top name groups of Cali-
fornia. Stations wishing information can write: M&S Productions, P.O. Box 5148, Sherman Oaks, Calif. 91403.

King family sales = A package of five color hour programs entitled The King Family Holiday Specials have been sold in 20 markets during the last month. The specials now have been sold in a total of more than 60 markets across the country. Distribution is being handled by North American Television Associates, Hollywood.

Live-animation venture = Filmation, Hollywood-based animators, and Rock- ney Productions, have agreed to co-produce a live-action-animation comedy series for a Saturday morning network TV time slot. The program will be designed for children. Two young comedians are being sought for the title role in the projected series, which is entitled Yank and Doodle.

Jack Benny reruns = MCA-TV spokesman said that it is releasing for syndication 104 black-and-white episodes of the Jack Benny Show, which were carried originally on CBS-TV. The first sale has been made to KTLA(Los Angeles, Calif.) for 80 episodes. MCA-TV spokesman said there will be no special sales effort on behalf of the off-network series until the first of the year.

WGN campaign = Extensive public service campaign featuring both radio promotion and color TV spots was undertaken last week by WGN Continental Broadcasting Co.'s group stations to draw attention to the new 1968 automobiles. Promotion runs all month in recognition of the fact cars are a vital segment of the national economy, according to Ward L. Quaal, president, as well as of broad public interest.

Premiere movie dates = Broadcast airdates for Oct. 31 and Nov. 21 have been set for Universal TV's first two world premiere movies of the season. On the earlier date, "Stranger on the Run," a western starring Henry Fonda and Anne Baxter, will be shown. "The Outsider," starring Darren McGavin and Shirley Knight, will be presented in November. Both two-hour features, scheduled to be seen publicly for the first time, will make their premiere on NBC-TV's Tuesday Night at the Movies.

Documentary deal = 20th Century-Fox TV and Flaim-Grinberg Productions, an independent film documentary-maker, have agreed to a coproduction deal involving documentaries for television. Under the agreement, Flaim-Grinberg will be permitted to use the film studio's backlog of footage in addition to footage from Fox Movietone News for the production of entertainment documentaries. All projects developed under the agreement are to be approved by the studio.

Total amalgamation = A Hollywood-based TV and motion picture production company and independent record production organization have merged to form what the principals will call Total Enterprises. The merger includes Binwin Productions, headed by producers-directors Steve Binder and David Winters, and B.H. Productions, a record company. First TV project for the new company is Hallelujah, Leslie, a special for ABC-TV, starring Leslie Uggams. Total Enterprises will be based in Beverly Hills.

Sherlock's best = Charles Michelson Inc., New York, reported last week it will place into distribution to radio stations on Oct. 15 a limited edition series of 15 of the best of Sherlock Holmes half-hour programs. In recent years the Michelson firm has brought back to radio other old drama series, including The Shadow, The Green Hornet and Famous Jury Trials.

Nordine offers radio series

Ken Nordine Group, Chicago commercial-production firm, last week announced it has entered the radio program syndication field and is offering a new series of five weekly shows, Now Nordine, with a full year's supply available. In a half-hour format, the program features an audio college of music, readings, satire and other modern spots. The show already has started on WGN-Chicago and KING Seattle. Address: 6106 North Kenmore, Chicago 60626. Phone (312) 262-8525.

INTERNATIONAL

NH&S expands its European interests


The three new subsidiaries, billing a total of more than $2.5 million, will be managed by Benson Needham Europe Ltd., a new jointly owned company based in London with George Riches as managing director.

All three acquisitions involve name-changes:

Neufa, founded in 1961 and billing approximately $1 million, is renamed Neufa Benson Needham. Wolf Ebeling is managing director.

Willaumez Benson Needham, founded in 1963, has billings of $1 million, including Chessbrough-Ponds and Mattel Toys. Jacques Bouet-Willaumez continues as managing director.

Compas Benson Needham, with accounts including Marconi, Standard Electrica, Dole and Lipton, is managed jointly by Jose Ramon Batillo and Alvaro Melendez.

NH&S, through its partnership with the Benson Group (each holds minority interest in the other), now offers advertising services in the U. S., Canada, England, France, West Germany, Spain, Australia, Singapore, Malaysia, Nigeria, India, Hong Kong, and Japan.

Abroad in brief ...

Scandinavian accent = D'Arcy Advertising Co. reports that new joint ventures have been made with four Scandinavian agencies, raising to 13 the number of partners making up Multi-National Partners (MNP), the interna-
Daly takes over at Voice

Making it a state and family occasion, John Charles Daly Jr. (r) was sworn in as head of the Voice of America last Wednesday (Sept. 21) by his father-in-law, Chief Justice of the United States Earl Warren, in a ceremony held at the Department of State. Leonard H. Marks, director of the U. S. Information Agency and Mr. Daly's new boss, witnesses the administration of the oath (c).

Mr. Daly's appointment as head of USIA's international broadcasting arm was announced last spring (Broadcasting, June 5), but at that time it was noted that Mr. Daly's contractual obligations as host of CBS-TV's What's My Line?, a job he had since 1950, would postpone his takeover of the VOA until after Labor Day.

Mr. Daly, a former vice president in charge of ABC News, replaced John Chancellor, who rejoined NBC News.
Nationalism, politics block satellite TV

Television globally is irresistible and satellite transmission an onrushing means of communication slowed only by political leaders "more interested in self-preservation and personal greed for power," according to Leonard H. Goldenson, president of ABC.

Mr. Goldenson addressed a luncheon group in Philadelphia Sept. 12 in celebration of WFIL-TV Philadelphia's 20th anniversary (Broadcasting, Sept. 18).

He said international sports telecasts are ushering in an era in which barriers of nationalism or distrust will be hurdled by a common interest found among people as distinguished from their governments.

He cited world-soccer-championship telecasts (the latest in England, he said, was watched in the East and in the West by an estimated 400-million people) and the upcoming TV coverage of the Olympics (figures on viewing will be "fantastic . . . incredible").

He said he couldn't "even begin to estimate a timetable for the day" when viewers in the U. S. will have "common access through mass communications to a free exchange of the world's knowledge and wisdom, of completely uncensored worldwide news and public information, of educational and cultural presentations."

But Mr. Goldenson said he was certain the development of a rapid system of world events and information through satellite would "hasten that day."

Asks for 250 kw to cover U.S. Pacific Trust isles

KUAM Agana, Guam, has asked the FCC to waive rules and grant the station 250 kw since the 50-kw power limitation for AM "has no relationship to conditions existing in the remote area of Guam." The station on 610 kc has 1 kw and a permit for 10 kw.

In its Sept. 8 filing KUAM noted that Guam is the most developed island in the U. S. Pacific Trust area, which covers more than 2,000 islands and over 3 million square miles. The only other regular radio services in the area, the station added, are six 1-kw government-operated stations. Some service is provided, however, via long-range skywave from the Philippines, Japan, China, Australia and USSR, but this is erratic.

Approval of the 250-kw request, KUAM added, will provide the "first and only" clear-channel type service in the trust territory. Cost of the project is estimated at more than $350,000.

WMAQ-TV hosts 150 at golf tournament

NBC-owned WMAQ-TV Chicago invested $30,000 earlier this month in a professional-amateur golf outing that probably will become an annual event in view of the popular reception by 150 Midwest agency and advertiser guests. WMAQ-TV hired 50 PGA professionals at $250 each to play in an equal number of foursomes with the guests at nearby Cog Hill Country Club.

The all-day tournament pitted the pros against one another and they shot for $7,500 in cash prizes. The agency-advertiser amateurs played for trophies.

Banquet and other expenses added the final $10,000 to the day's tab, WMAQ-TV estimated. Host was Robert Lemon, NBC vice president and WMAQ-TV general manager.

Drumbeats . . .

Diaper derby . . . Shortly after hearing from flood-stricken Fairbanks, Alaska, that diapers were the articles most needed, KATM Boise, Idaho, instigated plans for the "Fairbanks diaper express." Station announcers implored listeners to donate diapers of all sizes, new or used, cloth or paper. The next day, with the help of the Boise police department, 5,500 pounds of diapers were cavalcaded to the airport, loaded aboard a C54 Air National Guard transport and flown to Fairbanks. On the following day, 2,600 pounds were flown up via United Airlines to Seattle and Alaska Airlines north.

Golden Mike to Jarvis . . . American Women in Radio and Television has presented the Golden Mike award for the AWRT Northeast area to Lucy Jarvis of NBC-TV. The award, formerly administered by McCall's Magazine, was discontinued several years ago but revived this year by AWRT to honor one member annually in each of the seven geographic areas. All members are eligible in their area and may represent any category of AWRT membership. Mrs. Jarvis is the first to receive the new award; six additional awards will be made this fall. Mrs. Jarvis' productions, noted for their innovative contributions to news, information and international relations, include: The Kremlin in 1963, The Louvre in 1964, Khruschev In Exile and Bravo Picasso, both in 1967.

Election education . . . Operation City Hall Action, sponsored by WBAL-TV Baltimore, is heralding this year's city primary election. Included in the educational project are special televised reports, live telephone forums featuring candidates from both parties and publication of over 200,000 voters guides. A laboratory aspect of the program is the "voter education mobile" which is circulating an actual voting machine throughout the city.

Public affairs seminar . . . Representatives from more than 200 radio and television stations, civic, charity and religious organizations functioning in the Pittsburgh area participated in WCAC-TV's (Pittsburgh) first public affairs seminar. Topics covered were preparation of public service material, art work, public affairs programming, copywriting, color art, promotion and public relations.
BROADCAST ADVERTISING

Robert J. Wana-

maker, creative di-
ger of Clinton E. 

Frank Inc., Chicago, 

also named senior VP 
amd member of execu-
tive committee.

Harry F. Brian, 

nenior VP and creative 
director of Van Sant 

Dugdale and Co., Baltimore, named 

president and chief executive officer, 
succeeding Robert E. Daiger, who be-
comes board chairman. Wilbur Van 

Sant, former chairman, continues his 

association as treasurer and director.

Seymour Levin and J. Stanley Paulus, 

assistant creative directors, named VP's.

James W. Thomas, senior marketing 

executive with Compton Advertising, 

New York, elected VP and named man-
ager of agency's market development 

department.

Joseph H. Mintzer, Murray Dolmatch 

and Gerald Roscoe, senior VP's at 

Daniel & Charles Inc., New York, ap-
pointed to newly created executive 

committee of agency, that will assume 

operational responsibilities for com-
pany. Thomas Kohler, with LaRoche, 

McCaffrey & McCall, New York, ap-
pointed media supervisor for D&C, 

that city.

Sal Gullio, traffic department head, 

Doyle Dane Bernbach, New York, 
elected VP.

F. K. (Hank) Smith, business develop-

ment manager for Aylin Advertising 

Agency, Houston, named VP in charge 
of business development.

John E. Pearson, head art director 
at Quinn & Johnson Advertising, Boston, 
named VP.

Kenneth A. Harris, VP-marketing 
services, Kitchens of Sara Lee, joins 

Unimark International, Chicago pack-
aging and design firm, as president of 

new subsidiary, Unimark Communications, 

100 S. Wacker Dr., which will 
counsel in all areas of communications.

John C. Butler, VP and director of 

radio for Peters, Griffin, Woodward 

Inc., New York, forms his own broad-
cast representative firm, John C. Butler 

& Co., at 144 East 44th St., New York 

10017. Donald F. Garvey and Dennis R. 

Israel, with PGW, New York, join 

Butler & Co. there as VP's. Mr. Garvey 
is New York sales manager, Mr. Israel 
operates from firm's Chicago office.

Herbert H. Westphalen, with Lennen 

& Newell, New York, named VP and 

research department manager.

Thomas C. Marks, manager of San 

Francisco office of Metro Radio Sales, 
named VP. James McMullin, account ex-
ecutive for CBS Radio Spot Sales, Chicago, 
appointed to sales staff of Metro Radio Sales, 
that city.

Norman L. Prevatte, formerly with 

Jefferson Standard Broadcasting Co. 

and Jefferson Productions, both Char-
lotte, N. C., elected VP of Lloyd 

Advertising Inc., that city.

Joe T. Starr, regional executive di-
rector of Radio Advertising Bureau, 
New York, joins Tully-Menard Inc., 

Tampa, Fla., as VP in charge of public 
relations and senior account executive.

Eli Rosenthal and Robert Brand- 

wein, art group heads at BBDO, New 

York, named executive art directors.

Bill Barborks named account super-
visor at BBDO, Chicago.

D. Steven Glade, with Botsof, 

Constantine & McCarty, Seattle, named 
director of sales development for Kinko-
tv, that city.

E. A. (Buzz) Hassett, southern sales 

manager for Desitu Sales Inc., Atlanta, 
appointed general sales manager of 

wahi-tv, that city.

John E. Franks, sales manager of 

KDCA-TV Pittsburgh, joins WPRI-TV 

Providence, R. I., as general sales 
manager.

Ray Barnett, account executive for 

KNX Los Angeles, appointed general

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Address ........................................

City .................. Zone ............ State ......

FONDREN NAMED IN CBS RADIO ELECTIONS

CBS Radio Affiliates Association, 
meeting in New York last week (see 
page 52), elected Lee Fondren of 
KZK Denver to second term as board 
chairman. Westernman Whillock, 
KBOI Boise, Idaho, and H. William 
Koster, WIBM Providence, R. I. were 
elected directors-at-large. Mr. Koster 
retires this year as director of Dis-

crict 1.

Directors for the coming year in 
addition to aforementioned direc-
tors-at-large, are Frank B. Estes 
of WXEL Concord, N. H. (District 
1); Robert M. Peebles, WRCW Al-

bany, N. Y. (District 2); Jack B.

Prince, WYAM Norfolk, Va. (District 
3); Carl Hallberg, WOCO Orlando, 
Fla. (District 4); William A. Dean, 
WWL New Orleans (District 5); Ben 
Falber Jr., WTHI Terre Haute, Ind. 
(District 6); Thomas P. Bashaw, 
KHF Wichita, Kan., (District 7); 
Gordon Thompson, KFPY Lubbock, 
Tex. (District 8), and Joseph A. 
Kjar, KSL Salt Lake City (District 9). 

Messrs Fondren, Peebles and Koster 
form executive committee. Mr. 

Peebles will be chairman of conven-
tion committee, whose members are 

Messrs Dean and Kjar.

BROADCASTING, September 25, 1967 83
Richard Grier Morgan, with WLNA-AM-FM Peekskill, N. Y., named general sales manager.

Marshall S. Ginsburg, with WPIK Alexandria and WQRA(FM) Woodbridge, both Virginia, appointed general sales manager.

Norman Roslin, promotion manager and program producer at WJZB Newark, N. J., appointed manager of advertising and promotion of WNBC-AM-FM New York.

John E. Baker, account executive at WCBS New York, appointed national sales manager.

H. V. (Herb) Deremer, territory sales manager for KXXX Colby, Kan., appointed regional sales manager.

John P. Wiley, formerly with WRXW-TV Philadelphia (now KXW-TV), and WPTZ(TV) Plattsburgh, N. Y., joins WTVJ(TV) Miami as local sales manager.

Robert J. Qudeen, director of national sales development for WCBS New York, appointed sales manager of CBS Radio Spot Sales, Philadelphia.

Robert M. Sanders, advertising and PR director for Bay View Federal Savings in San Francisco, joins Bank of America there as advertising officer.


Lawrence J. Pollock, general sales manager of WKBW-TV Buffalo, N. Y., also named VP in charge of television sales for Capital Cities Broadcasting Corp.

G. Walden Porter Jr., director of marketing for Chicago International Trade Fairs, joins Ketchum, MacLeod & Grove, Washington, as account executive.

Robert Lundin named account supervisor and Al Samuelson named creative group supervisor for Gardner Advertising Co., St. Louis. Roy Porter named account supervisor for Pet Milk products, replacing William H. Mallisson, who transfers to New York as general manager. Horacio Costa also transfers to New York with Intergard, Gardner’s international branch. Larry Noodel named to new position of manager, research department. Wells Hobler, account supervisor, Ralph Purina grocery products, named account group head, Ralph poultry division. Seth C. Dingley Jr., Procter & Gamble food division, assumes Mr. Hobler’s position.

Kenneth Harris, Werman & Schorr, Philadelphia, joins Gardner as account executive.

Robert J. Syers, account executive at WQXR-AM-FM New York, joins Broadcast Communications Group there as account executive.


Harry S. Lauer, account executive with WTEN(TV) Albany, N. Y., named account executive for WKTR-TV Kettering, Ohio.

George Campisi, with WKNX Camden, N. J., joins WRCF-AM-FM Philadelphia as account executive.

Howard Caro, manager of editorial and creative services for RCA Victor, New York, joins Frank B. Sawdon Inc., that city, as assistant account executive. Carl (Bud) Carey Jr., national sales representative for KNXT(TV) Los Angeles, named account executive. He succeeds Joe Paranjanian, named account executive for CBS TV Stations National Sales, Chicago.

Dusty Rhodes, with CKLW Windsor, Ont.-Detroit, joins WSN Cincinnati as sales executive.

Mort Sidley, with KGFJ Los Angeles, joins KELO El Cajon, Calif., of which he is part owner, as coordinator of local and national sales.

Loet Farkas, with MPO Videoelectronics Inc., New York, joins VIAfilm Ltd., television production company there, as production coordinator.

Diana Beeton, with Papert, Koenig, Lois, New York, joins Foote, Cone & Belding there as casting director.

Joe Alvarado, with KTRW Phoenix, appointed local sales manager. Bill Jorrick, with KTV San Francisco, joins sales staff of KTRW.


Sanford H. Metlis, president of Ecklund & Port Corp., New York, joins staff of Venet Advertising, that city.

He’s Hypoed Ratings on ABC-TV

N CBC Radio

CBS-TV

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CLIFFORD ROYSE, JR.
"The Man Able to Peer Into The Future"

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Write for sample and rates

SOUND PRODUCTIONS, INC.
Box 815, Gary, Indiana

84 (FATES AND FORTUNES)

M A D I A

Thomas E. Bolger, general manager of WMVMT(TV) Madison, Wis., elected executive VP of WMVMT and VP of parent Forward Communications Corp. William F. Turner, general manager of KCAU-TV Sioux City, Iowa, elected executive VP. Both are Forward Communications Corp. stations.

James Winters, with WPOR Portland, Me., elected VP and general manager.

Dan S. Morris, director of operations for WCOL Columbus, Ohio, named VP.

LaVern Garton, chief engineer and program director of WMNE Menomonie, Wis., named station manager for WDMW(FM), that city, permittee of Menomonie Broadcasting Co.

Monroe E. Berkman, assistant general manager of WRCF-AM-FM Philadelphia, appointed general manager of FM operations for parent Rust Craft Broadcasting Co. (group owner), that city.

Bob L. Jones, with WLOS-AM-FM

BROADCASTING, September 25, 1967
Morris to head NAB group


Asheville, N. C., appointed station manager.

Richard D. Casper, with NBC Radio, New York, named general manager of WORL Milwaukee.

Jeff Evans, operations manager for WLCY-TV Largo, Fla., named station manager.


Gene Ellerman, WWTV-TV Cadillac, Traverse City, and WWUP-TV Sault Ste. Marie, elected president of Michigan Association of Broadcasters. Other new officers: Eugene Cahill, WABC Battle Creek, VP; Frank Sisson, WWTV-TV Detroit, secretary-treasurer.

Raymond M. Reid, Jr., in charge of national sales development at KGRA-TV Sacramento, Calif., named state television coordinator, $19,500-a-year-post, by Gov. Ronald Reagan of California. Mr. Reid succeeds Lawrence T. Frymire, who resigned.

Jack Freeze, manager of KFPW Fort Smith, Ark., elected mayor of Fort Smith in runoff election Aug. 15.

PROGRAMING


Norman Horowitz, executive assistant to president, Screen Gems International, New York, elected VP.

J. Arthur Stober, with noncommercial WHYY-TV Wilmington, Del., named director of program development.

George Mather, producer/director, Filmex Inc., Hollywood, named VP in charge of West Coast division.

Billy Ray Smith joins Cine Art Inc., Los Angeles, as producer and VP in charge of West Coast operations.

Martin R. Taylor, formerly with WHCN(FM) Hartford, Conn., and WDBN-FM Philadelphia, appointed director of music and programing for Kaiser Broadcasting Corp. at WHIN(FM) in Boston and KPOO(FM) San Francisco. B. Robert Nelson, with KPOO, named operations manager at WHIN.

Don Yankee named program director of WPRO-FM Providence, R. I.

Richard Ward Fatherley, assistant operations manager of KXOK St. Louis, appointed program manager of WWIB Kansas City, Mo. Both are Storz stations.

Buddy Carr, with WQRT Chicago, appointed operations manager.


Don Spenard, tape supervisor at noncommercial WNYT(TV) New York, named manager of recording services.

Tom Hedrick appointed sports director of WLEN and WOLN-TV, both Lincoln, Neb., and KGNN-TV Grand Island, Neb.

Bob Anderson, writer and producer for KRON-TV San Francisco, joins Imagination Inc., that city, film production firm, as consultant on films for TV distribution and as head of business and educational film division.

Allan Freedman, administrative assistant to superintendent of Kenmore (N. Y.) Public Schools, joins National Association of Educational Broadcasters, Washington, as project associate on National Project for Improvement of Televised Instruction.

Jay Michaels, newsmen with WQVR(FM) Philadelphia, rejoins noncommercial WHIC-FM Clinton, N. Y., as production and programing consultant.

Morton Baran, production manager of Elektra Film Productions, New York, named producer.

Hyman H. Field Jr., instructional technologist at teaching resources center of University of Delaware, Newark, Del., named instructional television producer at noncommercial WETA-TV Washington.

Dr. Dale N. Anderson, director of radio and television at Humboldt State College in Arcata, Calif., appointed director of noncommercial KTVU(TV) Topeka, Kan.

NEWS

Mike Ungersma joins WTVI(TV) Bloomington-Indianapolis as news director, succeeding Dave Bailey, who transfers to WATI Indianapolis.

Howard Browne, with KBTV(TV) Denver, appointed news and public affairs director of WTVV(TV) Cadillac- Traverse City, and WWUP(TV) Sault Ste. Marie, both Michigan.

Bob Larkin, with WMMS Wilmington, Del., named news director of noncommercial WHLY-TV, that city.

Bob West named news director and Dick McCoy named special projects editor in new central news clearance.
AP Radio-Television Association elects officers


operation of WJZ-AM Norfolk, Va.

John Carl, with WJZ-AM-Babylon, N. Y., appointed news director.

Robert Gambacurta, with WNYR Rochester, N. Y., appointed assistant news director of WJZ-AM Buffalo, N. Y.

Tom Greene, with WJZ-TV Detroit, appointed head of station's news bureau in Lansing, Mich.

Allan L. Cohen, with WABC-TV New York, appointed news writer.

James Schweiker, Iowa picture manager for WJZ-AM Des Moines, Iowa, appointed Indiana state newsservice manager for WJZ-AM Des Moines, succeeding Floyd L. Shively, who resigned.

Richard Holland, broadcast newswire writer at WJZ-AM Des Moines, joins news staff of WJZ-AM Chicago.

Barney Miller, news director for KNX Los Angeles, retires Oct. 1; John D. O'Connell, newsman for KABC Los Angeles, joins KNX-CBS Radio news bureau as newscaster.

Thomas M. Reardon, newsman for WTAG Worcester, Mass., joins news staff of WEEI Boston.

Jim Wynne, with WLS-FM Chicago, joins WLS as newscaster.

Stuart Schwalbe, reporter for KGO-TV San Francisco, joins news staff of KNX-Oakland, Calif.

Kyle Ann Hill, press secretary and PR representative for Congressman Clarence E. Miller (R-OH), joins news staff of Plains Television Corp. stations WICS-TV Springfield and WCD-TV Danville, both Illinois.

FANFARE

David Baum, newsmen and legislative correspondent for WIND Chicago, appointed PR manager for KDKA-TV Pittsburgh. Both are Westinghouse stations.

Thomas E. Davies Jr., director of sales and promotion for WMET-TV Baltimore, joins WJW-TV Cleveland as assistant promotion manager.

Pat Bean, formerly with WATE-TV and Hogan-Rose & Co., both Knoxville, Tenn., named director of merchandising and promotion activities for KMBG-AM-TV Honolulu.

Jeanne Nicoll, with WOIO Miami, appointed public service director of WTVJ-TV, that city.


Alan Rabin, with United Artists Televison, New York, joins publicity and promotion department of 20th Century-Fox Television's syndication division, that city.

EQUIPMENT & ENGINEERING


John J. Meny, with CAS Manufacturing Co., Dallas, named to newly created post of marketing VP.

Frederick J. Cudlipp, engineering supervisor for ABC, New York, named assistant director of engineering services for National Educational Television, that city.

Sylvester Herlihy named VP and general manager of Channel Master division of Avnet Corp., Ellenville, N. Y. Philip Decker becomes VP, sales and marketing. Gerard Brennan, president of Empire Tube and general manager of Chroma-Tube, both TV picture tube.
manufacturing divisions of Channel Master, named president of Chroma-Tube, color cathode ray tube arm of Channel Master.

Jerry Milligan appointed chief engineer of WOJX Jackson, Tenn.

Edward G. Dietrich, market development manager, video products, Ampex Corp., Redwood City, Calif., named national sales manager, professional audio products for audio/video communications.

William Patsuris, sales engineer for Memorex Corp., Santa Clara, Calif., appointed North-west regional sales manager. John C. Wiegars, also sales engineer, appointed Southwest regional sales manager.

Richard W. Tinnell, assistant professor of electronics at Oklahoma State University, Stillwater, Okla., joins consumer products division of Electronic Industries Association, Washington, as educational director of Service Technician Development Program (STDP).

Lester L. Key, with Superior Cable Corp., Hickory, N. C., appointed facilities engineer.

Bill Neuman, with Jampro Antenna Co., Sacramento, Calif., joins engineering staff of noncommercial KWSC-TV Pullman, Wash.

ALLIED FIELDS


J. Joseph Bernard, general manager of KAT San Antonio, Tex., appointed director of sales for Houston Sports Association Inc. in Houston.

Clayton H. Brace, VP and general manager of KOGO-AM-FM-TV San Diego, will temporarily represent Near East

BROADCASTING, September 25, 1967

Emergency Donations committee (NEED), organization of 48 prominent U. S. citizens under honorary chairmanship of former President Dwight D. Eisenhower, in Near East. Mr. Brace will be based in Beirut and travel extensively.

DEATHS

H. Dorr Walsh, 64, who retired last year as senior VP, director of radio-TV, Hixson & Jorgensen Inc., Los Angeles, died September 14, following brief illness. Mr. Walsh was one of founders of Hixson & Jorgensen, joining agency in 1937 when it was known as Hixson-O’Donnell. He helped set up such special broadcasts as General MacArthur’s homecoming, signing of Japanese peace treaty and forming of United Nations in San Francisco. He is survived by his wife, Margaret.


Mrs. Helen M. Stevick, 77, president of wows Champaign, Ill., died Sept. 18 in nursing home in Urbana, III. She directed wows since death of her husband in 1935. Mrs. Stevick is survived by her daughter.

Francis T. McLaughlin, 52, program director of Armed Forces Network (AFN) in Germany, died of apparent heart attack Sept. 14 while vacationing in Toarmina, Sicily. Between 1935 and 1951 he worked at radio stations WBCN and WAXS, both Wilkes-Barre, Pa., and at WGBR Scranton, Pa. In 1953 he began his career with AFN, Europe. Mr. McLaughlin is survived by his wife, Dorothy, and daughter.

Edward Pettitt, 51, editor and newsmen, WOR New York, died of heart attack Sept. 19 at Lawrence hospital, Bronxville, N. Y. He began working for WOR in 1952 when station’s news staff was merged with Mutual Broadcasting System’s new operation. Prior to this he was chief of Mutual’s San Francisco bureau. Survivors include his wife, Martha Jane, and two daughters.

Martin Block, who climbed to fame as creator and host of Make-Believe Ballroom on WNEW New York in 1934–45, died Tuesday (Sept. 19) in Englewood (N. J.) hospital following surgery. His age was reported variously as 64 and 66. His program, which featured recordings of name bands and vocalists and introductions by Mr. Block, delivered in mellifluous voice, became radio institution during its long tenure on WNEW. Mr. Block was one of the first to work in what is now known as the disk jockey format. His audience was estimated at one time at two million per day and sponsors reportedly paid more than $10 million to buy time on program over 20-year period.

After he left WNEW, he went to ABC Radio. Since 1961 he had been host on Hall of Fame program weekends on WOR New York.

Dwight A. Myer, 67, retired director of transmitter facilities, Westinghouse Broadcasting Co., New York, died July 16 at home in West Chatham, Mass., of cardiac condition. Mr. Myer retired from Westinghouse July 31, 1964. He is survived by his wife, Margaret.

William F. Wright, 47, manager of San Diego system of Southwestern Cable Co., died Sept. 10 in Scripps hospital in La Jolla, Calif., after brief illness. Surviving are his wife, Geraldine, son and three daughters.

Joseph Viola, 55, dark-room supervisor in NBC photo department, New York, died at his home in Ozone Park, N. Y. Sept. 13 after long illness. He had been with NBC photo department for 17 years. Surviving are his wife, Anne, daughter and son.

SPOTMASTER

Tape Cartridge Racks

...from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); $40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price $145.00. Extra rack sections available at $12.90.

Write or wire for complete details.

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Sept. 14 through Sept. 20, and based on filings, authorizations and other actions of the FCC.

SUMMARY OF BROADCASTING

Compiled by FCD, July 31, 1967

<table>
<thead>
<tr>
<th>COM/LAM</th>
<th>COM/LFM</th>
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<th>EDUC TV</th>
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<tr>
<td>Licensed (afl. on air)</td>
<td>CP's on air (new stations)</td>
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<td>Total auxiliary stations</td>
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<td>4,118</td>
<td>18</td>
<td>76</td>
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<td>1,644</td>
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<td>49</td>
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Authorized Television Stations

Compiled by Broadcasting, Sept. 21

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<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>519</td>
<td>278</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>76</td>
<td>109</td>
</tr>
</tbody>
</table>

Page County Broadcasting Co.) AM proceeding granted petition by DuPage County for leave to amend its application to change its proposed transmitter site to locate 1.5 miles west of Roselle (Does 1965-5).

Hearing Examiner H. Gifford Ison on Sept. 26 in Lebanon, Pa.-Catonsville, Md. (Lebanon Valley Radio Inc. Catonsville Broadcasting Co. and Relax, Inc.) AM proceeding granted motion by Radio Catonsville Inc. and dismissal of Catonsville Broadcasting Co.; the Broadcast Bureau's oral motion to dismiss was dismissed as moot (Does 15385, 15386-9).

CALL LETTER APPLICATIONS

- DeWitt Broadcasting Inc. and DeWitt, Ark. Requests KDFW.
- Caldwell Broadcasting Inc., Columbia, La. Requests KCTO.

CALL LETTER ACTION

- James L. Hutcheson, Central Point, Ore. Granted KPTN.

DESIGNATED FOR HEARING

- Farrell O'Quinn, Statesboro, Ga. AM application designated for hearing. Applicant requests CP for new daytime AM to operate on 850 kHz. 1 kHz. in Statesboro. Ga. Hearing issues include determination as to compatibility of new AM to four existing AM stations in area.

STATION BOXSCORE


RULEMAKING ACTION

- Proposal to assign UHF TV ch. 44 to Durgin, Mass. First commercial channel. Big Chief Television Co. petitioned for assignment of channel (All 1964). Winona has pop. of 40,987 and is largest city in Winona county which has pop. of 40,987. No commercial channel is assigned to county. Educational ch. 35 is assigned but is not being used. Big Chief Television stated it intends to apply for use of ch. 44 if it is assigned by notice of rulemaking. Action Sept. 13.

CALL LETTER APPLICATION

- KJXK-TV, Kaiser Broadcasting Corp., San Francisco. Requests KBHC-TV.

CALL LETTER ACTION

- WBGBX(TV), WGBH Educational Foundation, Boston. Granted *WBGBX-TV.

New AM stations

APPLICATIONS

Hattiesburg, Miss. - Circuit Broadcasting Co. Seeks 1560 kc, 1 kw-D. P. O. address: 6/7 Vernon C. Floyd, 1017 Wellington Street, Mobile, Ala. Estimated construction cost $20,000; first-year operating cost $22,000; revenue $22,000. Principals: Vernon C. (34%), Robert L. Floyd (33%) and Ruben C. Hughes (33%). Mr. Vernon Floyd is electronics instructor at trade school. Mr. Hughes is announcer at WMOO Mobile, Ala. and owns Record Shop Jr. Mr. Robert Floyd is brick mason. Ann. Sept. 20.

FINAL ACTION

Gardiner, Me.-Durgin Associates Inc. FCC granted 1560 kc, 5 kw-D.A-U. P. O. address: 9/14 Valley, Gardiner, Me. Estimated construction cost $62,130; first-year operating cost $36,000; revenue $45,000. Principals: Raymond B. Durgin (each 25%), Derek B. Payson and David P. Snow (each 12.5%). Messrs. Snow and Durgin own Durgin-Snow Publishing Co., Westbrook, Me. publisher of weekly newspaper. Mr. Durgin is station manager of WBGB Portland, Me. Patina Corp. is owned by Vincent DeRoulet and is publisher of research firms in New York. Action Sept. 13 by memorandum, opinion and order.

OTHER ACTIONS

- Review board in Mobile, Ala. standard broadcasting proceeding. Docs. 17806-8 granted request filed Sept. 7 by Mobile Broadcast Service Inc. and extended to Sept. 27 time to file reply to responsive pleadings to Mobile Broadcast Service petition to change issues filed on Aug. 4. Action Aug. 14.
- Cer-Bay Co., Penn Hills, Pa., denied request for waiver of Sec. 1.569(b)(2)(i) of rule. Commission has denied request for waiver of Sec. 1.569(b)(2)(i) of its rule concerning applications for frequencies adjacent to class I-A channels and returned as unacceptable for filing application of Cer-Bay for a new daytime AM station to operate on 1190 kc. 1 kw, directional antenna at Penn Hills, Pa. Cer-Bay requested waiver of rule section, since site proposed in its application is located outside area en- compassed by a nighttime contour of class I-A station XGK (1.56 kc. 50 kw, unlimited time), Salt Lake City, and WOAI (1190 kc. 50 kw, 200 miles, 15 db.), Salt Lake City, and WOAI (1200 kc. 50 kw, 200 miles, 15 db.), Salt Lake City, and WOAI (1200 kc. 50 kw, 200 miles, 15 db.), San Antonio, Tex. Both chs. 1190 and 1200 kc are frozen. In returning application, Commission stated that need proposed for new service is not shown and that Penn Hills station is outweighed by necessity to preserve its location on future consideration of assignments on clear channel 1200 kc. Commission noted also that Penn Hills serves wireless from several existing stations. By letter. Action Sept. 13.

ACTIONS ON MOTIONS

- Hearing Examiner Isadore A. Hong on Sept. 18 in Portland, Me. (DuPage County Broadcasting Inc. and Central Du-


<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Contact Information</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 Phone: 296-6400 Member APOCB</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg. Wash., D.C. Telephone District 7-1205 Member APOCB</td>
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<td>—Established 1926—</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>Consulting Engineers Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member APOCB</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington, D.C. APOCB</td>
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<td>PRUDENTIAL BLDG. Di 7-1310 WASHINGTON, D.C. 20005 Member APOCB</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D.C. Member APOCB</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MEMore 1-8360 Member APOCB</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years’ Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D.C. Member APOCB</td>
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<td>GUY C. HUTCHESON</td>
<td>CONSULTING RADIO ENGINEERS 817 Crestview 4-8721 P. O. BOX 808 1100 W. Abram Arlington, Texas 7010</td>
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<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W. Republic 7-6464 Washington, D.C. 20005 Member APOCB</td>
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<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N.W. Washington, D.C. Federal 3-1116 Member APOCB</td>
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<td>KEAN, SKLON &amp; STEPHENS</td>
<td>CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 Member APOCB</td>
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<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco, California 94128 342-5208 Member APOCB</td>
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<td>JULES COHEN &amp; ASSOCIATES</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W. 392-4616 Washington 5, D.C. Member APOCB</td>
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<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-6386 Member APOCB</td>
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<td>VIR N. JAMES</td>
<td>CONSULTING RADIO ENGINEERS Applications and Field Engineering 342 Colorado Blvd.—80206 342-5208 Member APOCB</td>
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<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers 317 Wyatt Bldg., Washington, D.C. Phone: 347-9061 Member APOCB</td>
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<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Hawkins Street Lufkin, Texas 634-9558 632-2821 Member APOCB</td>
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<td>WILLIAM B. CARR</td>
<td>CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 Member APOCB</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517—278-6733</td>
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<tr>
<td>JOHN H. MULLANEY and ASSOCIATES</td>
<td>Suite 71, 1150 Connectif St., N.W. Washington, D.C. 20036 Phone: 202-223-1180 Member APOCB</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Cambridge, Mass. Phone Kansas City, Laclede 4-3777</td>
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<tr>
<td>SPOT YOUR FIRM’S NAME HERE</td>
<td>To Be Seen by 100,000+ Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities. *ARB Continuing Readership Study</td>
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</table>

**Service Directory**

**PROFESSIONAL CARDS**

**BROADCASTING**, September 25, 1967
request filed Sept. 12 by Broadcast Bureau and Sept. 18 by Oxnard, Calif. The respon- sive pleadings to petition for enlarge- ment were filed on Aug. 1 by Athens Broadcasting Co. Action Sept. 14.

ACTIONS ON MOTIONS
- Hearing Examiner Basil J. Beinerger on Sept. 15 in San Antonio-Jamestown Heights, Tex. (Waterman Broadcasting Corp. Technical, Inc.) FM proceeding; decision was adopted at Dec. 15 further prehearing conference (Docs. 17589-4). Filed Sept. 18 by Wilson Miss., (Birney Lines, Jr. and Radio Columbus of Ohio, Inc.) FM proceeding; decision was adopted at Dec. 15 further prehearing conference (Docs. 17589-4).
- Hearing Examiner James D. Cun- ningham on Sept. 18 in Warner Robins- Havel and Milton, Ga. (Crosby County Broadcasting Inc.) FM proceeding continued pending consideration of a conference scheduled for Sept. 15 to be dated per subsequent order (Docs. 17589-4).
- Hearing Examiner Millard F. French on Sept. 13 in Murphy, N. C.-Blue Ridge, Ga. (Crosby County Broadcasting Co. and Fannin County Broadcasting Co.) FM proceeding resulting from a change in location, decrease in ERP and increase in height (Docs. 17589-4).
- Hearing Examiner H. Gifford Irion on Sept. 13 in Milford, Ohio, (Cuming In- c.) FM proceeding; decree (Docs. 17589-4)
- Hearing Examiner on Sept. 19 in Miami, (Miami Broadcasting Corp., Inc. and WQOC- MCM) FM proceeding continued pending motion by Miami broadcasting Corp. to change location, decrease in ERP and increase in height. Action Sept. 13.
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- Hearing Examiner Millard F. French on Sept. 13 in Murphy, N. C.-Blue Ridge, Ga. (Crosby County Broadcasting Co. and Fannin County Broadcasting Co.) FM proceeding resulting from a change in location, decrease in ERP and increase in height (Docs. 17589-4).
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**CLASSIFIED ADVERTISING**

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All trans- missions, if addressed to box numbers are sent at reader’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

- **HELP WANTED** 30¢ per word—$2.00 minimum.

**DEADLINE:** Monday Peceding Publication Date

**Payment ads** $25.00 per inch.—STATIONS FOR SALE, TO BUY STATIONS, EMPLOYMENT AGENCIES, AND BUSINESS OPPORTUNITIES—advertising require display space, 5" or over billed at regular book rate.

- 100 other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

**RADIO**

**Help Wanted—Management**

General Sales Manager for top rated, upper Midwest, full time, Net affiliate. Excellent benefits. Box J-58, BROADCASTING.

Immediate opening for aggressive sales manager to handle regional group sales and sales offices. Top-rated sales record. Top rated upper midwest Top Forty station. Award-winning station, great commission. High morale, top management. Here’s your opportunity to grow. Box J-119, BROADCASTING.

Immediate opening for FM salesman to join FM sales management. Midwest, maximum-power small market station. Top salary plus percentage. Box J-121, BROADCASTING.

Manager for small market Southern Michigan daytimer. Salary plus percentage. Good opportunity for the right person. Box J-193, BROADCASTING.

If you don’t think FM is radio don’t apply as manager of eastern powerful metro FM station already showing strong in ratings. Prefer solid AM background, heavy on sales, program production imagination, and community sense of responsibility. Several years of actual managerial experience important—you could be important in smaller market ready to move up—you could be 22 in big city—but unless you want work and sell hard with exciting fast growing and diversifying company with additional future. Additional opportunities don’t apply to Box J-130, BROADCASTING.

Manager for suburban Atlanta Station WOMN, Decatur, Ga. Stock option opportunity for ownership equity. Vassar Education, business background. Box J-421, BROADCASTING.


**Sales**

$150.00 week guarantee for experienced radio salesman in small midwest market. Commission should earn you $10 to $15 thousand per year. Box J-2, BROADCASTING.

In radio but not in sales? We have a spot open for you. Generous guarantee plus commission. Active person wanted to fill account list. Salesman looking for faster growing account. He could be it. Vacation on the house, hospitalization life insurance, sick leave, other fringe benefits. Box J-119, BROADCASTING.

Pennsylvania medium market radio station seeks account executive with proven ability. Salary open, plus commission, fringe. Write Box J-205, BROADCASTING.

Mid-west FM, AM format, better than average business, looking for good man willing to work. Box J-242, BROADCASTING.

Special for good man: Operation of profitable AM & FM company in fast growing eastern city. Profit Sharing. Box J-276, BROADCASTING.

Sales—if you can sell clean, and have good reputation on Eastern seaboard or West—AM & FM Sebring, Florida. Mr. Erway—WAVE, Baltimore.

Sales—Operation of profitable AM & FM company in fast growing eastern city. Profit Sharing. Box J-276, BROADCASTING.

“Experienced salesman wanted for leading radio station in Hudson Valley. Prefer someone with New York, New Jersey or Connecticut background but will consider all candidates. Must have car. Must type acceptably. Basic weekly draw will be a minimum of $125.00 a week. Total earnings can more than double this for a talented and eager sales representative. Send details of qualifications to Harry M. Thayer, President, WGHQ, Kingston, New York.”

Saleman or salesman-announcer for immediate opening, replaces established salesman. Actual experience in large market in Cape Kennedy area. WEMP, Titusville, Florida, 22780, Phone 252-2394.


**Announcers**

**Announcers** (conf’d)

If you are a medium or major market announcer with creative production talent, who is ready to settle down in Michigan's largest vacation city, at better than average pay, with a better than average station, we'd like to hear from you. Two major markets. Salary raises. Contact Jim Fridle, Program Director, KAUS, Austin, Minnesota.

Wanted: Production minded announcer. Good future with growing progressive Radio-TV station to go to first ticket. Excellent opportunity to assume responsibility. Become part of 5,000 population community and move into right man. Block programing MOR, emphasis on imaging. Contact, Jay Bagwell at KBFT, Freehold, New Jersey. $125.00 to $250.00 per week. No collect calls accepted.


MOR/news operation seeks fulltime announcer with production abilities. Five day work week, good pay and fringe benefits. Send resume references and tape to Personnel, KLIX, Jefferson City, Missouri.

Progressively programmed daytimer needs first phone announcement. Excellent opportunity to advance to program director. Permanent position, modern up to date plant. Come grow with us. Contact: Manager, KNCO, Norco, California. $125.00 plus benefits. Immediate opening for adult announcer for night shift. MOR strong news. Salary open. Send tape and resume to KSAL, Box 186, So. Kansas.

November opening, MOR and rock. Will accept announcer with limited experience, will adapt. Sports play-by-play will help. Send tape, resume and photo to KSUE, Henderson, California.

**Ten your hide in Oceanside, Southern California, Experienced, permanent man, last phone MOR. All star band. Ideal place to live. Contact P.D., Mike Wynn, PDQ, KUID, Oceanside, Calif. 714-772-7180.**

Immediate opening for a bright experienced staff announcer. Modern western, standards and some gospel. Good starting salary with guaranteed pay raises. Pleasant working conditions, a great location for a qualified person. Send tape and resume to KKOW, P.O. Box 519, Hot Springs, Arkansas.

Immediate opening for experienced, mature professional announcer—MOR. First ticket preferred. Call WABJ, Adrian, Michigan, 313-322-1125.

Attention maniacs! . . . Need one certified idiot, rock-jock to work in well padded comic room. Excellent pay minimum. Middle aged has-beens have over 24 years experience. Send tape and photo to Terry Jacob, WAMM, Flint, Michigan. Company pays for straight jackets; lowest score on sanity test gets the job.

Gal Friday including office detail and two hour daily show. AM & FM Sebring. Contact Mr. Erway, WAVE, Baltimore.
Have you outgrown your station and market? Big opportunity awaits you at WKRC, Columbus, Ohio. We have plenty of talent, good engineering, strong management, and strong sales. We're a station that really moves. Experienced, ambitious programm- er wanted to supervise night shifts. Good opportunities for growth. Resumes and film reels to: Ben Hughes, Chief Engineer, 3909 East Broad Street, Columbus, Ohio 43215.

WABC, New York City, seeks full-time announcer to cover both AM and FM spots. Must have national name recognition. Good salary and fringe benefits, as well as opportunity for advancement. Send resume and three recent sound samples to Mr. J. Carr, Personnel Director, WABC, 913 Broadway, New York, N.Y. 10003.

Freeport, Ill., AM/FM station seeks a sales and promotion director. Must be experienced at all aspects of advertising. Excellent salary and benefits package. Reply J-264, Broadcasting.

Announcers—(cont'd)

Immediate opening for experienced announcer for WRWV, Buffalo, N.Y. Must be able to cover all shifts. Requires at least two years of experience. Contact: Program Director, WRWV, 211 Washington Avenue, Buffalo, N.Y. 14202. Phone 626-4699 Ext. 319.

Announcers—(cont'd)

If you like public affairs, if you like out- side the box thinking to become a new-producer and air man in a unique situation and major market area, you may be our next Director of Public Affairs. For WWHR and WTOA-FM in Tremont, Ohio. For details, contact our General Manager, 16200 Northside Drive, Cleveland, Ohio 44119. Phone: 216-426-8200. Fax: 216-426-8201.

NEWS—(Cont'd)

If you like public affairs, if you like out- side the box thinking to become a new-producer and air man in a unique situation and major market area, you may be our next Director of Public Affairs. For WWHR and WTOA-FM in Tremont, Ohio. For details, contact our General Manager, 16200 Northside Drive, Cleveland, Ohio 44119. Phone: 216-426-8200. Fax: 216-426-8201.

Immediate opening for experienced announcer for WRWV, Buffalo, N.Y. Must be able to cover all shifts. Requires at least two years of experience. Contact: Program Director, WRWV, 211 Washington Avenue, Buffalo, N.Y. 14202. Phone 626-4699 Ext. 319.

Announcers—(cont'd)

WYES, Natchez, Miss., is looking for a news director and producer. Must have a minimum of five years of experience in news. Must have a thorough knowledge of modern electronic communication techniques. Send resume and related samples to Mr. Calvin Teague, WYES, P.O. Box 247, Natchez, Miss. 39121.

Announcers—(cont'd)

Have you outgrown your station and market? Big opportunity awaits you at WKRC, Columbus, Ohio. We have plenty of talent, good engineering, strong management, and strong sales. We're a station that really moves. Experienced, ambitious programm- er wanted to supervise night shifts. Good opportunities for growth. Resumes and film reels to: Ben Hughes, Chief Engineer, 3909 East Broad Street, Columbus, Ohio 43215.

WABC, New York City, seeks full-time announcer to cover both AM and FM spots. Must have national name recognition. Good salary and fringe benefits, as well as opportunity for advancement. Send resume and three recent sound samples to Mr. J. Carr, Personnel Director, WABC, 913 Broadway, New York, N.Y. 10003.
Announcers

San Francisco area stations—Do you need a full or part time announcer? Have own transportation and maintenance only. Box J-280, BROADCASTING.

Top personality—fast moving, third endorse. Box J-286, BROADCASTING.

Announcer, newscaster, bright personality and crisp delivery. Family man, willing to settle. Box J-291, BROADCASTING.

First phone top 40 jock, large major market, prefers northeast. Box J-300, BROADCASTING.

Top 20 MOR air personality. One year's solid experience with market's 2 top stations as weekend man and relief. If my one year doesn't scare you, let's talk. Box J-304, BROADCASTING.


Negro dj, draft exempt, Best, grad, dependable, 3rd endorsed. Write Roger O'Banyon, 613 South Park St., Shelbeyville, Indiana 46176 or 368-6114.


Frank Puck, gentleman who puts out Black Hawk Hockey program at Chicago stadium desires position in above. Family man—top references. Broadcast school graduate, 3rd endorsed. Ability to handle all. Short on experience, long on knowledge. Available immediately. 312-637-5735 or 312-MO-6246.

Graduate Leland Powers Communications College, Boston: Holding first class FCC license; desirable position with middle of the road or top-40 station. Locates: Florida, Georgia, eastern Alabama; Parker Snow, Columbus, Georgia. Telephone (AC 944) 327-9571.

Student announcer—morning show, seeks to relocate in Midwest. 9 yr. vet. Married, dependable. 150.00 wk minimum. 1-515-545-2747.

Staff announcer, age 51. Recent top level broadcasting school graduate. Reliable, stable, straight forward delivery, need experience. Phone 614-235-6952 before 2:15 p.m.

Graduate Leland Powers Communications College, Boston: Holding first class FCC license; desirable position with middle of the road or top-40 station. Locates: Florida, Georgia, eastern Alabama; Parker Snow, Columbus, Georgia. Telephone (AC 944) 327-9571.

Technical

Experienced first class engineer desires maintenance or chief job. Fully qualified for any job AM-FM Radio, West Coast preferred. Box J-180, BROADCASTING.

First phone control room and production engineer looking for opportunity with fast pace top 40-60 jock, tight board. Reliable 3 years experience. Box J-261, BROADCASTING.


Production—Programming, Others

P.D. with ideas and top ratings now available. Top 40-60, MOR. If you have found your man. Box J-322, BROADCASTING.

Assistant to producer or production assistant. Graduate female director but directing experience necessary. Capable of handling all phases of production and writing variegated —well trained Shelby—wise, mother of 3—willing to relocate. Box J-282, BROADCASTING.

Skip this... unless you're looking for a relatively experienced writer-producer. Creative? Write to me and find out! N.Y. N. J. Box J-265, BROADCASTING.

Mature, intelligent top-40 program director needs challenge. First phone. Box J-263, BROADCASTING.

I am a young, experienced production engineer with a first ticket. I want a well-paying job at a major market top-40 station or substitute engineer or studio engineer to keep up with your fastest jock. Production tape available. Box J-278, BROADCASTING.

Judge for yourself. "As a radio producer-director, this is the kind of job that goes after every job with enthusiasm and health. It's not a job for the weak at heart or onceフラッシュ. You can forget it." (He is a creative producer,imaginative,irresistible."") Any employer astute enough to hire him is a very lucky employer. Box J-293, BROADCASTING.

Idea Factory—program manager—Top forty and first-class personality or heavy background seeks work as station writer. J. H. Lucas, 226 Chicago Way, San Francisco, California.

TELEVISION—Help Wanted

Announcers

Need commercial TV announcer capable of news and weather show. Send VTR, audition tape, and requirements. Box J-179, BROADCASTING.

Small market sports announcer! Ready to move up? Contact Don Pickens, News Director, KMEG-WTV, Sioux City, Iowa.

On camera plus booth. Must be experienced doing commercials, weather and sports. Send resume to NBC in care of divorces, salary plus top talent rate. Send resume, pictures, SIP or video tape to WPTV, Palm Beach, Florida.

Technical

TV Engineer—Immediate opening for man with commercial experience. Desirable but will consider man with basic knowledge and ability to learn quickly. Contact C. R. Secrist, Kid-TV, Box 808, Idaho Falls, Idaho.

Man with 1st class radio telephone license to work with new studio and transmitter equipment at Sioux City's CBS television station. Experienced in television broadcasting not essential. Send brief resume to: Technical Director, KMBC, P. O. Box 667, Sioux City, Iowa.

TV Engineer—Immediate opening for engineer with first class license. Some experience desirable but will consider man with basic knowledge and ability to learn quickly. WDUB- TV, Box 1833, Orlando, Florida.

First class engineer opening live color—Color VTR—latest equipment. WEGM-TV & Radio—midwest—125 miles north of St. Louis, Missouri. Benefits, retirement. Contact Chief Engineer, Phone AC 217-222-6120 or write or wire WEGM, Hotel Quinny, Quincy, Illinois.

Have openings for two first class, licensed, experienced technicians capable of maintenance of all television and radio color gear. WPTV, 5 Cocoa Beach, Palm Beach, Florida. Telephone: Area code 305, 883-2471.
Help Wanted—Technical

Continued

Immediate opening for broadcast engineers, all color stations, second class phone license required. Send resume to WYNYS-TV, Channel AVE., Syracuse Inc., Box 9, Syracuse, New York 13214.

Looking for experience. Live color, video recording and editing. Additional experience in low power. WREX-TV, Rockford, IL has an opening for a first class engineer. Experience desired in TV experience desirable in EFP. Salary necessary. Contact Chief Engineer WREX-TV.

General Electric—Technicians for WGBB, Uniform $1,000, exceptional benefits, TV schooling and/or experience required. Microcircuits, King, 518-377-2261, Schenectady, N. Y.


First phone engineer for Pennsylvania UHF station. Phone collect Jack Schuster, Area Code 717-843-0043.

Need now—Experienced CCTV engineer; 1st class weatherman, good charge of operations and maintenance of vidicon, helicopter VTR's, return systems, and studio equipment. Opportunity for right man in new operation. Excellent working conditions. Send resume and salary requirements to Marshall Allen, 207 Contemporary College, Columbus, Ohio State University, Stillwater, 45764.

NEWS

Top ten market VHF wants first rate reporter. Must be able to get story, write and edit it on own. Broadcast experience desirable but news background paramount. No age limit—goon or DJ's please. Send resume, photo and salary requirements. Box J-250, Broadcasting.


Production—Programing, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales; commercial requests. Full knowledge of equipment, remote technique, and supervision. Rush resume to Box H-119, BROADCASTING.

Major station in large midwest market offers prime opportunity for program execution. New network affiliation. If you are currently a program manager, have thorough knowledge of feature film with administrative credentials, and would be interested in being assistant director of programing for key network station, please send resume to Box J-117, BROADCASTING.

Creative, commercial director desired for Midwest TV station. Must have experience and pro- fessional ability. Forward resume and salary requirements. Box J-180, BROADCASTING.

Southwest's leading VHF interested in securing meteorologist type weatherman. Ideal working conditions with many fringe benefits. Additional opportunity with fringe benefits included. Rush resume and air video tape. If possible, and weather get information to Box J-181, BROADCASTING.

Producer-Director, group owned, network affiliated, VHF station in Northeastern New England. Good opportunity for experienced top-notch creative man. No budget restrictions. Good opportunity in commercial production, studio and remote work on special animation with our totally equipped documentary unit. If you are an experienced professional looking for a challenge, please apply with resume to Mr. G. Gilvard, 300 Congress St., Portland, Maine.

TELEVISION

Situations Wanted

Management

Business Manager—Heavy profit planning, cost control, systems. Can provide manual or EDP computer plan. Major market. Box J-279, BROADCASTING.

Not herey! dedication! I'm tired of commercial profit pressures and want to manage in TV. N&W background. Box J-201, BROADCASTING.

Sales

National—Local TV salesman, aggressive, mature, desires stable position with growth opportunity. Box J-236, BROADCASTING.

Technical

First class FCC technician with eight years experience. Must be able to work west of Dallas with progressive station. Maintenance experience. Good work attitude. Must be able to work well with sales. Box J-251, BROADCASTING.

WANTED TO BUY—Equipment

Continued

Wanted to buy used UHF channel 19 antenna. Also used video tape recorder and multiplexer. Contact KTTV-TV, 1240- W. 15th St., San Diego, Calif. 92101.

Wanted one wooden sloping console for an Ampex 301 tape recorder 48 inches high, 241/2 inches wide, 21 inches deep. Don Hein, WJBR Radio Detroit, call person to person. 313-673-7060.

FOR SALE—Equipment

Television radio transmitters, monitors, camera's and microwave carrier. Electrofind, 460 Columbus Ave., N.Y.C.

Coaxial cable, Steroflex, 3/16", 50 Ohm, Used, unused, 2400 ft, available, Sierra Western Electric, Box 6883, Oakland, Calif. 94623. 415-882-3987.

RCA Equipment—2 TM21 color monitors $1,000.00 each, 2 frequency standards @ $250 each, 1 TAM stab amp @ $450, 4 aperture equalizers @ $75 each, 2 BKB microphones @ $135 each, Also 3-300 Marcon WX TV camera cables @ $70 each. All equipment in perfect working condition. John Blades, LOGOS, 3520 South 27th Street, Arlington, Virginia 22206. Phone: 703-971-1200.


Ampex PR 10 tape track professional stereo recorder, in portable case. Equal to new. $650.00. Box J-259, BROADCASTING.

Self supporting tower, 150-200 feet, 10 kw or larger FM transmitter, 79.3 MC; tape desk and remote gear. Box J-176, BROADCASTING.

For sale: Gates sold statesman monaural condenser microphone. Condition one year old. $500.00. Box J-245, BROADCASTING.

For sale: Unused RCA TK660 camera only. First reasonable offer takes it. Box J-260, BROADCASTING.

AM Frequency measurement equipment, GR graphic, digital or list, HP audio Osc. Scope, 80" cabinet. Box J-263, BROADCASTING.

TBT-1B video tape pick-off-ATC, excellent condition, reasonable price. Contact WJMA-TV, 3005 N. York St., New York, N.Y.

Be competitive! Now! Your station or remote unit can be televising live color programs before you think. Our RCA TV 46A color cameras and related Chal- lege equipment in working order and waiting for the right man to take over. Call or write Industrial Television systems, Inc., 1518 W. Orient, Tampa, Fla. 33614.

For Sale: Jumpro 4 bay FM antenna used on 102.5. WAYE, 111 Park Avenue, Baltimore, Md.

Gates BFE-10A excellect. . . 7 years old. present on 143.4 MHz, complete in included, . . . Best offer over $450. Contact H. J. Hager, C. R., 301-739-2233. Write Box 396, Hagerston, Md.

2 new Gates CB-500 16" turntables with M6244 pre-amps, equalizer, Gray 258 arm, GE twin cartridges, $250 each. Francis Murphy, Canton, New York, 315-386-6511 exten- sion 265.

Gates MO-2615 modulation monitor, $125.00. G. E. alive 619 limiter, $150.00 coax, new, $75.00. WCIK, Beckley, West Virginia.

FOR SALE—Equipment

Continued

For sale: Ampex model 300 C, console tape recorder—brand new, just unpacked, with WTRI, Brassw. Md.

Self-supporting towers, 325-4,000.00 each—each can be equipped with aerials and mounting equipment.

Browning model BR-3A67 and BR-3A-67 Background Music SCA receivers—67cc.

Some require service, As is $35.00 each.

House of Sound, 714-2nd Avenue South, Minneapolis, Minn. 55402.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions, free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines. $5.00. Comedy catalog free. Ed Orrin, Boyer Rd. Mariposa, Calif. 93536.

"365 Days of Laughs"...a daily radio gag service...may be available in your market. $2.50. Box 736 Merchandise Mart Stn., Chicago 60654.

Composited week log analysis and complete preparation of Section Y-IV for license renewal. Specialized renewal log analysis for management control of programming per station. Rates: One hour accurate, Noyes, Moran & Company, Inc. 10906, Downers Grove, Ill. 60515 (312) 869-5552.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write Show-Biz Comedy Service—1735 East 28th St., Brooklyn, N. Y. 11219.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, contact Chicago or San Francisco School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90026.

Elkins is the nation's largest and most respected in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's training. Write Elkins Institute, 2605 Inwood Road, Dallas, Texas 75235.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veteran Training. Elkins Radio License School of Atlanta, 1126 Spring Street, Atlanta, Georgia 30309.

Announcing, programming, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities. Approved for Veteran's Commercial broadcast station—KCHD. Fully approved for Veteran training. Elkins Institute, 2605 Inwood Road, Dallas, Texas 75235.


INSTRUCTIONS—(Cont'd)

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 4, January 10. For information, references and reservations, contact Ogdens Radio Operation Engineering School, 5070 Warn- ner Avenue, City Beach, California 90447. (Formerly of Burbank, California).

"Warning" accept no substitute. REI is #1 in—the success—guaranteed—in tuition—highest reliability of all five (5) school. FCC 1st phone license in five (5) weeks. Tuition $35.00. Rooms and apartments $10-$15 per week. Over 95% of REI graduates pass FCC License test. Classes begin Oct. 9, Nov. 13. Write Radio Engineering Institute, 1258 Main Street in beautiful Sarasota, Florida.


Be sure to write BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.


AD AGENCIES NEED NEW VOICES !


Box J-189, Broadcasting.

AD AGENCIES NEED NEW VOICES !


Box J-189, Broadcasting.

MANAGER

for northeast corridor small station, needs selling administrator for large, hard market. Compensation based on results. Please send resume.

Box J-227, Broadcasting.

Sales

UNUSUAL OPPORTUNITY

WWDQ, one of the nation's foremost independent radio stations is increasing its sales staff. We are looking for a young man with sales ability, aggressiveness, the ability to communicate at all levels of our business, and a determination of success. Excellent fringe benefits. If qualified, further details will be mailed. WRITE:

Sam Soilis, WWDQ
Aveo Broadcasting Corporation
Box 4608, Washington, D. C. 20015

Radio Sydroncy with

SALESMAN ANNOUNCER

TV announcing is still my basic business, but I'm actively involved in the affairs of the radio station I own in White River, Vermont—WHNY.

Small market, beautiful area, excellent growth prospects, ABC affiliate, MOR, strong community involvement. Need a salesman (preferably one who can do some all-work), and an announcer (desirably one who can handle some sales). Contact J. R. Alston, general manager. (signed) Rex Morsholl

ARE YOU THE GO-GETTER

we are looking for? Sales Manager for medium sized station in the Northeast. Good money plus stock available, without any financial investment.

Box J-217, Broadcasting.

Technical

SACRAMENTO ARMY DEPOT


FIRST CLASS ENGINEER

Production/Maintenance with heavy emphasis on Production. (no announcing) Send all particulars to:

Rex Miller, National Director of Programming & Operations Old Dominion Broadcasting Co.
c/o WANT Radio
Broad Rock Ave.
Richmond, Virginia 23219
RADIO NEWSMAN - NOW!

Immediate opening for Radio Newsman at Top-Rated major 50 KW station in Top Twenty market. We are looking for a newsman who has experience and ability to dig, write and deliver the news with authority. If you are a hard worker, conscientious and a professional newsman, we want to talk to you. All replies confidential. Send tape, photo and resume to:

Box J-237, Broadcasting.

TOP 3 MARKET RADIO NEWS DIRECTOR

Seeks post combining newsmanship and ownership participation. Have skills and funds. Let me hear about interesting solid propositions.

Box J-267, Broadcasting.

technical-(cont'd)

ASST CHIEF

Expanding south Fla. VHF needs radio chief . . . familiarity with color, color tape a must. Right salary for the right man. Send resume and salary requirements to:

J. Ross McPherson
Chief Engineer

WEAT 4-M TV
P. O. Box 70
West Palm Beach, Florida

Production—Programing, Others

Pa. ETV Station
Producer/Director

This may be the opening for you—even if you've not really "looking" now. If you consider yourself ready for a responsible Producer-Director situation with all the freedom you can handle, among true professionals with a solid commitment to quality, send a resume today. Fast-moving operation with a growing reputation for high-level TV drama production. Increasing commitment to public affairs, and several truly unique ongoing projects.

Box J-268, Broadcasting.

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

EMPLOYMENT SERVICE

MIDWEST POSITIONS

Several midwest openings for announcers and for salesmen. Mail your resume. Announcers send only 3" tapes. All fees paid by stations.

Radio-Television Personnel Placement Service
6633 Wise
St. Louis, Missouri 63119

INSTRUCTIONS

The Don Martin School of Radio & Television has furnished fully Qualified personnel to the Radio & TV Industry over 30 years.

If you are interested in becoming a GOOD Broadcaster contact the:

DON MARTIN SCHOOL
1653 N. Cherokee Bldg. 3-2381
Hollywood, Calif.

BROADCASTING, September 25, 1967

Production—Programing, Others

SPORTSCASTER

Available soon. Top-flight. Currently in major market. Background includes college & Pro Football, Basketball, Golf and track and field play by play. Excellent editorial controversy, great adlibber, a professional announcer and former athlete. Excellent references. Make me an offer.

Box J-236, Broadcasting.

Immediate Openings for experienced TV Broadcast Technicians. Salary commensurate with experience.

Send completes resume and salary requirements to the Engineering Department of WNAC-TV, 21 Brookline Avenue, Boston, Massachusetts.

An Equal Opportunity Employer

TELEVISION—Situation Wanted

MANAGEMENT

TOP 3 MARKET RADIO NEWS DIRECTOR

Seeks post combining newsmanship and ownership participation. Have skills and funds. Let me hear about interesting solid propositions.

Box J-267, Broadcasting.

SITUATION WANTED

Young network executive wants to return to television or radio station management or group headquarters operation. 20 years experience in all phases: station, group, network. This includes management, sales, programing, promotion, P.O. C., etc. Age 44, family man. Excellent personal and character references.

Box J-32, Broadcasting.

Looking for a Top

Broadcast Management Executive?

Broad range and depth of responsibility in Group ownership (radio-TV)

strongly motivated

great sales strength

write

Box J-303, Broadcasting.

TV SPORTS DIRECTOR

Must be capable of being a department head and delivering sports news in one of the nation's major sports markets. Imagination and creative ability are as essential as experience. Sports opinions and comments will be welcome, as part of this area's fastest moving news team.

Send complete resume, tape, references and salary requirement.

Box J-277, Broadcasting.

TELEVISION—Help Wanted

Management

GENERAL MANAGER WORLD'S LARGEST CLOSED-CIRCUIT TV STATION

AVAILABLE 1 NOVEMBER

Station produces and transmits more program material than any network. Knowledgeable in all phases Radio-TV, motion/still photography, and PR. Seeking managerial position with operation offering challenge and growth potential.

Box J-260, Broadcasting.

TELEVISION—Announcers

25

Well-Trained Announcers

Available now. Resumes and tapes on request. Write or call:

Midwestern Broadcasting School
228 S. Wahash
Chicago, Illinois 60614
WA 2-0712

production—programing, others

Announcers

Professional Available

25 yrs. radio-TV, 42 yrs. old. Family man. Programer, writer, announcer, promotion-producer. Seek major market talent position or small market management.

Box J-302, Broadcasting.

25

Well-Trained Announcers

Available now. Resumes and tapes on request. Write or call:

Midwestern Broadcasting School
228 S. Wahash
Chicago, Illinois 60614
WA 2-0712

production—programing, others

Production—Programing, Others

Technical

Immediate Openings for experienced TV Broadcast Technicians. Salary commensurate with experience.

Send complete resume and salary requirements to the Engineering Department of WNAC-TV, 21 Brookline Avenue, Boston, Massachusetts.

An Equal Opportunity Employer

TELEVISION—Help Wanted

Announcers

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Box J-303, Broadcasting.
proceeding. Doc. 17066 dismissed appeal from dismissal of motion to dismiss. A.D. 27 by Multivision North- west Inc. Board member Sione absent. Action Sept., 

- RV Cable-Vision Inc., Harrodsburg, Ky., granted temporary waiver of program exclusivity rules. R V Cable-Vision, operator of an eight-channel CATV system at Harrodsburg, Ky., has been granted temporary waiver of program exclusivity requirement of Sec. 74.1103(e) of rules for signals of Cablevision Inc., Myrtle Beach, S.C. and Rainbow Broadcasting of Lexington, Va. of WLEX-TV and WAVY-TV, respectively. (By memorandum order and opinion and order of Sept. 8.) Action Sept. 9.

- Group granted temporary waiver of program exclusivity rules.大厅等八股千。”

- Practice Booths, Recreation Room and other extras. Most Modern Surroundings.

FOR SALE—School

THE SOUTH’S FINEST

RADIO ANNOUNCING

SCHOOL

Finest Equipment, 2 Studies, Practice Booths, Recreation Room and other extras. Most Modern Surroundings.

Box J-299, Broadcasting.

WANTED TO BUY—Stations

AM or AM/FM. West. Individual.

Box J-288, Broadcasting.

FOR SALE—Stations

CALIFORNIA

DAYTIME REGIONAL

5 kW absentee owner AM and FM with good history of revenues and profits. Well-equipped. $325,000 with $60,000 down and the balance payable over two years.

Box J-178, Broadcasting.

Confidential Listings

RADIO—TV—CATV

N.E. daily small day 150M terms and $50,000 down. 30% to N. W. of license. Dr. R. McCann, 211 N. E.

G. BENNETT LAHON, INC.

R.C.A. Building, 6363 Sunset Blvd., Suite 701

Hollywood, California 90028-1549

BROKERS-CONSULTANTS

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH

NEW YORK, N. Y.

265-3439

N.E. daily small day $150M terms

M. W. daily day time 130M 29%

M. W. metro day 100M 1/2

Fla. metro day time 225M cash

ACTION ON MOTIONS

- Chief Examiner James D. Cunnin

ham, Sept. 14, in Winona, Minn. (Winona TV Signal Co.) CATV proceeding designated Examiner Basl P. Cooper to serve as presiding officer of hearing for hearing in conference for Sept. 27 and hearing for Oct. 17. Order.

celled procedures and ordered hearing pending further order and scheduled further prehearing for Sept. 25. (Docket 17067, 17062.)

- Hearing Examiner Herbert Shaphran on Sept. 14 in Peoria-Peoria Heights and

Bartowond, Ill. (General Electric Cablevision Corp.) CATV proceeding, examiner granted petition by General Electric and contemporaneous determinations do not continue from Oct. 9 to Nov. 27 (Docket 17144-17155).

Ownership changes

APPLICATIONS


WKBW-FM Miami—Seeks transfer of control from R. B. Smith to KMWG-AM to Bob A. Martin, who will acquire 48% and already holds 12%. Ann. Sept. 14.

WPXN-Columbia, Ga.—Seeks assignment of license from R. M. Greer to Hill City Broadcasting Co. for $36,000. Principals: Edward Weir, president, Irwin Friedlander, vice-president, Ross C. Greer, treasurer, and Mrs. Greer. pursuantly in ladies apparel business. Mr. Weir is general manager and holds 48% of WPXN and owns retail variety store. (As petitioner, Hill City Broadcasting Co.) Ann. Sept. 14.

WXL-AM/FM Duluth, Ga.—Seeks assign-

ment of license from Dr. John H. Cooper to Twin Cities Cable TV Group (as petitioner, Twin Cities Cable TV Group) for $100,000. Principals: Dr. John H. Cooper, trustee for trustees Mr. H. A. Reynolds and Mr. H. A. Reynolds, Jr., trustee for trustees Mr. Reynolds and Mrs. Reynolds, respectively. (As petitioner, Twin Cities Cable TV Group) Ann. Sept. 14.

INFORMATION

- Edward J. Hill, president ing. (Chairman.)

WMCH-AM/FM Michigan City, Ind.—Seeks assign-

ment of license from Dr. John H. Cooper to Twin Cities Cable TV Group (as petitioner, Twin Cities Cable TV Group) for $100,000. Principals: Dr. John H. Cooper, trustee for trustees Mr. H. A. Reynolds and Mr. H. A. Reynolds, Jr., trustee for trustees Mr. Reynolds and Mrs. Reynolds, respectively. (As petitioner, Twin Cities Cable TV Group) Ann. Sept. 14.


WMAX-AM/FM Milwaukee, Wis.—Seeks assign-

ment of license from Dr. John H. Cooper to Hill-Meadowcroft Inc. for $200,000. Principals: Mr. Goforth, president, Dr. John H. Cooper, trustee, Dr. John H. Cooper, treasurer, and Mrs. Goforth, secretary-treasurer. (As petitioner, Hill-Meadowcroft Inc.) Ann. Sept. 14.

WJXT-TV Jacksonville, Fla.—Seeks assign-

ment of license from J. M. Martin, Inc. to General Electric of the General Electric Co. for $1,000. Principals: Mr. Martin, trustee for trustees Mr. Martin, president, and Mrs. Martin, trustee for trustees Mr. Martin, respectively. (As petitioner, General Electric Co.) Ann. Sept. 14.

WJXT-AM Jacksonville, Fla.—Seeks assign-

ment of license to Stroh Broadcasting Co. for $150,000. Principals: Mr. Stroh, president and treasurer. (As petitioner, Stroh Broadcasting Co.) Ann. Sept. 14.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Sept. 20. 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.

Indian Wells, Calif.—Coachella Valley Television (Palm Desert), owned by Palmer Broadcasting Inc., has been granted a nonexclusive franchise to operate in Coachella Valley. Palmer is the licensee of WOC-AM-FM-TV Davenport and WCOM-TV (Canoga Park, both IAW) has been granted a 25% franchise. Monthly service charge will be $10. September 15.

Oceanide, Calif.—Cost Cable Television Service, Ltd., a corporation comprised of citizens, has applied for an exclusive franchise. Local service and monthly service charges will be $10. September 15.

Napa count, Calif.—Redwood Television Cable Co., subsidiary of Storer Broadcasting Co. of Miami Beach, Fla. (group broadcaster and multiple CATV-owner), has been granted a franchise to operate in St. Helena and Calistoga. Installation and monthly service charges will be $10 and $20, respectively. September 15.

Redwood City, Calif.—Peninsula Cable Antenna Television Corp., Belmont, Calif. (multiple CATV-owner), has been granted a franchise to operate in Redwood City. Installation and monthly service charges will be $10 and $25, respectively. September 15.

Eldridge, Iowa—transactions are activities in community antenna television reported to Broadcasting, through Sept. 20. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

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Eldridge, Iowa—
ROY BACUS doesn't look the part of an evangelist. But talk to him about his favorite subject, "ikonogenics" (image control), and you'll find him a missionary with a message—more creative design in television.

"The tremendous success of television has created it unnecessary for communicators to worry too much about clutter," he says. Yet the cluttered graphics used by television stations today often act as a deterrent to getting the station's message across to viewers. What is needed, he suggests, is "fewer elements, more comprehension."

For Roy Bacus the ikonographic principle evolved four years ago when a brash industrial designer, Crawford Dunn, walked into his office and pronounced television a conglomeration of confusion: clutter resulting from poor design and lack of originality. And Mr. Dunn claimed that WBAP-TV Fort Worth-Dallas, of which Mr. Bacus is general manager, was no exception.

"The initial step was to stop treating TV as radio with a picture," Mr. Bacus explains. "We set about the challenging task of imagining what TV should be like, unrelated to any other communications medium, and then set about making it like that." The aim was "to create a total presentation that was unified and integral."

Fresh Start • The image-control process wasn't new, Mr. Bacus admits. Westinghouse, among others, had previously used the process successfully. What intrigued him about the designer's suggestion was that image control seemed a logical extension of what he had produced for years on WBAP-AM: a "radio-refined" concept with extraneous sounds extracted to heighten the comprehension of the radio message, a "no-yak" format that turners found "like a breath of fresh air."

Under the ikonographic principle all phases of WBAP-TV's station operations took on a new look in October 1963. Professionally designed ID's, program intros and closings, promotions, sets and backdrops were revamped as well as trade advertising, automobile and remote-unit identifications and personal items such as bracelet charms, tie clasps and cuff links.

Studio presentations were changed as well. Mr. Bacus cites the example of the local news show, traditionally laden with an office-type desk, telephone prop, a clock mounted on a textured paneled wall and perhaps an announcer dressed in a checkered jacket. The image-control process substituted "a martini-colored rug from ceiling to floor and forward to the camera," Mr. Bacus explains, so the newscaster appeared to float against the background. "We de-

Cleared the clutter from TV's message

exercise image control, Mr. Bacus says. Take away the framed map and let it bleed off all sides of the screen.

"Television of necessity borrowed much from radio, from the big-screen movies, from the stage, and from graphic arts," he explains, "but the time has come for television to create a dimension all of its own." The ikonographic principle that clears the TV screen and returns only "those elements on which you want focus and intensity," Mr. Bacus says, "works on a viewer as he comes out of a cluttered performance by providing a contrast of values."

What sort of viewer response has he received since ikonogenics was applied to WBAP-TV? "The first reaction we got was from a woman who said: 'You've had a bath! Ikonogenics has had some local-sales impact, with a tailoring of promotions to fit our format, and,' he adds with a chuckle, "we've observed that our competitors have cleaned up their screens as well."

But television is not the only communications medium that could use image control; advertising is another, suggests Mr. Bacus, saying that the traditional "hit-the-mule-in-the-head" blatant devices must be supplanted. "A person must live in relation to the product; if he doesn't, then no amount of talk will convince him," he says. "If you really want to test the effectiveness of television commercials today, turn off the sound; it all depends on what you see."

For Roy Bacus the image control principle is perhaps the culmination of a life-work devoted to communications in all forms: from sign writer-display artist while in college, to reporter-editor for newspapers, to salesman for the WBAP stations since 1939. He has taught advertising seminars at Texas Christian University and has written several books including "New Dimensions in Advertising" and a golf manual, "How To Break 100 and Lose 10 Pounds."

Information Gap • And Mr. Bacus finds that his preoccupation with ikonogenics creeps into his personal life, as well. He admits to impatience with poor highway signs and with directions to assemble a household gadget: "They certainly have not learned how to communicate."

In time, Roy Bacus hopes that "image control will become public domain," that he will leave the broadcast industry with a formula so that any company, station or advertiser can do his own image-control program. He feels the future of the medium, in no small way, must rely on the ikonographic principle: "Television must become more sophisticated, become the controlled medium with the calculated message, well designed for instant perception. We've just scratched the surface."
EDITORIALS

Loevinger lost

LEE LOEVINGER'S forthright-but-premature announce-
ment in Los Angeles (BROADCASTING, Sept. 18) that
he will leave the FCC when his term ends next June 30
creates an immediate problem for the administration and
concern for all who are subject to FCC jurisdiction. The
line of aspirants for the job is already forming.

But there's considerably more at stake than the selection
of a deserving Democrat (or independent) to replace the
man who in his four-years-plus on the FCC has demon-
strated unique attributes and has imparted new excitement
and color to the regulation of communications.

What's involved is the balance of power and possibly
the chairmanship. Chairman Rosel H. Hyde, now 67, in-
tends to retire when his term expires in 1969. Mr. Loevinger
has voted with Chairman Hyde on big decisions, providing
a needed vote in the frequent 4-3 split. That majority
would be lost if his successor should be won over by that Bartley-
Cox-Johnson bloc.

Judge Loevinger unquestionably would thrive in private
practice in Washington or in his native Minneapolis. But
his expertise in the sciences as well as in law would seem
to eminently qualify him for the federal bench in this era
of technological revolution.

Editorializing: forget it

ACCORDING to a recent survey conducted by the Na-
tional Association of Broadcasters, only 10% of the
broadcasting stations of this country have ever editorially
endorsed a political candidate. Small as it is, that percent-
age is destined only to diminish if a new ruling by the FCC
is kept on the books.

In effect the FCC has served notice that if any broad-
casting station endorses any political candidate, the can-
didate's opponents can count on the FCC to make life miser-
able and costly for the station. The example was created
in a case involving KING-AM-FM-TV Seattle.

The KING stations prepared a 20-second editorial en-
dorsing five candidates for the five seats at stake on the
Seattle city council in primary elections that were held last
Tuesday. The editorial was to be broadcast 30 times over
a 10-day period.

Nine days before the first broadcast KING advised each of
the 23 other candidates in the city-council race of its
intentions and offered each of them the facilities to pro-
duce a one-minute statement by a spokesman which would
be broadcast twice. Thus the stations offered a total of 46
minutes of rebuttal to the 10 minutes of editorializing.

One candidate complained to the FCC that the stations' offer
was inadequate, and the FCC staff agreed. In a tele-
gram dated Sept. 14, five days before the primaries, and
signed by everybody's pen pal, Ben Waple, the FCC secre-
tary, the stations were advised that "it does not appear
that the offer of two one-minute broadcasts constitutes rea-
sensible opportunity for response to 30 broadcasts en-
dorsing other candidates, even though the editorial endorse-
ments are only 20 seconds long."

To this the stations responded with a formal petition to
the FCC for review of the staff's decision. KING said
the FCC staff had apparently confused the concepts of the
fairness doctrine, which asserts only that reasonable op-
portunity for reply must be offered to candidates attacked
in editorials, with the language of the political-broadcasting
law, which requires that "equal" opportunity must be given
to all rivals when any candidate appears on the air. The
petition also accused the FCC staff of "adopting a mer-
chandising approach, i.e., a candidate, like a commercial
product, can be more effectively sold by a number of short
announcements than by a few statements of longer length."

On the same day that the petition for review was filed,
Sept. 15, it was denied by the commission in a brusque
telegram. Here is what happened afterward:

The complaining candidate settled for six broadcasts of a
20-second statement.

Another candidate for the same seat, who had previously
accepted the two minutes offered by KING, was advised
of the FCC's action and then requested, and was given, four
minutes instead of the original two.

A candidate for another seat, hearing of these develop-
ments, demanded more time and accepted an additional
minute. Once that was done, the stations felt obliged to offer
the third minute to the other nonendorsed candidate to
that same seat, and he, understandably enough, accepted.

All these events were dutifully reported to the FCC, where
presumably chops now are being licked at the flavor of
another bite into the First Amendment.

More than ever it becomes vital that the court attacks
on the constitutionality of the fairness doctrine succeed.

One to ponder

A SOLID Republican minority in the Senate is opposing
use of federal funds to finance political campaigns on
the ground that it would become a $100-million boondoggle
every presidential election year.

Although the analogy may be somewhat strained, there
is a correlation between this kind of political subsidy and
what, in the extreme, could happen with subsidized non-
commercial broadcasting. Whereas a $100-million subsidy
every four years would be entailed in the political cam-
paigning measure, the minimal long-range estimate of the
subsidy that would be required for Corp. for Public Broad-
casting would run $200 million per year.

How the funds for subsidized broadcasting would be
administered and by whom are the biggest issues that will
face Congress, if enabling legislation is passed at this ses-

sion. If the controlling board of the proposed public cor-
poration is "packed" with political partisans, the non-
commercial system could become the captive of the party
then in power.

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Drawn for BROADCASTING by Sid Hix

"A constituent wants to know, Senator, if your anti-air-
pollution bill will cut down the number of political speeches
on TV?"

BROADCASTING, September 25, 1967
Next time you’re on the road, all keyed-up from “turnpike tension,” stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

Keyed-up executives unwind with KPRC-TV

NBC in Houston

NBC in Houston represented nationally by Edward Petry & Co.
Now Custom Designed to fit your format.

One year ago, MEL BLANC ASSOCIATES introduced SUPERFUN, radio's first fully-produced comedy library. Since then, nearly a hundred U.S. and foreign radio stations have purchased SUPERFUN, universally praising it as the greatest programming, audience promotion and sales feature ever put on the air.

There was only one SUPERFUN!

But, there are many kinds of radio stations, programming to different kinds of people. Each SUPERFUN sketch had to excite both Moline and Hollywood. It had to work with Top 40, Middle-of-the-Road and even Country & Western radio.

No more.

Now there are as many different SUPERFUN libraries as there are radio stations. Each of the 360 comedy sketches in YOUR SUPERFUN Library is carefully selected for your special needs, your stations format, your audience and market. SUPERFUN will now be custom-designed for you...

So feel flattered.

SHOULD YOUR STATION BUY SUPERFUN? THESE PEOPLE THINK SO...

BUD CONNELL, Operations Manager, KXOK, St. Louis... “our station has programmed SUPERFUN since last January and listener reaction has been fantastic... format-tailoring SUPERFUN to fit a station's exact sound will make it better, if possible...” GARY OWENS, KMPC, Hollywood... “the programming possibilities of each SUPERFUN sketch are limitless, and with a library specially designed for it, a station can't miss with this winner”... JIM BRAND, National Program Director, The Lin Stations... “Adding SUPERFUN to our stations programming has given us much more than an occasional laugh... it's an important part of our total sound”...