



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

What will CBS's new EVR do to TV film and tape? p23  
Study claims 30-second spots are as good as minutes. p26  
WLBT (TV) scores a win in its fight for renewal. p39  
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CONCORDIA COLLEGE  
C R YLVISSAKER LTR  
MOORHEAD MN

TQ FXD12/ 8  
56560

NEWS/CD/ABC

A program that combines romance, modern science, suspense, humor and youth?  
...that can play five days a week, day or night, or just once a week?  
...that's first run and in color no less?

Impossible, you say?  
Perfectly possible, say  
WABC-TV New York, KTLA  
Los Angeles, WSBK-TV Boston,  
WJHL-TV Bristol and  
KTVT Fort Worth-Dallas!

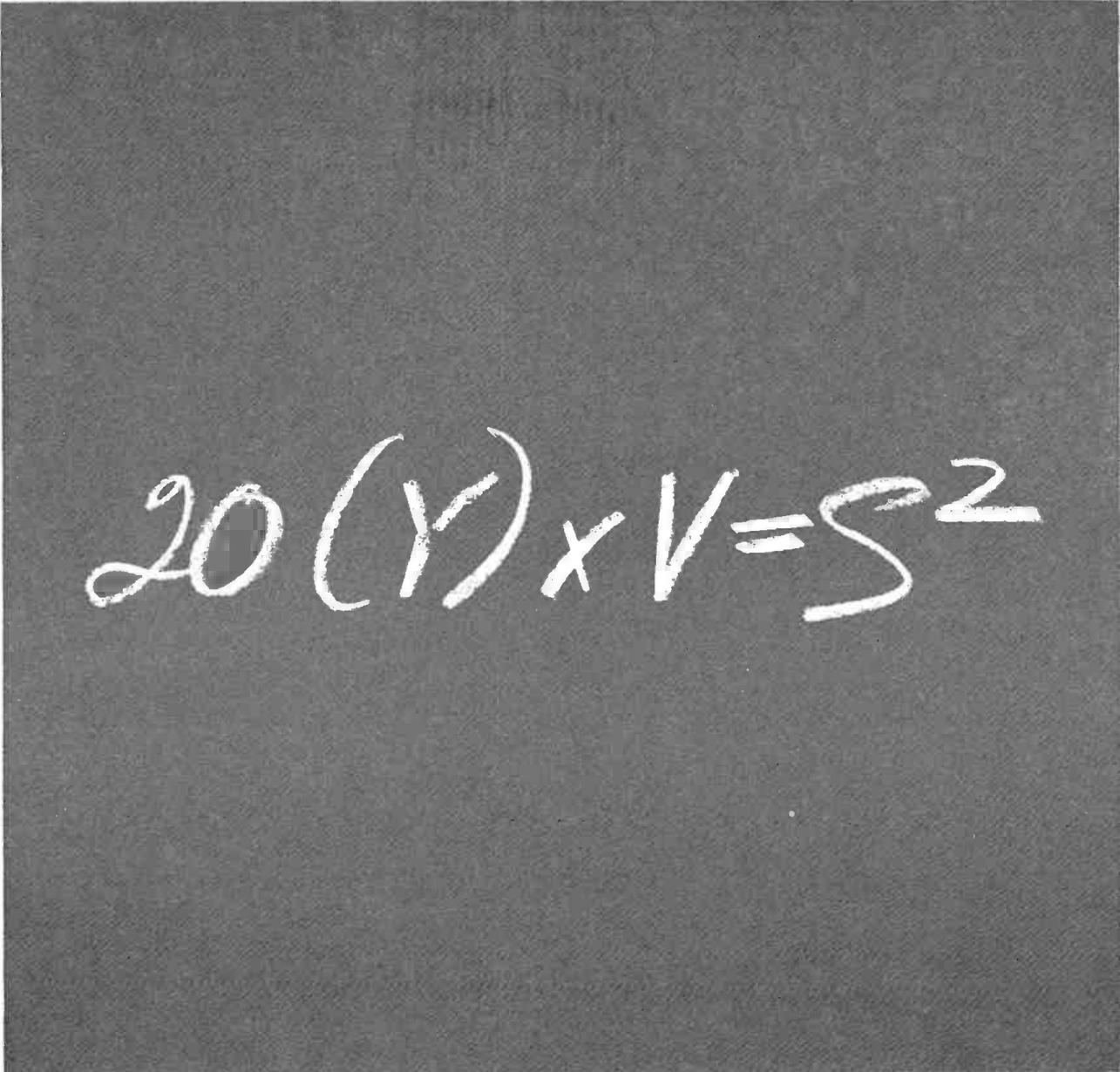
## the perfect match

the only game show in which cupid gets an assist from a computer. Everyone who's seen it, has loved it. See it today. Contact your representative from SCREEN GEMS

CARL B. YLVISSAKER LIBRARY

10/24




$$20(Y) \times V = S^2$$

**When a Tv station writes an equation like this  
it deserves congratulations!**

Albert Einstein wrote the formula. "Try not to become a success," he reasoned, "but rather try to become of value."

That's just what WMAR-TV is doing in Baltimore—becoming more and more of value to the community it serves. When WMAR-TV celebrates its 20th Birthday on October 27, the equation is complete:  
**20 Years of Value = Success<sup>2</sup>**

Katz Television represented WMAR-TV

continuously through all these years of growth and service; and we're proud to have played a role in the station's success story. We look forward to serving one of Baltimore's most valuable assets for at least the next 20 years.

It's great to be working with a winner.



**Katz Television**

245 Park Avenue

New York, New York 10017

**Congratulations WMAR-TV! And Happy Birthday!**



**Class of Service**  
 This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION TELEGRAM

W. P. MARSHALL, President

**SYMBOLS**  
 DL = Day Letter  
 NL = Night Letter  
 LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

NEW YORK 1967 OCT 10 PM 7 23

DONALD P CAMPBELL, VICE PRESIDENT AND GENERAL MANAGER  
 WMAR-TV TELEVISION PARK 6400 YORK ROAD BALTIMORE MD

WE AT CBS ARE PARTICULARLY PLEASED TO SALUTE WMAR-TV ON THIS ITS 20TH ANNIVERSARY. WMAR-TV IS A CORNERSTONE STATION OF THE CBS TELEVISION NETWORK HAVING BEEN THE SECOND STATION TO JOIN THE NETWORK WHEN IT WAS BEING FORMED. WE ARE PROUD OF OUR LONG TERM ASSOCIATION WITH THE MEN AND WOMEN WHO HAVE ESTABLISHED CHANNEL 2 AS THE BEST SOURCE OF NEWS AND ENTERTAINMENT IN THE GREATER BALTIMORE AREA. WITH ALL GOOD WISHES

FRANK STANTON, PRESIDENT  
 COLUMBIA BROADCASTING SYSTEM, INC.



# IMPACT!

Based on an excellence in information and entertainment programming, KRLD-TV delivers the greatest impact on the nation's 12th ranked television market.

Channel 4 reaches 22.8% more homes; 4.5% more men; and 19.1% more women per average quarter-hour than the second station in the market.\*

To put impact in your next schedule, contact your H-R representative for choice availabilities on the impact station, KRLD-TV.

\*February/March 1967  
Television Audience Estimates  
9:00 A.M. to Midnight, Sunday thru Saturday

represented nationally by 



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Reilly leaving FTC

Federal Trade Commissioner John Reilly expects to resign in December. He told fellow commissioners of plans last week but hoped to keep decision quiet until he could discuss it with President. He's Johnson appointee, but onetime John F. Kennedy campaigner and is considered part of Senator Robert Kennedy's latent team. Mr. Reilly, concerned about effect on commission that replacement might have, might be persuaded by President to remain in post for while, perhaps for six months. His term would normally expire in September 1969.

*When he leaves FTC 39-year-old Mr. Reilly is expected to become partner in Washington communications law firm Pierson Ball and Dowd. He would add antitrust expertise to firm that wants to diversify further from communications-oriented practice. Mr. Reilly was trial attorney on antitrust case in Justice Department in 1958-1960.*

## Expansion plan

Empire building is seen behind report that White House is looking with favor on establishment of Department of Transportation and Communications, incorporating dozen-odd agencies and offices now dealing with telecommunications (such as FCC, Office of Director of Telecommunications Management, Defense Department, etc.). Speculative story, carried by AP Friday (Oct. 20), is believed to have originated at Department of Transportation, which already has section dealing principally with aeronautical communications.

*Idea of consolidating myriad telecommunications activities of government is not new; it's been broached in various forms by Hoover Commission in 1950's, and by James M. Landis to President Kennedy in 1960's. Question of structure of government's communications activities was given to Budget Bureau in President's telecommunications message last August (BROADCASTING, Aug. 21).*

## Filling the bag

ABC Radio's quest for its seventh (and last) station is expected to wind up with acquisition of KXYZ-AM-FM Houston for about \$3 million. Network had explored prospects of acquiring outlet in Boston, Dallas or Houston and last week was understood to be in negotiating stage with Lester

# CLOSED CIRCUIT®

Kamin, president of Houston outlets in what would be stock swap deal. Kxyz, established in 1930 but acquired by Kamin group in 1961, operates on 1320 kc with 5 kw. Kxyz-FM, established in 1960, is on 96.5 mc with 100 kw.

## Agency in radio

Negotiations are near completion for purchase of KOME Tulsa, Okla., by Broadcast Consultants Inc., subsidiary of Tracy-Locke Co., Dallas-based national advertising agency. Consideration said to be in \$500,000 range. Broadcast Consultants already has 10% interest in KJIM Fort Worth, with option to acquire majority ownership. David Wagenvoort, present KOME owner, also controls WVOM New Orleans and KRBE Houston. KOME began in 1938, is fulltime on 1300 kc with 5 kw days, 1 kw nights. Broker is LaRue Media Brokers.

## Blue pencil

Theodore F. (Ted) Koop, vice president of CBS Inc., Washington, will preside at Fifth National Conference of National Defense Executive Reserve at its sessions in Washington, Oct. 23-24. Mr. Koop, who is identified with censorship unit of Reserve, was chief assistant to Byron Price, director of censorship during World War II.

## Comsat cooking

FCC staff processing of Communications Satellite Corp. proposal for pilot domestic satellite program is expected to be completed within two months. But no one is predicting what commission will do about proposal, which provides for launching by 1969 of two satellites, each capable of transmitting 12 color TV channels; demonstration area would be Rocky Mountain and Pacific time zones.

*FCC sources confirmed reports that agency's work on plan has not been sidetracked as result of President Johnson's appointment of task force to study broad range of fundamental telecommunications matters, including uses of domestic satellites (BROADCASTING, Aug. 21). However, sources say commissioners themselves have not "focused" on problem, and might decide, on own hook, to reject it or await*

*result of task force study. However, some sources suggest commission may well go ahead with experimental system—but one not owned and operated by Comsat.*

## Big pictures

Movie dominance of this season's TV network schedule faces new test this week and if it emerges relatively unscathed may go on to even greater dominance. That's view of some important program and agency sources, who're focusing both on NBC-TV's Tuesday-night (Oct. 24) Beatles-Jerry Lewis movie double feature and on its confrontation with ABC-TV's 9:30-11 p.m. special adaptation of "Kismet." Many observers think sooner or later some network will introduce seventh movie night anyway and that this may be hastened if audiences hold up through two straight movies in competition not only with regular programming but also with special of "Kismet" proportions.

*There's plenty of talk, as always, that networks are loading their blockbusters into front end of season and that movie ratings will decline when cream has been skimmed. But there's growing belief that it's already too late to help most of new weekly series that are up against movie competition. Some leading agency executives think movies may have already thwarted audience sampling of these new shows enough to "destroy" their chances of developing successful viewing patterns and that, almost regardless of what movies are shown, viewing habits aren't apt to change appreciably.*

## Economy bloc

Hang-up between Congress and President on appropriations for fiscal 1968 is having its effect on FCC budget planning for fiscal 1969, which begins next July 1. Commission is cutting back on spending proposals wherever possible, and best guess is that commission will seek amount close to that President requested for agency in 1968 budget—\$19.1 million. Senate-House conference committee approved that figure Friday (see page 9) about same time FCC Chairman Rosel H. Hyde and colleagues were conferring with Bureau of Budget officials in first executive department check of new commission spending proposals.

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

GET SMART

DANIEL BOONE

RUN FOR YOUR LIFE

HOGAN'S HEROES

GREEN ACRES

**TACKLE** your competition with these powerhouses:

RED SKELTON

JACKIE GLEASON

DEAN MARTIN

SMOTHERS BROTHERS

GOMER PYLE

**GUARD** your advertising dollar with these heavy-weights:

BONANZA

GUNSMOKE

MISSION IMPOSSIBLE

MAN FROM U.N.C.L.E.

TARZAN

DRAGNET, 1968

**CENTER** your campaign around these favorites:

ANDY GRIFFITH

WALT DISNEY

FAMILY AFFAIR

DAKTARI

THE VIRGINIAN

**BACK** your buy with these promising rookies:

IRONSIDE

DANNY THOMAS HOUR

HE AND SHE

GOOD MORNING WORLD

HIGH CHAPARRAL

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.

# WEEK IN BRIEF

CBS-TV gives full support to CBS Labs' electronic-video-recording system with network tests due Jan. 1; sees EVR process adaptable for broadcast, producing quality program copies at fraction of prevailing costs. See . . .

## DEAD END FOR FILM, TAPE? . . . 23

Corinthian study could affect structuring, pricing of TV commercials, cost efficiencies of TV advertising. Shows that 30's sell as well as 60's still prove to be as consistently effective when placed back to back. See . . .

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WLBT(TV) finds friend in FCC Examiner Jay A. Kyle who berates United Church of Christ for 'woeful' lack of support for allegations that station had failed in fairness obligations. Kyle would grant station full renewal. See . . .

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Major shakeup of Canadian broadcasting is in sight as legislation proposes new Canadian Radio Commission to replace Board of Broadcast Governors, to reorganize CBC and to regulate CATV for first time. See . . .

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All CATV chips are down on St. Louis case where four CATV companies are challenging FCC's regulatory authority over cable. They argue that CATV is reception service, that FCC has 'licensed' them without due process. See . . .

## RULES CHALLENGED . . . 85

Packed courtroom hears stout defense of FCC's approval of ABC-ITT merger and Justice rebuttal that commission action was not supported by evidence in hearing record. Court may render verdict in two months. See . . .

## COURT HEARS ABC-ITT . . . 87

Contemporary communications theory plus practical details of how to run successful radio-TV station promotion departments highlight 12th annual seminar of Broadcasters Promotion Association in Toronto. See . . .

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

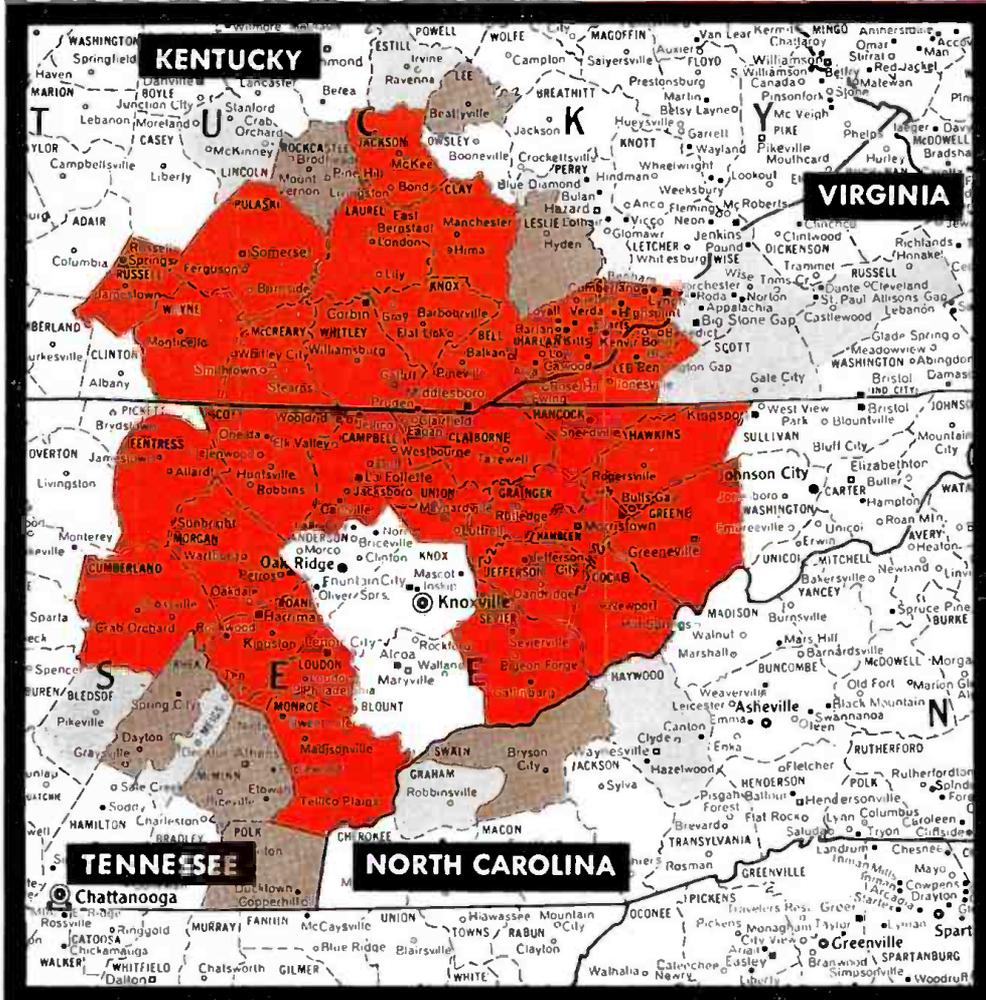
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IN

# KNOXVILLE WBIR-TV IS NO. 1 in COVERAGE...and Still Growing!



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

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

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

## ARB COVERAGE STUDIES, NET WEEKLY CIRCULATION IN HOMES



**AND STILL GROWING!**

# wbir-tv

KNOXVILLE, TENN. CHANNEL 10

**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**  
Knoxville, Tenn.

**WFBC-TV**  
Greenville, S. C.

**WMAZ-TV**  
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

## Lee promises to hold fort

**Tells NAB meeting FCC  
won't allow destruction  
of free broadcasting**

Broadcasters, who have been looking at potential erosion of their industry by pay TV, CATV, land mobile users and satellite-to-home service, got shot of federal adrenalin Friday (Oct. 20) from FCC Commissioner Robert E. Lee.

Speaking to National Association of Broadcasters regional conference in Dallas, Commissioner vowed FCC is "not going to let anybody, any time, anywhere destroy free broadcasting. I give you this as a promise."

He told 196 registrants at second conference (see page 79) that FCC will follow through on pending rule-making and authorize some system of pay TV "unless the House takes some sort of affirmative action." He noted reversal of his own position and he no longer predicts pay TV will be success. Outcome, he said, will have to be decided in market place.

Commissioner put in pitch for NAB codes, saying self regulation of industry will keep government from instituting new legislation. Once government moves in, he continued, it usually goes much further than industry itself would and

government "never gets out." He called new TV time standards setting up interruption standard as step in right direction.

Discussing fairness doctrine, Mr. Lee felt broadcasters erred in choosing case for court test. He said taking commission to court on application of fairness doctrine to cigarette advertising was not best case to take to court. He also anticipated increased fairness doctrine problems from noncommercial stations. Once ETV's start turning out controversial programing, he said, "we may have more trouble . . . than with commercial broadcasters."

Commissioner added that he had reservations about planned ETV national live news programs. "Even if this news is not biased," he said, "the appearance of bias will be there." However, he felt ETV documentaries or in-depth studies of current events would be okay.

## NABET turns down latest ABC offer

Negotiators for National Association of Broadcast Employees and Technicians rejected new proposal made by ABC during marathon session lasting from Thursday evening until 6 a.m. Friday (Oct. 20) in effort aimed at settling month-long strike (see page 86).

ABC proposed four-year pact which would raise weekly pay for most technicians from present \$218 to \$270 in fourth year. NABET countered with offer that would increase salary to \$275 in fourth year, but in addition demanded reduced work week and paid lunch provisions, which ABC would not accept.

NABET called news conference Friday afternoon to stress that ABC's latest offer would amount to \$1,600 less for each technician during first three years of contract when compared with pact NABET recently negotiated with NBC.

ABC and NABET both stated they were prepared to continue negotiations.

## Conference committee approves FCC budget

FCC appropriation for fiscal year that began July 1 finally emerged from House-Senate conference committee Friday (Oct. 20). Commission fared

well; panel approved Senate's higher figure of \$19.1 million, as commission had requested. House had approved \$100,000 less.

Floor approval by both houses still remains before FCC can start spending at higher rate than last year's \$17.8 million. House is expected to adopt conference report Tuesday (Oct. 24); Senate will act after House.

Economy-bloc action, however, may still deprive FCC, and other non-defense agencies, of budget victories. House action on another bill would force agencies to hold to last year's spending level regardless of size of new appropriations.

## Quinlan joins battle for Moline's ch. 8

Sterling C. (Red) Quinlan, former president-general manager of WFLD(TV) Chicago, and three Quad Cities residents have joined Community Telecasting Corp. in move that helps keep alive its bid to win channel 8 from WQAD-TV Moline, Ill.

They replaced Mark Woldinger, vice president and general manager of KMBC-TV Kansas City, Mo., who dropped out of Community application without explanation last summer. He had owned 80%.

Mr. Quinlan acquires 70% interest in Community. Two Community partners, each holding 10%, continue in application: M. W. Priester, Quad Cities real estate man, and Colonel Carl Waldmann, retired commander of

### 'Dundee' gets pink slip

Official demise of *Dundee and the Culhane* on CBS-TV Wednesday, 10-11 p.m., and start of new *Jonathan Winters Show* on Dec. 27 in that time slot is being announced today (Oct. 23). Winters comedy-variety hour starts rehearsal Nov. 28 at Television City in Hollywood. Staff: Sheldon Keller, comedy writer-producer as producer of series; Jim Loren, associate producer; Paul Weston, music director; William Larsen, assistant to producer. *Dundee* becomes first announced new-show casualty of season.

### Radio code to ring out

Radio code members of National Association of Broadcasters are getting their own audio symbol in musical style to fit just about every format. Hugh Heller Corp., Hollywood, is creating symbol which can be used with station ID. It also will come with message promoting code. Heller is making rock 'n' roll, good music, middle-road, country and western versions, and also one for all-news operations. Code will probably introduce symbol at next spring's convention if not earlier.

## WEEK'S HEADLINERS



Mr. McDermott

**Thomas J. McDermott**, president and chief executive officer of Four Star Television, resigns. Mr. McDermott, who joined Four Star in 1959 as chief executive officer and VP in charge of production, had contract

due to expire end of 1969. "Satisfactory" termination was negotiated by David B. Charnay, head of group of

investors that recently acquired controlling interest of TV production company. Mr. McDermott had been president since 1962. Before coming to Four Star he was senior VP of Benton & Bowles, New York. Mr. McDermott's resignation follows that of **George A. Elber**, executive VP of company (BROADCASTING, Oct. 16) and appointment of **Alan Kraft** as administrative VP (see page 95).

**Herbert A. Granath**, VP and eastern sales manager, ABC Radio, named VP and national sales manager of network. He succeeds **Theodore M. Douglas**, who resigned (BROADCASTING, Oct. 16).

For further personnel changes of the week see **FATES & FORTUNES**

Rock Island Arsenal.

Mr. Quinlan's associates who come into Community Telecasting venture with him are University of Iowa athletic director Forest Evashevski, who holds 5%; James F. Lischer, Quad Cities drugstore owner, and F. M. Morency, local cutting tool manufacturer. Latter two each hold 2½%.

Mr. Quinlan puts \$10,000 cash into applicant for 10% share and ultimately would acquire remaining 60% share in exchange for his professional services. Mr. Quinlan said Friday (Oct. 20) he has blessing of Mr. Wodlinger to pick up where he left off.

WQAD-TV last month filed renewal application which FCC earlier indicated would be designated for hearing with Community bid but hearing has not yet been set. Fortnight ago application to sell WQAD-TV for \$6.5 million to Evening News Association of Detroit (WWJ-AM-FM-TV) was dropped (BROADCASTING, Oct. 9).

### RCA to show portable live color camera

RCA will demonstrate new, portable broadcast-quality color TV camera today (Oct. 23) at American Institute of Aeronautics and Astronautics technical meeting and display at Anaheim, Calif. Camera, constructed primarily of magnesium and aluminum, weighs 56 pounds, including one-hour battery pack and receiving and transmitting radio equipment.

Camera, originally developed for manned lunar exploration, nevertheless is compatible with commercial broadcast standards.

RCA's camera debut will jump gun on Norelco's lightweight entry, set for two weeks hence (see page 47).

### Movies still dominant in Nielsen reports

CBS-TV and network movies took over 30-market Nielsen ratings report out Friday (Oct. 20). CBS led report by wide margin: CBS 19.8, ABC 17.8 and NBC 16.5. Figures are averages (7:30-11 p.m.) for week ended Oct. 15.

All six movies were in top 10. They placed 1-2-3-4-7-8. Feature films were "Spencer's Mountain" and "Splendor in the Grass" on CBS (1-2); "Love with a Proper Stranger" and "Harlow" on ABC (3-4), and "Girls! Girls! Girls!" and "Mirage" on NBC (7-8). Tied in fifth position were *Gomer Pyle* (CBS) and *Bewitched* (ABC); new show, *Flying Nun* (ABC), was ninth; *FBI* (ABC) was 10th.

Next group of 10 shows according to rank: *Lucy*, *Jackie Gleason* and *My Three Sons* on CBS; *Peyton Place* (ABC); *Carol Burnett* (CBS, new); *Jerry Lewis* (NBC, new); *Ed Sullivan* (CBS); *Dean Martin* (NBC); *Family Affair* (CBS) and *Felony Squad* (ABC) in tie.

### Time's earnings plunge; broadcast division up

Time Inc. reported Friday (Oct. 20) that third-quarter profit declined and nine-month earnings were down 41%, compared to record income in comparable periods last year. Firm said "special factors" influenced falloff: *Time* and *Life* magazines with 14 issues in 1966 (only 13 in 1967), and lower volume of automotive advertising this year. In noting nine-month revenue gains, however, Time said broadcast division revenue was up approximately

4% over 1966.

Three months ended Sept 30:		
	1967	1966
Earned per share	\$0.31	\$1.02
Revenues	114,773,000	122,052,000
Income	2,166,000	7,039,000

Nine months ended Sept. 30:		
	1967	1966
Earned per share	\$2.52	\$3.50
Revenues	367,665,000	361,264,000
Income	17,549,000	24,769,000

### FCC moves to restrict certain feeds to CATV

FCC has proposed rule barring microwave stations in business radio service from relaying locally originated programming to CATV systems.

Proposal, announced Friday (Oct. 20), is designed to close loophole in order establishing new class of service for noncommon carrier microwave operators serving CATV systems (Community Antenna Relay), and placing them in new spectrum location—12,700-13,000 mc band (BROADCASTING, Oct. 18, 1965).

That order affected carrier in business radio service, which occupies 12,200-12,700 mc band. Commission at that time expressed concern about burden television program transmission places on spectrum, and said change was needed in interest of more efficient spectrum management. But order was limited to programming originating with television stations.

Commission, in notice of proposed rulemaking, says same rationale applies regardless of source of programming intended for CATV distribution.

Proposal should not be read as judgment on merits of program origination by CATV systems, commission said. It added it will "soon" adopt second report and order in CAR proceeding, in which it will consider matter of CAR private microwave facilities carrying locally originated program material to CATV systems.

Proposed rule would not affect microwave point-to-point radio stations which, in earlier commission action, were "grandfathered" in business radio service until Feb. 1, 1971.

Commission said that pending completion of rulemaking it would take no action on application for business radio service stations which would be used to transmit locally originated programming to CATV systems.

### ABC-TV is a 'Happening'

ABC-TV plans to increase daytime schedule next year, adding color half-hour series, *Happening '68*, teen-age variety show created by Dick Clark Productions. It starts Jan. 6 (1:30-2 p.m. EST), following Mr. Clark's *American Bandstand*.

no time to waste

---

We've taken the finest radio network in the industry and made it something else: Four thoroughly different radio networks...different from each other and different from anything you've ever known in network radio.

Four trim and modern national networks delivering a superior program service in every way. Each is built on a **station concept** for network broadcasting with "no time to waste." Not yours. Not ours.

We've taken all the real strength and values of network radio and molded them into as modern an operation as the stations that make a network possible.

The network of your choice has a program schedule that will fit your own—not disrupt it. We know that stations live on availabilities too.

Programming fits because it isn't forced. Four different networks with different program formats. Four different sounds. One is right for your station.

And, suddenly, all other radio networks are obsolete.

We think it all makes good business sense and good broadcasting sense. If you have a serious investment in either, we'd be happy to talk to you any time it's convenient.

The American Contemporary Radio Network  
The American Information Radio Network  
The American Entertainment Radio Network  
The American FM Radio Network

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# DATEBOOK

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

■Indicates first or revised listing.

## OCTOBER

Oct. 22-25—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

■Oct. 23—New deadline for comments on FCC's proposed rulemaking concerning the power to be permitted for presurprise operation by class II stations on U.S. I-A clear channels.

Oct. 23-25—Fall meeting of the Kentucky Broadcasters Association. Jenny Wiley State Park, Prestonburg.

Oct. 23-25—23rd annual National Electronics Conference & Exhibition. International Amphitheatre, Chicago.

Oct. 23-26—Annual fall conference, Electronic Industries Association. Featured luncheon speaker will be Representative Torbert H. Macdonald (D-Mass.), chairman of House Commerce Committee's communications subcommittee. Also scheduled: Dr. Kurt Borchardt, former professional communications counsellor with House Commerce Committee, now at Harvard Business School; Dr. J. L. Hult, RAND Corp., moderating special seminar on domestic satellite systems that will include among others Dr. Wilbur Pritchard, Comsat; Dr. Allen Puckett, Hughes Aircraft; Dr. Henri Busignies, ITT. Century Plaza hotel, Los Angeles.

Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television. Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

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

Oct. 24—Fall convention of the Connecticut Broadcasters Association. Speakers include William Carlisle, NAB vice president for television. Hotel America, Hartford.

■Oct. 24—Special stockholders meeting, Avco Corp., to vote on merger of Avco with Paul Revere Corp., with Avco as surviving corporation. duPont hotel, Wilmington, Del.

■Oct. 24—Semi-annual east coast membership meeting of American Society of Composers, Authors and Publishers (ASCAP). Waldorf-Astoria hotel, New York.

■Oct. 26—Luncheon-meeting of the Broadcasting Executives Club of New England. Speaker will be Sol Taishoff, editor and publisher of BROADCASTING and Television magazines. Sheraton-Plaza hotel, Boston.

■Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Speakers include Stephen McCormick, vice president of Mutual Broadcasting System, and Sherril Taylor, vice president, affiliate relations of CBS Radio. Neil House, Columbus.

### NAB FALL CONFERENCES

Oct. 23-24—Sheraton-Park, Washington.

Oct. 30-31—Sheraton-Boston, Boston.

Nov. 9-10—President hotel, Kansas City, Mo.

Nov. 13-14—Brown Palace hotel, Denver.

Nov. 16-17—Statler Hilton, Los Angeles.

Nov. 20-21—Palmer House, Chicago.

Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S. and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to news, legal questions and technical advances in newsfilm. Salon des Champs Elysees, Paris.

Oct. 26-27—Meeting. Mid-America CATV Association. Prom Sheraton hotel, Kansas City, Mo.

Oct. 27-28—Annual fall meeting of Maryland-D.C.-Delaware Broadcasting Association. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, NAB general counsel; Howard Roycroft of Hogan & Hartson, Washington law firm. Statler Hilton hotel, Baltimore.

■Oct. 27-29—Seventh annual convention of the American Advertising Federation second district. Cherry Hill Inn, Cherry Hill, N.J.

Oct. 27-29—Southern area conference of the American Women in Radio and Television. Francis Marion hotel, Charleston, S. C.

■Oct. 28-29—Two-day regional convention sponsored by the Benjamin Franklin chapter of Alpha Delta Sigma, professional advertising fraternity at Pennsylvania State University. Speakers include Walter Weir, president of West, Weir & Bartel New York; Herbert D. Maneloveg, vice president, board member, and media director of BBDO, New York; Dana T. Hughes, vice president and general manager of the Pittsburgh office of Burson-Marsteller Associates, and Carl Ally, chairman of the board, Carl Ally Inc., New York. Pennsylvania State University, University Park, Pa.

Oct. 29—Annual meeting of the Missouri AP Radio-TV Association. Downtowner motel, St. Louis.

Oct. 29-Nov. 1—58th annual meeting of the Association of National Advertisers. Homestead, Hot Springs, Va.

Oct. 30-31—Annual meeting of NBC Radio network affiliates to be addressed by Julian B. Goodman and Stephen B. Labunski, presidents respectively of NBC and of NBC Radio division. Americana hotel, San Juan, P.R.

Oct. 30-31—Illinois Broadcasters Association fall convention. Pick-Congress, Chicago.

Oct. 30-31—Annual convention of the Missouri Broadcasters Association. Midtown Holiday Inn, St. Louis.

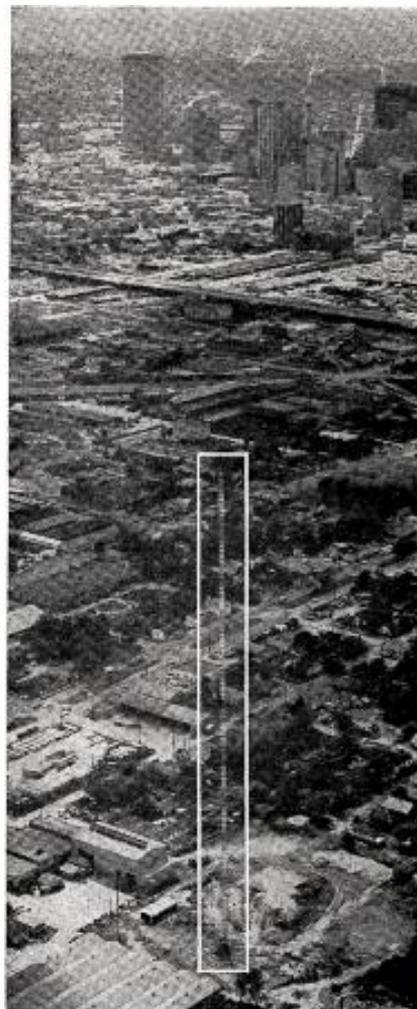
## NOVEMBER

Nov. 1-3—Annual meeting, Northeast Electronic Research Engineering Meeting. Sessions on domestic satellite communications, holography, lasers, digital integrated circuitry. Sheraton-Boston hotel and War Memorial auditorium, Boston.

Nov. 3—Newsmaker luncheon of the International Radio and Television Society. Speakers include network program chiefs Michael Dann, CBS; Leonard Goldberg, ABC; and Mort Werner, NBC. Waldorf-Astoria hotel, New York.

Nov. 3-5—Western Regional American Advertising Convention (formerly the AAW mid-winter convention). Executive House, Scottsdale, Ariz.

Nov. 5-8—43d annual convention of the National Association of Educational Broadcasters. Speakers include Leonard H. Marks, director of the U. S. Information Agency; FCC Chairman Rosel Hyde; R. Buckminster Fuller, author and designer; Thomas Hoving, chairman, National Citizens' Committee on Public Television, and Grover Cobb, chairman of the board, National Association of Broadcasters. Denver Hilton hotel, Denver.



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Best Gulf Coast Buy

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

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## 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.*

# M&H

**McHUGH AND HOFFMAN, INC.**

*Television & Advertising Consultants*

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9200

### NCTA Regional Meetings

Oct. 23-24—Raddison hotel, Minneapolis.

Oct. 26-27—Prom Sheraton Motor Inn, Kansas City, Mo.

Nov. 9-10—Marriott motor hotel, Dallas.

Nov. 13-14—Vacation Village, San Diego.

Nov. 16-17—Portland Hilton hotel, Portland, Ore.

Nov. 5-8—Meeting of the North Carolina Association of Broadcasters. Kings Inn, Freeport, Grand Bahama, Bahama Islands.

Nov. 6—Special stockholders meeting, Twentieth Century-Fox Film Corp., to vote on two-for-one split of common stock, on increasing authorized common stock from 5 million shares to 15 million shares, on creating new class of 2 million shares (no par value) of preferred stock and on eliminating preemptive rights of holders of common stock. Waldorf-Astoria hotel, New York.

Nov. 6-8—8th Armed Forces Technical Conference. Speakers include Thomas D. Morris, assistant secretary of defense for manpower. Lowry Air Force Base, Denver. For further details write: Plans/Operations Directorate, Lowry Technical Training Center, Lowry AFB, Colo. 80230.

Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Speakers include Congressman John Dellenbach (R.-Ore.); John J. O'Mara, vice president and director, western division, Television Bureau of Advertising; and James A. Murphy, president of Washington State Association of Broadcasters. Sheraton motor hotel, Portland.

Nov. 9-10—Western conference on broadcasting sponsored by the group on broadcasting, Institute of Electrical and Electronics Engineers. Papers on interference-producing ground coupling, lasers, satellite broadcasting, antenna design, color TV and CATV. Ambassador hotel, Los Angeles.

Nov. 10—Sixth district, American Advertising Federation, annual all-day conference. Sherman House, Chicago.

Nov. 11—Annual Wyoming AP radio news clinic. Ramada Inn, Casper, Wyo.

Nov. 12-15—Fall meeting, California CATV Association. Vacation Village, San Diego.

Nov. 14—Luncheon meeting of New York chapter of International Advertising Association. Speaker A. C. Nielsen, president, A. C. Nielsen & Co., will discuss increasing profits through foreign expansion. Biltmore hotel, New York.

Nov. 14-17—13th annual membership meeting of the Television Bureau of Advertising has the theme of "tomorrow's business today." Norman E. Cash, TVB president, is keynote speaker at membership dinner Nov. 14. New York Hilton hotel, New York.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

Nov. 16-18—Annual fall meeting of Alabama Broadcasters Association. University hotel, Tuscaloosa.

Nov. 20—Deadline for comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services "which they would inevitably limit to some degree" and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

Nov. 20—Twentieth annual dinner of the Motion Picture Pioneers. Leonard H. Gold-

enson, president of ABC, New York, will accept the society's "Pioneer of the Year" award in recognition of his years of service to the entertainment industry. Americana hotel, New York.

Nov. 24—New deadline for reply comments on FCC's proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.

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

Nov. 28—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Thomas P. F. Hoving, chairman of National Citizens Committee for Public Television. Waldorf-Astoria hotel, New York.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

Nov. 30—Deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services "which they would inevitably limit to some degree" and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

### DECEMBER

Dec. 1-2—AP Wisconsin meeting (newspaper and radio-television members). Pfister hotel, Milwaukee.

Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 8—Winter meeting of Arizona Association of Broadcasters. Camelback Inn, Phoenix.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep, WTVT(TV) Weather Service, Box 1188, Tampa 33601.

Dec. 12-13—Meeting of National Association of Broadcasters television code board. Ivanhoe hotel, Miami.

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

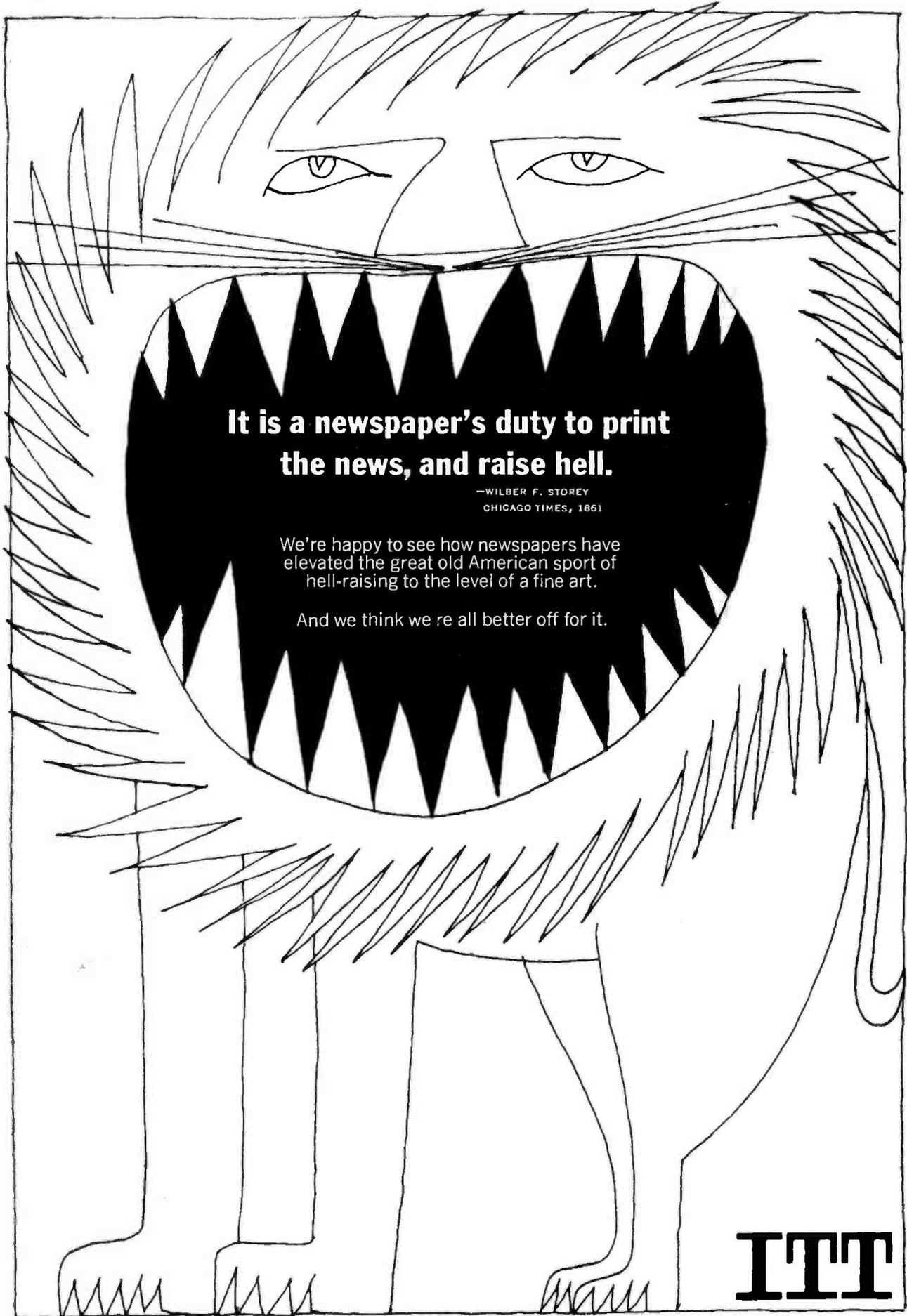
### JANUARY 1968

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and

■Indicates first or revised listing.

### FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Oct. 23-24—Hyatt House, San Francisco



**It is a newspaper's duty to print  
the news, and raise hell.**

—WILBER F. STOREY  
CHICAGO TIMES, 1861

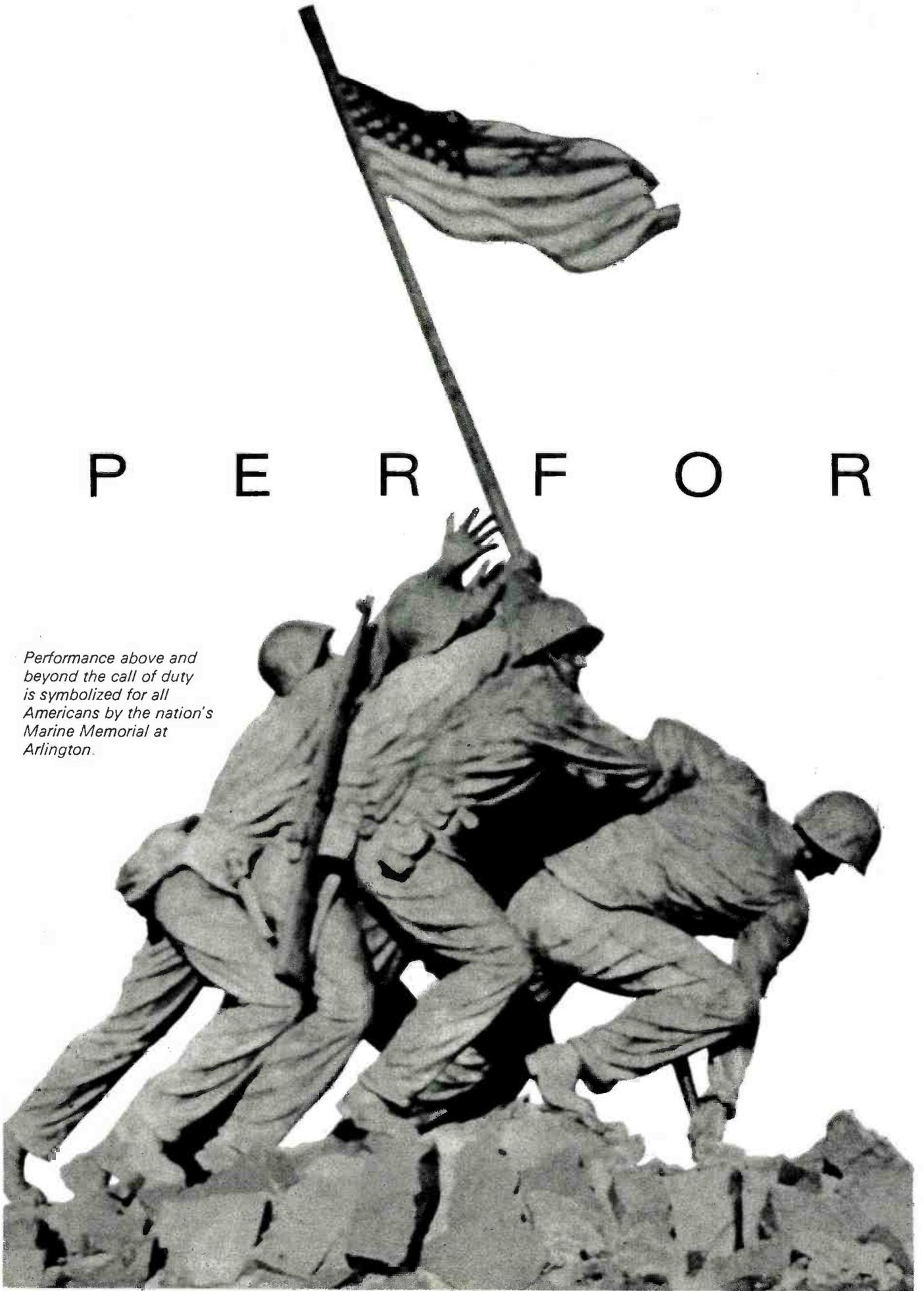
We're happy to see how newspapers have  
elevated the great old American sport of  
hell-raising to the level of a fine art.

And we think we're all better off for it.

**ITT**

P E R F O R

*Performance above and beyond the call of duty is symbolized for all Americans by the nation's Marine Memorial at Arlington.*



# M A N C E

*Fourth in a Series on Storer Standards.*

## **A n o t h e r S t o r e r S t a n d a r d**

Superior performance is another reason why it's good business to do business with Storer stations . . . performance by people who know their jobs, who are tops in ability, experience, technical skill . . . and above all who show a dedication to doing a job exceptionally well. Because Storer has the size, the reputation and the future potential to attract *and hold* management with imagination and top personnel at all levels. Add resources sufficient to provide the

finest and most advanced equipment, and you'll know why Storer is a byword in responsible, quality broadcasting . . . and a buy-word among advertisers and agencies from coast to coast. ☆ ☆ ☆ Storer stations command large and loyal audiences in ten major U.S. markets. For fast facts, quick confirmation on availabilities, con-

contact Storer's reliable representatives—Storer Television Sales or Major Market Radio—or the Storer stations direct.



BOSTON W <sup>SBK</sup> .TV	CLEVELAND W <sup>JW</sup> .TV	CLEVELAND W <sup>JW</sup>	DETROIT W <sup>JHK</sup> .TV	DETROIT W <sup>JHK</sup>	LOS ANGELES K <sup>CBS</sup>	MIAMI W <sup>OBS</sup>	MILWAUKEE W <sup>ITI</sup> .TV	NEW YORK W <sup>HN</sup>	PHILADELPHIA W <sup>IBG</sup>	TOLEDO W <sup>SPD</sup> .TV	TOLEDO W <sup>SPD</sup>	ATLANTA W <sup>AGA</sup> .TV
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# Wheelit Gets You There Easier and Faster



Jim Nickerson of WLBC-TV, Muncie, Ind. demonstrates how easily his Wheelit C-402 carries full load . . . anywhere . . . to and from car . . . folds into trunk with plenty of room to spare. Locks in stationary position. Durable . . . safe . . . nicely finished.

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**BROADCASTING**  
 1735 DeSales St., Washington, D. C. 20036

Peter Jennings, ABC, Waldorf-Astoria hotel, New York.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association, Holiday Inn, Albuquerque, N. M.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation, Harvard Business School, Boston.

■Indicates first or revised listing.

## OPEN MIKE®

### Rebuttal stirs reaction

EDITOR: Thank you for helping us set the record straight with regard to editorials (BROADCASTING, Oct. 9).

Such is the power of BROADCASTING that I received four calls from New Jersey, six from upstate New York and five or six from New England, plus a few letters [the first day after publication]. We really do consider that we have a serious obligation in this area.

—William F. O'Shaughnessy, vice president and general manager, WVOX-AM-FM New Rochelle, N.Y.

(Mr. O'Shaughnessy refers to a news story on his negative reaction to a lawyer's suggestion that broadcasters be wary of getting into controversial issues on the air.)

### Rowe's 'golden-age' service

EDITOR: Your issue of July 10 carried a story on a program service called "The Golden Age of Popular Music" being broadcast by Vince Rowe.

I would like to know more about this service. Will you please supply me with an address?—Grady Edney, vice president for radio programming, Storer Broadcasting Co., Miami Beach, Fla.

(Mr. Rowe is now with Kristom Productions, 580 Sunset Blvd., Hollywood 90028.)

## BOOK NOTES

"On-the-Spot Reporting, Radio Records History," by George N. Gordon and Irving A. Falk. Julian Messner, New York. 191 pp. \$3.95.

The story of radio's development as a serious news medium is followed from the early days when it was just a new toy to the "golden age" of the medium and the dramatic days of World War II.

Transcripts of news broadcasts such as the crash of the dirigible Hindenburg, Edward R. Murrow's WW II reports from London, William L. Shirer's description of the surrender of France, are included.

The final chapter concerns radio news as it is today, with a description of the news policy, personnel and activity of WDAF Kansas City, Mo., as a typical station.

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# Broadcasting

THE AUTHORITY OF TELEVISION AND RADIO

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\*Reg. U. S. Patent Office  
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BROADCASTING, October 23, 1967

# 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,



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## How TV built a new market...and revived an old one

Take a product that is part of a relatively small market (about \$8 million) somewhat overcrowded, static and plagued by slow turnover. How television helped this product generate real excitement in the marketplace, expand the total market by 27% and capture 60% of this market in one year, is the exciting story of Texize's K2r spot-lifter.

Four years ago Texize Chemicals Inc., of Greenville, S.C., began planning production on K2r, a product already selling successfully in Europe. However, the European marketing strategy was dictated by entirely different circumstances than those in the U. S.

The main appeal in Europe was of an economic nature. Dry-cleaning establishments are not nearly as plentiful as in the U. S., and the income level is such that "saving money" by using K2r motivates the buyer.

In the U. S., where there is a dry cleaner on every corner and the consumer income is relatively higher, the question to be resolved boils down to this: How to use network television so that the capital investment would be in line with the marketing potential? Or, how to zero in on the prime audience with a limited budget to make effective use of network television.

**Price and Audience** ■ The initial solution was found in NBC-TV's *Today* and *Tonight* shows. There we could buy spots at about \$12,000 whereas prime-time network spots would have cost us in the neighborhood of \$40,000. *Today* and *Tonight* have established track records in helping new products become successful, and they provide the kind of audience we were looking for—good coverage of a limited percentage of the total population mostly in the middle and higher income brackets.

The demonstrable difference of K2r—the world's first spot-lifter, that never leaves a ring—combined with the selling abilities of the show's personalities has paid off handsomely. In the second year of marketing, K2r had more than a 50% share of the spot-remover market, and had actually expanded the total market by 27%.

Henderson Advertising, Texize's agency, was asked to work with the company in planning, testing and execution of the introductory campaign.

**Type of Copy** ■ After initial planning, it was first necessary to know if the product performed satisfactorily under all types of actual in-the-home con-

ditions. Usage tests in over 800 homes confirmed that it did. Secondly, what copy concept, or copy strategy had the most appeal? Testing centered around three approaches: "embarrassing spot" situations, unique method of application, and away-from-home usage possibilities.

Tests showed that the appeal of "embarrassing spots" would likely be the most effective. For the businessman, secretary, housewife, or man on the go, K2r could offer relief from those embarrassing spots.

The decision was made to test in three markets. Different media mixes were used at varying weights for each mix. After one year in test markets and continuing evaluation of results, it was evident that demonstration of the lifting action of K2r was the key element and that TV was best for demonstrating this cleaning action.

Furthermore, it became evident after all results were in from test markets that the product was exceptional and the emotional appeal was on target. Schwerin scores on K2r commercials were the highest ever recorded in a number of cleaning categories.

**After the Tests** ■ Even though results attained in the test market indicated television was the most effective medium, the advertising problems were far from being solved. TV is a mass medium. To successfully launch a product nationally via this medium usually requires an investment of \$2 million plus. There were three obstacles:

(1) It was learned that in test markets, the more sophisticated, higher income family was the market for K2r.

(2) The mass audience delivered by network TV per se would not be an efficient buy in the introductory stages.

(3) The budget was limited to about

a half-million dollars for a proper return, and to confirm the target audience of the advertising.

By mid-1966, K2r generated sufficient sales to prompt the decision to expand the K2r market. This could be done in two ways:

(1) Extend consumer brand awareness and stimulate additional product trial by expanding the network coverage of K2r in the tube.

(2) By introduction of K2r in an aerosol can for use on larger areas such as carpets and upholstered furniture.

At the same time it was necessary to sustain the existing consumer franchise. Fortunately, at the same time Texize was preparing to introduce Fantastik spray cleaner nationally. The advertising plans for Fantastik spray cleaner also included network television. This afforded the opportunity to piggyback K2r and Fantastik.

**More Expenditure** ■ The prime market, however, with the introduction of K2r aerosol also was much broader than during the initial introductory stages of K2r in the tube. Also, K2r profits were now sufficient to warrant additional advertising investments for more sales. These changes in media strategy were in effect by March 1967. A most recent Nielsen report, April-May, 1967 (the first full two months of revised programing), showed a unit sales increase of the aerosol pack to be 43% over February-March, and an increase of 28% on the K2r tube.

Initial indications are that through the in-depth analysis of an acute marketing problem, coupled with the effective use of network television, a once static spot-remover market has been expanded and revitalized and K2r far and away is being accepted as the number one spot remover.



Betty McCowan, media department manager at Henderson Advertising Agency, Greenville, S. C., has managed that firm's media budget for 15 years as if it were her own. Earlier she was office manager at WESC Greenville, office manager of the Stanley Williamson Development Co. of Tucson, Ariz., and executive secretary to the base commander at Davis-Monathan Air Base, also in Tucson. She was recently selected as one of the most knowledgeable media buyers in the entire South.

**Nationwide  
backs their man  
with a  
GUARANTEE**

Nationwide will provide the "right man" for your opening! In order to assure complete satisfaction we will back each placement with a full one year unconditional guarantee.

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EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

# Confidence builders.



General Electric PE-240  
Color-film camera



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Booths 97, 98, 100, 102, 103 & 104  
Hospitality Suite: Denver Hilton Presidential Suite

In reality, General Electric color TV cameras. The color-film PE-240... the live-color PE-250.

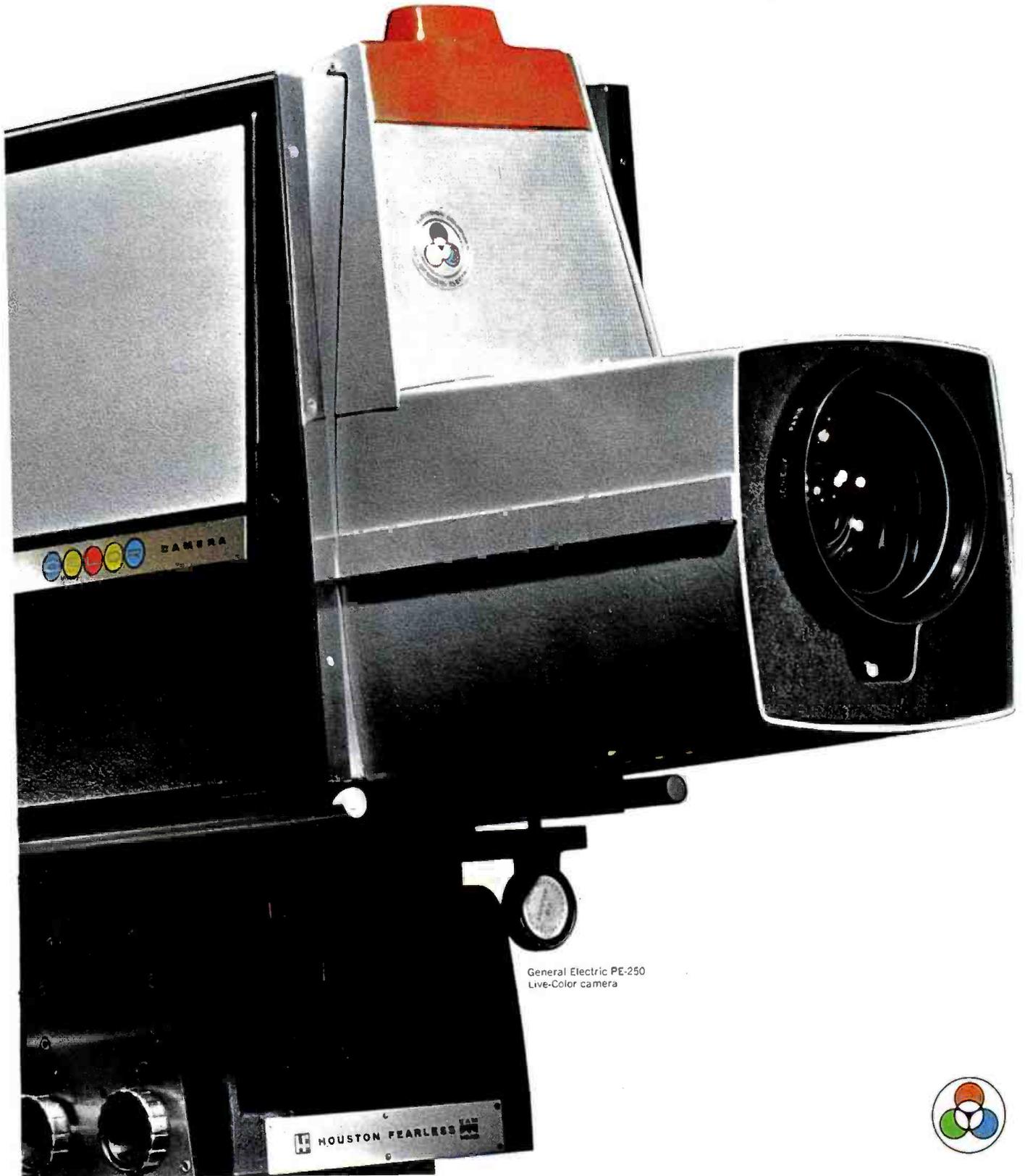
In our customers' minds, confidence builders. That's what General Managers and Chief Engineers of successful TV stations repeatedly tell us.

"Broadcaster confidence. That's why we bought your cameras. We looked at all the others and bought General Electric because it showed us the best pictures, the most stable and reliable performance, the most economical operation."

You get the best when you buy General Electric color TV cameras. Color you can have confidence in, cameras you can rely on.

Read about our PE-250 and PE-240 in the brochures we'll be glad to send you. And if you need more than that to build your confidence in these cameras, visit us in Syracuse where we build them. Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE 46

GENERAL  ELECTRIC



General Electric PE-250  
Live-Color camera



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Good  
for something much  
Better!**

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Monday through Friday

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**WBBM** *THE TALK OF CHICAGO*  
**RADIO-780**

# Dead end ahead for film, tape?

**CBS says its new EVR is adaptable to broadcast, can produce copies of programs and commercials at high quality and fraction of prevailing cost**

CBS Laboratories has developed a broadcast version of its new electronic video recording (EVR) system that seems likely—if it comes up to the “better and cheaper” claim that its developers confidently make for it—to eventually replace conventional film and tape as the basic medium for TV programs and commercials.

The CBS-TV network is scheduled to start tests of the new system, called “Broadcast EVR,” on Jan. 1. These will include occasional network feeds. Movies are already being transferred to Broadcast EVR film at CBS Labs in preparation for the tests.

When field tests have established that the system provides reproduction quality equal or superior to that attained by conventional means, the switch-over will begin in earnest.

Authorities hope the tests will be completed by next fall, and CBS-TV network officials say they hope to introduce Broadcast EVR recordings, at least on a limited basis, as a normal part of the network schedule beginning with the 1968-69 season next September.

Station tests are also scheduled, starting in May or June at CBS-owned KNXT(TV) Los Angeles and followed by installations and tests at other CBS-owned stations.

CBS-TV network officials see the Broadcast EVR program as moving in two stages.

**Color on Film** ■ Edward L. Saxe, vice president, operations and engineering, said stage one, while including some network use of EVR, would concentrate on applying EVR’s “advantages of high quality at low cost” to all color-encoded TV material now on film—including movies, syndicated programs, other film shows and commercials.

The quality of Broadcast EVR is so high and the cost so low, Mr. Saxe said, that it can “revolutionize” the film-programming and film-commercials business

insofar as the economics of distribution are concerned. Other authorities suggested that if the system lived up to its promise, spot television would benefit from the lower costs of duplicating commercials for shipment to stations. EVR copies come at fractions of the cost of films or tapes.

In stage two, Mr. Saxe said, TV producers will be able to photograph and record with electronic facilities, “thereby achieving the advantages inherent in the electronic medium,” and then to convert the color signals to black-and-white EVR film, “which maintains the flexibility and cost advantages of film editing and distribution and provides something approaching the ideal production recording system for TV.”

Another anticipated advantage is that programs recorded on Broadcast EVR can be used directly on foreign stations employing technical standards different from those in the U.S.—and vice versa. Programs on video tape lack this compatibility.

Heart of Broadcast EVR is a special camera unit for transmitting material

recorded by the revolutionary new EVR technique that CBS announced two months ago (BROADCASTING, Aug. 28). At that time the system was thought likely to have its first application in TV playback systems for classrooms and homes, and was said to be headed for initial marketing in Europe as an educational tool.

**Cost Minimal** ■ Discussing the newer application, Dr. Peter C. Goldmark, president and director of research of CBS Labs, who spearheaded the development of EVR, told BROADCASTING last week that the Broadcast EVR camera would sell at a fraction of the cost of conventional broadcast film and tape transmission gear, provide quality equal to “the best of 35mm color film” but would do it from low-cost black-and-white EVR film, and would be simpler to operate than conventional film and tape equipment.

Dr. Goldmark, who disclosed the Broadcast EVR development on Tuesday in a speech describing it as a boon for conversion of educational television stations to color, amplified on its tech-



Dr. Peter C. Goldmark and strip of EVR film

## DEAD END AHEAD FOR FILM, TAPE? continued

niques and applications in an interview in New York Thursday.

He made clear in the interview that Broadcast EVR is applicable to virtually all kinds of TV programming—movies, syndicated programming, regular and special programs and commercials, as well as to community-antenna TV program material and closed-circuit TV.

The Broadcast EVR camera, he said, will sell to stations at \$15,000 to \$20,000. This, he noted, is less than one-third the cost of a standard color film camera and about one-sixth the cost of professional color tape equipment.

CBS Labs, he said, designed and will manufacture the cameras (or have them manufactured to its specifications) and will market them to networks and stations.

The camera, which operates in conjunction with conventional 16mm or 35mm projectors, is the playback unit for material recorded on Broadcast EVR. Once a station has the EVR camera, all it needs is program material on EVR film—and CBS Labs plans to provide that service, too.

Dr. Goldmark indicated the cost of making Broadcast EVR copies of TV material is about half that of making conventional color film duplicates, and said this should add to EVR's attractiveness for producers and syndicators and also for advertisers and agencies.

**Copies Cheaper** ■ He indicated the EVR costs are such that the practice of bicycling prints or tapes from one station to another might become unnecessary, so that stations could retain their EVR copies and rerun them whenever they wish (or whenever their contracts with the producer-syndicators or, in the case of commercials, whenever the agency orders will permit).

Another major attraction of EVR recording, he said, is that it not only provides 35mm-quality color on 16mm black-and-white film but also provides permanence of color. Where conventional color prints can be telecast only about half a dozen times before color degradation becomes excessive, Dr. Goldmark said, CBS Labs has run loops of EVR films "hundreds of times" and still has detected no sign of color impairment.

In his Tuesday speech, at the Massachusetts Institute of Technology Fall Conference for New England Executives, Dr. Goldmark reviewed and elaborated on earlier disclosures regarding the techniques and advantages of EVR. He said:

"First we make an EVR master from the original program, which can be on film or on video tape. The mastering is carried out in vacuum, where an electron beam of five-micron diameter re-

ords very high definition images on a special electron-sensitive tape. Up to eight programs can be produced side by side on a single EVR master, from which a large number of copies can then be made optically in a special high-speed printer now being built in England [by a company associated with CBS in the EVR project]. The result is a half-hour EVR program every 30 seconds, about the time it takes to press an LP record.

"The new, low-cost photosensitive material developed for EVR is loaded into sealed cartridges seven inches in diameter and about half an inch thick. One cartridge holds one hour of black-and-white or half-hour color program, both recorded in monochrome. The recording densities achievable with EVR, together with the low material and duplication expenses, result in a per-minute cost which is one-tenth that of current home video recording on magnetic tape and one-fiftieth of broadcast video tape costs."

(In its original announcement last August, CBS reported that EVR would be recorded on 8.75mm film for storage in the seven-inch-by-half-inch cartridges that are intended for playback on conventional TV sets in classrooms or homes. EVR recordings on the wider 16mm film, as planned for broadcast use, will presumably be put in containers other than the seven-inch-by-half-inch cartridges.)

**Home Gear** ■ For home or classroom use of EVR, Dr. Goldmark said at MIT last week, an attachment has been developed for existing TV sets. If it's a color set, the EVR program appears on the screen in color; if it's a black-and-white set, in monochrome. This transport deck and associated circuitry can also be designed as an integral part of monochrome or color sets, "resulting in reduction in cost and size," he added.

In Broadcast EVR, Dr. Goldmark said, once the EVR master has been made "any number of 16mm copies can be made [from it] on existing printers and on film material which costs the same as 16mm black-and-white film stock."

For ETV, he told the MIT conference, Broadcast EVR's "low cost" will make it possible for educational stations "to build a supply of color programs on 16mm black-and-white film, but of quality equal to the best of 35mm color film."

Of the permanence of EVR colors Dr. Goldmark said it was "a most important characteristic" and "unique in color photography."

"Because the [EVR] medium is monochrome and color is recorded in coded form," he said, "an EVR archival copy

of a color negative would be made immediately and the color quality for TV broadcasting would be preserved permanently. Because conventional color film is subject to severe fading, particularly where it is exposed to light, such as in projectors or in printing, new prints have to be made from an original, which itself is prone to fading."

**Movies Too** ■ In the interview he suggested that motion pictures, for instance, even when made for theatrical rather than immediate TV use, should be transferred at once to Broadcast EVR. The EVR master could then be stored away in confidence that, whenever the film might eventually be released to TV, its color quality would be undiminished from the original.

Films made for TV use should also be transferred to EVR as soon as possible, he said. Even if the producer wanted to distribute film prints rather than EVR copies, he indicated, the EVR master would insure color permanence for later uses.

Commercials similarly can be used virtually endlessly if transferred to Broadcast EVR, he said, asserting that CBS Labs planned to approach advertisers a little later, when "enough" machines are in stations.

He indicated that "plenty" of machines would be available by the time the field tests have been completed, presumably meaning by the end of next year.

Aside from cost advantages, he said, the Broadcast EVR camera's ability to provide "35mm quality" color reproduction from 16mm prints should be a special attraction for TV stations, about 95% of which, he estimated, have 16mm rather than 35mm projectors.

His confidence in EVR's ability to get 35mm quality from 16mm prints is such that CBS-TV, which normally uses 35mm prints, plans to use the 16mm form of EVR in its tests.

Another feature, he said, is that the Broadcast EVR camera requires no special attention to color registration. This is built into the system, making the EVR camera much simpler to operate than conventional systems, he asserted.

**Better in B&W** ■ The 35 mm-quality and sharpness of the EVR recordings also sharpen reception on black-and-white sets, he added.

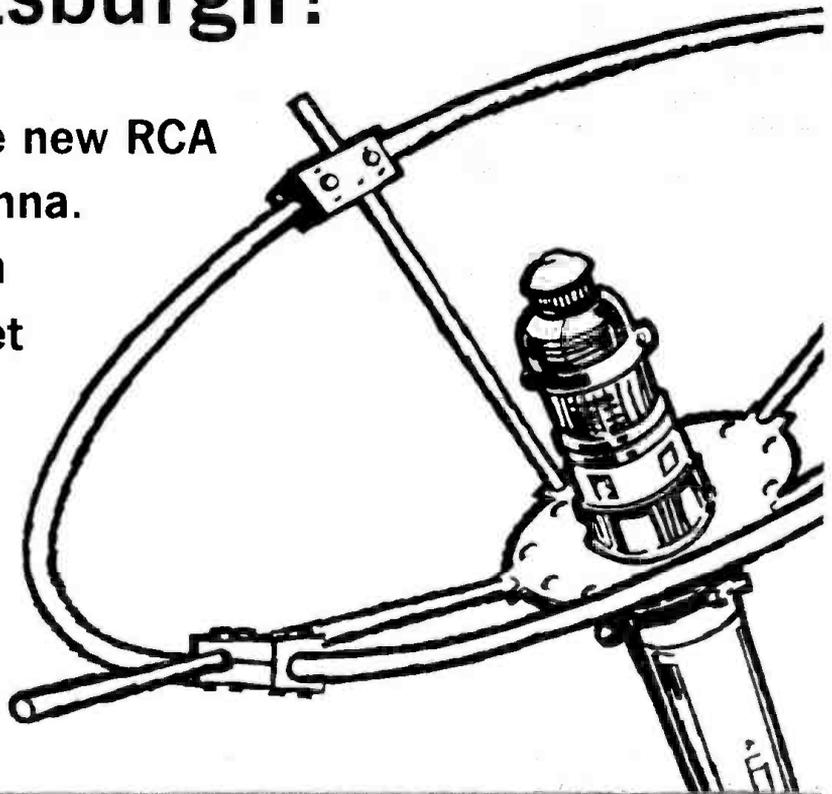
Dr. James R. Killian Jr., chairman of the corporation of MIT and also of the Carnegie Commission on Educational Television, gave hearty endorsement to Broadcast EVR at the conference.

It was noted that CBS Labs had given the Carnegie Commission's technical staff a "confidential" preview demonstration of EVR and that the commission's report, issued last January, had hailed the techniques without identifying it (BROADCASTING, Jan. 30).

The Carnegie report noted that "one

# First in Pittsburgh!

Only WIIC-TV has the new RCA  
Traveling Wave antenna.  
Here's what people in  
the Pittsburgh market  
are telling us  
about our new  
signal . . .



Mr. J. J. Gdovka,  
Carmichaels, says:  
Great improvement.  
In color we no longer  
have to fine tune.



Mrs. Jesse Pore,  
Monessen, agrees:  
reception perfectly  
clear.



Mrs. Dorothy  
Kacharian, Baden,  
writes: three cheers  
for the tower of  
power!



Mrs. Harry F. Lilly,  
New Brighton,  
claims: better re-  
ception . . . every-  
thing nice & sharp.



Mrs. J. H. Stewart,  
Washington, says:  
New Tower Power  
gives us a much  
better picture.



Mrs. Elliott Dunn,  
Greensburg, thrills:  
Now! Wow! Picture  
comes in clear.

Our new "Tower of Power" is just another step in our continuing effort to give Pittsburgher's the finest viewing possible. And you the best market possible.



## **FULL COLOR WIIC-TV 11**

Basic NBC Television Affiliate. Represented by Blair Television.

Cox Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.

device under development bears to the video tape recorder the relationship of the long-play phonograph record [which Dr. Goldmark also developed] to the audio tape recorder. The television signal is stored on tape or film at a central point . . . the cartridges which are so produced could be sold at a few dollars each if adequate volume is achieved, and would be available for playback in the home, over the air or through coaxial cable . . . Low-cost storage may permit individual stations to amass sizeable libraries of television programs to play at will."

As against the price of "a few dollars" for cartridges of programs in such a system, the Carnegie report said, an hour's worth of video tape, though reusable, costs \$225, while the original installation of broadcast-quality tape equipment exceeds \$75,000—a figure apparently comparable with Dr. Goldmark's estimate last week that a broadcast EVR camera would sell for \$15,000 to \$20,000.

**Thanks Commission** ■ In his speech at the MIT conference, Dr. Goldmark said "Dr. Killian's commission gave the EVR system an excellent send-off" and "I would like to reciprocate by disclosing a significant development in EVR technology for use in educational color television broadcasting—Broadcast EVR."

For educational television stations, he said, the conversion to color using magnetic tape is a very expensive step, first, because of the tape itself, and second, because of the high cost of the tape or color film and the playback equipment that is necessary at the stations.

"The Broadcast EVR system uses standard 16mm projectors and simple electronics at the station, only one-third the cost of standard color film transmission apparatus and one-eighth the cost of broadcast video-tape-recording machines."

His speech reference to the machines costing one-eighth as much as broadcast

VTR, and his subsequent interview estimate that the cost would be one-sixth, apparently reflected a view that ETV stations might require somewhat less complex "machines" than commercial broadcasters. In that case, the "one-eighth" would apply to equipment for ETV stations and the "one-sixth" to Broadcast EVR cameras for commercial TV.

Dr. Goldmark said in the interview that CBS Labs would work with ETV production centers in recording their programs on Broadcast EVR film, and left no doubt that it also would provide a Broadcast EVR "mastering" service for commercial TV programs and commercials.

He did not elaborate on his interview reference to use of Broadcast EVR in CATV but was presumed to mean that CATV systems share ETV's problems converting to color and that Broadcast EVR would speed the process for them, too, by making it simpler and less costly.

## BROADCAST ADVERTISING

# 30-second spots good as minutes

**Statistical evidence shows shorter TV commercials not only sell as well singly, but placed back-to-back still prove to be as consistently effective**

Results of a research study that could have far-reaching effects on the structuring and pricing of television commercials, on the cost efficiencies of TV advertising and on the ultimate revenue potential of broadcasters are being made public by Corinthian Broadcasting Corp. today (Oct. 23).

The study was conducted for the group station owner by Daniel Yankelovich Inc., widely known research organization, and the findings reinforce some prior conclusions and also defy some popular assumptions. The principal findings (also see tables):

■ There is no real ("statistically significant") difference in the communication values of 60-second and 30-second commercials.

■ The only difference that emerged was in their relative abilities to evoke brand recall—and even on that point the 30's were 92% as effective as the 60's.

■ It doesn't matter whether 30's are placed in isolated positions or in piggy-back pairs: their communication value is "relatively constant" either way.

■ Whether 30's or 60's, commercials tended to communicate "slightly" better when they appeared in the first

commercial position in the program.

■ Viewers didn't regard 30's as "either too short or too abrupt," and in fact showed "considerable confusion" about relative lengths and "frequently" mistook 30's for the longer form, especially when the 30 was either the first of the last commercial seen in the program.

■ Viewer involvement and viewer empathy in a commercial appear to be "a function of the commercial itself" rather than its length, position or isolation/nonisolation from other commercials.

■ Whether 60's or 30's, the relative communication value was not affected by the sex of the viewer or the amount of time he spends watching TV.

**Search for Facts** ■ C. Wrede Petersmeyer, chairman and president of Corinthian, said the study was commissioned "in the belief that all of us in broadcasting—broadcasters, advertisers and agencies alike—have a common stake in knowing more about the communications value of advertising messages. More facts will help us all make better decisions."

Mr. Petersmeyer also noted that the Television Bureau of Advertising a

year ago approved long-range and continuing research on a number of questions relating to commercial effectiveness and said that, since the present study ties directly into TVB's continuing program, Corinthian was contributing the report to the bureau. Copies will be made available through TVB on request.

The Corinthian-Yankelovich study is not the first to conclude that 30-second commercials are a good bit more than half as effective as 60's, but it is the first known to have found the 30's equal to 60's in communication value. It is also regarded by some research authorities as gaining weight from rigorous controls employed in the "laboratory" environment in which the tests were conducted.

While they reinforce earlier research on relative effectiveness of the two commercial lengths, the new findings also contradict some widely held assumptions—for instance the beliefs that commercials perform better in isolated or "island" positions and that 30's automatically seem shorter than 60's to the viewer.

Just what the long-range effects will be will depend, it seemed clear, upon

the extent of the study's acceptance. Even given widespread acceptance, there were differing views about how extensive the results would be.

**New Standard?** ■ Some authorities felt that, with general acceptance, the report would certainly accelerate the swing to 30's and in time probably result in their replacing 60's as the "standard" commercial length, and would also increase the use of piggybacks and add fuel—probably on both sides—to the controversy over commercial pricing.

Other authorities were more conservative. They saw the report more as demonstrating the feasibility of 30-second commercials "when they're handled right" and thought it would serve chiefly as a guideline to stations in establishing—and defending—relative rates for the different lengths.

The two schools of thought seemed to agree that no given percentage was apt to be established as "the ratio between 30-second and 60-second rates but that, instead, prices for both lengths would vary, according to such factors as time of day and general cost efficiency.

There was also some feeling, nevertheless, that while stations could use it to justify higher 30-second prices, agencies and advertisers might cite it in efforts to reduce 60-second rates—or, perhaps more likely, in resisting increases in 60-second prices.

One authority said that, to the extent that it increases the use of 30's, the report will have had the effect of increasing broadcasters' available inventory. In some ways he thought it was "like a hotel doubling the number of its rooms," and said that over a period of time 30-second rates could rise—"with-

	Increment after exposure to 60-second commercials	Increment after exposure to 30-second commercials	Difference between 60-second and 30-second increments
	%	%	%
Learned about product	8.8	14.4	-5.6*
Brand considered to be at least average	8.3	9.6	-1.3*
Would at least consider buying brand	7.7	8.2	-0.5*
Would at least consider recommending brand	11.4	7.6	3.8*
Brand recall	88.3	81.6	6.7

\*Not a statistically significant difference at the 0.05 confidence level.

These figures seem to suggest that on several important points 30-second commercials out-performed their 60-second counterparts. But the differences, as the asterisked footnote indi-

cates, were not big enough to be considered statistically significant. Exception was in ability to increase brand recall, and on that the 30's did approximately 92% as well as the 60's.

out inflation"—to current 60-second price levels, thus eventually and gradually raising broadcasters' total revenue potential without disturbing current relationships between cost and efficiency from the advertiser's standpoint.

**Code Limits** ■ Some observers felt that the report's strong scoring of 30-second commercial effectiveness made even more necessary precise limitations in the National Association of Broadcasters TV code time standards, on not only the number of program interruptions permissible for commercials but

also on the number of commercials permissible within an interruption.

The Yankelovich report on the study expressed confidence that, although it was conducted in a laboratory environment using techniques not designed to duplicate a real-life situation, "the results do, in our judgment, reflect truth.

"We feel," the report continued, "that the result of a more traditional large-scale quantitative study of the issue would lead to substantially the same conclusions."

The tests were conducted at Yan-

	Exposure to 30-second isolated commercials			Exposure to 30-second piggyback commercials		
	Before exposure	After exposure	Net change	Before exposure	After exposure	Net change
	%	%	%	%	%	%
Learned about product	74.3	89.4	+15.1	75.1	89.1	+14.0
Brand considered to be at least average	66.3	76.7	+10.4	66.5	75.8	+ 9.3
Would at least consider buying brand	49.3	57.1	+ 7.8	48.6	57.2	+ 8.6
Would at least consider recommending brand	45.1	54.6	+ 9.5	48.4	55.2	+ 6.8
Brand recall		78.9			83.0	

Note: None of the differences between isolated and piggyback commercial increments are statistically significant at the 0.05 confidence level.

Agencies, advertisers and others who argue that commercials perform better if placed in an isolated or "island" position may get a surprise from this table. It compares the communication effectiveness of isolated positions, and finds no real differences between the two. In other phases of the study, Yankelovich concluded that it's not the length of the commercial but its content that determines its ability to attract and hold the viewer's attention.

### 60-SECOND AND ISOLATED 30-SECOND COMMERCIALS

	Exposure to 60-second commercials			Exposure to isolated 30-second commercials		
	Before exposure	After exposure	Net change	Before exposure	After exposure	Net change
	%	%	%	%	%	%
Learned about product	80.9	89.7	+ 8.8	74.3	89.4	+15.1
Brand considered to be at least average	72.1	80.4	+ 8.3	66.3	76.7	+10.4
Would at least consider buying brand	53.6	61.3	+ 7.7	49.3	57.1	+ 7.8
Would at least consider recommending brand	50.2	61.6	+11.4	45.1	54.6	+ 9.5
Brand recall		88.3			78.9	

Note: None of the differences between 60-second and 30-second commercial increments are statistically significant at the 0.05 confidence level.

Here's how the Yankelovich research studies found the communication effectiveness of 60-second commercials to stack up against that of isolated 30-second messages. Again the differences between the two forms were held to be statistically insignificant. Yankelovich also found the relative communications values of 30's and 60's unaf-

ected by the viewer's sex or whether he was a light viewer (under three hours a day) or heavy viewer (over three hours), but it did report "a slight tendency for men and for heavier viewers to report greater changes as a result of exposure for both 60-second and 30-second commercials."

kelovich's communications research clinic at Upper Montclair, N. J., using a total of 417 respondents divided into "cells" of approximately 20 respondents each. Each "cell" was exposed to four commercials representing four different brands: One 60-second commercial, one isolated 30 and two 30's piggybacked. The commercials were shown in normal positions in a "popular" half-hour program.

Two commercials—a 60-second message and a 30-second abridgement of the same commercial—were shown for each of six product categories, and as far as possible the commercials chosen had not been shown in the New York viewing area, so that carry-over effects would be minimized.

**Controlled Test** ■ The mix of commercial positions and program positions was "systematically controlled" so that

each brand appeared in each program position and in each commercial condition an equivalent number of times. Respondents filled out questionnaires before and after the showings and were led to believe the purpose was to evaluate the programing, not the commercials. Afterward, in-depth discussions were held.

Brands represented in the commercials were a family toiletry product, a

### FIRST-POSITION AND SECOND-POSITION PIGGYBACK COMMERCIALS

	Exposure to total 30-second piggyback commercials			Exposure to first-position piggyback commercials			Exposure to second-position piggyback commercials		
	Before expo- sure	After expo- sure	Net change	Before expo- sure	After expo- sure	Net change	Before expo- sure	After expo- sure	Net change
	%	%	%	%	%	%	%	%	%
Learned about product	75.1	89.1	+14.0	73.7	88.8	+15.1	76.6	89.4	+12.8
Brand considered to be at least average	66.5	75.8	+ 9.3	64.3	74.8	+10.5	69.0	76.9	+ 7.9
Would at least consider buying brand	48.6	57.2	+ 8.6	48.1	58.4	+10.3	49.2	55.9	+ 6.7
Would at least consider recommending brand	48.4	55.2	+ 6.8	45.2	54.7	+ 9.5	51.9	55.6	+ 3.7
Brand recall		83.0			82.7			83.2	

Note: None of the differences between increments are statistically significant at the 0.05 confidence level.

When Yankelovich researchers tested the relative communication values of first-position and second-position piggyback commercials, this is what they found: again, no statistically meaningful differences between the increments that occurred. They also investigated the "per-

ceived length" of commercials and learned that viewers not only don't consider 30-second messages "too short" but in fact "frequently" perceive them to be the longest, especially when the 30 was either the first or the last seen in the program.

cigarette, a food product, a proprietary drug, a man's toiletry and a laundry product. As a further control, respondents were questioned not only about these six brands but also about six others in the same categories but for which no commercials were shown.

(When tests showed on change in awareness, etc., for the brands for which no commercials were used, but "significant increases" for those shown, the researchers were able to conclude that the commercials—both 60-second and 30-second versions—were responsible for the gains.)

The Yankelovich report said that the laboratory approach in research "is acknowledged to have an acceptable degree of success in predicting reactions and behavior in the 'real world'."

**Other Research** ■ Meanwhile, a summary of earlier 30- vs- 60 research was prepared by TVB, dating back to 1963.

Harvey Spiegel, TVB vice president for sales and marketing, said the studies have consistently made clear that "because 30 is half of 60 doesn't mean that it is half as effective."

He cited 1963 studies for Needham Harper & Steers in which interviews with 1,600 Chicago-area housewives found 30-second commercials 89% as effective as the 60-second length in terms of "claimed exposure," and pegged them 90% as effective in proven recall and 88% as effective on an unaided-recall basis.

BBDO reports in 1964 on its "channel one" on-air testing project indicated its average 30-second commercial performed 78% as well as a minute commercial in terms of awareness and 62% as well on unaided recall of commercial content, Mr. Spiegel said. Another BBDO compilation of tests on 60's cut down to 30's, he reported, showed the average was about 70% as effective as its one-minute counterpart, and "some 30's did as well as their minute originals."

Several studies by Schwerin Research Corp. were cited as having demonstrated high performance levels for 30's in relation to 60's, with some tests indicating original 30's perform even more effectively than 60's edited into 30's.

"In summary," Mr. Spiegel said, "comparison of 30's and 60's prove that the shorter vehicle is an extremely effective advertising unit. From the crude level of awareness to the high level of changing preferences, 30's can generate results very close to those produced by 60's."

## Business briefly . . .

**Westinghouse Electric Corp.**, through Ketchum, McLeod and Grove, both Pittsburgh, has signed a five-month schedule on the seven CBS-owned FM

BROADCASTING, October 23, 1967

stations and will use "The Young Sound" music concept on these outlets to recruit college graduates. It was said to be Westinghouse's first campaign on FM radio for this purpose.

**New York Life Insurance Co.**, through Compton Advertising, and **American Iron and Steel Institute** through Sullivan, Stauffer, Colwell & Bayles, New York, will sponsor a one-hour NBC News *American Profile* special Friday, Nov. 17. The subject of the special: The National Gallery of Art, Washington.

**AT&T (Bell System)**, New York, through N. W. Ayer & Son Inc., Philadelphia, and **General Electric Co.**, through BBDO, both New York (each for four minutes); **Eastern Airlines**, through Young & Rubicam, both New

York (two minutes), and **The Stanley Works**, New Britain, Conn., through BBDO, New York (one minute) will sponsor Sport Network Inc.'s final four rounds of the \$111,111 *Sahara Invitational Golf Tournament* (Oct. 28, 5-6:30 p.m., EDT) on a regional network live-color feed to 130 TV stations.

**Volkswagen of America Inc.** (Doyle Dane Bernbach Inc.), **Hunt Foods & Industries Inc.** (Welles, Rich, Greene Inc.), **Abbott Laboratories Inc.** (Tatham-Laird & Kudner Inc.), **Liggett & Myers Tobacco Co.** (Compton Advertising) and **Allstate Insurance Co.'s** (Leo Burnett Co.) have signed as participating sponsors of NBC News' one-hour color special, *Justice For All?* to be carried on NBC-TV on Oct. 27 (10-11 p.m.).

# A new call for cigarette ad ban

**American Cancer Society resolution covers all media; steers clear of court fight on FCC fairness decision**

The influential American Cancer Society last week called for a halt to cigarette advertising in all media, but decided not to intervene on behalf of the FCC in its fight against the National Association of Broadcasters over extension of the commission's fairness doctrine to cigarette commercials.

The society's board of 104 directors, at its annual meeting in New York, adopted by a margin of about three to one a resolution recommending that "all cigarette advertising in all media be terminated."

"It is hoped that this goal will be achieved by voluntary self-regulation and that government action will not be necessary," the resolution read.

By a much narrower vote, ACS directors rejected a resolution that would have directed the society to lend legal and financial support to the FCC in its court battles over the cigarette advertising decision of June 2 (BROADCASTING, June 5 et seq.).

Rejection of the latter resolution dashed the hopes of New York attorney John F. Banzhaf III that the ACS would help him in his legal support of the commission. Mr. Banzhaf, the man who prompted the commission decision in June, recently chided the major health groups, including the ACS, for their refusal to support the commission in court (BROADCASTING, Sept. 18).

**Official Policy** ■ Adoption of the resolution calling for an end to cigarette advertising means that support of such a ban is now official ACS policy, and places the society squarely behind efforts that, if successful, could spell

the end of \$300 million worth of cigarette advertising, \$249 million of which was spent in television and radio last year.

The resolution calling for a ban on cigarette advertising was prepared by the board's public information committee. It could not be learned which ACS group put forth the measure to intervene on the side of the FCC, but sources said the resolution missed passage by an extremely narrow margin.

ACS spokesmen have long held that involvement in legal proceedings over the commission's decision was not within the society's purview. ACS officials have said that the organization has no intention of assuming an "adversary position" with respect to broadcasters.

Among the directors opposing both resolutions was Victor Sholis, vice president and director of WHAS-AM-FM-TV Louisville, Ky., the only ACS director actively affiliated with the broadcasting business. Mr. Sholis said he objected to legal intervention because he disagreed with the FCC ruling and agreed with cancer society attorneys. He voted against the resolution calling for an advertising ban, he said, because "the only track record we have for such a ban—Great Britain—shows us that a halt to broadcast advertising of cigarettes doesn't work. Smoking just increases."

Mr. Sholis said he did not use the Italian experience—an ineffective all-media ban on tobacco advertising—as an example since he felt Italy's embargo was prompted more by fear that foreign tobacco producers would cut

# BAR network-TV billing report for week ended Oct. 15

BAR network TV dollar revenue estimates—week ended Oct. 15, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Oct. 15	Cume Oct. 1-15	Cume Jan. 1-Oct. 15	Day parts	Networks	Week ended Oct. 15	Cume Oct. 1-15	Cume Jan. 1-Oct. 15
Monday-Friday	ABC-TV	\$ 2.5	\$ 7.4	\$ 17.3	Sunday	ABC-TV	68.0	239.6	4,284.3
Sign-on-10 a.m.	CBS-TV	212.8	399.6	4,937.9	6 p.m.-7:30 p.m.	CBS-TV	246.7	1,024.0	8,813.4
	NBC-TV	314.4	637.0	11,197.6		NBC-TV	149.9	552.4	5,468.3
	Total	529.7	1,044.0	16,152.8		Total	464.6	1,816.0	18,566.0
Monday-Friday	ABC-TV	1,314.4	2,615.5	52,712.8	Monday-Sunday	ABC-TV	5,531.6	12,359.1	194,285.2
10 a.m.-6 p.m.	CBS-TV	2,970.8	5,743.1	122,894.9	7:30 p.m.-11 p.m.	CBS-TV	7,338.5	15,485.4	225,366.5
	NBC-TV	4,646.8	9,610.5	72,349.1		NBC-TV	6,590.0	14,318.1	219,757.4
	Total	8,932.0	17,969.1	247,956.8		Total	19,460.1	42,162.6	639,409.1
Saturday-Sunday	ABC-TV	1,647.2	3,050.6	33,637.8	Monday-Sunday	ABC-TV	347.1	695.5	9,747.6
Sign on-6 p.m.	CBS-TV	1,942.4	5,113.1	37,400.4	11 p.m.-Sign off	CBS-TV	21.8	76.0	3,136.2
	NBC-TV	852.4	5,290.8	26,809.8		NBC-TV	402.0	790.2	15,557.8
	Total	4,442.1	13,454.5	97,848.0		Total	770.9	1,561.7	28,441.6
Monday-Saturday	ABC-TV	287.0	900.9	12,206.9	Network totals	ABC-TV	9,197.8	19,868.6	306,891.9
6 p.m.-7:30 p.m.	CBS-TV	694.2	1,270.1	21,783.0		CBS-TV	13,427.2	29,111.3	424,332.3
	NBC-TV	578.3	1,130.6	24,217.7		NBC-TV	13,533.9	32,329.6	375,357.7
	Total	1,559.5	3,301.6	58,207.6	Grand totals all networks		\$36,158.9	\$81,309.5	\$1,106,581.9

into the state-controlled monopoly on cigarettes.

**Not a Factor** — Other objectors to the resolution calling for an advertising ban reportedly also felt that such advertising was not a factor in influencing smoking behavior, a view which appeared to be tacitly acknowledged in the resolution's wording, which said, in part, that "cigarette smoking is not the result of an advertising conspiracy, it is an extremely complex problem involving many little understood behavioral and pharmacological factors."

The approved resolution, however, did say that elimination of advertising would do much to destroy the social acceptability of the habit, especially among the young. While "smoking must remain a matter of individual choice," the resolution said, "we want the choice not only to be informed, but free from seductive advertising appeals."

The ACS resolution that was approved said that while the health organization supported the FCC's June ruling, it regretted that "it is necessarily limited to broadcasting."

"Advertising is too persuasive, too valid and vital a part of our American life, to be used in the sale of such a lethal product as the cigarette. In full awareness of the seriousness of this problem, some influential publishers and some broadcasters have already voluntarily banned cigarette advertising," the resolution said.

After calling for a halt to such advertising, the resolution stated: "The end of cigarette advertising will not be accomplished immediately. Many important actions which counter-balance advertising must be supported until the final goal is achieved."

ACS spokesmen said the society hopes to counter-balance existing ad-

vertising by fully supporting the FCC's decision, short of going to court, and by continuing to provide anticigarette spots to television and radio stations.

ACS spokesmen denied reports that some spots now in production at Mel Blanc Associates in Hollywood would attempt to "shock" smokers (BROADCASTING, Oct. 16). The society said it has not seen nor would it approve any antismoking spots that would shock viewers or parody the commercials of cigarette brands now advertising on radio and television. ACS officials reiterated appreciation for broadcasting's aid in cancer education and antismoking efforts. "We'd be crazy to alienate the most effective and cooperative medium we've got," said one spokesman.

Reaction to the ACS resolution came from the Tobacco Institute, which said it "has long held the position that restriction or prohibition of advertising of a legitimate product is an unwarranted and punitive measure whether the products be cigarettes or any other product."

Tobacco companies generally were noncommittal on this latest offensive against cigarette advertising. Spokesmen for American Tobacco Co., however, said the question of smoking is fundamentally a medical one, and that "questions of health should be established in scientific laboratories and not in public controversy."

## Agency appointments . . .

■ Aetna Life & Casualty, Hartford, Conn., has appointed D'Arcy Advertising, New York, effective Jan. 1, 1968.

■ Tracy-Locke Co., Houston, has been named advertising agency for Comet Rice Mills Inc., also Houston. Richard C. Brown will serve as account execu-

tive. In addition to the Comet brand, Comet markets rice under the Adolphus, Wonder and Dragon labels.

■ Rossi Quality Foods, Chicago frozen pizza and Italian dinner producers, has appointed O'Grady-Andersen-Gray, Park Ridge, Ill. Products now in Chicago and St. Louis distribution will expand into other markets in 1968, according to the company. Rossi's billings are approximately \$75,000. Plans are to use radio, spot TV, outdoor advertising and newspapers.

■ Noxell Corp., Baltimore, (Noxema Cover Girl cosmetics) named W. B. Doner Co., Baltimore-Detroit, to handle new product, as yet unnamed, to be serviced through Baltimore office. Budget is expected to emphasize broadcast media.

■ Emenee Industries Inc., New York, toy manufacturer, has appointed E. A. Korchnoy Ltd. Advertising, that city, for a special network TV assignment. Korchnoy has placed order for CBS-TV's *Captain Kangaroo* daytime series this fall, and plans to buy participations in network movies and specials.

■ Meister Brau Inc., Chicago, names MacManus, John & Adams, Chicago, to handle Meister Brau beer effective Jan. 1, 1968, dropping BBDO there. Brewery assigns its new diet beer, Lite, to Clinton E. Frank Agency, Chicago. Both brands use radio-TV.

■ Kayser/Perma-Lift, division of Kayser-Roth Corp., New York, has named Altman, Stoller, Chalk Advertising Inc., New York, to handle lingerie account, effective January 1968. ASC already handles two other K-R divisions, Kayser-Roth Lingerie Co. and Interwoven (socks). Perma-Lift is now with Leber Katz Paccione Inc., New York.

# General Motors is people making better products for people.

## Jim Rennell is murder on motors. For your protection.

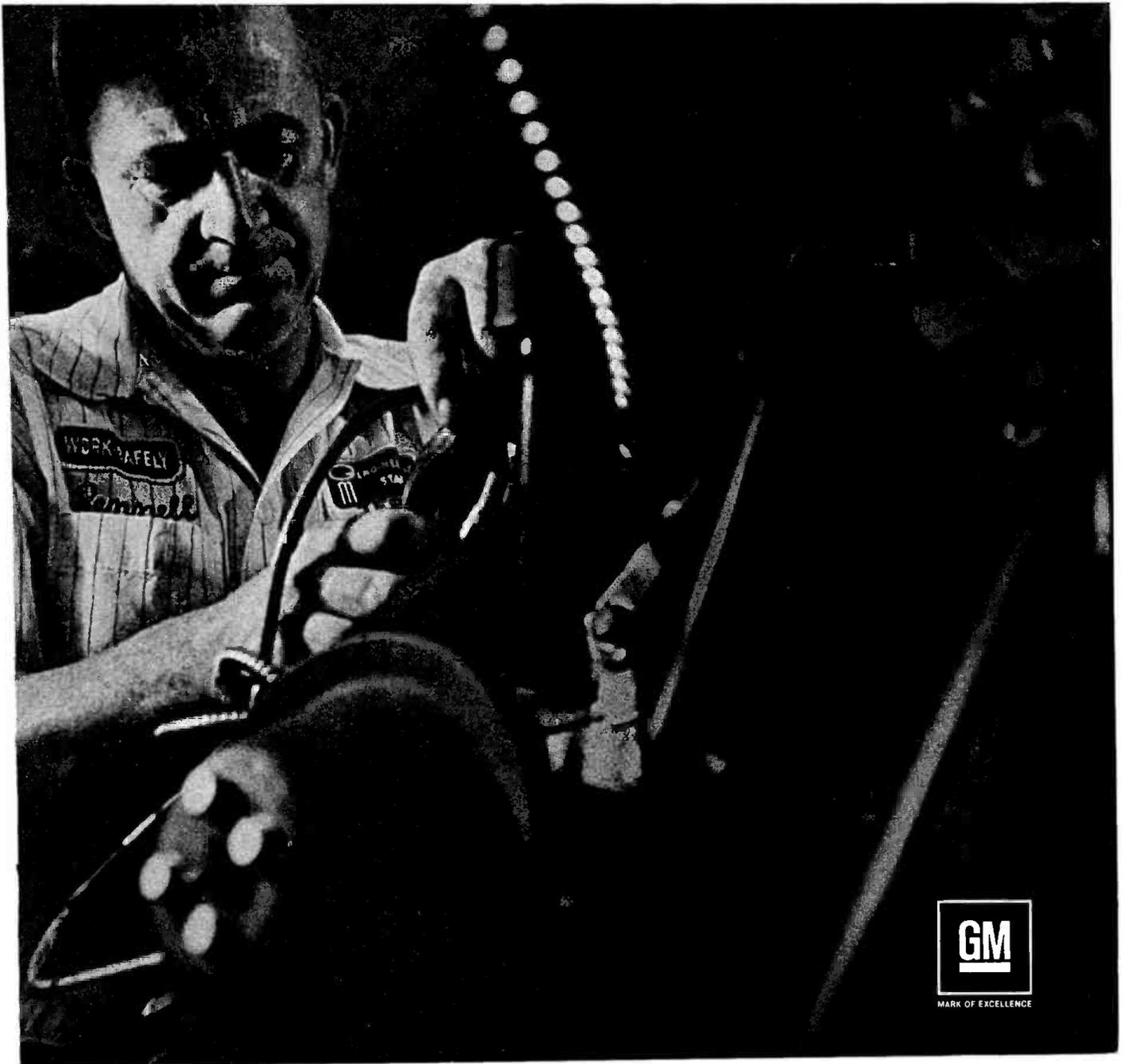
You would never dream of doing the things to your car that Jim Rennell does to his engines. Like running them wide open 29 hours straight on a dynamometer. Which is like driving your

car up a mountain all day. Pulling a heavily loaded trailer.

It's only one of dozens of grueling tests skilled technicians, like Jim, throw at GM engines before they're approved

for production. To make sure they'll take anything *you* can ever throw at them. It's another way we protect your investment in each Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac car.

Jim Rennell, Dynamometer Operator, General Motors Engineering Staff, Warren, Michigan.



# 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.





Air-conditioned RCA mobile unit built for CBC contained the control room for three-camera pickup.



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

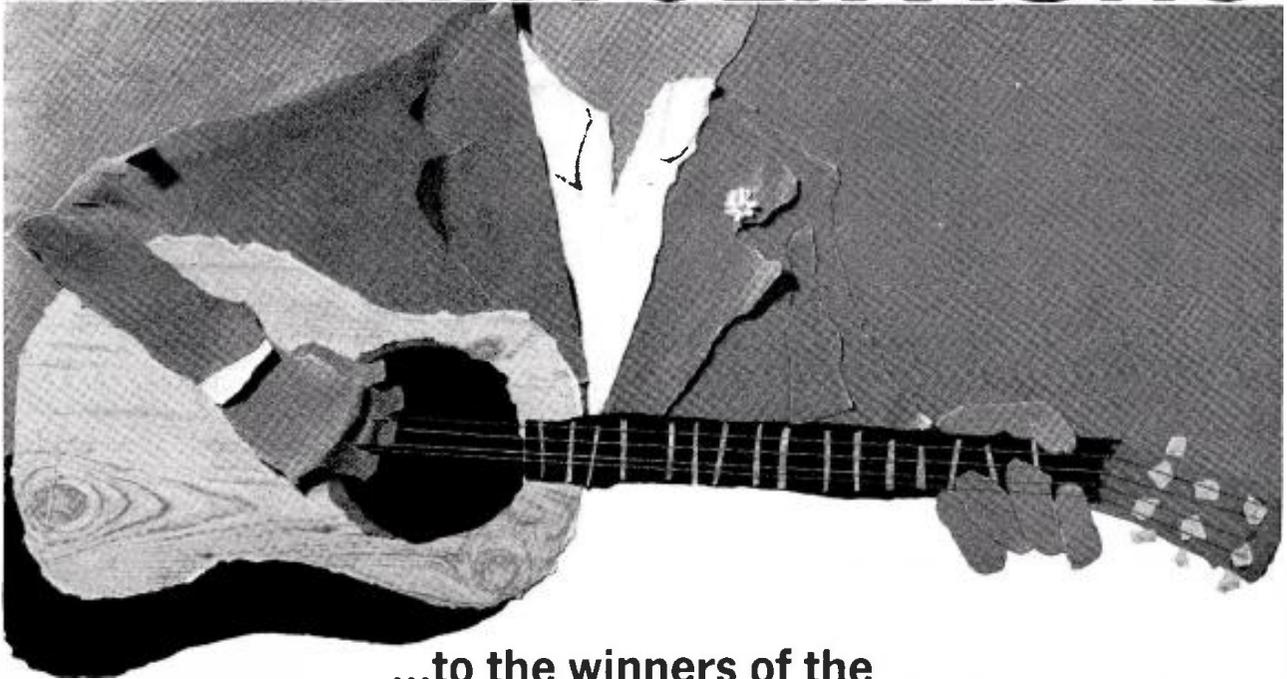
elongated, pictures were always brilliant—colors true to life. Details in close-ups or long shots came through consistently well. This was picture performance that put the viewer right on the field, with sharpest pictures possible.

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.



**THE MOST TRUSTED NAME IN ELECTRONICS**

# CONGRATULATIONS



## ...to the winners of the BMI 1967 Country Music Achievement Awards

For the most performed Country songs July 1, 1966 to March 30, 1967

**AIN'T HAD NO LOVIN'**  
Dallas Frazier  
Blue Crest Music, Inc.

**ALMOST PERSUADED**  
Glenn Sutton, Billy Sherrill  
Al Gallico Music Corp.

**BLUE SIDE OF LONESOME**  
Leon Payne  
Acclaim Music, Inc.  
Glad Music Co.

**DISTANT DRUMS**  
Cindy Walker  
Combine Music Corp.

**DON'T TOUCH ME**  
Hank Cochran  
Pamper Music, Inc.

**EVIL ON YOUR MIND**  
Harlan Howard  
Wilderness Music Publishing Co., Inc.

**FLOWERS ON THE WALL**  
Lewis DeWitt  
Southwind Music, Inc.

**FOUR-O-THIRTY THREE**  
Earl Montgomery, George Jones  
Glad Music Co.

**FUNNY FAMILIAR FORGOTTEN FEELINGS**  
Mickey Newbury  
Acuff-Rose Publications, Inc.

**GREEN, GREEN GRASS OF HOME**  
Curly Putman  
Tree Publishing Co., Inc.

**THE HURTIN'S ALL OVER**  
Harlan Howard  
Wilderness Music Publishing Co., Inc.

**I CAN'T STOP LOVING YOU**  
Don Gibson  
Acuff-Rose Publications, Inc.

**I GET THE FEVER**  
Bill Anderson  
Stallion Music, Inc.

**I REALLY DON'T WANT TO KNOW**  
Rumbalero Music, Inc.

**IT TAKES A LOT OF MONEY**  
Bob Morris  
Four Star Music Co., Inc.

**KING OF THE ROAD**  
Roger Miller  
Tree Publishing Co., Inc.

**LONELY AGAIN**  
Jean Chapel  
Four Star Music Co., Inc.

**LOSER'S CATHEDRAL**  
Glenn Sutton, Billy Sherrill  
Al Gallico Music Corp.

**A MILLION AND ONE**  
Yvonne DeVaney  
Silver Star Music Publishing Co., Inc.

**MISTY BLUE**  
Bob Montgomery  
Talmont Music Co.

**OH, LONESOME ME**  
Don Gibson  
Acuff-Rose Publications, Inc.

**OPEN UP YOUR HEART**  
Buck Owens  
Blue Book

**RIDE, RIDE, RIDE**  
Liz Anderson  
Yonah Music, Inc.

**ROOM IN YOUR HEART**  
Frances Long, Sonny James  
Marson, Inc.

**THE SHOE GOES ON THE  
OTHER FOOT TONIGHT**  
Buddy R. Mize  
Mariposa, Music, Inc.

**SOMEBODY LIKE ME**  
Wayne Thompson  
Earl Barton Music, Inc.

**STAND BESIDE ME**  
Tompall Glaser  
Glaser Publications

**STREETS OF BALTIMORE**  
Tompall Glaser, Harlan Howard  
Glaser Publications

**SWEET DREAMS**  
Don Gibson  
Acuff-Rose Publications, Inc.

**SWEET MISERY**  
Jan Crutchfield, Wayne P. Walker  
Cedarwood Publishing Co., Inc.

**SWEET THANG**  
Nathan W. Stuckey  
Su-Ma Publishing Co., Inc.  
Stuckey Publishing

**THE TENNESSEE WALTZ**  
Pee Wee King, Redd Stewart  
Acuff-Rose Publications, Inc.

**THERE GOES MY EVERYTHING**  
Dallas Frazier  
Blue Crest Music, Inc.  
Husky Music Co., Inc.

**THINK OF ME WHEN YOU'RE LONELY**  
Don Rich, Estella Olson  
Blue Book

**THE TIP OF MY FINGERS**  
Bill Anderson  
Tree Publishing Co., Inc.  
Champion Music Corp.

**TOUCH MY HEART**  
Aubrey Mayhew, Danny Young  
Mayhew Music

**WALKING IN THE SUNSHINE**  
Roger Miller  
Tree Publishing Co., Inc.

**WALKING ON NEW GRASS**  
Ray Pennington  
Pamper Music, Inc.

**WHERE DOES THE GOOD TIMES GO**  
Buck Owens  
Blue Book

**YOU AIN'T WOMAN ENOUGH**  
Loretta Lynn  
Sure-Fire Music Co., Inc.

All the worlds of music



for all of today's audience.

## Top-50 TV-network spending up 6.8%

The top-50 advertisers in network TV invested \$734,890,699 in the medium in the first nine months of 1967, according to data released last week by Broadcast Advertisers Reports Inc. The total represents a 6.8% increase over the amount spent by the top-50 advertisers during the comparable period of 1966, BAR stated.

BAR noted that the top-50 figure is almost 72% of the total combined three network revenue for the first three quarters of the year, estimated by BAR to be \$1,025,272,400.

BAR's top-10 network TV advertisers for the first nine months of the year, as compared with 1966 (net time and talent in thousands of dollars):

Company Name	Jan.-Sept. 1967	Jan.-Sept. 1966
1. Procter & Gamble	\$81,830,300	\$71,593,000
2. Bristol-Myers	40,274,500	50,164,200
3. General Foods	37,109,700	35,314,200
4. American Home Products	32,099,700	31,831,100
5. R. J. Reynolds	29,753,700	27,034,900
6. Colgate-Palmolive	25,643,000	27,885,100
7. General Motors	23,197,200	21,888,200
8. Sterling Drug	23,005,500	23,733,400
9. Lever Brothers	22,838,500	25,076,200
10. Gillette	22,192,000	23,699,600

## H&B, A&S plan CATV test service

H&B American Corp. and Audits & Surveys Inc. last week announced a joint venture, Television Testing Inc., to market CATV advertising testing services to advertisers and agencies. Roy H. Benjamin, a 32-year-old A&S vice president, was named president of the new company.

Beginning next January, TV Testing will offer matched-sample testing for attitude-shift, recall and playback over H&B CATV systems in four markets in New Jersey, California, Iowa and Washington. Currently the company is involved in compiling demographic, income and product usage data on the 25,000 households subscribing to H&B CATV systems, and programing a central computer in A&S' office in New York.

In January, TV Testing will be able to tailor-make sample populations to clients' needs, arrange to have the samples watch separate programs, conduct telephone interviews, and report results within three weeks of decision, according to Mr. Benjamin.

The cost of such testing would be about \$2,500, which Mr. Benjamin

called "a fraction of the \$8,000 to \$9,000 cost of present forms of on-air testing."

**'Token' Compensation** - Viewers participating in the TV Testing operation would be asked to view separate programs "as TV critics," according to Mr. Benjamin, and would receive "token" compensation. He pointed out that the potential sample size of the project would be as large as H&B's CATV circulation, about 100,000, and that the initial four-market sample would be updated annually and expanded "as necessary."

Mr. Benjamin said the cost of establishing the TV Testing system was "only thousands of dollars," but that H&B and A&S stood ready to put up \$500,000 each "to put the system on its feet."

## DDB gets slice of Sara Lee

The Kitchens of Sara Lee (subsidiary of Consolidated Foods Inc.), Deerfield, Ill., has assigned its complete line of frozen cakes to Doyle Dane Bernbach, New York, effective Jan. 1. Account bills an estimated \$3 million. Its activity this year is "primarily television with a thin layer of daytime network TV and

a heavy portion in the top 23 spot-TV markets." The Sara Lee account—reportedly the biggest advertised company of Consolidated Foods—will leave Foote, Cone & Belding, Chicago.

## Radio-TV spearhead drive for Canada Dry

Canada Dry Corp., New York, is launching a \$1.5-million advertising campaign this week to promote the theme that "America's Going Dry—Canada Dry," allotting 65% of the budget to TV and radio.

The campaign, created by Grey Advertising Inc., New York, will continue through the end of 1967 and will utilize one-minute TV spots in 72 markets and 60- and 30-second radio spots in 49 markets for ginger ale.

The commercials blend the fun feeling of the "Roaring 20's" and the stepped-up pace of the "Swinging 60's" in an attempt to reach the young adult audience, it was pointed out last week by David J. Mahoney, president of Canada Dry, during a news conference outlining advertising plans.

**KJEO-TV, Fresno,  
the station  
that's celebrating  
its 14th year  
as an ABC  
affiliate is now  
represented by  
Edward Petry & Co.**

# Alcoholic ad taboos questioned

Five-year study finds unrealistic portrayals  
serve to support less desirable use of alcohol

Current restrictions on liquor, wine and beer advertising tend to increase the incidence of alcoholism, a federally financed study reported last week.

In a 200-page report entitled "Alcohol Problems—a Report to the Nation," the Cooperative Commission on the Study of Alcoholism said governmental and self-imposed restrictions on alcoholic beverage advertising which prevent the depiction of many types of drinking situations "might very well be removed."

The report, containing the results of a five-year study supported by a \$1.1-million grant from the National Institute of Mental Health, suggests that advertisements showing "men only" drinking or situations where *only* drinking takes place only serve to support less desirable uses of alcohol.

To help people adjust to what the commission calls a "drinking society," advertisements should portray drinking as a part of, but not the reason for, social and family activity. Moreover, the report said, "advertising of alcoholic beverages regularly ought to include specific reference to the distinction between acceptable and undesirable drinking."

**Doesn't Serve Purpose** ■ While the study does not suggest an increase in

alcoholic beverage advertising, it does say present restrictions on advertising such as "the long-standing informal agreement not to advertise liquor on radio or television" tends to produce "unrealistic" drinking situations that only serve to maintain the nation's hypocritical attitude towards drinking. "Drinking should be shown as a type of activity that can add to the enjoyment of other situations without basically altering them," the report said.

The report's comments were made as part of a "total alcohol program," which the commission hopes will some day effect changes in American drinking habits and diminish the number of problem drinkers.

The commission recommended formation of an organization that perhaps would be given quasi-governmental status, could "articulate the scientific and moral bases for a new social policy," and could stimulate the "necessary public discussion on alcoholic problems."

The commission's report was greeted in several quarters by endorsement. One official of the National Council of Churches of Christ, speaking for himself, said solutions to alcohol problems "will tend to be wet rather than dry." He called for a "modification rather

than suppression of drinking patterns."

**Charges Hypocrisy** ■ One New York broadcaster, who said his radio station was considering liquor advertisements, said the commission's report should be required reading for all would-be censors of the public's activity.

"No area of our society is more hypocritical than that concerning drinking," he told BROADCASTING. "Take, for instance, the National Association of Broadcasters rules about beer commercials on television where the guy is allowed to hold a can of beer, but can't drink it. What does he do with it? Wash his car?"

Another New York broadcaster who has on occasion accepted "hard" liquor ads and does not follow NAB's guidelines for alcoholic beverage advertising, said he feels that as the society becomes "more permissive, we'll have to re-evaluate our [broadcasting's] approach to liquor and beer advertising. It seems rather ridiculous that an industry of sophistication and a modern nation of 200 million should be cowed into submission by a relative handful of blue-haired ladies from the Bible-belt."

## BAR plans changes in radio-TV services

Broadcasting Advertisers Reports plans to make three major modifications in its network TV and radio service in 1968, it was announced last week (CLOSED CIRCUIT, Oct. 16).

A new report will be published week-

## Forest Lawn spots aim for less customers

For years Forest Lawn Cemetery has been the butt of Southern California joke routines. Now it may become better known as the sponsor of one of radio's hardest hitting campaigns.

The campaign, which broke last month, bears down on reckless drivers. The message from Forest Lawn Memorial Parks of Glendale, Calif., via Davis, Johnson, Mogul & Colombatto, Los Angeles, is simple, direct and shocking, pointedly so. Drivers who drink or neck or make-up in the rear view mirror or read or speed or sight-see while driving (there are six one-minute spots in all) wind up very dead. There are no grinding collision noises, no hysterics in the announcement. Instead, there are just the

clipped and biting, unmistakable David Brinkley-style tones of announcer John Erwin, who talks plain tough. The spots are "about as subtle as a broken leg," concedes the agency. But the response to them apparently has been rewarding. Forest Lawn is now enlarging the scope of the original campaign from 180 to 385 spots a week on 13 Southern California radio stations.

The introduction of each spot describes each deadly driving habit's inevitable consequence: "Every day here in Southern California many congenial people toast disaster on our freeways. At first, they represent every kind of happy-go-lucky person. But in the end they're all the same—dead. They're drinking drivers. Behind the wheel of a car each is his

own executioner. Perhaps some don't care and others, though they'd like to stop drinking, just can't seem to find a way." Then comes the crusher. "Well, if you're a person who drinks, drives and wants to stop, we have a suggestion for you. One that can save your life. Right now, write a check for \$245. This \$245 will cover the cost of undertaking at the finest mortuary in the world, Forest Lawn. . . . Put your check in an envelope. On the front write Forest Lawn Mortuary. Don't worry about an address. Forest Lawn Mortuary serves all of California. Now put the envelope some place where it will help you think twice before having one for the road. Good. Now chances are that you won't drink yourself to death."

## Three wise men from the West: radio can sell anything

Radio works. It sells a hotel, cars and an air freight service. "All you have to know is how to use it." So went the vote of confidence three top executives of Cole Fischer Rogow Inc., New York and Beverly Hills, Calif., cast for a medium they use consistently but not necessarily as a cure-all for all their marketing problems.

In a presentation before a luncheon meeting of the Southern California Broadcasters Association, held in Hollywood last week, Marvin R. Cole, chairman of the board of Cole Fisher Rogow; John M. Cody, vice president and account supervisor; and Rudolph Perkal, also vice

president and account supervisor, discussed how radio is used by three agency clients.

**Audio Selling Symbols** ■ Highlight of the afternoon was when Mr. Cody, in telling of the radio campaign used by Southern California Dodge Dealers, disclosed that the agency is now testing audio symbols that will replace 10 or 15 seconds of even "the best copy in the world." Point is that the agency is trying to promote Dodge and dealership dependability to listeners. "We're in a speed-thinking, speed-reading era," explained Mr. Cody. "We're trying to develop audio symbols that will really mean something, that will say dependabil-

ity better than any copy will. We're trying to get with the speed."

Mr. Perkal, in commenting on media plans for the Flying Tiger Line Inc., revealed that by the end of next year the air freight advertiser will be spending more in radio than it did in all media three years ago. Mr. Cole, who handles the Sands hotel account, said that radio jingles for the Las Vegas resort produce some 1,200 calls a week to a reservation office in Los Angeles. This is not counting calls made in New York, Chicago and San Francisco, other markets where the radio campaign is being carried on 52 weeks a year.

ly showing network TV variations on a market-by-market basis, including local cut-ins for advertisers using split network for different brands or products; local commercial inserts, and delayed broadcasts. BAR's plan is to compile, on a weekly basis, the information in 17 or 18 of its 75 markets monitored each month, which will be representative of the various network regions.

Another change in the 1968 service will be the inclusion of network-radio revenue estimates. The report formats will be essentially the same as those used for the 1967 TV services, showing both individual brand and parent company expenditure estimates. BAR claims this will mark the first time that such estimates will be provided by an impartial reporting service.

The third major change in the 1968 BAR service will be an assessment of regional-network TV-brand activity.

### Betts says census forms go too far

Questions proposed for the 1970 census have raised the ire of Representative Jackson E. Betts (R.-Ohio). Terming the 67 items recommended for use by the U.S. Census Bureau an invasion of privacy and government harassment of the public, Representative Betts has proposed legislation to limit the inquiry to seven "simple, direct" questions to meet constitutional requirements for congressional districting.

What disturbs the congressman are numerous questions having peripheral relationship to the traditional queries about dwellings and their occupants. Some of the 67 questions proposed ask for the number of babies one has ever

had, property values, rent payments, what types of home equipment and appliances are owned, whether or not the residence has a private entrance, etc.

"I don't see how the average person will have the patience or interest to provide this kind of information," Congressman Betts noted. The census forms are to be mailed to homes in

1970, a change from the door-to-door enumerator visits of the past. Failure to answer questions may draw 60 days in jail or a \$100 fine.

Insofar as radio-TV is concerned, the form would ask the number of black-and-white and color sets, and the number of radio receivers on house current and powered by battery.

**KJEO-TV**  
**Ch. 47, Fresno's**  
**"movie station,"**  
**is now**  
**represented**  
**by Edward**  
**Petry & Co.**

## Clairol turns its attention to redheads

What Clairol's done for blondes, it's now attempting to do for redheads, that is make females believe: "Every woman should be a redhead at least once in her life."

Clairol Inc. (a subsidiary of Bristol-Myers Co.), New York, this month is introducing its new "Red Hair" permanent hair coloring with a multimillion-dollar campaign with over 60% devoted to network TV. The company has prepared a one-minute color commercial about different emotional situations that suggest the color shades of its product: "soft n' sunlit," "tawny auburn," "amber lights," "firebrand," "heady wine," and "spicy clove."

Clairol's agency, Foote, Cone & Belding Inc., New York, flew four pretty girls and a good-looking guy to Jamaica to describe "red hair's" quality of fun and humor. Quick film cuts that focus on each girl in various scenes—a beach, under a waterfall, a nightclub, a field of flowers—are designed to show the product as a "state of mind." The commercial includes a glimpse of a small red-haired girl to illustrate "some lucky girls are born reds. Others catch up." It ends with a close-up of one girl, who after the announcer's hint—"Every woman should be a redhead at least once in her life. Shouldn't you?"—comments: "Oh, yes."

An important ingredient in Clairol's commercial is the music by composer James Fagas. This element supports the mood through a lively repetitious tune, underscored by a rock, bossa-nova beat. Mr. Fagas's speciality of blending a voice in as an instrumental accompaniment is recognizable from commercials of Winston 100's ("It's not how long you make it"), Equitable Life Assurance ("The Protectors"), the 1968 Lincoln-Mercury line and all

Gulf Oil messages.

Clairol, which began test marketing Red Hair last summer on the West Coast, has entered a full network TV schedule. Plans call for exposure of the commercial (in 60-, 30- and 10-second versions) on ABC-TV, CBS-TV and NBC-TV prime-time movies, as well as on ABC-TV's *The Flying Nun* and *That Girl* and NBC-TV's *Run for Your Life*. The campaign also features a heavy national magazine exposure.



## Also in advertising . . .

**Dallas agency** ■ The formation of Smith & Douglas Advertising Inc. has been announced by Howard N. Smith Jr., president of the agency. Smith & Douglas will be servicing a number of national, regional and local accounts. Included are Allied Finance Co., Artisan Galleries, Burleson's Honey, Ennis Business Forms Inc., First Southwest Co., Jacaman Gift Co., Naughton Farms and the Garrick Co. Other principals of the agency are Herb Strasser,

vice president; John R. Pearson, secretary-treasurer and production manager; Mary Stewart, account executive and copy director, and Mrs. Helen Robinson, media director. Phone: RI 2-3491.

**New principals** ■ Louis E. Wade Inc., Indiana advertising agency, has been reincorporated as Wade, Lauer and Katt Inc. The new corporation will be headed by Robert K. Lauer and Richard M. Katt, president and executive vice president, respectively, with Mr. Wade serving as chairman of the board,

account executive and special consultant. Other officers of the successor corporation will be announced shortly. The firm will continue from its former offices at 821 Webster Street, Fort Wayne.

**Sabater opens shop** ■ Gilbert Sabater, former marketing research manager with Liggett & Myers Tobacco Co., has opened his own marketing-consulting and consumer-research company. Sabater Marketing Services Inc. has offices at 261 Madison Avenue, New York 10016. Phone: (212) 661-7255.

## 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.

**Goulding-Elliott-Greybar Productions**, 420 Lexington Avenue, New York 10017.

American Oil Co., Chicago (Super-Pro promotion); six 60's, four 30's for radio. Victor B. Cowen, production manager. Agency: D'Arcy Advertising, Chicago. Bud Davis, account executive. Bill Adams, agency producer.

Gillette Co., Boston (Right Guard); five 60's for radio. Victor B. Cowen, production manager. Agency: BBDO, New York. Wally Butterworth, account executive.

**Logos Ltd.**, 3620 South 27th Street, Arlington, Va. 22206.

Brown & Williamson (Kool extra longs); one 60 for TV, live on tape, color. Leonard Levin, director. Agency: Ted Bates & Co., New York. Hank Alexander, agency producer.

**Pepper Sound Studios**, 2076 Union Avenue, Memphis 38104.

STP Division, Studebaker Corp., Des Plaines, Ill. (oil additive); four 60's for radio, jingle. Hub Atwood, production manager. Agency: Media Services, Chicago. Charlie Tempkin, account executive.

Midas Mufflers, Detroit (mufflers); one 60 for radio, jingle. Joe D'Geralmo, production manager. Agency: Simons Michelson Co., Detroit. Mort Zieve, account executive.

Nelson Bros., Chicago (furniture); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

**WGN Continental Productions**, 2501 Bradley Place, Chicago 60618.

Schoenling Brewing Co., Cincinnati (beer); five 60's, three 20's for TV on tape, color. Dale Juhlin, producer. Agency: Don Kemper Co., Dayton, Ohio.

Sears, Roebuck & Co., Chicago (clothing); two 60's for TV, on tape, color. Dale Juhlin, producer. Agency: Reach, McClinton & Co., Chicago.

Wisconsin Bell Telephone Co., Milwaukee (rates); four 60's for TV on tape, color. Dale Juhlin, producer. Agency: Cramer & Krasselt, Milwaukee.

# WLBT(TV) renewal recommended

## EXAMINER CITES 'HEARSAY' TESTIMONY IN FAIRNESS CASE

The Office of Communication of the United Church of Christ won widespread attention 19 months ago for its part in establishing the principle that responsible local groups have standing to participate in station license-renewal proceedings before the FCC. But last week, a commission hearing examiner, in the proceeding resulting from the church's suit, said the church and its co-complainants had failed "woefully" to support any of the serious allegations they had made against the station involved.

At issue was the license-renewal application of WLBT(TV) Jackson, Miss., in probably the most delicate and controversial case involving the racial issue to come before the commission. The station, now owned by Lamar Life Insurance Co., was accused of failing to abide by the fairness doctrine in civil-rights matters and of ignoring the programing needs of the large Negro audience in Jackson.

But examiner Jay A. Kyle, who presided at a 12-day hearing in Jackson last spring, resolved all issues in favor of the station, and granted its application for a full three-year license renewal.

The church, however, says it will appeal the decision to the commission and, if necessary, to the courts. In a statement Wednesday, it said: "Whether or not conduct subsequent to 1964, when our petition was filed, should be given any weight [which it was] was left undecided in the decision of the U. S. circuit court, and probably will have to be considered once more."

The church added that "a considerable amount of benefit" has already resulted from the court ruling on the station responsibilities to the community and on the commission's responsibilities in enforcing the Communications Act. "The right of the public to participate in licensing proceedings has been established," it said, adding:

"We hope the further proceedings will be equally constructive."

The commission two years ago, acting in part on complaints of the church and Negro civil-rights leaders in the state, as well as on its own investigation dating back to the James Meredith riots at the University of Mississippi campus in Oxford in 1962, granted WLBT and its sister stations, WJDX-AM-FM, only one-year license renewals. Five other stations involved in the investiga-

tion were granted full renewals, but with warnings as to their future performance (BROADCASTING, May 24, 1965).

**Church Objects** ■ The church and its co-complainants objected to the grant of any license renewal for WLBT without a full evidentiary hearing. They also objected to the commission's holding that, although they represented a large group in the station's service area (about 45% of the 860,000 population is Negro) they lacked standing to intervene in the case as a full party. The commission in the past had accorded standing only to persons who claimed they would suffer economic injury or who claimed that their stations would receive electrical interference as a result of the requested grant.

To establish its standing, as well as to force the commission to hold a full evidentiary hearing, the church went

to court. And the U. S. Court of Appeals for the District of Columbia, in a landmark decision in March 1966, not only remanded the case to the commission for a hearing, but held that "responsible" members of the public should be permitted to participate in license-renewal proceedings.

The case is of interest beyond the fate of WLBT. For besides the precedent it established regarding standing, the church has served notice it intends to monitor programing of other southern stations to determine whether, in its view, they discriminate against Negroes in their programing.

In designating the WLBT application for hearing, the commission said the ultimate issue in the case "is the probable future performance of the applicants, with respect to serving the public interest . . ." (The applications of WJDX-AM-FM, not involved in the

**KJEO-TV, Fresno,  
the station that's  
smart enough to hire  
bright broadcasters  
like Ray Grant, G.M.,  
Bill Sawyers, Sales  
Director, is now  
represented by  
Edward Petry & Co.**

appeal, were subsequently approved by the commission.)

**Other Questions** ■ Other issues were to determine whether the station had afforded reasonable opportunity for the discussion of conflicting views on issues of public importance, whether it had given Negroes an opportunity to use its facilities, and whether it had acted in good faith in the presentation of programs dealing with the issue of racial discrimination.

In finding for the station on each of the issues, the examiner concluded that the church and its co-complainants, given "ample and sufficient opportunity" to support their charges against the station, "have woefully failed to do so."

"The tenor of the presentation of the intervenors," he added, "was that they made the allegations and then it was incumbent upon Lamar to disprove them," he said. (The commission had imposed the burden of proof on the issues relating to the fairness doctrine and the Negroes' use of the station on the complainants.) "The bulk of the testimony given by the intervenors' witnesses was predicated largely on hearsay and much of it was so speculative and doubtful that it could not bear scrutiny."

The intervenors' case was badly damaged by what the examiner regarded as a fatally defective monitoring study that church representatives had made of the station's programming from March 1 through March 7, 1964—a study that had helped bring into focus the allegations concerning racial discrimination on the part of WLBT.

**"No Meaning"** ■ The study has "vir-

tually no meaning" in resolving the issues specified by the commission, the examiner said, "for the simple reason that it was not a fair and equitable monitoring study but an arbitrary selection of excerpts from various programs taken during the week, and the intervenors [the church and its co-complainants] placed their own interpretation on the programming as well as classifications which did not coincide with those of the commission. The intervenors submitted no program analyses for the week under study but essentially did nothing more than 'pick and choose' what it wanted to present. . . ."

He noted that the intervenors, in their proposed findings of fact and reply findings, had abandoned all support of the study, and added: "The conclusion is here reached that the monitoring study, upon which most of this proceeding has hinged, is worthless, and is therefore completely discounted for any consideration by the hearing examiner."

The examiner didn't bother to discuss in his conclusions many of the allegations against WLBT. Most, he said, were unsupported. But among those he did discuss was the celebrated one that the station deliberately cut off programs on race relations and flashed a sign reading, "Sorry, Cable Trouble." "There is not one iota of evidence in the record that supports any such allegation," the examiner said.

Another allegation concerned a complaint that a local candidate appearing on a *Meet Your Candidate* program, in which questions were put by members of the audience, answered in an uncomplimentary way a query concerning

Tougaloo College, a predominantly Negro school near Jackson. The examiner said the intervenors, "in an endeavor to twist the facts," said the question was a leading one "on the part of the two station moderators." The examiner said the record dispels this allegation. He found that the moderators merely relayed the question from the audience.

**Reverend Smith** ■ One of the key issues in the case involved the complaint of the Reverend L. T. Smith, a Jackson businessman and clergyman and one of the co-complainants in the case, who in a letter to the commission had accused the station of discriminating against him. The complaint was based on the charge he had been denied the opportunity to buy time in December 1961 in connection with his campaign for Congress. The examiner found that the station had made two half-hour periods available within six weeks prior to the primary, and concluded: Reverend Smith "was accorded fair and equitable treatment by the station in promoting his candidacy for Congress."

Examiner Kyle also concluded that the station has regularly aired both sides of the civil-rights issue, and he recited a long list of programs and individuals appearing on the station to support the conclusion that Negroes have had access to its facilities, "especially in recent years."

He adopted as his own conclusion a staff finding that the station did not misrepresent to the public or the commission its policy on presenting programs dealing with racial discrimination.

Two station officials figuring importantly in the examiner's decision are Richard Sanders, news director at the station from 1954 to 1965, and Robert McRaney, general manager since 1965. Mr. Kyle said he had relied heavily on the testimony of the two, and that the record "is absent of any derogatory remarks" about either of the officials.

Indeed, of Mr. Sanders, now assignment editor and producer for ABC in Washington, Mr. Kyle said that, "after observing the demeanor of this witness, [the examiner] places substantial reliability in Sander's testimony as reflecting the policy and attitudes of the station in connection with this entire controversy."

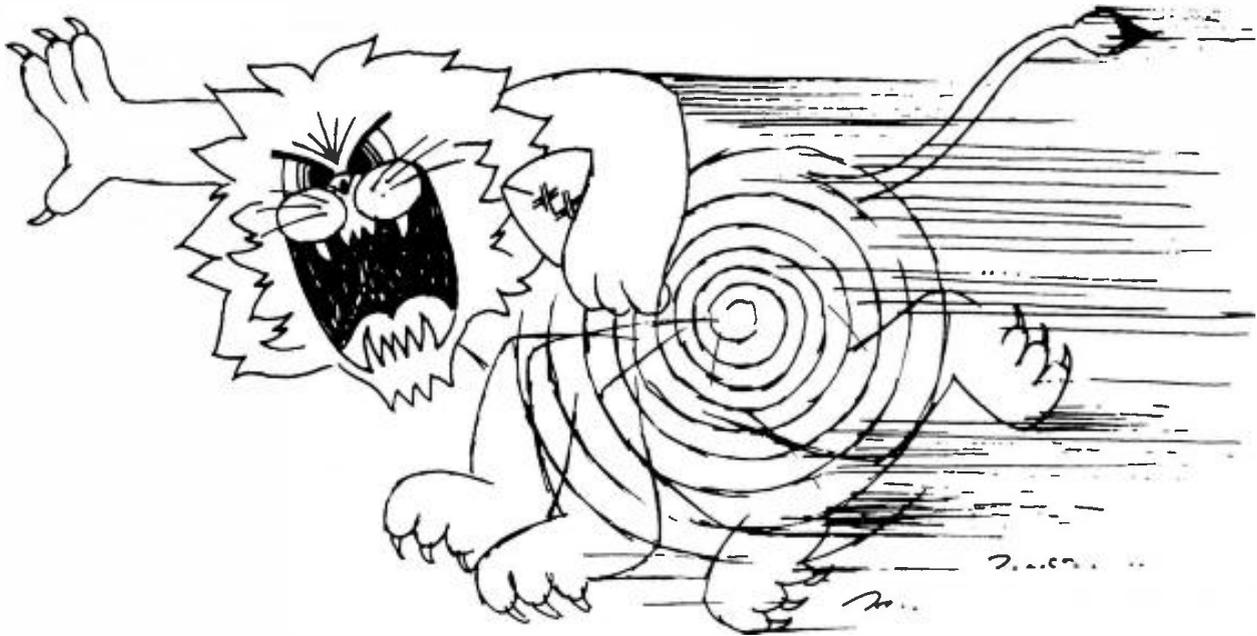
In addition to the church, and Mr. Smith, the intervenors are the United Church of Christ at Tougaloo, Miss., which has a congregation of some 40 members, and Aaron E. Henry, of Clarksdale, Miss., a former state conference president of the National Association for the Advancement of Colored People and who at the time of the hearing was chairman of the Voter Educational League.

## Wadsworth suggests compromise on copyright

FCC Commissioner James J. Wadsworth last week unveiled several compromise proposals for copyright liability legislation as it applies to CATV systems that he hopes will satisfy broadcasters, cablemen and copyright holders alike. Speaking before a regional conference of the National Cable Television Association held in Cincinnati last Thursday (Oct. 19), the commissioner noted that he would like to see the copyright question settled, "preferably by legislation, as I think such a development would tend to stabilize your industry." The proposals he offered are similar to those provisions of Section 111 of the Copyright Revision bill currently up for Senate consideration—with several significant exceptions.

One legislative provision, he said,

might require that a "reasonable compulsory" license fee be charged for distant signal importation in underserved areas, those without at least three network services, and that this fee would be "similar to and administered" in a manner appropriate to those fees of the music-licensing societies. Another provision, he offered, would relax restrictions on local program origination to include one channel for news, weather and local-live programming "with the possibility of a second channel being utilized to diversify availability to the public of entertainment programs." The commissioner's suggestions were considerably more amenable to CATV activities than the April House-passed copyright bill, which killed exemptions for various types of CATV services (BROADCASTING, April 17).



## No. 1 Ground-Gainer

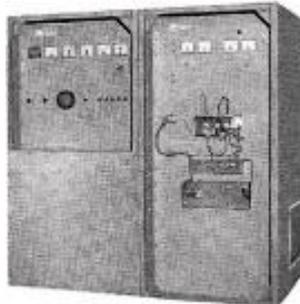
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The 1 KW Translator dramatically increases the broadcaster's span of TV coverage. This solid-state, completely self-contained UHF unit has all the necessary control circuitry for automatic, unattended operation. It functions by receiving an off-the-air television signal, converting it to a UHF-TV channel and re-transmitting it at 1000 watts peak visual power, 100 watts average aural.

With the EMCEE 1 KW Translator you now have new territories to explore. Its 10 KW Effective Radiated Power is strong enough to reach

otherwise inaccessible terrain; economical enough to be the means of providing TV reception to areas that cannot support a television station.

Want to learn how you can improve the color performance in your outlying areas? Ask for the free EMCEE Translator Information Kit that proves how an alert broadcaster can increase his coverage . . . discover new revenues . . . and become a No. 1 ground-gainer with EMCEE Translators.



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 White Haven, Pennsylvania 18661 (717) 443-9575

# Loevinger sees public taste as self-reflections

FCC Commissioner Lee Loevinger required a group of broadcasters gathered in Atlanta last week to undergo the kind of experience broadcasting is frequently accused of denying its public—an intellectual exercise. But his conclusion—that the presentation “of truly popular programs” on broadcasting serves the socially desirable end of a unifying force—was calculated to find favor with his audience, those members at least who were able to stay the course of the speech.

The commissioner used his appearance at the National Association of Broadcasters regional fall meeting in Atlanta on Tuesday (see page 79) as a forum for a presentation of his theory of broadcasting and mass communications—as he encapsulated it: “the reflective-projective theory.” In the process, he reviewed and found wanting a number of existing theories, including the “sense-extension theory” of Marshall McLuhan.

For Commissioner Loevinger, a former law professor with an interest in science who frequently writes on scientific topics, “mass communications are best understood as mirrors of society that reflect an ambiguous image in which each observer projects or sees his own vision of himself and society.” He says this theory not only explains the observable facts about broadcasting better than other theories that have been advanced “but also differenti-

ates the social and the individual aspects of the semantic significance of mass communications, which the others do not.”

**Mirror-focusing** ■ He says the theory, in recognizing that broadcasting may, as a mirror, be focused broadly or narrowly, takes account of the variety of broadcasting. Educational or public broadcasting, for instance, may provide “a broader, and therefore more complete, reflection of society.” But the theory also warns, Commissioner Loevinger notes, that so long as educational or public broadcasting is a mass medium it can perform “only a reflective-projective function” and isn’t likely to become an instrument of great social reform or enlightenment.

The projective aspect of the theory stems from the commissioner’s observation that members of an audience “project or see in the media their own visions or images, in the same manner that an individual projects his own ideas into the ink-blots of the Rorschach test. . .” He says all media, including that called art, offer “selected sensations” which provide the basis for interpretations that vary with the background and feelings of the individual viewer. “What is pure story-telling to one may be allegory or metaphor to another.

“The reflective-projective theory makes it easy to understand why people are so strongly attached to and upset by broadcasting and react

so emotionally to it,” according to the commissioner. “It is because each projects his own ego into what he sees or hears and is frequently dissatisfied when he finds the picture unflattering.”

**Paradox** ■ Commissioner Loevinger also says the reflective-projective theory can explain the “democratic paradox” that in the field of mass communications the happier the mass with the medium the more alienated the majority of intellectuals seems to become.

“Most of those who articulate the demand for democracy and service to the public interest . . . are of an intellectual elite [and] think of democracy as a system in which they define the public interest and the public is persuaded to accept or acquiesce in leadership views,” he feels.

“But in fact the public wants to see its own image in the mass media mirrors, not the image of intellectual leaders. Consequently when the public gets what it wants from the mass media this incurs the wrath of an intellectual elite and the slings and arrows of outraged critics who have been demanding service to the public but have been expecting their own rather than the public’s views and tastes.”

**Suitable Mission** ■ What emerges from the commissioner’s analysis of broadcasting in terms of his reflective-projective theory is that the mission for which the medium appears

## Four movies in new top-10 list

“Near disaster for the new shows” and “the year for the long-form program, movies mostly” were some of the comments made last week by advertising agency officials in assessing the seven-week-old television season.

In seeming redundancy, A. C. Nielsen’s contribution at midweek—a “fast” weekly ratings report covering Oct. 2-8, 7:30-11 p.m.—placed four network movies in the list of top-10 programs. There are six movie nights weekly on the networks’ schedules. A fifth feature film was in the 15th position and a sixth was in the 42d spot (with a 17.0 rating). And, the report showed, there’s a continuing downward trend in the ratings of new programs.

The fast weekly Nielsen resembled

the ratings spread of the company’s 30-market report covering the same week and published only a few days before. In the fast report it was CBS 19.7, NBC 18.7 and ABC 16.2. In the 30-market ratings, it was CBS 18.7, NBC 17.8 and ABC 16.7 (BROADCASTING, Oct. 16).

Of the new shows, some agency people scored only three with a plus so far this season: CBS’s *Carol Burnett* and *Gentle Ben* and ABC’s *Flying Nun*. The latest fast Nielsen report would add NBC’s *Ironside* and CBS’s *He and She*, both placing in the top-30 list. And, while viewers at least for the present would appear high on *Burnett*, the show achieved only the 21st position in the rankings, and *Ben* scored 12th.

There were no new shows in the top 10, one, *Gentle Ben*, in the top 15, three in the next 15-show group and six in the third group of 15 shows, or a total of 10 new shows in the top 45. Two other new shows score below the

45th position, but above a 15.0 rating, while a total of 14 new shows had a rating below 15.0.

By network, CBS had five shows, NBC four and ABC one in the top 10; CBS 12, NBC five and ABC three in the top 20 and CBS 17, NBC nine and ABC four in the top 30. NBC’s Tuesday movie, “The Second Time Around” with Debbie Reynolds and Andy Griffith, led the report. CBS’s *Lucy Show* was second. Others in the top 10: NBC’s Saturday movie, “Man’s Favorite Sport” with Rock Hudson; *Andy Griffith* and *Gomer Pyle* on CBS; *Dean Martin* on NBC; Sunday movie on ABC (“Under the Yum Yum Tree”), *Bonanza* on NBC; Friday movie on CBS (“Viva Las Vegas” with Elvis Presley) and *Ed Sullivan Show* on CBS.

A total of 82 shows in prime time was listed in the fast Nielsen weekly report. Of the bottom 24 programs, 14 were new shows. These were, according to their ranking: *Garrison’s Gorillas*

best fitted—and the function which presents its greatest challenge—is the creation of a common contemporary culture and a sense of national (and perhaps international) unity.”

National unity doesn't imply or require unanimity of views or suppression of dissent, he points out. And if his theory is correct, broadcast media “are not fixed in some immutable mold or rut from which they cannot emerge.” As society changes, so will media he said.

But broadcasters, he insists, shouldn't worry about the elite who criticize broadcasting for not satisfying its standards. Rather, “to the degree that we are enabled to seek a common reflection of society and induced to project a similar image of the relationship between the citizen and society, we build a common culture which will unite our country, and, perhaps, eventually the world.”

Commissioner Loevinger doesn't know “what will nourish and what will poison” the growth of a larger concept of community “as a country, a unified civilized, orderly national society.” But he feels that such a development “will be promoted by the presentation of truly popular programs on mass media, especially broadcasting.” And in Commissioner Loevinger's view, this is a task worthy of any medium. If it is achieved, he says, “there need be no apology or lament for failure to do something else.”

and *Cowboy in Africa* on ABC; *Danny Thomas Show* on NBC; *Mannix* on CBS; *Second Hundred Years* on ABC; *Dundee and the Culhane* on CBS; *Off to See the Wizard, Hondo and Judd for the Defense* on ABC; *Good Morning World* on CBS; *NYPD* and *Custer* on ABC; *Accidental Family* on NBC, and *Good Company* on ABC.

## McLendon again hits off-color recordings

A crusade to ban from the air pop music records with “obscene, suggestive and double entendre lyrics” was urged last week by Gordon McLendon, group station owner.

Mr. McLendon, who made his plea in accepting The Pulse's Man-of-the-Year Award at a luncheon at the Hotel

Plaza in New York last Wednesday (Oct. 18), criticized sharply what he termed “permissive” broadcasters who play records that he said are “slowly poisoning the minds of the nation's youth.”

Mr. McLendon said his stations ban such recordings and he added that he was encouraged by reports that hundreds of other radio stations are adopting a stance similar to his. But at the same time he urged “permissive” broadcasters to do their part. He pointed out a section of the U. S. Criminal Code provides for a fine of not more than \$10,000, a prison term of up to two years, or both, for anyone who uses obscene, indecent, or profane language by means of radio communication.

“Nobody can convince me that our stations have an obligation to permit the airings of songs like ‘Let's Spend the Night Together,’ ‘Let's All Hang Out,’ ‘Sock It to Me, Baby,’ ‘Push Over,’ and other records with such lines as ‘Making love in the green grass behind the stadium’ or ‘You don't act like that when you had it back home behind closed doors,’” Mr. McLendon asserted.

He noted that one station, WDKD Kingstree, S. C., was ordered to an FCC hearing looking toward the outlet's revocation of license in 1963 because of its programming policy, and added:

“WDKD's license indeed was revoked. The final decision was on grounds of lack of licensee candor and was reached before the indecency issue could present itself.

“The permissive station manager is playing ducks and drakes with his license. Worse, he is also trying to play Mandrake with his conscience and making it disappear.”

## TV series sales . . .

*The Joe Pyne Show* (Hartwest Productions Inc.): WEAR-TV Pensacola, Fla.; WBMG-TV Birmingham, Ala.; WISCTV Madison, Wis.; KMEG(TV) Sioux City, Iowa; WJAC-TV Johnstown, Pa.; KGSC-TV San Jose, and KICU-TV Fresno, both California.

*The Professionals* (Warner Bros.-Seven Arts): WLUK-TV Green Bay, Wis.; KREM-TV Spokane, Wash.; KHVH-TV Honolulu; KVII-TV Amarillo, KVKM-TV Monahans-Odessa and KELP-TV El Paso, all Texas; WJAR-TV Providence, R. I.; WKTU(TV) Utica, N. Y., and KREX-TV Grand Junction, Colo.

*The Traveler* (Sandy Frank Program Sales): WTSJ(TV) San Juan, P. R.

*Mischief Makers* (Sandy Frank Program Sales): WKAQ-TV San Juan, P. R.; WBJA-TV Binghamton, N. Y., and WSBK-TV Boston.

# Riot coverage improved in '67

## That's conclusion of Justice Department group in assessment of radio-TV news

Of all news media, broadcasting has shown the “most noticeable” improvement in its coverage of racial strife this past summer as compared to riot coverage in 1964 and 1965.

This observation was offered last week by the U. S. Department of Justice's Community Relations Service during a two-day conference on mass media and race relations in New York. The conference, attended by some 100 communications representatives, was arranged by Justice through an \$8,500 contract with the American Jewish Committee. It was conducted under the cosponsorship of AJC, the American Civil Liberties Union and the Graduate School of Journalism of Columbia University.

In a preliminary six-page conference report, the Justice agency warned media conferees: “If this nation is to veer from a course toward increasing racial polarization, the media will have to view racial disorders as much more than a Memorial Day casualty toll.” It referred to various misunderstandings and shortcomings of media traced to the 1967 summer riots in Buffalo, N. Y.; Newark, N. J.; Detroit and Houston.

News media were advised to face the challenge of “whether [they] can do more than chronicle the fears and discomforts of whites caused by Negroes.” The report also asked media to “attempt to convey to both black and white the underlying causes of the dilemma and what must be done to resolve it.”

**Trigger-Happy Newsmen** — On news moratoriums, the report referred to debate over whether or not broadcasters abet a riot “through instant or hasty reports of an outbreak,” and as “trigger happy” broadcasters, pass the word to potential rioters that “the action is on,” or whether broadcasters should give the public what it “is entitled to know, regardless of consequences.” It asked conferees to consider the media experience in Chicago “where for several years some minor incidents with racial overtones have been contained through restraint or delay on the part of the news media.”

The report held that it isn't possible to isolate and measure news-media influence during a riot situation. But, it was argued, experience at riots in Newark (where news broke immediately) and

in Detroit (where it was withheld half a day) show that in Detroit, "it is fair to conclude that the voluntary restraint of Detroit broadcasters Sunday helped to prevent the city from experiencing continuous disorders throughout the day." Such restraint, the report added, can be of benefit to a community, and certainly does no harm.

At the outbreak of racial disorder, the report asked news managers "to report it responsibly." For the broadcaster, the report indicated, this means decisions on "whether to interrupt scheduled programing," "to go live or with film or tape," to determine "how much of his scheduled newscast to devote to the incident," and to "decide on the appropriate tone and contents of his newscasts."

The report complimented broadcasters and newspaper editors for not rushing "to overplay initial reports" of the disturbances in the four riot-struck cities last summer; but also noted that "a similar attitude was not always in evidence in wire accounts from these cities and from many others which experienced disorders last summer; nor

was such restraint apparent when editors and broadcasters were reporting on events in cities other than their own."

The report further criticized news media's perspective in covering riots, sometimes "as if they were war correspondents attached to a conquering army."

In conclusion, the agency recommended news media exercise the "soundest judgment," and "designate specific manpower and plan in advance for handling these situations." It also advised that "personnel receive as much special training as possible in advance," and that the media demand from city officials a complete procedure outline for civil-disorder emergencies.

**'Nitty Gritty' Issues** ■ Although the conference's morning and afternoon workshops were closed, one-hour plenary sessions each day served to synopsize the group-seminar discussions for news people.

At one group session, a spokesman said his seminar discussed racial disorder as having been reported in a "dramatic tone" from 1954 to 1963,

but that today "it's all 'nitty gritty' with the news media just getting onto it." For example, he said, his group talked of a Chicago experimental TV program that followed a national leader into the ghetto "to get an unstereotyped picture of what life is really like." During a discussion, CBS-TV's *Tenement* special, which filmed Chicago's southside day to day for eight months to show both the people's diversity and their aspirations toward goals similar to those of the affluent society, came in for attention.

Small radio stations came under attack in one group session. A spokesman said smaller stations now depend too much upon police radio information and wire service reports, without checking the information out. He also said stations outside a riot area do not cooperate with local stations during racial troubles.

## ACLU man testifies against WXUR

"Free speech includes the right to express views that are extremist, divisive, unfair and indeed outrageous."

That was the opinion expressed this week by Philadelphia American Civil Liberties Union Executive Director Spencer Coxe, testifying at an FCC hearing into charges that WXUR-AM-FM Media, Pa., violated the fairness doctrine.

Mr. Coxe, a witness for the Greater Philadelphia Council of Churches, one of 19 organizations seeking to block renewal of WXUR's license, charged during his testimony that there have been two occasions since 1965 that the ACLU was attacked on WXUR and not given a chance to reply.

The ACLU official, spending nearly a day on the witness stand, testified his group was given free air time, however, to reply to a third alleged attack.

Mr. Coxe testified that although he supports a broad definition of free speech he does not feel the fairness doctrine goes far enough in regard to personal attacks.

FCC rules require stations to offer groups and individuals a chance to reply to attacks on the "honesty, character, integrity or like personal qualities . . . during presentation of views of public importance."

Mr. Coxe testified he thinks the fairness doctrine should be strengthened to apply to all attacks of any nature regardless of issues.

**Teacher Monitored** ■ Earlier in the week, a suburban Philadelphia high school teacher described how he taped a number of WXUR programs during the past two years and sent printed excerpts

## More 'fairness' trouble for WXUR

WXUR Media, Pa., has become the object of a new fairness-doctrine complaint, even as it continued to defend itself against violations of the doctrine in a hearing the FCC is conducting in Media on the station's license-renewal application (see this page).

The Institute for American Democracy, the Washington-based organization that describes itself as a monitor of activities of right-wing and left-wing activities, has accused the station of violating the new rules the commission has adopted under the doctrine.

At issue is a Sept. 24 program in which, IAD noted in a letter to the commission last week, "Pastor Bob" Walter referred to IAD as "the Gestapo-like Institute for American Democracy that has forced the administration into a position of persecution of stations that carry right-wing broadcasts." The assertion was said to have been made in a regularly scheduled broadcast.

**Claims Personal Attack** ■ Charles R. Baker, IAD executive director, said the statement constituted a personal attack against IAD. He also said that Dr. Franklin H. Littell, IAD chairman, was so badly misquoted on the same program as to have been the victim of a personal attack.

The new fairness-doctrine rules

require that stations notify victims of an attack within one week of the broadcast, provide a tape or summary of the program and provide a reasonable opportunity to respond. Mr. Baker said that WXUR offered IAD five minutes for reply, in a letter that was received 24 days after the alleged attack and following an IAD complaint to the commission.

In the letter to the commission last week, Mr. Baker urged the commission to take up his complaint and thus give Dr. Carl McIntire, head of the corporation owning the station, an opportunity to test the new fairness doctrine rule in court. Mr. Baker said Dr. McIntire has advised his radio audience he would offer legal help to any station accused under the new rules.

Dr. McIntire has also challenged Mr. Baker or any member of the IAD board of directors to a debate on the question of whether "the FCC and its fairness doctrine have abridged freedom of speech and the free exercise of religion, and that the Johnson administration is responsible."

Dr. McIntire has reserved Constitution Hall in Washington for the evening of Nov. 2. However, Mr. Baker is insisting on several conditions being met before agreeing to the debate.

of the broadcasts to persons and groups he felt had been attacked.

Richard Clayton, a teacher in Montgomery county, testified he began listening to the station because of an interest in "ideology." His activities in regard to the alleged attack followed, he said.

WXUR attorney Benedict Cottone questioned Mr. Clayton's motives and the apparent ease with which the teacher found alleged attacks. "You can't just tune in wxur and find a personal attack, can you?" he asked.

"I think pretty likely you will find one. Yes," Mr. Clayton replied.

About 20 excerpts that Mr. Clayton considered personal attacks were admitted into evidence. Attorneys opposing wxur did not immediately introduce any evidence to determine whether all of the attacks were made without the person involved being given a chance to reply.

WXUR's license has been up for renewal since Aug. 1, 1966. But FCC action has been withheld pending results of the public hearing, now in its third week.

FCC Hearing Examiner H. Gifford Irion announced Thursday (Oct. 19) that the hearing will recess for one week at the conclusion of Friday's sessions because Mr. Cottone and Joseph Fanelli, also representing wxur, have prior commitments for legal matters in Washington. The hearing is to resume Oct. 30.

The stations are operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa. Controversial fundamentalist minister Dr. Carl McIntire heads the seminary.

## Chamber of Commerce expands phone feeds

Added demand for a recorded phone feed that provides daily updated status reports on legislation pending before Congress has prompted the U. S. Chamber of Commerce to install additional lines and equipment.

"Washington Dial," as the service is called, provides background information to stations and businessmen. If desired, the three-minute message service may be recorded or rebroadcast directly. A summary of the week's legislative activities is provided on Fridays and the Monday feeds incorporate the current legislative calendar for the week. Each day's developments are summarized throughout the week.

The number for the service, which may be dialed directly is: 202-223-0580. A previous number for "Washington Dial" (737-8880) is no longer in service, the chamber reports.

## Dingell bill would limit editorials

Broadcast editorials on political races or issues would be blacked out on election day and three days before elections under a proposal submitted by Representative John Dingell (D-Mich.) to the House last week.

The bill, as drafted, would also require three days' advance notice to any person mentioned in any broadcast editorial and require that stations offer equal opportunity to those mentioned to "reply or discuss the subject matter of such editorial."

A spokesman said the measure (H.R. 13522) is based on the belief that inasmuch as broadcasters are using frequencies in the public domain they have different responsibilities than publishers of newspapers or magazines. He said impetus for the bill came from incidents in the 1966 elections where those opposed in last-minute broadcast editorials had insufficient time to gain reply opportunities.

The part of the bill requiring advance notification to those mentioned in editorials—and not just those editorials dealing with election campaigns—was seen by the spokesman as an attempt to

broaden the FCC's personal-attack rules and to ensure more strict enforcement of the provisions by making them a part of the law.

He added, however, that the main thrust of the bill was toward eliminating potential abuses during the closing days of a campaign.

## WCAU editorializes for mayoral candidate

CBS-owned WCAU Philadelphia Friday (Oct. 20) was to endorse mayoral incumbent James H. J. Tate who is running for re-election Nov. 7. John O. Downey, vice president, CBS Radio Division and general manager of WCAU, said his decision to endorse Mayor Tate for another term was made after consultations by a six-man editorial board with the two leading candidates—Mayor Tate and District Attorney Arlen Specter.

At the sessions, Mr. Downey said, the board questioned the candidates on campaign issues.

WCAU was to broadcast Mr. Downey's editorial endorsement on Oct. 20, repeating it twice that day, and similarly with brief editorials citing additional reasons for the station's backing two days this week (Oct. 24 and Oct. 25)

**WXEX-TV Ch.8,  
Richmond-  
Petersburg. The  
Station with  
the young  
adult appeal will  
be represented  
by Edward Petry  
& Co. Nov. 1st.**

## 1,600 get permits for presunrise

Sunday, Oct. 29, the day standard time returns, is the date for operation big switch. And as of Thursday (Oct. 19), the FCC had mailed the authorizations that will permit 1,600 stations to participate. In all, some 3,000 are believed eligible.

The switch is from the "permissive" rule regarding presunrise operation, which had been in effect since 1941, to the new rules the commission adopted on June 28 and affirmed two weeks ago in an order denying petitions for reconsideration (BROADCASTING, Oct. 16).

Most of those participating in the switch aren't happy about it. Under the old rule, regional stations, both daytimers and unlimited time outlets having different day and night facilities, were authorized to go on as early as 4 a.m. standard time with daytime facilities. However, their operations were subject to termination on an interference complaint from a fulltime station.

Under the new rules, geared to an

agreement with Canada, stations with Presunrise Service Authority (PSA) will be authorized to begin operating only at 6 a.m. local standard time with power limited to 500 w, or less if necessary to protect co-channel stations. During the presunrise period, they will be entitled to use daytime antennas, whether directionalized or not.

Fulltime regional stations, concerned about possible interference to their service, aren't happy about the new rules either. And the Association of Broadcasting Standards, which represents such stations and which has appealed the commission order to the Circuit Court of Appeals in Washington, is planning to seek a stay blocking effectiveness of the new rules.

**Happy Ones** ■ The only clear gainers from the new rules are class II and class III stations authorized after January 1962—and all those to be authorized in the future (assuming the rules are not overturned by the court). Their authorizations had been conditioned against presunrise operation until the rulemaking proceeding was concluded.

The commission has no breakdown as to how many stations operated presunrise under the old rule and how many were authorized subject to the

no-presunrise condition. But Commissioner Kenneth A. Cox, who dissented in part to the commission order affirming adoption of the rules, said he would have denied post-1962 stations the presunrise authority.

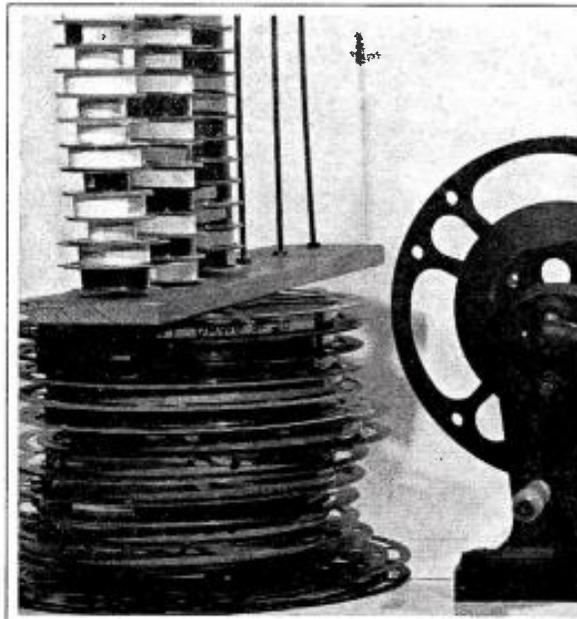
The commissioner, in a statement issued last week, said that since such stations never provided a service on which the public has come to rely, and since their owners knew they might not be permitted to operate before sunrise, "I would bar them from such operation in order to cut off the continued increase in interference which will be caused by constantly expanding presunrise service to the licensed operation of full-time stations."

The 1,600 PSA's cranked out by the commission as of last week accounted for almost all of the requests that had been received for the authorizations since adoption of the new rules. The staff is said to be prepared to process swiftly new requests as they are received.

Affected stations without PSA's on Oct. 29 will not be authorized to come on with daytime facilities before sunrise. And if a commission estimate is correct, as of last week, time to get the authorizations before the switch is be-



There are washings....



Then, there are washings!

Like the washing and lubrication our film department gives every frame of film before it is aired... kid glove treatment that assures programs, commercials, public service or promo films quality performance always. Call your Petryman for your washing day.

ginning to run out for some 1,400 stations.

### Three-city test set for new alert system

A system for alerting the American public to emergencies by means of radio is scheduled to be field tested shortly in Washington, Cedar Rapids and Nashville, the FCC announced last week.

The tests will involve specially-designed radio receivers that are made to operate on specific emergency broadcast frequencies on the receipt of two carrier tones broadcast by radio stations.

If the field tests prove out, the FCC is expected to authorize the use of the tones by all broadcasters for all emergencies—hurricane, tornado, and flood warnings as well as war alerts.

The new alerting system was developed by the National Industry Advisory Committee beginning in 1963. Prototype receivers have been under test at the FCC's Laurel, Md., laboratories since January.

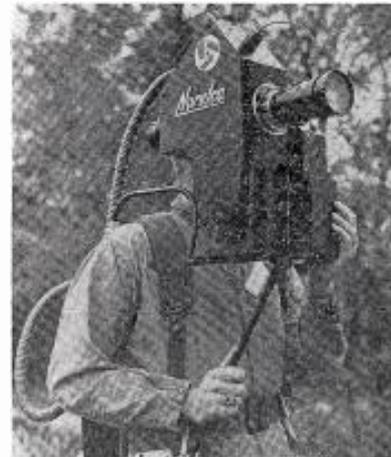
The new standardized signal is the first authorized public system to be tested. It is designed purely for public use. Radio stations in the Emergency Broad-

### Color minicamera developed by Philips

Philips Broadcast Equipment Corp., Paramus, N. J., announced last week that the three TV networks have agreed to purchase its new lightweight color-TV camera for initial use during the 1968 political conventions next August.

The Norelco PCP-70 (Plumbicon Color Portable) weighs 23 pounds, including the camera head and its zoom lens. With the electronic viewfinder, electronic background, harness and interconnecting cable, the unit weighs 44 pounds. The price of the entire package is \$41,450, according to John S. Auld, vice president and general manager of Philips Broadcast Equipment (CLOSED CIRCUIT, Sept. 25, 1967).

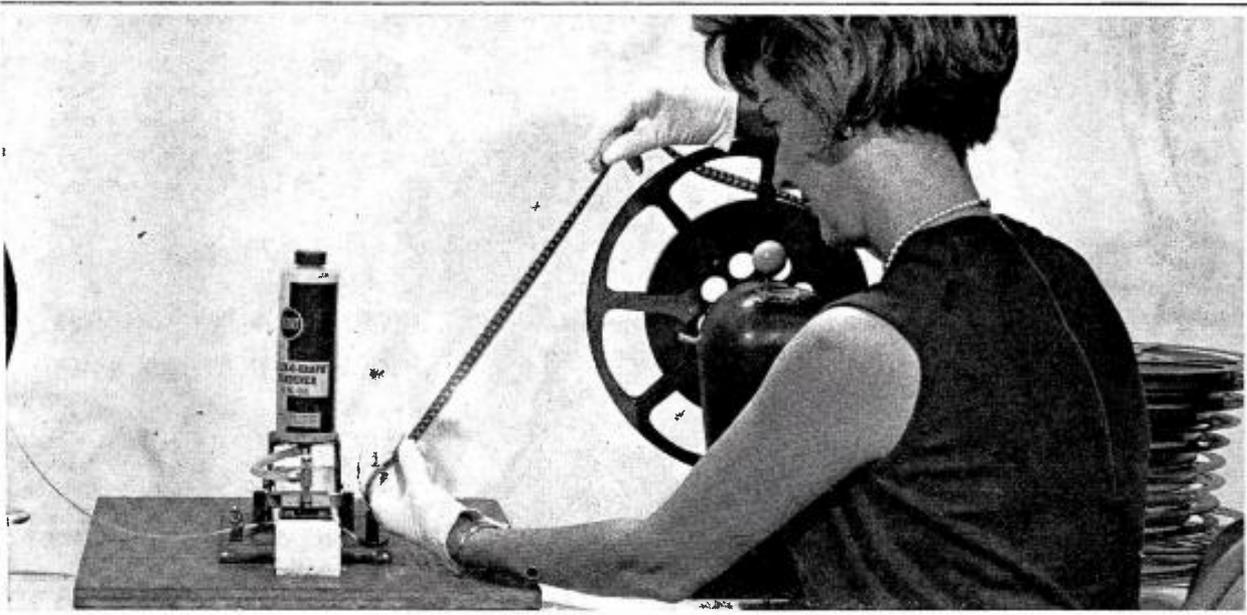
Production now is under way and delivery of the camera, called the "Little Shaver," is scheduled for early 1968. The camera will be in-



roduced publicly for the first time at the exposition of the National Association of Educational Broadcasters and the Armed Forces Television Conference in Denver, Nov. 6-8.

cast System are alerted by signals from key EBS stations, using carrier breaks to activate special receivers. This system has been found to be subject to

false alarms caused by unanticipated breaks in a station's transmissions. The two-tone system is not subject to this error.



*Quality touch*

## WFAA-TV

*The Quality Station serving the Dallas-Fort Worth Market*  
ABC, Channel 8, Communications Center  
Broadcast Services of The Dallas Morning News  
Represented by Edward Petry & Co., Inc.

## Cox running well ahead of '66 pace

Cox Broadcasting Corp. reported last week that operating and net revenues in both the third quarter and the first three quarters of 1967 exceeded the comparable figures in 1966 by a comfortable margin.

Income per share for the three

months ended Sept. 30 was 49 cents compared with 43 cents in 1966; operating revenues increased from \$9,209,078 last year to \$11,359,203, and net income for the same period totaled \$1,393,998 in 1967 and \$1,217,208 in 1966.

For the nine months ended Sept. 30:

	1967	1966
Income per share	\$1.96	\$1.39
Operating revenues	35,571,297	27,954,333
Net income	5,538,383	3,914,262

## RCA at new highs despite June strike

RCA last week reported record third-quarter sales and earnings and a new earnings high for the first nine months of the year compared to the like periods a year ago.

The company said this sharp recovery was made despite a strike last June that curtailed production, particularly of color sets, for about one month.

In the third quarter, sales and net income rose 10% while factory dollar sales of color receivers were up 79% above third quarter 1966, a previous record high. The dollar sales gain for the nine months was 48%. (RCA noted that the slowdown in color-set production had contributed to a 21% drop in second-quarter earnings).

RCA's Elmer W. Engstrom, executive committee chairman, and Robert W. Sarnoff, president, also saw the third-quarter improvement as a reflection of a broad range of advances among the corporation's diversified activities.

For nine months ended Sept. 30:

	1967	1966
Earnings per share*	\$1.47	\$1.49
Products and services sold	2,206,800,000	2,046,500,000
Net profit for nine months	96,000,000	95,700,000

Three months ended Sept. 30:

	1967	1966
Earnings per share*	\$0.57	\$0.53
Products and services sold	804,400,000	733,900,000
Net profit for the quarter	37,300,000	33,900,000

Figures for the 1967 periods include, and figures for the 1966 periods have been restated to include, those of The Hertz Corp. which was merged into RCA on May 11, 1967, and accounted for as a pooling of interests.

\*Computed on average number of shares outstanding: 1967, 62,465,000 shares; 1966, 61,349,000 shares.

## Second-quarter earnings drop at Taft Broadcasting

Earnings per share and consolidated net earnings for the second fiscal quarter ended Sept. 30 of Taft Broadcasting Co., Cincinnati, decreased 9.6% to \$1,368,205 from \$1,513,594 in the previous period. According to Hulbert Taft Jr., chairman of the board, per-share earnings were 41 cents this year, down from 45 cents in the same period in 1966, based on 3,360,872 shares outstanding, Sept. 30.

A comparison of the first fiscal half of this year, after the nonrecurring gain on the sale of WKYT-TV Lexington, Ky., showed consolidated net revenues up 19.1% over last year. WKYT-TV was sold to Garvice D. Kincaid, Theodore T. Grizzard and others for \$2,500,000 (BROADCASTING, May 8). The gain on



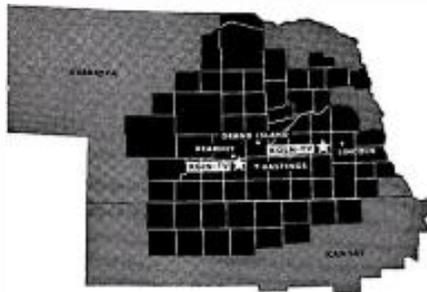
## You're only HALF-COVERED in Nebraska...

### if you don't use KOLN-TV/KGIN-TV!

Focus on this fact: you get the biggest share of any TV audience based on total daily viewing in all-VHF, three-station markets\* when you put KOLN-TV/KGIN-TV on your "eye" chart.

Even when you throw UHF-VHF stations into Lincoln-Land comparisons, KOLN-TV/KGIN-TV dominates the market. Nationally, KOLN-TV/KGIN-TV is fourth in Total Daily Viewing share of market; fifth in delivering Prime Time audiences; and second among all CBS TV affiliates.

Look up your Avery-Knodel man for a 20-20 view of KOLN-TV/KGIN-TV leadership in Lincoln-Land. We're the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.



\*Source ARB March, 1966, 84 three-station markets. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

**New 1,500-foot tower is tallest in Nebraska!**

Now KOLN-TV beams its signal from a new 1,500-foot tower—the tallest in the state. The new structure represents an increase of 500 feet (50 per cent) in tower height. Measurements and viewer responses indicate a marked improvement in KOLN-TV/KGIN-TV's coverage of Lincoln-Land.

**The Folger Stations**

**RADIO**

WIKR KALAMAZOO BATTLE CREEK  
WIFP GRAND RAPIDS  
WOMR GRAND RAPIDS KALAMAZOO  
WNTV FM CADILLAC

**TELEVISION**

WREB-TV GRAND RAPIDS KALAMAZOO  
WNTV CADILLAC GRAND RAPIDS  
WWSB-TV SAGINAW  
KOLN-TV LINCOLN NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

# KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS  
1500 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

**COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET**

Avery-Knodel, Inc., Exclusive National Representative

the station sale amounted to \$1,575,000, net of related taxes, or 47 cents a share.

A quarterly dividend of 15 cents a share, payable Dec. 14 to stockholders of record Nov. 15, was declared.

Taft Broadcasting is licensee of WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa.

For the first half ended Sept. 30:

	1967	1966
Earnings per share	\$1.40	\$1.00
Consolidated net earnings	4,695,704	3,369,548
Consolidated net revenues	\$17,082,079	\$14,338,025

## Capital Cities report notes spot-TV decline

A decline in national spot TV revenues was partly responsible for only a slight gain in third quarter net income reported by group owner Capital Cities Broadcasting Corp. Thomas S. Murphy, president, said earnings also were "held back" by the substitution during the quarter of Houston for Providence, R. I., in the operation. (Capital Cities sold WPRO-TV Providence and bought KTRK-TV Houston [BROADCASTING, June 19].)

Also noted was a "further improvement" at KPOL-AM-FM Los Angeles, acquired by Capital Cities more than a year ago (July 1966), of local TV sales, cost controls and a reduced tax rate from an investment credit on delivered color equipment.

Third quarter net income was \$1,332,381, or 48 cents per share, as compared to \$1,309,277 or 47 cents in the same period in 1966.

For the nine months ended Sept. 30 (unaudited):

	1967	1966
Earnings per share	\$1.55	\$1.39
Broadcasting income (net)	25,070,615	22,817,197
Net income	4,339,523	3,901,821

## INTERNATIONAL

# New rules proposed for Canada

**BGG would be replaced with Canadian Radio Commission to regulate TV, radio and CATV; government-owned CBC would be reorganized**

A complex, 34-page bill introduced in the Canadian House of Commons in Ottawa last week by State Secretary Judy LaMarsh, if enacted, will cause the first major overhaul of Canadian broadcasting legislation since the 1950's. The new legislation, following proposals of a government white paper last year (BROADCASTING, July 11, 1966), provides for sweeping changes in Canadian broadcasting, including:

- Creation of a Canadian Radio Commission to replace the present Board of Broadcast Governors for the regulation of both radio and television.
- Reorganization of the top management of the Canadian Broadcasting Corp., with the creation of a new top management structure for the corporation. The new bill makes the CBC's president responsible for policy and an executive vice president responsible for day-to-day running of the corporation.
- Reinforcement of the government-owned CBC's position in the mixed public-private broadcasting structure in Canada.
- Weakening of political control over television and radio by shifting the power to issue licenses from the cabinet to the radio commission.
- Licensing regulation of the CATV industry by the regulatory agency for the first time.

The proposed commission would have greater power and more freedom from government control than the BGG currently enjoys. It would be empowered to award and revoke licenses without reference to the government. At

present, BGG decisions on licenses are only recommendations to the cabinet, and cabinet approval is needed for any

final action. Under the new bill the government, if it objected to any new license issued or any license renewed by the commission, could set the ruling aside within 60 days or order the ruling referred back to the commission. But only the commission would have the power to issue a license.

The new commission would consist of five full-time members and 10 part-

# WXEX-TV, the station that's first by a mile in merchandising in Richmond-Petersburg, will be represented by Edward Petry & Co. Nov. 1st.

time members. The BBG now has three full-time and 12 part-time members.

Under the new legislation, the commission could set individual conditions of license for all Canadian broadcasters, including such items as the amount of Canadian content in total programming, the scheduling policy and the amount of advertising and its character. The Canadian commission also could set individual conditions on the amount of Canadian content in programming for each radio and television broadcaster. Large stations with greater financial resources could be expected to meet stiffer standards in this regard than small ones.

The provision on scheduling covers the balance of a station's programming in prime viewing or listening hours. If, for example, the commission felt a station was devoting too much of its prime time to imported U.S.-TV programs, it could require a change. The new bill specifically points out that Canadian broadcasting should be "varied and comprehensive" with opportunity for conflicting opinions and programming of "high standard, using predominantly Canadian resources."

The new measure brings the CBC directly under the control of the commission as far as national broadcasting policies are concerned. The mandate

charges the CBC with the responsibility to "contribute to the development of national unity and provide for a continuing expression of Canadian identity." It adds that whenever a conflict should arise between the objectives of private broadcasting and the national broadcasting service, the objectives of the national broadcasting service (i.e., the CBC) must prevail.

**To Public Network** ■ If a dispute arose over which network would carry the Grey Cup football game, for instance, the commission could direct the game be carried on the public network.

The bill also provides for regulation of CATV by the commission. CATV systems now must only conform to regulations of the Transport Department. The commission would have the power to license, regulate and control cable systems.

The new commission would be capable of splitting itself up to hold hearings simultaneously. The act would allow the president of the commission to delegate two or more members (with a minimum of one full-time member) to conduct a public hearing. This partial commission would not make a decision, but would report to the full commission.

State Secretary Judy LaMarsh said provisions for educational television

and educational radio and a measure covering financing for the publicly owned CBC, not included in the new act, will be covered in separate bills to be introduced later. Miss LaMarsh said the government wanted to retain control over educational facilities but would permit the provinces, which have constitutional jurisdiction over education to be responsible for programming on educational networks.

She said the government proposes to provide CBC financing for five-year periods. This measure was proposed in the government white paper last year to allow the CBC more flexibility. Miss LaMarsh said she expected the financing bill to be introduced before the end of the fiscal year next March 31.

Halifax (N. S.) Conservative MP Robert McCleave said his party will be zealous in maintaining parliamentary control over CBC spending under the new five-year financing proposal. Mr. McCleave said the question that had been posed was: "How many years would it take the CBC to spend a five-year grant?"

Don Jamieson, Liberal MP and president of CJON-AM-TV St. John's, Nfld. (also a former president of the Canadian Association of Broadcasters), called for an in-depth study to determine the exact impact broadcasting has on the listening and viewing public. Mr. Jamieson said real research, not just "nose counting," is required, since parliament has been legislating for broadcasting in the dark. Parliament, he said, is "dealing with forces we really don't understand."

**Proposes Study** ■ Mr. Jamieson suggested that a nongovernmental study, possibly by a university staff, should be carried out.

Mr. Jamieson said it was "pointless to make broadcasting the whipping boy" as far as use of Canadian talent is concerned. He called for government encouragement in regard to integration of opportunity for Canadian performing and creative talent, providing a chance for it to show itself through the film industry, the National Film Board, theaters and cultural centers throughout the country, perhaps under "a culture czar."

He said centennial programs had shown that this could be arranged and that the government should proceed, not worrying about the "culture czar" label.

Conservative MP David MacDonald said parliament must define broadcasting objectives. In addition, he said, it must clearly show where day-to-day and month-to-month responsibility lies.

If it does not, Mr. MacDonald said, it will become embroiled with questions it has no right to become involved in.

**WXEX-TV, the  
ABC-TV affiliate  
in Richmond-  
Petersburg, will  
be represented  
by Edward Petry  
& Co. Nov. 1st.**

# To these beginner typists, Humble is an extra key.

Cap and gown retired, most high school graduates look forward to continued education or that first paycheck. But for some without work skills, the future is often rows of closed doors. HELP is on the way. □ In 1966, we began HELP (Humble's Earn and Learn Program) designed to train young women for stenographic positions. The nine-month program is demanding. But the rewards are worthwhile. □ HELP provides a scholarship to an accredited business college, financial assistance to the student

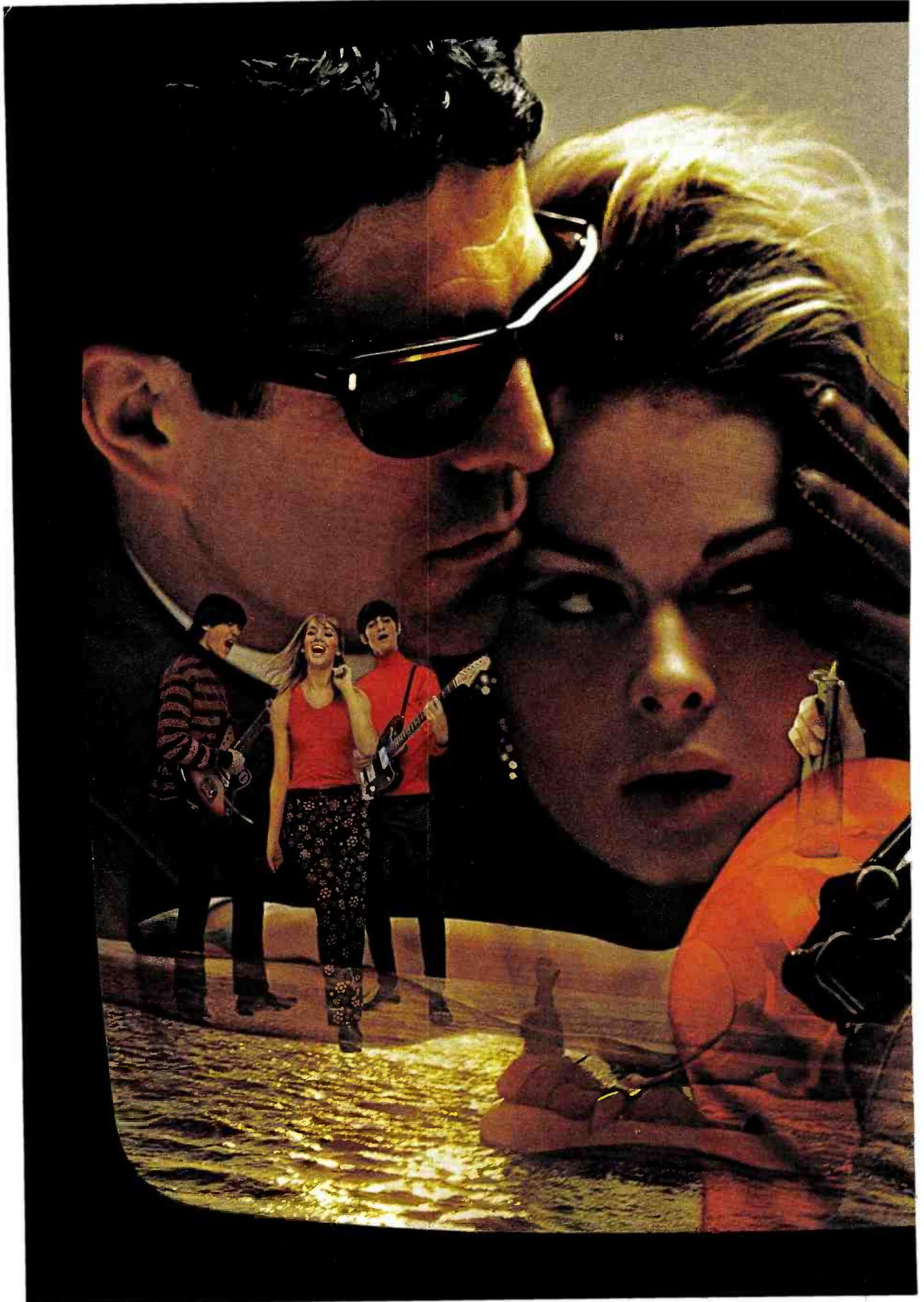
and work experience in Humble offices. Students attend classes in typing and shorthand as well as seminars on office procedure, grooming, telephone etiquette and filing systems. The final twelve-week phase of training gives each girl the opportunity to perform in an actual work setting and demonstrate her capabilities. □ HELP helps open some of those for-

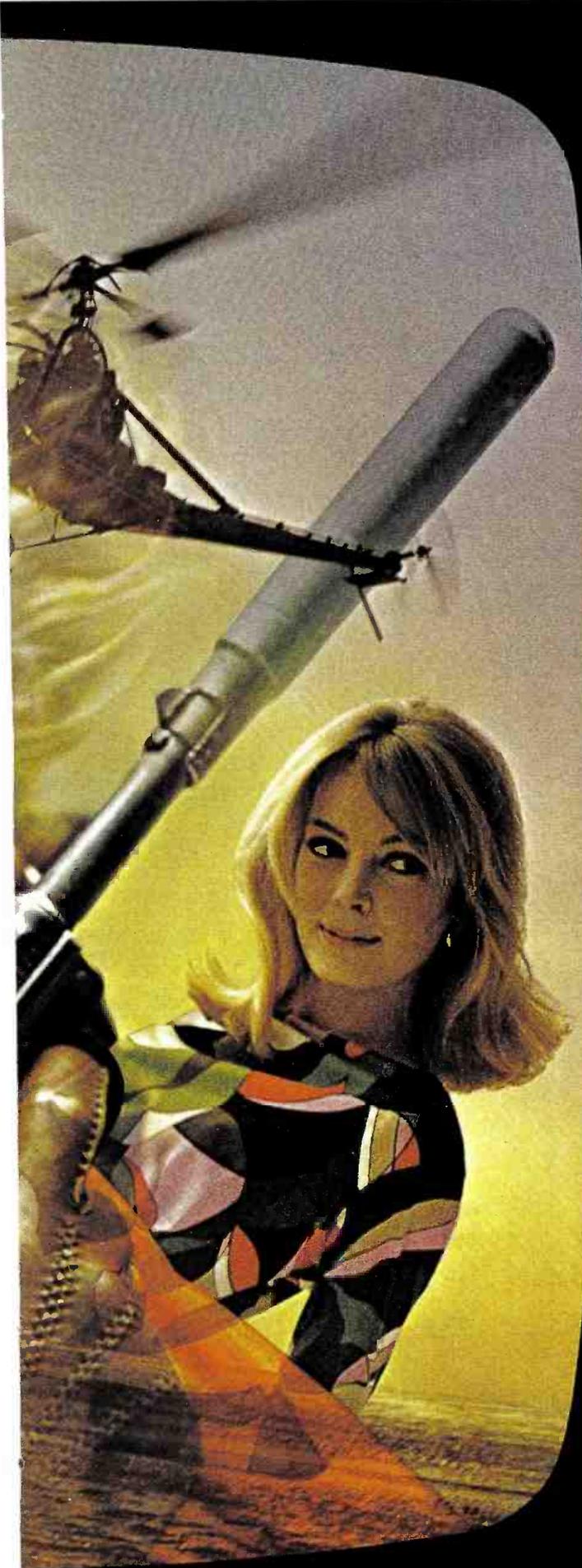
bidding doors. This program guarantees no jobs. It does guarantee one thing: every one of these girls will be better equipped to make her own way, earn a better living, look the world square in the eye. HELP helps America's most important natural resource: its people.

## **HUMBLE**

Oil & Refining Company  
and the people who make it  
America's Leading Energy Company





A woman with blonde hair, wearing a colorful, patterned dress, is looking through the viewfinder of a large professional camera. The camera is mounted on a tripod and is positioned in the foreground, with the woman's face visible through the viewfinder. The background is a bright, yellowish light, possibly from a studio or a sunset. The overall scene is framed by a dark, rounded border.

# Are you enjoying Color TV's added attraction?

Color TV is pulling a tremendous audience of well-off, well-educated people back into the living room. And making them pay closer attention to your product. All else equal, their interest pales whenever they see a message in black-and-white. Are you filming your commercials in color? Can you afford not to?

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

## **EASTMAN KODAK COMPANY**

Atlanta: 404/GL-7-5211

Chicago: 312/654-0200

Dallas: 214/FL-1-3221

Hollywood: 213/464-6131

New York: 212/MU-7-7080

San Francisco: 415/776-6055

**Kodak**  
TRADEMARK

# We hope this makes you cross with us.



First four Three-Stage AMPs are here. New York, Los Angeles, Chicago, Philadelphia. Coming up: San Francisco, Washington, Boston, St. Louis, and Pittsburgh.

Same sample. Three different stages: (1) Radio only. (2) TV only. (3) Print and demographics only. (1) and (2) involve personally placed and retrieved diaries. (3) takes a personal interview.

Now. Try to cross us up. Tell us what cross-tabulations you want from the hundreds available.

■ Cross-cumes for your spot or schedule insertions

within media. ■ Cross-cumes for your schedules across the media. ■ Cross-tabs from the following list for individual stations by time periods, for individual newspapers and magazines:

Air Travel/Train Travel/Education/Cigarette Smoking/Beer Consumption/Use of hair spray/Auto ownership/Auto purchase (new)/Auto mileage/Occupation/Working status of housewife/Trading stamps/Department store shopping/Extent of bank service use/Total family income/Pet ownership/Air Conditioning/Size of family/Age.

To see the reports; for an idea of the range of cross-tabable subjects; for rates and any other information, write, wire or phone:

The Pulse, Inc., 730 Fifth Avenue, New York, New York 10019. 212-JU 6-3316.

Pulse Great Lakes, Inc., 435 N. Michigan Avenue, Chicago, Illinois 60611. 312-644-7141.

Pulse Pacific, Inc., 6404 Wilshire Boulevard, Los Angeles, California 90048. 213-653-7733.

# Pulse

# Mid-road keeps success image

Long-time performer continues to pile up new records as stations up-date programing styles while keeping their long-proved basic format

Ask a hundred broadcasters to describe a typical "middle-of-the-road" operation and you'll probably get a hundred different answers.

Despite the format's track record of success, it remains one of the anomalies of the radio business that one of the most popular and wide-spread forms—MOR—is one of the most difficult to describe.

Regardless of semantic hang-ups and differing interpretations of just what mid-road is all about, MOR operations have compiled an enviable success record. In a recent MOR survey by BROADCASTING, 47% reported business is up over last year, some by substantial amounts, and another 47% said business is holding even with last year's levels.

MOR's growth, however, is matched by an equally impressive list of advertisers who have stuck with mid-roaders—some for decades—despite the enticements of rock 'n' roll, country and western or talk stations that sometimes out-do them in the numbers derby.

**What Makes it Go?** ■ But just what is it about mid-roaders that engenders growth and inspires advertiser—and listener—allegiance? First step in answering the question is to define as closely as possible what MOR is all about.

The difficulty of assessing contemporary MOR lies perhaps in the format's most salient characteristic: Mid-roaders attempt to provide most of the listening audience with most of what it wants.

But, implicit in that attempt are huge amounts of subjective judgment. While it is relatively easy to decide what goes into a "rock" or talk format, since the constituent parts are pretty well defined, it is hard to find a consensus on what constitutes middle-of-the-road.

Respondents to BROADCASTING's special survey of the state of the MOR art reveal that while no hard-and-fast definition of the form is possible, there is one single characteristic that typifies the MOR operation: Its format is targeted to the general audience and not to any particular demographic segment

of that audience. The mid-road format is "horizontal," unlike the "vertical" formats of the classical-music station, the country-and-western, talk, "soul", rock 'n' roll, or news-and-information station.

Put another way, perhaps MOR can most easily be defined for what it isn't rather than what it is: Mid-roaders do *not* program a major amount of rock,

subjective as the definition of good art.

**Is Music Criterion?** ■ Moreover, it is asked in some quarters if the type of music should be the sole criterion with which to judge a station's format. Several stations queried in the BROADCASTING study indicated that a healthy portion of news and information, a "community-involvement" talk show, some rock for the teeny-boppers in the late afternoon, some dance music a la Lawrence Welk in the late evenings, lots of local sports and strong personalities go into the making of a true MOR station.

Other respondents, on the other hand, indicated that "wall-to-wall" music, with quiet, almost self-effacing personalities, and five minutes of news on the hour or half-hour, all programed from sign-on to sign-off, characterizes the true MOR operation. MOR, they say, connotes the type of music played: listenable, familiar sounds that never irritate.

What it boils down to is that the MOR format is large enough to embrace not only those who follow dead center, but also those who have tendencies to the right or left.

The format's spectrum, besides providing many things to many listeners, also provides many opportunities for many broadcasters. It is the approach that differentiates one station from another in the pursuit of a successful MOR format.

One station that has pursued the ideal MOR format since its founding in 1922 is WDAE Tampa, Fla. WDAE programs what it calls "easy listening" music and "standards." Ed Ripley, WDAE program director, says the station has been programing that type of music since the station went on the air. In 1965, a major face-lifting was made in the station's format, in what WDAE frankly calls an effort to boost sagging ratings.

At the time, its long-standing affilia-

## FOCUS ON MID-ROAD

**Advertisers like format**  
Page 60

**Clustering commercials**  
Page 60

**Performance is the key**  
Page 66

**Community involvement**  
Page 74

**What audience thinks**  
Page 76

country, talk, classical music or other "vertical" material. If a station fits that rough definition, it's probably an MOR outlet.

Beyond that, anything goes, for many MOR respondents to BROADCASTING's survey indicated their programing often contains many elements of their sister stations' programing—a talk show, some rock, a bit of country, frequent news, and occasionally, a bit of the classical sound. Generally, however, MOR stations program standard vocal and instrumental arrangements of familiar music. Tending to confuse the issue, however, is the fact that the terms "standard" and "familiar music" are as changeable as a woman's wiles and as

## MID-ROAD KEEPS SUCCESS IMAGE continued

tion with CBS Radio was dropped, the station began employing more off and on-the-air promotion, more local news, and began utilizing livelier personalities. While 17 stations in the market program what could be called MOR music, WDAE reports that its "livelier" approach to the MOR sound has resulted in a doubling of ratings since 1965. "Business is definitely up," says Mr. Ripley.

**Aggressively Square** • Another MOR station with a slightly different approach is KLUB Salt Lake City. Frank McIntyre, vice-president at KLUB, calls his station a "conservative music-limited commercial" operation and says "what is termed 'middle-road' today would have been described as 'rock' 10 years ago. . . . In our case, we're aggressively square. We also depend on 'standards.' About 90% of everything we schedule falls into the 'standard' category, or they ultimately will become 'standards.' If you can't hum it, whistle it or sing it, we don't play it."

Mr. McIntyre, who says KLUB is a 'sweet-music' station, reports that he is "gloriously happy" with his format because it is exclusive in his market and it "reeks of quality." KLUB utilizes what

it calls "Magnificent Medleys" with gaps between the medleys bridged by harp music and low-keyed announcements. KLUB adopted its present format three years ago, after programming popular "non-rock" music with personality disk jockeys, interviews and short talk features.

"It sounded good," Mr. McIntyre says, "but it sounded very similar to at least a half-dozen other local stations. We could find no reason why the typical listener would prefer KLUB to several other stations." Shortly after that, KLUB adopted the "good music-limited commercial" form of MOR.

A comparison of MOR stations in KLUB's market points up differences in approach to the mid-road format and at the same time seems to reflect a trend among MOR stations throughout the nation.

Bruce Miller, manager of KALL Salt Lake City, says that MOR "is the toughest format. I have seen talk formats which were very poorly done which made a significant dent on a market. I've yet to see an MOR done poorly which assumed any market leadership."

**Need Staff** • Mr. Miller said that a dominant local news staff, personality

disk jockeys, and aggressive promotion are requisites for success in MOR. KALL programs the "best of the current non-rock music; strong on personalities", where formerly it presented "standard" sounds.

Another Salt Lake City station that has "updated" its MOR format to meet younger tastes is KSL, a CBS affiliate. It adopted its current format of brighter sounds about four years ago when it discovered its programming was appealing to an increasingly older audience. Like KALL, KSL places strong emphasis on local news. And like KALL, and the more "conservatively oriented" KLUB, KSL reports satisfaction with its variation on the basic MOR theme.

The decision by KALL and KSL to go for lighter, brighter, younger sounds while staying within the MOR format reflects a decision made by about 25% of the larger market mid-roaders responding to BROADCASTING's survey. Many stations report that while they consider themselves MOR, they have taken to programming not only the "ever-green" standards, but many of the newer sounds as well.

It is reasoned, some broadcasters report, that musical tastes are not immutable, but like women's fashions are subject to constant change. The popularity of younger musical groups and new musical forms, and their exposure over television especially, has created among radio audiences a "familiarity" that once was attributed only to music in, say, the Glenn Miller manner. Since musical tastes have changed, what was once familiar and standard for a vast listening audience is now archaic. Only by constantly up-dating musical content and incorporating newer forms is it possible to please the general audience, they say.

**The Young Sound** • Such reasoning is apparently behind CBS's syndicated "young sound" for FM stations and the offerings of some independent program services.

The Programmers Inc., a New York-based outfit that provides weekly play lists and new MOR records to about 160 stations, selects its music on the basis of its potential appeal to the 25-to-55-year-old age group.

John Lynker, a consultant to The Programmers, says the 25-to-55 age group is broken down into three segments, the middle of which encompasses the 35-to-45 age bracket. By selecting younger sounds that appeal to the younger listeners in that bracket, it is hoped that the 25-to-35 age group will find something it likes. By selecting songs that appeal to the older half of the 35-to-45 groups, it is hoped that the 45-to-55 age groups find something they like.

While the age groups selected by The Programmers differ somewhat from



Many middle-of-the-road radio stations have built their image and community goodwill through sponsoring community gatherings of various kinds. Here are two typical parties.

Above a group of youngsters at the annual WELI New Haven, Conn. Halloween party. Below prize winners at the WAZY Lafayette, Ind. annual Easter egg hunt.



what many MOR programers choose—about half of BROADCASTING's respondents aim for the 19-to-49 bracket—it is indicative of MOR-oriented station attempts to mirror changing popular tastes.

Typical of the tendency toward younger sounds is KWNQ Winona, Minn., which until four years ago programmed old standards and big band music. C. E. Williams, station manager, reports that a change to up-tempo music was made since the station was losing out to the young adults "who have grown up with beat music."

**Higher Ratings** ■ KRRV Sherman, Tex., a mid-roader for 30 years, switched two years ago from "soft, almost background music" to a newer, fresher sound. Glen N. Duncan, KRRV president, said his approach is to play "top-40-like" music, sure not to offend adults, all of it paced and promoted for young groups. Where formerly KRRV was an "unsteady number in its market," he said, it is now a "solid number one."

The list of stations which have within the past three years updated their traditional MOR format to include younger sounds and at the same time report higher ratings includes KGMC Englewood (Denver), Colo.; KFKA Greeley, Colo.; WWDC Washington; WIOD Miami; WARK Hagerstown, Md.; WJR Detroit; WBNS Columbus, Ohio; WJAR Providence, R. I.; WLAC Nashville; WSSV Petersburg, Va.; KREM Spokane, Wash., and KTNT Tacoma, Wash.

Along with the conservatively programmed or "sweet sounding" mid-roaders and the "younger" sounding MOR outlets there are many MOR's whose programming is augmented by varying amounts of rock, country and western, or talk shows.

**Mixed Grill** ■ BROADCASTING's survey revealed that 20% of the respondents daily carried at least three hours of programming devoted solely to rock, C&W or talk. Almost without exception, mid-roaders with regularly scheduled rock or C&W programs, or both, are located in small markets.

Mid-roaders reporting "talk" programming in relatively large amounts at specified times, on the other hand, were almost exclusively in larger markets. WJAR Providence, R.I., for example, reports five and one-half hours of local and syndicated talk programming each day; WLAC Nashville; reports its mid-day period is all talk; WCBM Baltimore programs close to six hours of talk each evening, along with a heavy emphasis on sports; and KGW Portland, Ore., which plays "upbeat music," reports an evening talk show which it says has boosted station ratings and revenues.

Variations to some degree on the basic MOR theme are a necessity among mid-roaders. In larger markets,



A quarter-century of middle-of-the-road music is bridged by these pictures. At left, Jim Ameche is seen as he appeared in 1942 as host on "Here's to Romance," then carried Thursday evenings on CBS Radio with



guests such as singers Buddy Clarke and Evelyn Knight. At right He's shown as he appears today, in a similar pose, at WHN New York, where he presides over the music from 10 a.m. to 2 p.m., weekdays.

such as Salt Lake City, an MOR outlet may be just one of many mid-roaders vying for that slice of the market not possessed by the "vertical" outlets such as rock, C&W or talk stations.

Most often, MOR stations in the larger markets vary their formats with large infusions of news and public affairs programming. "Community involvement" is, for these stations as for outlets of all sizes, another way to alter the basic theme and attain a distinct identity (see separate story, page 74).

An emphasis on sports coverage, both local and national, is yet another approach to the problem of differentiation in a large market. KDEO San Diego, which switched from an all-rock format to MOR about a year ago, carries sports news throughout the broadcast day. In fact, KDEO is so sports-oriented that it editorializes on sports and not on any other subject.

KDEO reports its editorials have moved the local stadium to revise its parking rules, and have prompted the local professional football team to offer general-admission tickets.

**Heavy on Sports** ■ WBEN Buffalo, N. Y., reports "heavy sports coverage," as does WCBM Baltimore, which is in its third year as flag station of the Baltimore Colts football network and which carries six regularly scheduled sports shows.

A wide-ranging, all-encompassing MOR format is, of course, a virtual "must" for stations in small markets. Along with sports, these smaller operations feel that providing large amounts of local news, farm information, and differing types of music is the only way in which they can serve their commu-

nity. Slightly more than 12% of the respondents to BROADCASTING's survey reported they were the only station in their market.

Operators in these single-station markets, without exception, said they attempted to provide a broad range or programming and almost without exception these stations indicated that the mid-road format was the only possible program form they could follow and still service their communities. "We have to be all things to all people," a small station manager said.

The mid-road format is also a favorite of many stations in suburban areas which receive strong signals from giant urban stations, some of which program "vertically." Many suburban broadcasters indicated that MOR was their choice simply because any other format—rock, talk, C&W—would have them competing head-to-head with urban giants that could afford top talent. As one broadcaster put it: "I could never hope, with my \$125-a-week DJ's to compete with some city rocker paying its talent a couple of grand per week."

Robert Gates, manager of WFAH Alliance, Ohio, said he programs lively MOR music—"peppy, but not loud shouting announcers"—and strong local news. "We cannot compete with the city rockers for the teen-age audience. But we get the masses from 30 years on up," he said.

**Ideal in Suburbs?** ■ Several broadcasters indicated that while the mid-road format was ideal for stations in suburban areas, it was not a sure key to success. "You have to have plenty of local news, get involved with the

## MID-ROAD KEEPS SUCCESS IMAGE *continued*

community, and promote aggressively, if you hope to make a go of mid-road in a suburban market," one broadcaster said.

For many smaller mid-road operations, economic considerations play no part in programing the MOR format. A number of smaller outlets, many managed and programed by the owner, said they would program nothing but "good sounding music" simply because they couldn't stand the raucous sounds of rock or the unrelieved corn of C&W.

Mike Mistovich, president and manager of KORA Bryan, Tex., said: "I wouldn't operate a rock or country station. I'd get out [of the business] first. I couldn't be proud of it."

While many stations programed the MOR format out of consideration for geographic locations, or ownership preference, several survey respondents indicated they followed the mid-road for reasons uniquely their own.

Kxow Hot Springs, Ark., said it prefers the MOR format because "it apparently appeals to the maximum number of retired people who live in this resort." KSAL Salina, Kan., said MOR "is easy to program;" and WAVE Louisville, Ky., which programs a great deal of news and sports, said the MOR format is "best for the long pull and not subject to fleeting fads."

**Goes with CBS** ■ While about 50% of the respondents indicated network affiliation, only one station—WWL New Orleans—reported that network affiliation had anything to do with its choice of the MOR format. According to station spokesmen, this successful operation prefers MOR music because it is "virtually the only format possible with a CBS affiliation."

WWL reports it carries CBS and local news on the hour, CBS *Dimension* features on the half-hour, two five-minute sports shows per hour during drive time, and a great deal of traffic, weather, and community information.

One station with a pretty good reason for choosing and sticking with the MOR format is KICO Calexico, Calif. According to Station Manager W. L. Gleeson, KICO is the only outlet in a four-station market programing mid-road music—the other three are rockers. Mr. Gleeson told BROADCASTING that the local population yearns so much for "songs you can whistle," that it has donated about \$200 per month to the station for the past six or seven years. Mr. Gleeson said he believes KICO is the only commercial station in the nation that is directly supported in part by its listeners.

KICO is also distinctive in another way: It says it is the lowest ABC Radio affiliate in the nation: studios are

on land 35 feet below sea level.

KICO's financial support may be unique, but it does share one thing—the MOR format—with what many consider the most commercially successful radio station in the nation: WNEW New



Campaigning for a suburban Salt Lake City swimming pool is Neil Linton, KALL Salt Lake City personality. Some \$10,000 was raised for the pool.

York.

WNEW, Metromedia's key station, has been successfully programing the MOR format for all 33 years of its existence. By its reckoning, WNEW's mid-road format competes with 17 stations that play MOR music in varying degrees, as well as numerous other "vertically programed" stations.

**Big Names** ■ WNEW presents some of the most famous radio personalities in the country, news on the hour and half-hour—a concept it claims to have

originated—and plays what it considers the best in popular music 24 hours per day aimed at the 25-to-45 age group.

WHN New York, a Storer station, is another leading MOR outlet in the nation's largest market. John C. Moler, WHN president, says that "through MOR programing, which we at WHN term 'the modern sound of beautiful music,' we feel we can best reach and penetrate the broadest segment of the greater New York community, in order to entertain and to provide an effective foreground sound to most effectively display the messages of our advertisers."

WHN's "modern sound," a bit more conservative than WNEW's popular sound, is composed of current selections from the best talent. WHN, a Mutual affiliate, also presents news on the hour and half-hour.

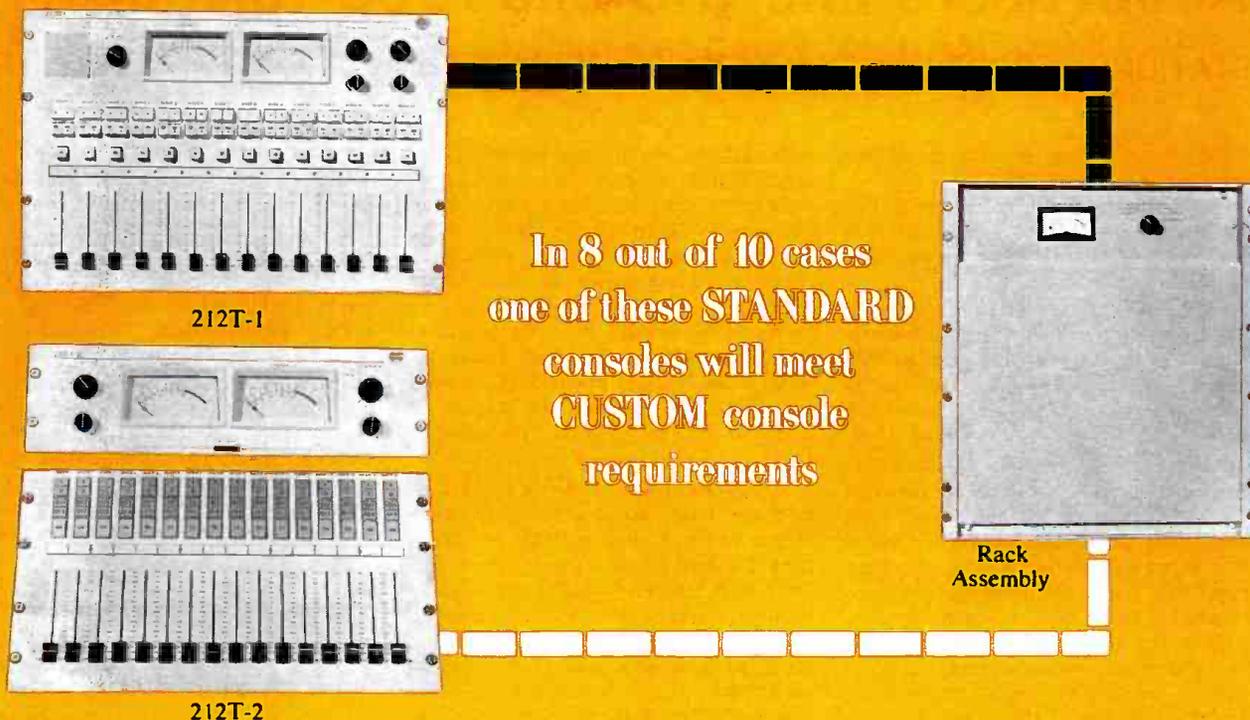
Across the river in New Jersey but still serving the New York market are two other big mid-roads. WVNJ Newark programs "good music albums in uninterrupted segments with commercial clusters every quarter-hour." News on WVNJ is presented on the hour and also on the half-hour during drive time.

WPAT Paterson, a Capital Cities station, has long programed good-music albums with a minimum of talk but with frequent news reports.

Two mid-roads in Los Angeles who claim the MOR format works well for them are KFI and KPOL. KPOL which has been a mid-roader for 14 years, presents news on the hour and programs standards, show music, orchestrated popular hits and "straight" vocals. The station clusters its commercials on the quarter-hour. KFI, an NBC affiliate, plays contemporary popular music, with little or no rock, interspersed with national and local news, traffic and weather reports. KFI says better than 30% of its broadcast day from 6 a.m. to midnight is news.

In Chicago, WAIT reports it has followed the middle road for close to five years and that the format has "been successful." WAIT's music is comprised principally of Broadway show tunes, standards and semiclassical. WAIT clusters its commercials on the quarter-hour and presents five-minute newscasts on the hour and headlines on the half-hour. WAIT also carries stock-market reports, ski reports and a film and theater program.

While there appears to be no such thing as a typical MOR station in a typical market, respondents to BROADCASTING's survey indicated that despite individual variations and the occasional vagaries of advertising income, the mid-road format they followed worked most successfully for them. Whether a WNEW in a giant market or a KICO in a smaller area, stations throughout the nation reported satisfaction or success, usually both, with the "everything" format.



In 8 out of 10 cases  
one of these **STANDARD**  
consoles will meet  
**CUSTOM** console  
requirements

Before ordering a custom installation for your control room, check your requirements against these features of Collins' standard 212T-1 and 212T-2 Audio Control Consoles:

**REMOTE CAPABILITY.** Rack-mounted assembly containing amplifier cards can be located in an equipment room and linked by cable to the audio control panel in the studio. Sensitive audio wiring is concentrated in a card cage away from interference. Noiseless switching and audio level control are accomplished by photoconductive cells which employ a light beam to isolate control voltages from the audio circuits.

**COMPONENT ACCESSIBILITY.** Plug-in etched circuit card construction ends time-wasting troubleshooting. Attenuator, input switches, amplifiers, and amplifier output switches are replaced by simply taking one card out of the rack-mounted assembly and plugging in another card.

The 212T Audio Control Consoles consist basically of three units:

**CONTROL PANELS.** The control panel constitutes the difference between the two systems.

The 212T-1 control panel provides 28 inputs to 14 faders, 2 program output channels, and 2 10-watt monitor speaker outputs. The overall dimensions are 15¾" high by 24" wide.

The 212T-2 control panel has 32 inputs to 16 faders. The panel is divided into two sections: The fader operating controls are mounted on a panel 10½" high by 19" wide; the

VU meters and monitoring controls are mounted on a panel 5¼" high by 19" wide.

**RACK-MOUNTED ASSEMBLY.** The assembly contains 16 pre-amplifier cards. Quantity and types of cards depend upon individual requirements. The assembly includes three program amplifier cards—one for cue and two for program channels. Two amplifiers are for speaker monitors; two switching cards select monitor inputs. The rack-mounted assemblies for the 212T-1 and 212T-2 are identical.

**POWER SUPPLIES.** Two power supplies are housed with the rack-mounted assembly. One power supply provides variable illumination for meters and push-button controls. Another provides powering for cards, attenuators, amplifiers, switches, and photoconductive cells.

Most studio audio requirements can be met by adapting the standard 212T-1 or 212T-2 Console through strapping options and minor wiring changes. Expansion and adaptation can be accomplished easily with additional space which the units provide for two extra preamplifier cards, two additional program amplifiers, and two unwired spare card receptacles.

For a copy of a new descriptive brochure on the 212T series, contact Broadcast Marketing, Collins Radio Company, Dallas, Texas 75207 Ph. (214) AD 5-9511.

COMMUNICATION/COMPUTATION/CONTROL



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# Advertisers like the mid-road format

## STATIONS REPORT UNUSUAL NUMBER OF SATISFIED LONG-TERM CUSTOMERS

Business is good on middle-of-the-road radio stations.

A vast majority of stations with this popular format told BROADCASTING that business was as good as or better than that a year ago.

Some 47% of stations replying to this question said business was up anywhere from 1% to 100%. The same percentage, 47%, said it was about the same in 1967 as it was in 1966. The remaining 6% said it was off from 3% to 15%.

Managers of middle-of-the-road stations are proud of the fact that many of the advertisers on their stations have been with the station for many years. A number told BROADCASTING of advertisers that had been using their stations successfully for 20, 30 or even 40 years.

Most of these advertisers are local but almost all are substantial accounts with a preponderance of automobile dealers, large retail stores and banking institutions.

Many stations told in detail about

radio advertising success stories. While space limitations make it impractical to attempt to present even a majority of these radio successes the following are typical examples of radio advertising that proved successful for the advertiser.

WKAP Allentown, Pa., first got C&G Buick as a sponsor in 1946. Today the auto dealer spends about \$200 a week on a 52-week basis on the station. In addition to its regular sponsorship, C&G runs about seven sales a year.

**Brings Results** ■ Hartwick's Markets, a chain food store, started on KAVR Apple Valley, Calif., in 1955. The chain uses 20-second spots once every half hour and features specials daily. Does radio deliver? Hartwick's manager says: "I know I better have a hell of a stock of whatever special I advertise on KAVR."

Gunn's Inc., a men's store, has been a spot user, with an average of five a day, for 11 years on WGAU Athens, Ga.

The station developed the store's slogan: "You can tell a Gunn's man at a glance." Gunn's said that "newspaper advertising doesn't come near radio for us. Our discovery is that radio is excellent for straight sell to the man who wants traditional quality clothes with price being secondary."

In Baltimore Sanitary Supermarkets started a six-spot-a-week campaign on WFBR in 1956. The nightly commercials emphasize the store's 24-hour business day. The copy, voice over background music of "Night and Day" is basically the same as it was 11 years ago, however, the schedule has been upped to 12-30 spots a week.

For 17 years Springer Hardware has been the sponsor of the early morning weather roundup, seven days a week, on KRDO Boise, Idaho. The station now gets all of Springer's advertising dollars.

Ralph B. Swiger Co., a hardware, appliance and furniture store started on WPDx Clarksburg, W. Va., in 1966 with a \$2,000 budget promoting the store's honesty and dependability. Since the initial time buy, Swiger has decreased its newspaper space purchases, cut its advertising expenses by 40% and has shown increased sales by greater use of radio.

Musik Drugs started advertising on KRDO Colorado Springs four years ago after trying other ad media. They bought a five-minute feature program at 11 a.m. and a daily spot in a talk program. The business increase was immediately noticeable and a large repeat prescription business has been built up at a monthly ad cost of under \$120.

Eighteen years ago Smokers' Haven Inc., a tobacconist, was talked into going on WBNS Columbus, Ohio, for a short-term co-op campaign. The results were more than satisfying and the firm turned to WBNS for Christmas and Father's Day campaigns as well. For the past nine years Smokers' Haven has been a 52-week advertiser on the station's *Early Worm* program, the only local advertising it does.

WHA1 Greenfield, Mass. has had one of the city's better women's wear shops using 60-second spots between the morning national and local news six days a week. The account started on WHA1 in 1938.

**10-Year Contract** ■ All WHP Harrisburg, Pa., has to do is come up with a 10-year contract and Miller's Auto Supplies will sign on the dotted line. At least that is what Miller's has told the station after two years of sponsoring a locally produced, five-minute morning

### Clustering commercials is winning some converts

About 20% of the middle-of-the-road stations responding to BROADCASTING's questionnaire said they cluster commercials. Some 18.5% of stations in the top 100 markets and only 17% of stations in smaller markets follow the cluster formula.

Several stations noted that although they don't cluster on AM, their FM affiliate does have a cluster format.

Among those that do cluster commercials the procedure is usually not followed during the whole day. Several stations, such as WOAI San Antonio; WTAG Worcester, Mass.; WHP Harrisburg, Pa.; and WOHI East Liverpool, Ohio, use cluster during talk programs.

The maximum number of commercials in a cluster seems to be three, according to most respondents, but other stations say two is the limit.

Among the clustering approaches are the following examples:

A 60 and 10 separated by a promo or ID, or two 60's separated by a feature vignette (WSB Atlanta).

A maximum of three on the quarter-hour (KPOL Los Angeles).

Three records followed by three spots (KXXI Portland, Ore.).

Not more than a 60 and 30 back-to-back (WATR Waterbury, Conn.).

Two records followed by two commercials (WKAP Allentown, Pa.).

**Rush Period** ■ Several stations said they followed the cluster concept during their heavy advertising days and daytimers, particularly, said they double and triple-spot during the short broadcast months.

Only KARR Great Falls, Mont., said it had tried the concept and given it up. There was no advertiser opposition, the station said, but listeners didn't like the idea.

At WBIZ Eau Claire, Wis., clustering is followed only in the rock 'n' roll show, and the station points out, it "keeps the disk jockey happy."

Among stations that do not cluster, the most exacting limitations on commercial placement received by BROADCASTING seemed to come from WNEW New York.

WNEW said commercials are never treated as interruptions or necessary evils, but are presented "as an integral part of the personality's total presentation." It limits competitive spots to four in an hour and rules that "no advertiser can buy more than a single one-minute participation during any given hour."

# What's right for WSB is right for the nation.

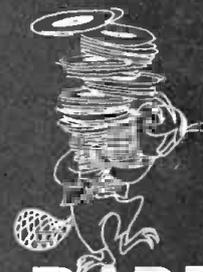
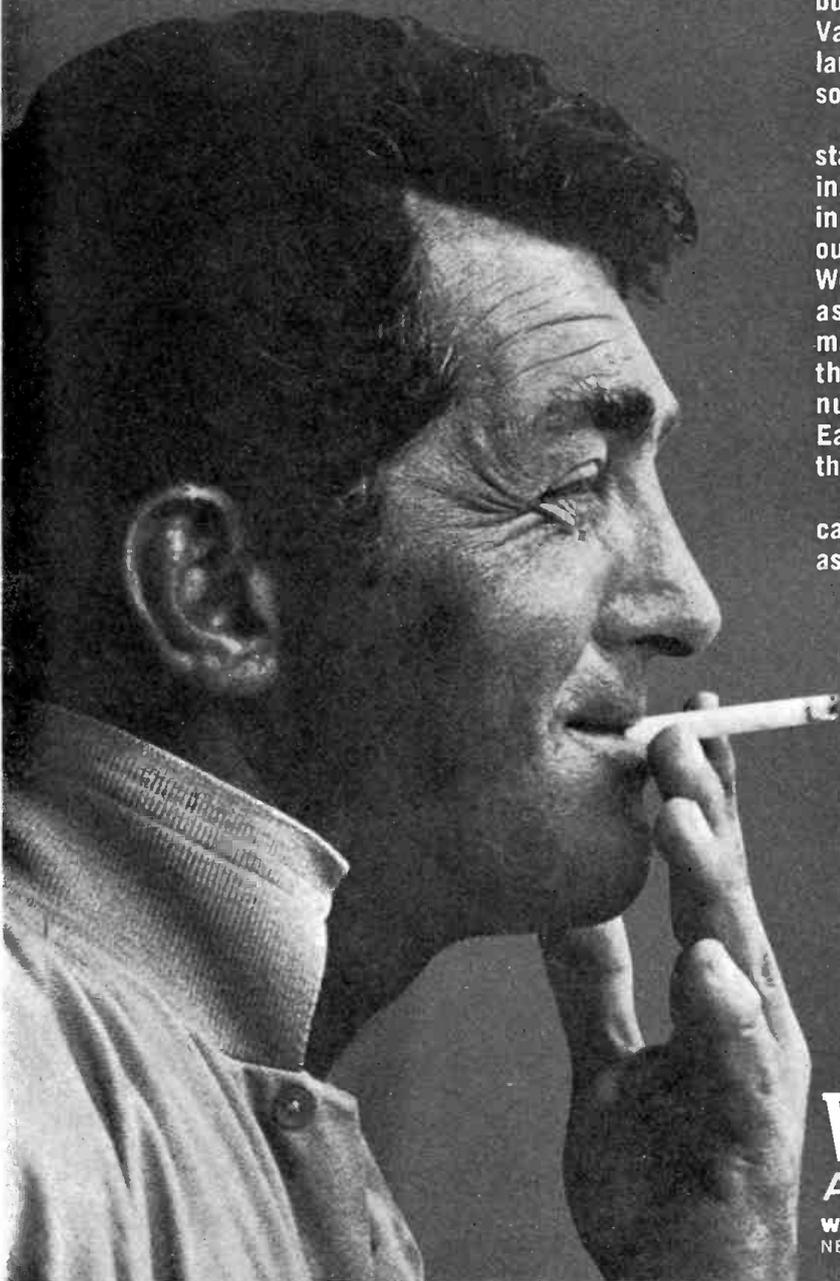
## Right, Dino baby?

Dean Martin's recording of Chapel In The Moonlight sat around with the organ turning to rust and the moonlight to dust in one of his albums for 2 long years. Then Bob Van Camp, music director of Atlanta's WSB gave it a spin and then some more.

Those cards, letters and calls started coming in and kept coming in. While the record began selling in the stores. A fact quickly pointed out to the record company on the West Coast. Singles were pressed as the song was broken in other markets and began its way toward the top of the charts. Reaching number one spot on Billboard's Easy Listening Chart and way up on the rest. Hit!

Big things can and do begin because of being heard on WSB. Just ask Dean Martin.

Just ask our advertisers.



**WSB RADIO**  
A T L A N T A

wsb-am 750 . . wsb-fm stereo 98.5  
NBC affiliate. Represented by Edward Petry & Co., Inc.

**ADVERTISERS LIKE THE MID-ROAD FORMAT continued**

show, the *Pennsylvania Story*, plus other special series. Miller's has 14 outlets in central Pennsylvania.

North-East Homes Inc. started advertising on WIBC Indianapolis in 1962. Since then the firm has sold more than 250 homes totalling \$4 million in sales and 90% are attributable to WIBC.

The L. H. Field department store started on WKHM Jackson, Mich., with five or 10 spots a week 12 years ago, for promotions only. Today the store has a yearly contract calling for 30 one-minute spots weekly, and to pay for

the increased radio schedule, it has cut back on its newspaper advertising.

Greater Louisville First Federal Savings & Loan Association is obviously satisfied with results it gets from WAVE Louisville, Ky. The financial institution has been on WAVE since the station took to the air 34 years ago. It is now using 30-50 spots a week.

The Sears, Roebuck & Co. store had been an off-on user of WSJR Madawaska, Me., until last March when the Sears outlet got a new manager and WSJR's general manager Roland Roy

came up with a new spot schedule. Sears is now signed up for a full year with 10 spots a day, seven days a week, and is using hard-sell spots to push major appliances primarily. The time buy on WSJR also resulted in Sears pulling completely out of the weekly newspaper, so that all its advertising this year is in radio.

When KGLO Mason City, Iowa, went on the air in 1937, Damon's Department Store was a charter sponsor of a one-hour morning program featuring music, time and weather. As ad costs went up, the length of the program went down and for the past 10 years Damon's has sponsored a 25-minute morning show, Monday-Saturday. Damon's also uses saturation spot schedules at peak selling periods.

Garry Stevens Inc., a local tire dealer, has sponsored the 15-minute 7:45 a.m. news on WELI New Haven, Conn., for over 25 years and the station doesn't have to worry about losing the account. "As long as I'm in business," he said, "I will continue to sponsor this program."

When Harry Bloxom set out to open his new high-quality furniture store in Newport News, Va., he went to newspapers as usual, but also turned to WVEC Hampton-Newport News for a radio campaign. The result was a 35-spot preopening campaign. When the store did have its four-day grand opening, Mr. Bloxom did \$45,000 in business. To the 15-year veteran of the furniture business, the sales were "highly" unusual, since people either shop or look around but don't buy during grand openings. But, he added, "we were deluged with orders and radio was a real boon to us."

National Advertisers ■ Ralston Purina Co. has been on WJAG Norfolk, Neb., since 1936, as sponsor of the noon market reports. The program, *Purina Market Time*, has been responsible for making that district "one of the most profitable" in the Midwest, according to Howard Murphy, Purina district sales manager.

Vince Whibbs Pontiac started sponsoring the 15-minute 8 a.m. news and an evening phone-in show on WCOA Pensacola, Fla., six years ago. At that time he was selling 10 cars a month. Now the dealer moves about 100 cars a month. No other radio and only a little additional newspaper advertising is used.

KGW Portland, Ore., has consistently been used by the Oregon Fryer Commission to promote fresh home-grown frying chickens. Periodic contests pull heavy mail from radio spots alone. A current campaign offers \$100 in groceries to the listener who can identify the "white knight," who rescues the Oregon-grown chicken from kidnapers who abduct her so she won't be fresh

# Pulse shows that more men and women listen to KPOL than to any other Los Angeles radio station\*



**They're yours for the asking**

(Check your local KPOL salesman or Blair Radio man)

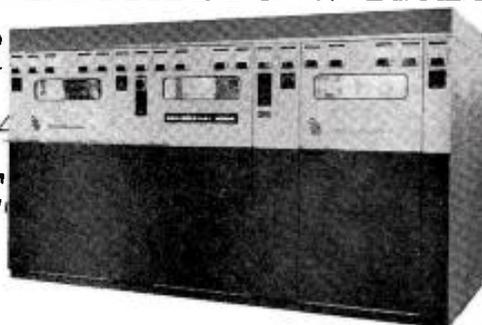
# KPOL

A MUSICAL OASIS ON LOS ANGELES RADIO

\*Pulse LQR V Los Angeles 2 County Area Jan.-Feb. + Mar.-Apr. 1967, 6:00 AM-12 Midnight, Monday-Friday (average ¼ hour).

Audience measurement data reflect survey estimates and are subject to qualifications of service noted in report.

**WRKO WMOO WKVM WNEW KWJJ WCCO WOR  
 XETRA CHQM YVLL YVMR WLAC KOMA  
 KYW RAI RADIO DOLPHIN BRITAIN RADIO  
 RADIO CAROLINE BURMA BROADCASTING  
 SERVICE DIPLOMATIC WIRELESS SERVICE  
 OF GREAT BRITAIN ARMED FORCES RADIO  
 SAIGON, NHA TRANG, PLEIKU, VIETNAM  
 ARMED FORCES RADIO FRANKFURT, GERMANY  
 WRKO WMOO WKVM WNEW KWJJ WCCO WOR  
 XETRA CHQM YVLL YVMR WLAC KOMA  
 KYW RAI RADIO DOLPHIN BRITAIN RADIO  
 RADIO CAROLINE BURMA BROADCASTING  
 SERVICE DIPLOMATIC WIRELESS SERVICE  
 OF GREAT BRITAIN ARMED FORCES RADIO  
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# ACCEPTANCE!

Continental's Type 317C is the most popular and most accepted 50 kw AM transmitter you can buy! From January, 1965 thru September, 1967, we've sold 26 Type 317Cs to customers throughout the world. Here's why: The Type 317C is the most economical (82 kw @ 0% mod., 92 kw @ 30% mod., 120 kw @ 100% mod.); most compact (62 sq. ft., completely self-contained including blower); and has the lowest shipping and installation costs. It's the most 50 kw for the money. Matter of fact, you can't afford any other 50 kw!

For your copy of our four-color descriptive brochure on the Type 317C, write:  
 Commercial Sales, Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217.

*Continental Electronics*   
 A SUBSIDIARY OF **LTV** ELECTROSYSTEMS, INC.

OTHER CONTINENTAL 50 KW INSTALLATIONS INCLUDE: WJR KLIF WOR KVOO KUAT WSB TRICA  
 TWR CKWX WOAI KFI WHN KFAX KEEL KGBT UAR (2) WDIA KRLA

## ADVERTISERS LIKE THE MID-ROAD FORMAT continued

when she reaches the store.

Tasca Ford, billed as the second largest Ford dealer in the world, has been on WJAR Providence, R. I., since 1959 with a nightly 10 p.m.-midnight program. The announcements are soft-sell by a station personality.

Stiefels of Salina began advertising on KSAL Salina, Kan., when the station signed on in 1937. It runs spots daily and calls the station "an integral part of our day-to-day advertising plan."

Wm. Dcolin & Co., a local department store, started on WWSR St. Albans, Vt., in 1959 with one spot daily. It has since boosted its radio budget to up to 50 spots and programs weekly. The station works with the store in the manner of an ad agency, setting up a budget and schedule a year in advance.

KSD St. Louis has had the First National Bank and St. Louis Union Trust Co. sponsoring the 10-minute 8 a.m. news for 17 years. The commercials are geared to middle and upper-class income for trust services and banking.

KRSI St. Louis Park-Minneapolis picked up a contract from Mr. Q's restaurant four years ago. In the first 13 weeks restaurant business increased 300% and Mr. Q's has now spent over \$40,000 on the station. The restaurant owner pointed out he took over Mr. Q's in "bankruptcy and brought it back with the help of KRSI."

Capital Chevrolet, a heavy advertiser, has been on KALL Salt Lake City for 22 years. Spots emphasize the dealer's long years of integrity and service to the market.

**Radio Sells Fertilizer** ■ Mitchell's Landscaping and Nursery Co. started using KST Salt Lake City four years ago with one spot a week in season. The schedule has now been increased to year 'round and is incorporated into a

series of three-minute vignettes on garden hints. A broadcast earlier this year mentioned it was time to fertilize lawns and Mitchell's sold three tons of fertilizer in one day.

Altman's Ladies Shop uses WNBZ Saranac Lake, N. Y., on a daily basis with soft-sell on the 8:30 a.m. local news. Twice a year it comes up with a six-day, 150-spot, hard-sell schedule for its semiannual sale. Does radio produce? Altman's says it can increase sales on any item by 15%-20% by featuring it on the news.

Since 1941 WSAV Savannah, Ga., has been the basic advertising medium for First Federal Savings & Loan Association. Over the years First Federal has maintained continuing weekly schedules of news or weather sponsorships plus a consistent spot schedule. The sales messages have stressed convenience, earnings and security of savings accounts as well as home mortgages. Since advertising on WSAV deposits have risen from \$366,652 to \$53.1 million and J. D. McLamb, First Federal president, maintains a good part of credit for that growth goes to the WSAV advertising.

On KOMO Seattle, Washington Mutual Savings Bank has been a continuous advertiser since 1950. For years it has been the sponsor of the Monday-Friday 15-minute newscast at 5:15 p.m. The sales messages have consistently hammered home the image, home loans and savings accounts.

About the most successful sale a store can have is when it sells out of the merchandise advertised and that is what happened to a sporting goods store in Red Oak, Iowa, which ran a pool-table special on KMA Shenandoah, Iowa. The Sunday after the spots started a man in Harlan, Iowa, some distance

from Red Oak, asked the store owner if he would mind opening up to sell a table. The next day another Iowa family, returning from Colorado, heard the spots in Nebraska and detoured through Red Oak to purchase a pool table. The store's lone complaint was that the spots had to be canceled because the factory couldn't supply it with enough tables.

Romy Hammes Ford has sponsored the 7:55 a.m. Monday-Friday news on WSBT South Bend, Ind., continually since 1941. It also buys spots and remotes. The sales message is quality product and service and number of years in business. Jerry Hammes, president of the dealership, says sponsorship of the news "has been a key factor" in the firm's ad strategy and that "even during slow times and economy slumps, radio advertising was one area we held firm."

Hawk Sales Co., a mobile home dealer, started a spot schedule with WHEN Syracuse, N. Y., in 1954 and has been a steady six-day-a-week advertiser since then. The pitch is to families who can't afford a house to buy a mobile home for much less. Mitchell Shulman, Hawk owner, said radio "penetrates into the daily life of those dreaming about their own home. It does an excellent job."

A department store started using KUKI Ukiah, Calif., two years ago on a schedule of 10 spots a day, all hard-sell with a jingle. A recent two-day sale, promoted by 20 spots, resulted in sale of 384 tent dresses, "which certainly showed the power of your station and its audience."

**Quiz on 31 Years** ■ The Lincoln Store, a hardware-department store, has sponsored the *Phone Your Answer* quiz on WATR Waterbury, Conn. for 31 years without interruption. Lincoln sponsors the program Monday, Wednesday and Friday 6:15-6:30 p.m.

It has been 32 years since Granite City Cooperative Creamery started using WDEV Waterbury, Vt. to advertise its Real ice cream, WDEV is the sole radio outlet for Granite City, which sponsors three five-minute community events featured daily. Ted Eastman, general manager of Granite City, claims "no other advertising medium could give us the kind of wide-area coverage on a continuing basis at anywhere near the low cost per impact."

When Diehl Motors opened its doors as a used car lot 13 years ago it became a sponsor on WAYB Waynesboro, Va., and its advertising budget has grown with the dealership. Today Diehl handles nine new car lines running from Valiants to Mercedes-Benz. It sponsors a 15-minute news program five days a week and has a 60-second participation in a personality music show. It also has one-third of Waynesboro high school

Please send

**Broadcasting**  
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Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

SUBSCRIBER SERVICE

1 year \$10  
 2 years \$17  
 3 years \$25

Canada Add \$2 Per Year  
Foreign Add \$4 Per Year

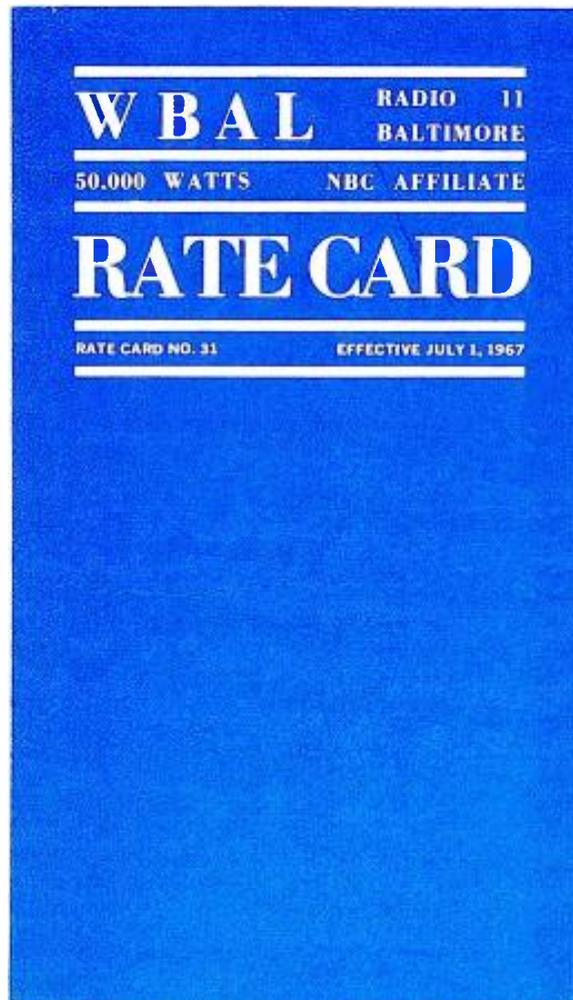
1968 Yearbook \$10.  
January Publication

Payment enclosed  
 Bill me

**BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.**

**Address change:** Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

# Get more sales



## out of the blue.

WBAL Radio swings more weight in Maryland than any other station. That's why local advertisers invest more than 1 out of every 4 radio dollars on WBAL.\*

And when 1 station in a 12 station market commands over 25% of all the radio dollars spent, you know somebody's got to be getting results. That somebody could be you.

You get nothing but results when you buy the station with the full-power 50,000 watt reach . . . the

biggest reach in the state of Maryland.

Plus WBAL is the radio home of the Baltimore Orioles. It's where Maryland listens to Baltimore Clipper Ice Hockey, the World Series, Emphasis, NBC news and Monitor. All this and more when you buy the blue.

Call 301-467-3000 or contact your Daren F. McGavren representative for great avails.\*\*

\*Based on latest available FCC Reports.  
\*\*In Canada contact Andy McDermott Sales Limited, E. Toronto, Ontario.

**WBAL Radio, Baltimore... excitement in the air.**

NBC Affiliate / Nationally represented by Daren F. McGavren Co., Inc.

basketball games and Virginia Military Institute football games, and participations in Baltimore Orioles baseball games. In addition Diehl carries saturation spot schedules and mobile unit broadcasts for special promotions, and it buys a number of specials through the year. WAYB is consulted on all promotions and helps plan them. The station also prepares all Diehl radio copy for use on other stations.

A lumber company, which started with WWPA Williamsport, Pa., the day the station took to the air in 1949, has been an advocate of the soft sell. The firm emphasizes roofing plus siding and general home repairs.

B&B Electric, an appliance dealer, has been almost exclusively a radio advertiser for 15 years on KWNO Winona, Minn. B&B, the largest appliance dealer in the area, uses the theme "General Electric carload saving prices" and 1,500 spots a year.

The Elwinn Shoe Shop, featuring children's shoes, has been on WWON Woonsocket, R. I. consecutively for 15 years with the same program: a live, panel show. Elwinn puts two-thirds of its budget into radio.

Among the many real long-term advertisers reported to BROADCASTING were: Holcomb Hatcheries for 42 years on KMMJ Grand Island, Neb.; B. C.

Remedy for 37 years on WPTF Raleigh, N. C., for 32 years on WSB Atlanta, for 28 years on WFAA Dallas; Stanback Powders for 25 years on WLAC Nashville; Lone Star Brewing on WOAI San Antonio for 21 years.

In addition there were stations that simply reported large numbers of long-term advertisers, like: WJDA Quincy, Mass., with 64 for more than 19 years; KGAF Gainesville, Tex., with 80 for more than 20 years; WBOS Salisbury, Md., with 17 for 27 years; KGBC Galveston, Tex., with five for 20 years; WJEJ Hagerstown, Md., with 15 for 25 years, 25 for 25 years and 20 for 20 years.

# It's performance, not format

## BUT AGENCIES AGREE MOR STATIONS HAVE HIGH-INCOME AUDIENCE

The opportunity to reach an adult, higher-income audience is the magnet that attracts a wide range of consumer goods advertisers to middle-of-the-road radio stations.

A canvass of media specialists at leading advertising agencies indicates that the MOR format is likely to produce for their clients listeners in the 25-to-49 year old group, who generally have a higher disposable income for products than the audiences for stations with "more extreme" formats.

Among the assets mentioned by some agency officials for many MOR stations is their "positive image" and their stable of readily identifiable staff personalities.

**Differing Appeal** ■ But agency officials cautioned that MOR stations vary in quality and appeal. They stressed that it was important to look for the well-programmed, well-managed and well-promoted stations within the framework of the middle-of-the-road format.

Another point they stressed was that although MOR stations often provided them with their desired target audience, they did not buy simply on the basis of format. Agency executives almost universally contended that a station is bought on the basis of the demographics sought for a particular campaign and the cost entailed in achieving the objective. In certain instances, irrespective of labeling, the MOR station or stations emerged as the best buy while in other instances it might be outlets with other formats.

There was some questioning of the actual definition of a middle-of-the-road station, with some media officials believing that the label is too vague and broad to be meaningful. Several pointed out that some MOR stations are moving toward music that smacks of the contemporary format, while some con-

temporary stations are programing music that verges on the middle-of-the-road.

Here are some typical agency observations:

A media official of Ted Bates & Co. said that one of the principal values of the MOR format is "the image factor, with listeners having a high esteem for this particular type of station." Research indicates, too, that the MOR station is likely to attract a larger number of adult listeners than teen-agers and younger people and this can be valuable in a given campaign, he stated.

"If there is a disadvantage in the well-run MOR station, it is that it does not produce the listener attention and involvement that the talk station gets, although I'd say it does as well as the contemporary station," he remarked.

**It Must Work** ■ The MOR format is as desirable as it works, said a Papert, Koenig, Lois spokesman. In some markets, certain stations with this format are highly successful with both audience and advertisers, and these stations are a good buy, he explained.

He considered upper income to be the demographic advantage of MOR, but said he had no particular clients or types of advertisers using MOR exclusively. Radio buys depend on the particular product, time, market and stations in the market, he maintained.

The MOR format is McCann-Erickson's top radio buy, according to Annette Mendola, one of the agency's radio buyers. MOR has the demographic advantage of delivering an adult audience, which suits the agency's clients, Humble Oil and National Biscuit in particular, she noted.

Comparing this format with "the top 40" stations, Miss Mendola said the agency would buy on only the leading contemporary station in a market, while

MOR purchases were more common, since MOR is an integral radio buy.

**Place for Mid-Road** ■ BBDO, easily the biggest billing agency in spot radio, readily acknowledges the necessity of MOR radio: "Every market in the U. S. has a place for one or two middle-of-the-road stations," according to Edward Papazian, vice president in charge of media planning.

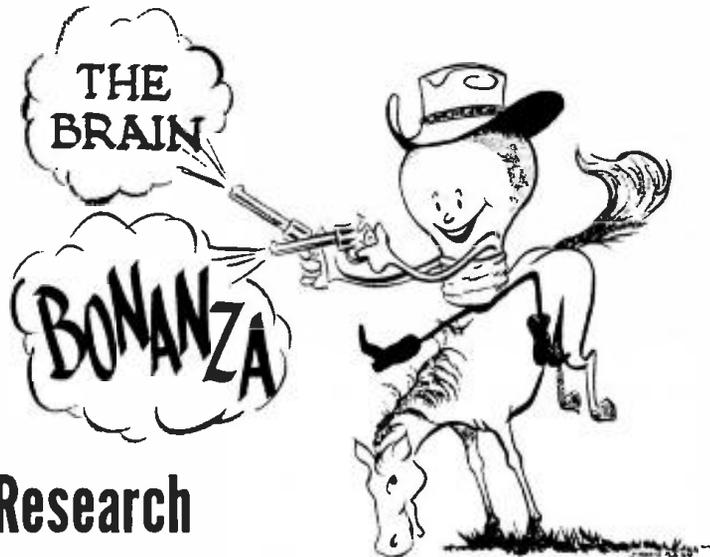
In some ways, MOR provides the "all-rounded" fare for radio, somewhat comparable to effort of the networks to achieve balanced programing in nighttime TV.

BBDO, Mr. Papazian said, buys radio on an "individual market situation," not according to content. Of more importance to the advertiser is whether the "format"—that is, what the station does with the content or music—is compatible with the commercial, in addition to such factors as the time and day the commercial is inserted in the broadcast schedule.

Mr. Papazian said that in the "broad stroke," the MOR "lateral" programing presumably would be a factor in station selection if only because of its audience—specifically the 25-50 age group. But as for the short stroke, a MOR station may just as well be selected, not for what it programs, but what it does with the programing—for example, "is there too much chatter and talk between records, or does the station manage well to unclutter the music?"

**Depends on Audience** ■ The MOR format's desirability depends on the type of audience the advertiser is trying to reach, says a spokesman for Dancer-Fitzgerald-Sample, relating MOR to an older audience.

Advertisers are buying radio for flexibility, he stressed, and there is no particular client that would use MOR at all times. Clients buy radio because



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- 1500 Paragraphs Which Will Give You 10,000 Ideas For Promotions, Programs, Commercials, Sales Campaigns And Bigger Profits!
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- PLUS As A Bonus "The Big Eight Tape" With Open End Announcements For Car Dealers, Super Markets, Bonks And Radio Stations!

**EVERY STATION MANAGER  
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**IN HIS PERMANENT LIBRARY . . . IDEAL FOR ADVERTISING AGENCIES, AND THE COLLEGE STUDENTS!**

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GENTLEMEN:

PLEASE CONSIDER THIS AN ORDER FOR "THE BRAIN BONANZA" WITH PAYMENT TO BE HANDLED AS SPECIFIED BELOW:

(1) Bill me \$35.00 to be paid in the next 90 days.

(2) Check enclosed for \$31.50 (10% cash discount) GUARANTEE . . . IF I AM NOT COMPLETELY SATISFIED WITH "THE BRAIN BONANZA," I WILL RETURN IT IN 15 DAYS WITH PAYMENT REFUNDED (MINUS RETURN POSTAGE).

PLEASE PRINT OR TYPE:

Radio Station . . . . . Address . . . . .

City . . . . . State . . . . . Zip . . . . .

Authorized By . . . . . Title . . . . .

Signed . . . . .



**2 FULL WEEKS**  
**ALL EXPENSES PAID**  
*at the Fabulous*  
**TOWN HOUSE**  
**SIoux FALLS**

**NOT PARTICULARLY?**  
**OH!**

Well, then say you had to haul a carload of beer and facial creams and cake mixes and things like that to Sioux Falls. And you couldn't return to your family until you sold the entire caboodle. Know what you'd do? You'd buy a two-day saturation schedule on KELO. And you'd be flying home to your wife and kids the day after tomorrow. For nothing gets a selling job done — fast — like KELO Radio.

The 100-mile long radio marketplace of the 25 to 40-year old consumer audience.

**kelo**  
*The Sellingest Sound Around*  
**SIoux FALLS, S.D.**  
 Represented by H/R  
 In Minneapolis by Wayne Evans  
 A Midcontinent Broadcasting Company property  
**KELO-LAND TV**  
**KELO/am • KELO/fm**

**IT'S PERFORMANCE, NOT FORMAT** continued

they can get what they want and need on a particular occasion; sometimes this might be MOR and sometimes not, he remarked.

Grocery and drug products use MOR often, although they like to go beyond that format to contemporary if they can afford it, he said, and products specifically suited to young tastes are advertised on contemporary only.

All Campbell-Mithun radio clients use MOR radio, although a "tendency has developed to look more favorably on contemporary radio," according to a C-M official.

But for the present about half of C-M's radio users specify MOR, because, he explained, "it appears that the demographics cover a broader base, and because they [MOR outlets] are able to reach the income levels we'd be interested in."

Two clients of the Minneapolis-based agency were singled out as particularly suited to MOR radio—one, a transportation company and the other a baking business—both of which wish to reach "people a little older." Proof of MOR's performance: "sales are up."

The C-M spokesman emphasized, however, that C-M "doesn't stick to MOR radio only." Several clients, for example, drink products (mixes, not bottles), use contemporary radio stations, he said.

He predicted that several years hence "it will be difficult to distinguish between MOR radio and contemporary radio." It's possible, he said, that MOR stations will eventually "swing to a contemporary format, while contemporary stations move to a moderate format."

**Against Labels** ■ "There's no such thing as middle-of-the-road stations," claims Arthur Topol, vice president and associate media director, Ogilvy & Mather, New York.

Mr. Topol said O & M "is personally against labelling stations—middle-of-the-road, album, classical," or whatever. It's just not true, he asserted: "Radio stations are news and music stations."

He called the so-called "rock" stations just "popular music stations." His contention is that "labels are misleading," and that the objective of media buyers should be based only upon "the share of market, the rating points and the target group" of any radio station.

Marvin Antonowsky, vice president and media research director of the J. Walter Thompson Co., voiced the view that middle-of-the-road stations "make sense for many of our brands and products" since they tend to reach an older, higher-income group. But he cautioned that JWT does not buy on the basis of station "formats or labels."

"We make our buys in a specific market in terms of demographics we are seeking and their number," he observed. "If the middle-of-the-road outlet meets our criteria, we buy it. If a rock-and-roll does, we'll buy that. The type of station we buy for a specific advertiser may vary market to market."

The lure of MOR stations is "their mass-appeal image," which, according to a Benton & Bowles spokesman, has allowed one "conservative advertiser to upscale its promotion toward people it considers more desirable." Texaco, he said, is conducting a six-week "Fire-truck" campaign in seven Florida cities.

Its purpose, he said, is deliberately "to stay away from the rockers with the same demographics as MOR stations." B&B's client, he added, has expressed this "feeling" to the agency; but, referring to his own thoughts, he indicated, "middle-of-the-road remains a nebulous term, since you do get some rock on those stations too."

**Big Buying Power** ■ James Fuller, broadcast supervisor, media relations, Young & Rubicam, considers middle-of-the-road stations potentially "a hunk of buying power since they aim to reach the 25-to-49-year-old group."

There are stations using this format that are well programmed, well managed and well promoted, he said, and they can be used to advantage to advertise a broad range of consumer products, including food, drugs and toiletries and automotive.

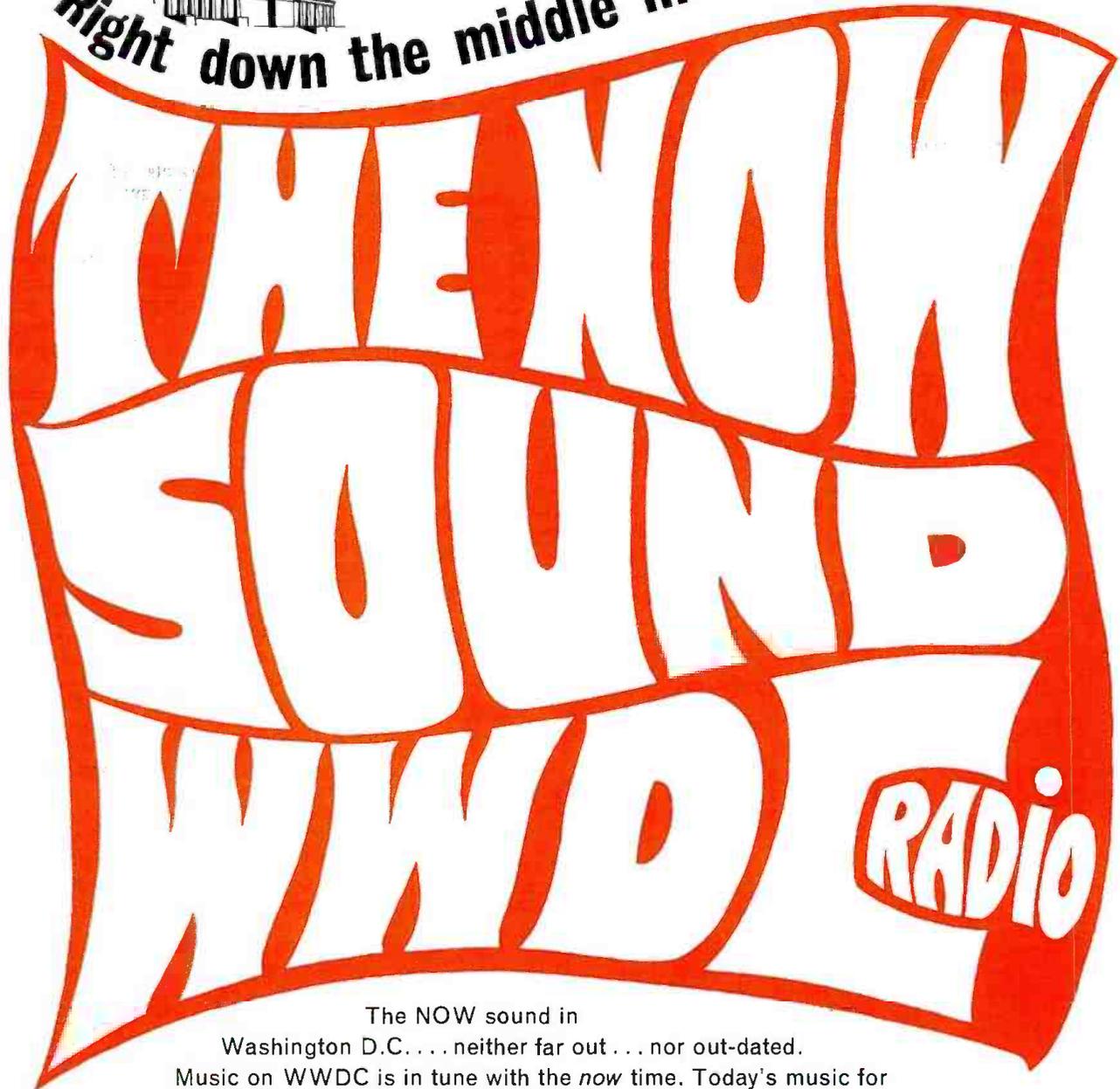
He pointed out that despite the publicity about half the U.S. population being under 25 years old, the buying power of the nation rests in people over 25 which the MOR outlets can reach most effectively.

He added one cautionary note: some stations calling themselves middle-of-the-road attempt to "cash in" on the popularity of well-known stations with this format but their own output is lack-luster. He said agencies increasingly are going to ask MOR outlets for more precise information on their audience, when they listen and how often.

The MOR format tends to "get men and a better level audience in general" and often can be a good buy, according to Paul Roth, vice president and media director of Kenyon & Eckhardt. Depending on marketing requirements this format can be most appropriate for various consumer products, particularly automotive and its accessories, he stated.

"We feel that on the whole middle-of-the-road gets a better income group than rock-and-roll and some of the other formats," he observed. "We may use rock to get women and a high reach in general and use middle-of-the-road to add to the reach for selectivity."

  
Right down the middle in Washington, D.C.



The NOW sound in  
Washington D.C. . . . neither far out . . . nor out-dated.  
Music on WWDC is in tune with the *now* time. Today's music for  
today's people. And right-now news, weather, sports and traffic copter reports.  
The now sound of WWDC will sell for you. Like it's doing for scores  
of sharp advertisers. Get in touch with your BCG man. Now!



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WWDC-FM Washington, D. C. / Represented by QMI.

# Building community helps station's image

Middle of the roaders find taking part in civic programs is one key to making station profitable

Key to commercial success for many middle-of-the-road stations may be the degree of "community involvement" they pursue.

While stations in small markets usually are, by virtue of necessity and proximity, focal points of community activities, MOR stations in larger markets are often hard put to find a twist in the MOR format that differentiates them from several other MOR outlets serving the same market. Since much MOR programming is similar, and since news on the hour or half-hour is de rigueur, mid-road stations in some markets run the risk of becoming "just another juke box."

A study of responses to BROADCASTING's survey suggests that one way out

of the predicament is to plunge deeply into community affairs. Many respondents indicated such policies as following local athletic events, participation in community fund drives, coverage of local political meetings and things of that nature serve to expose the station to a wide range of citizens, some of whom may never have listened to the station. In short order, it's reported, the local population begins associating local activities with a station's call letters, and almost inevitably the outlet becomes "their" station.

William F. O'Shaughnessy, vice president and general manager of wvox New Rochelle, N. Y., said one of the reasons for his suburban New York station's success—he reports billings have

trebled in two years—has been the station's attempt to generate influence and leadership.

"Station executives were assigned to spend from five to eleven hours each week listening to complaints about civic problems. We decided a radio station had an obligation to be more than just a dull, dreary juke box," he said.

Because New Rochelle is but a short distance from New York, and signals from giant urban stations boom into the community with ease, Mr. O'Shaughnessy was faced with either imitating the formats of successful MOR stations like WNEW or WPAT, or striking out on his own. Musically, wvox plays "square, familiar stuff," he said. What makes the difference between success or failure in his market, he indicated, is that the people in New Rochelle and environs look to wvox for news and information of immediate interest to them.

**Another Example** ■ Another successful MOR outlet in similar circumstances is WNAV Annapolis, Md. Listeners in this town on the Chesapeake Bay can tune in stations from Baltimore or Washington—both cities are about 30 miles distant—or the town's two other stations—one a "rocker," the other a "soul" music station.

According to Lloyd S. Smith, executive vice president at WNAV, the station emphasizes coverage of local news and sports, and in an area where the pleasures of boating and fishing are almost a way of life, it is the only station with a direct teletype to the Baltimore office of the U. S. Weather Bureau, which provides around-the-clock weather reports for mariners

WNAV Station Manager Daniel Lavelle and Mr. Smith agree that it's the "local touch" in news, weather and sports that enables this commercially successful station to "maintain its identity."

Another station emphasizing community involvement is WWTC Minneapolis-St. Paul, a mid-roader that programs "bright, cheerful and hummable music," has a full-time local news staff and produces locally oriented programs such as *Reaction*, *Mayor's Report*, and *Minneapolis Police Report*. Station Manager Richard S. Korsen says the focus on community affairs is necessary since there are "already enough middle-roaders, enough rockers and enough westerns in the market." WWTC, which adopted its present format two-and-a-half years ago, describes itself as "extremely successful."

An MOR station can fashion its own identity in many ways—programs on local issues, traffic reports, marine weather reports, etc.—but one of the most popular approaches is broadcast editorials.

**Editorializing Policy** ■ BROADCAST-

You don't have to feel the Negro pulse in New Orleans . . .

## WBOK will show it to you!

Pulse Proves It . . . all day in every time period from 6 A.M. until 6 P.M. WBOK IS THE LEADER . . . more Negro men . . . more Negro women listen to WBOK than any other station in the Metro New Orleans Negro market. Over 37% of the New Orleans city area is Negro. 295,000 Negro population — the second largest city in the State... Purchasing power \$450 Million.

### WBOK IS THE LEADER Pulse Special Negro Audience

*Pulse Mon-Fri. Jan-June, 67	WBOK	Station A
6 A.M. to 12M	44	31
12 to 6 P.M.	39	35
6 P.M. to 12 Mid.	29	34

\*Data quoted or derived from audience surveys are estimates subject to sampling and other errors.

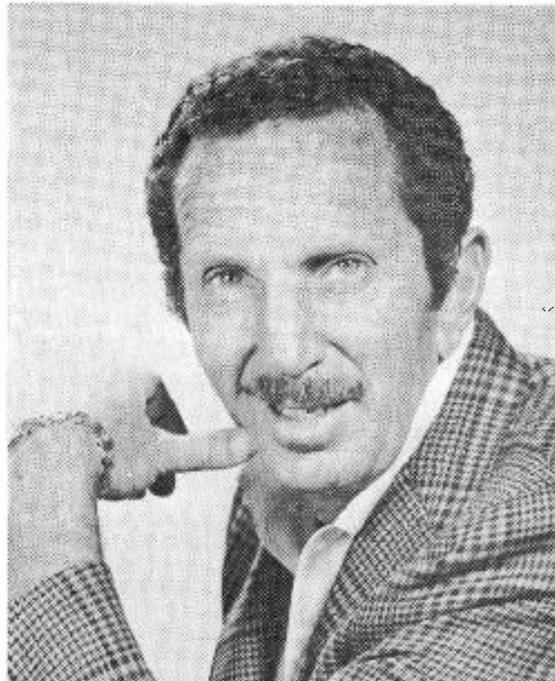


Member OK Group/Call Dore & Allen

# KGMB—HAWAII'S EXCITING LEADER IN RADIO

*KGMB's Aku Is Ichiban*

## Number One Deejay



HAL (AKUHEAD PUPULE) LEWIS

By BERT DARR

Aku is a good catch any day in Hawaii's balmy waters, but when the word is applied to disc jockeys, Aku is about the best catch in the country, maybe even the world.

The Aku we're referring to is not tuna but J. Akuhead Pupule, known also to Island radio audiences as Hal Lewis, Hawaii's Number One deejay — and perhaps the highest paid disc jockey in the U.S., if not the world.

After more than 20 years of broadcasting in the Islands, Aku is leading the pack in a radio market saturated on Oahu alone with 17 AM (amplitude modulation) stations and an FM (frequency modulation) field soon to number three.

The latest TRACE survey shows the KGMB deejay leading in his early morning show with a share of in-traffic audience totalling 27.2 per cent and in-home, 26.1.

His nearest competitors in the 7 to 9 a.m. survey segment are considerably behind, allowing the rock 'n' roll station K-POI an 11.1 in-traffic and an in-home share of 17.9 per cent.

KHVV radio showed an 11.2 and 7.2 slice of the audience; and the Japanese language station, KOHO, tallied a 1.0 in-traffic and 10.1 in-home share. Honolulu's KUMU, which has labeled itself as a "good music" station, grabbed a 9.6 in-traffic

and 2.9 in-home percentage of listeners.

J. Akuhead Pupule (Crazy Fishhead), as he dubbed himself years ago for Island audiences, is truly a "Legend" in his own time. From his initiation in Island radio in the 1940s (and he did the usual amount of "musical station switching" in the early days), to his executive post today at KGMB radio, Aku has built a fabulous career.

His last contract, dating back two years when he moved from KGU to KGMB and signed with Cecil Heftel, president and general manager of the Pacific Broadcasting Company, reportedly is to net him upwards of \$2 million in an agreement

covering a 12-year period.

Other Island broadcasting personalities who have faced the competitive sting of Aku in past years include veteran deejay Robert Melvin (Lucky) Luck, now at Honolulu's new KCCN; KORL's Ted Sax, K-POI's Tom Moffatt (and before him, Ron Jacobs), and Don Carter.

His current early morning competitors include KGU's Sam Sanford; KIKI's Don Carter; KTRG's Howard Hansen, KLEI's Stu Allen, Bob Lowrie now at K-POI, Lucky at KCCN, Ted Sax at KORL, Bill Ashley at KKUA, and Don Sherwood, a new arrival from San Francisco's Bay Area, at KHAI.

The competition, new or old, doesn't seem to phase, or disturb, Aku. (He continued to roll up rating points at survey time.)

As a matter of fact — it's the other way around Honolulu stations continue to jockey around early morning men, desperately striving for a winning combination, but to no avail.

When Hal Lewis signed with KGMB two years ago, he was handed the responsibility of creating "A 24-Hour Sound of Aku." The formula has been a success, judging by the last TRACE survey, which also provided the following breakout figures: Aku, 26.7, Pogo Pogo, 20.6, Kim Chee (Jerry Cox), 19, and George (Granny Goose) Groves with a 16.9 per cent share in respective time periods.

For New York and San Francisco, Aku, it has been said, and vaudeville he studied fiddle-playing in relative youth, had played symphonies and theaters — but fiddling in a business even he has provided him with more than the necessities of life.

Before his last contract was inked at KGMB, Aku's annual salary was reported to be more than \$125,000.

This makes Akuhead Pupule a pretty crazy — but one of the best catches in the market today!

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**MAY-JUNE TRACE**  
**IN-TRAFFIC**  
**32.1**  
**IN-HOME**  
**31.5**

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\* Source: AKU 7-9 am / TRACE Special Interim Survey, Honolulu, Hawaii / May-June 1967, Mon. thru Fri. av  
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## BUILDING COMMUNITY HELPS IMAGE *continued*

ING's survey revealed that despite cost and time factors, possible advertiser reaction, possible problems stemming from the FCC's fairness doctrine, more than half of the respondent stations editorialize as a matter of station policy.

Of the useable responses to the survey, 60% of the respondents indicated they editorialized. Some 40% said they did not editorialize, or that if they did, it was on an infrequent basis. One station indicated that it did not editorialize because of the FCC fairness doctrine.

Outlets that reported editorializing as a matter of station policy could be found in markets of all sizes, in all parts of the nation. Market size or size of the station staff apparently has little bearing on whether a station airs its views on local or national issues.

However, a study of BROADCASTING's respondents indicated that radio stations programming "lush" or "sweet-segued" sounds and those stations that clustered their commercials following a presentation of two songs back-to-back or three songs in succession, were less likely to editorialize than those stations using a more conventional format.

Of the stations editorializing, 30.1%

indicated they presented at least one editorial daily, usually only on the weekdays. 21% reported they editorialized at least once a week, and 47.2% said they editorialized only when issues warranted it or that they followed no fixed schedule. Three stations, reported editorializing once a month.

Market or station size appears to have little or no bearing on the frequency of editorial presentation. Two stations in good-sized markets—WXYZ Detroit and WLW Cincinnati—reported they editorialized twice weekly, while WWSR St. Albans, Vt., in a single-station market, editorializes every weekday.

**Who Writes Editorials?** ■ Stations reported that editorials are written either by station owners or managers, usually the case in the smaller market stations, or by an editorial board composed of the outlet's news chief, station manager, and occasionally, by a full-time editorial writer. One respondent indicated subscribing to an out-of-town editorial service.

Editorial subject matter among MOR stations varies as much as their formats. Mid-roaders indicated they will speak out on almost anything, from Vietnam to the local dogcatcher. But most stations apparently stick pretty close to home, feeling that "community involvement" can best be served by commenting on a new bond issue or supporting the establishment of a junior college in their town.

Some examples as reported by the stations:

WFBR Baltimore, which prides itself on its staff of investigative reporters, urged that the city police department appoint an officer in charge of public relations to head off misunderstandings between the local citizenry and their law enforcers. WFBR reports that its suggestion has been adopted by the city fathers.

KOJM Havre, Mont., fought for and won an expansion of U. S. Weather Bureau Service in the area and more commercial air service, and stopped the practice of giving trading stamps among local merchants.

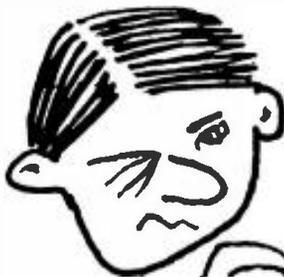
WKRC Cincinnati, which editorializes six days a week, reports that it was instrumental in eliminating the city's residency rule for municipal employees. KGBC Galveston, Tex., which reported it editorializes when the need arises, apparently finds an occasional need: Editorials, it said, have helped throw out a "corrupt city government"; forced the resignation of a county judge, and helped defeat an "exorbitant" bond issue.

KALL Salt Lake City reports that it has recently exposed a phony

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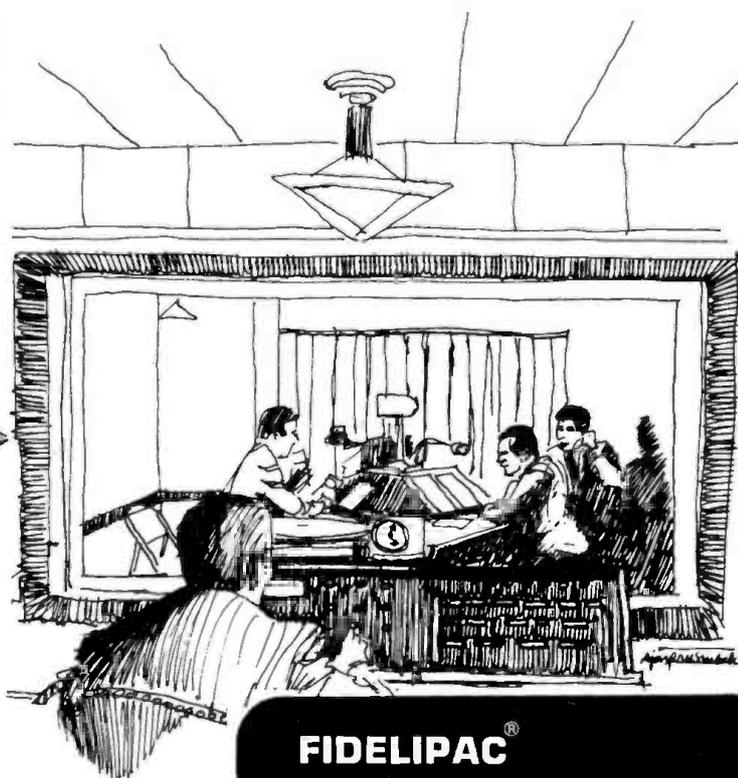
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muddle  
about  
the  
middle?*

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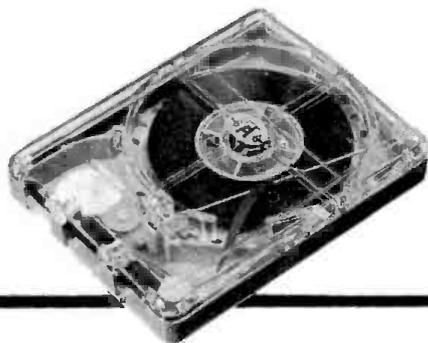
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AM RADIO-MONROE

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home fire alarm system sales activity, and has been active in urging civil rights legislation. KALL has been honored three times by the Utah Bar Association for contributions to "justice and the law," and twice by the state education association for supporting Utah teachers in their fight for more pay. KALL's management reports that the MOR format is just the ticket for broadcasters who believe in "free expression."

**Fight Pollution** — WJR Detroit reports its campaign for tougher antipollution laws is resulting in special legislative action, while wxyz Detroit editorialized on the threat of measles and the fact that a vaccine is available to fight it. WXYZ's effort resulted in a city-wide campaign, sponsored by the station and the local health department, which resulted in the vaccination of some 195,000 children.

WLAC Nashville, an MOR outlet that also programs substantial amounts of talk and rhythm and blues music, reports that most of its editorials deal with international or national problems, but that it has "played a large part" in getting an antirabies registration law on the books.

WWDC Washington helped get a new trial for two defendants in a controversial rape case; WKRK Mobile, Ala., stimulated a crackdown on the indiscriminate sale of barbiturates; WELI New Haven, Conn., supported Democratic Senator Thomas Dodd during Senate censure hearings; WATR Waterbury, Conn., says its stand has been instrumental in bringing civil service to that city; and WSB Atlanta won a National Safety Council award for a series of editorials pointing up the inadequacy of the area's freeway system.

WKTJ Farmington, Me., which editorializes daily, feels it has been a strong factor in organizing a new, streamlined school administrative set-up; WOOD Grand Rapids, Mich., a Time-Life station, has urged listeners to support the renewal of ghetto areas, arguing that it is cheaper in the long run than the price of bloody civil disorder; WTVN Columbus, Ohio, urged the local police department to form a special homicide squad to crack down on an increasing number of murders; KTOK Oklahoma City took a lone editorial stand in favor of a proposed sales tax—it passed; and KGW Portland, Ore., helped man win over machine by saving a section of scenic coastline from threatened highway construction.

WPEN Philadelphia called for a city air pollution chief, and one was named 21 days later; and wvox New Rochelle, N. Y., was the first station to endorse New York Governor Nelson Rockefeller for a third term in 1966, and recently lashed out at those who advise broadcasters to refrain from

editorializing (BROADCASTING, Oct. 9).

WXLW Indianapolis recently conducted a listener's poll in the popularity of a Sunday closing law. After the results were in, the station ran an acerbic editorial questioning the honesty of the law's supporters: Many of the responses came from areas of the state not covered by WXLW's directional antenna.

While broadcast editorials, especially sharp ones, can stir controversy, few respondents indicated that advertiser or listener pressure has been brought to bear on them to cease. One that did is WEPM Martinsburg, W. Va., which has been insisting on better enforcement of private club laws.

C. Leslie Golliday, station owner and manager and one-time mayor of Martinsburg, told BROADCASTING that certain local organizations have threatened to cancel advertising unless he eases off.

So far, Mr. Golliday said, "no one has come out and said they dropped advertising because of our editorials. In any case, we won't stop controversy. I don't believe in 'for mother, against sin' editorials."

### They like the mid-road format in Hawaii too

Palm trees and Bougainvillea may not be the only thing that flourishes in Hawaii's tropical climate: middle-of-the-road seems to be blooming as well, at least for one station.

KGMB Honolulu reports that a revamp of its MOR format two years ago has taken it to the top—from 15th place in the market.

The station's mid-road format, a "hodge-podge just 24 months ago," has been brightened up with stronger on-air personalities, increased emphasis on news, and wide-ranging musical offerings. The musical spice, says the station, runs the gamut from rock to country-and-western to classical to standard arrangements of popular sounds—real "everything" programming.

"While our concept is rigid," says the station, "we operate within a framework that allows us to anticipate the changing moods of the public and supply their demands."

In addition to a long list of recently acquired national and local advertisers—"billings in '67 are up 20% over '66"—KGMB has a nine-man news staff and four mobile units to cover events on the islands. Editorials are presented when the situation demands it: Recently the station campaigned for fluoridated water.

KGMB's formula is paying off in more than just ratings: The station says it pays one of its disk jockeys \$260,000 a year, reportedly the highest salary in the Hawaiian Islands.



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# How audience feels about MOR stations

## PERFORMANCE IS THE KEY TO POPULARITY IN MOST COMMUNITIES

Middle-of-the-road radio stations can claim some notable audience attainments, but in the end, as with any program format, it's how it's done that counts.

Thus an MOR station may be at or near the top of the ratings in its market while another MOR station, in the same market, may be halfway down or at the bottom.

Or, as sometimes happens, MOR stations may rank first and third, or second and fourth or even place in three of the top four positions—in markets where they're competing with 10, 15 or even 20 or more stations.

In multi-station markets having only one MOR service, the MOR's rating performance can also vary drastically, but a random check of ratings records suggests that it's often at least within shouting distance of the top.

**Random Check** ■ A study of American Research Bureau, Hooper and Pulse reports covering some 30 MOR markets—some selected for multiple MOR services and some chosen at random—showed that:

- At least in these markets, MOR stations do considerably better than average in the ratings.

- To the extent that demographic information was available, the reports indicated MOR stations generally can claim big concentrations of listeners in the over-25 age group, even bigger concentrations in the over-35 group, and often—but not always—substantial segments of the 18-25 age group as well as occasional scatterings in the 12-18 group.

A further breakdown covering 16 markets for which comparable recent data was available showed rating information for 257 radio stations, an aver-

age of 16 per market, with the MOR stations numbering 26 and ranking—on the average—in third place. Their average share of audience was 14.6.

For the most part the MOR stations studied enjoyed higher audience shares in the morning than in the afternoon, although there were some notable exceptions in which afternoon shares were higher. MOR stations with strong daytime positions usually ranked high at night, too.

**Demographic Viewpoint** ■ The relative standings often changed dramatically when viewed from a demographic rather than from a total-audience standpoint.

In one Midwest market, where 14 stations were rated, a MOR station ranked second in average-quarter-hour shares, but with only about half as big a share as the leading station, whereas its share of women between 18 and 64 was less than two points behind the leading station's. It was also second, but by almost a 1-to-2 margin, in share of men over 18, but tied for first among men over 50 and was in clear first among women 35-49 and women over 50.

In a southern market with 16 rated stations a MOR outlet was tied for first place in average total-audience share but took undisputed first among men and women 35 to 49 and men 50 to 64 and tied—with the fifth-place station in total-audience share—for first place among women 50 to 64.

In a report for a Midwest market with eight rated stations one MOR outlet is a close second in overall averages but is first or tied for first in both men and women from 25 to 64 and is second among women 25-34. Another MOR station in the market ranks third in total-audience share and is credited

with 20% of the men and 25% of the women listeners over 18.

**Majority of Audience** ■ Between the two, these MOR stations are shown as accounting for approximately 55% of the audience on an average quarter-hour basis, 60% of the male listeners over 18% and 62% of the women over 18.

In a West Coast market where 25 stations are rated, one MOR is first in total audience shares, first in men from 18 up, first in women from 18 up, and ranks third in teen-agers under 18 (though not a very competitive third, compared with the number-one station in that category).

Another mid-road station in the same market ranks fifth in total-audience share and a third one is tied for sixth, and both show substantial listenership in the over-35 groups.

**Other Examples** ■ In another West Coast market, where 28 stations are reported in the ratings, one MOR station is fourth in average share but first in men between 25 and 34 and tied for third in both men and women over 18. Another MOR outlet in the same market ranks fifth overall but is third in women over 18 and is tied (with several other stations) for third in men over 18.

In an eastern market with 17 rated stations, an MOR is first in average share, first in men over 64, first in women over 64. A rival MOR operator meanwhile is third overall and among women over 18 but does a little better with men over 18, who, the report shows, tie for second.

In competition with 11 rated stations in another eastern market a MOR programmer also comes up number one in overall share and among both men and women over 18.

Where three MOR stations compete head-to-head in another market in which nearly a dozen stations are rated, one ties for first and the two others place third and fourth in overall shares. The top-rated MOR is in clear first among both men and women over 18; the one in third place overall is also third among women over 18 but tied for second in over-18 men, and the MOR in fourth place overall is also fourth among men and women who are over 18.

**Another Viewpoint** ■ Looking at the ratings another way, a MOR station in an eastern market with 15 rated stations ranks third in share on an all-week basis but is first in the morning (Monday through Friday).

### SPECIAL REPORT

## MIDDLE of the ROAD

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In a big Midwest market a MOR operator is tied for first overall, and in another Midwest market a MOR station is fourth in the afternoon but takes first place in the morning by enough margin to make it number one on a 7 a.m.-to-6 p.m. average basis.

In a market with 16 rated stations a MOR outlet is fourth on an overall-share basis but third in weekday mornings and weekend daytime.

In a Southern market a MOR station sweeps first place in overall share and in weekday morning periods, but slips to second for weekday afternoons. A MOR competitor in the same market—which has 17 rated stations in all—ranks fifth in overall share.

Examples can be cited on and on, pointing up rating accomplishments of MOR stations. There are more than enough cases, too, of mediocre attainments—or worse. But MOR stations as a class do seem to have something going for them beyond the numbers. One music expert, unallied with any particular format, summed it up as follows, based on years of radio listening in many markets.

“Almost every major city boasts its own ‘Queen Mary’ type of radio broadcasting operation—the kind that sails right through every rating period with



Picking the music for middle-of-the-road stations is done in a variety of ways. At KSTP St. Paul-Minneapolis it is all done by computer. Here (l) Polly Litsen, librarian and station manager Garfield Clark go over the



computer-selected station program schedules. Other station executives prefer system used by Thomas P. Chisman (r.), president of WVEC Norfolk-Hampton, Va., who personally checks over the records the station receives.

its own brand of what’s good for the community (generally including MOR music) and comes out with dollars that are the envy of the top-rated top-listers.

What these stations do in a specific sense varies from community to community, but they do seem as unsinkable as Molly Brown!”

Beautiful music  
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# Challenges measure radio-TV success

## First NAB regional conference discusses industry problems and their solutions

There was a little confusion over application of the new time standards, of the television code, but for the most part broadcasters attending the first fall conference of the National Association of Broadcasters in Atlanta last week seemed more content to listen to speakers than ask questions.

And listen they did at the Monday-Tuesday (Oct. 16-17) meeting, particularly at the second morning session when FCC Commissioner Lee Loevinger offered a scholarly one-hour treatise on his theories of broadcasting (see page 42).

The 238 registered for the first conference heard NAB President Vincent Wasilewski say that broadcasting's "endless succession of challenges," from within and without, "is a measure of our success."

Because broadcasting is "growing and changing; because it is a vital impossible-to-ignore part of American life" and because it is in the mainstream and not some backwater, he added, these challenges will continue to exist.

One major challenge from within, he said, is that of "individual and collective responsibility embodied in our radio and television codes." And he asked if the

industry "is mature enough and responsible enough to regulate itself in its own long-run best interest?"

Among the outside challenges Mr. Wasilewski pointed to: interpretations of the FCC's fairness doctrine; attempts to require free or discounted time for political candidates; attempts of record manufacturers and performing artists to seek "unjustified payment" from broadcasters; attempts to create "an unlimited and unrestricted CATV system."

It will take more than "steely-eyed determination" to preserve broadcasting, the NAB president claimed. The industry must beat back the attacking challenges "with all the dedication and diligence of which we are capable."

**The Doctrine** ■ The fairness doctrine and its various aspects aroused some comment at the meeting. Douglas Anello, NAB general counsel, noted that, "as the years go on, the fairness doctrine seems to expand and broadcasters' freedom constricts." The doctrine, he added, "discourages broadcasters from controversial issues and insures a bland impartiality of views."

Getting the message to the public of government encroachment attempts does not belong solely to other media;

it belongs to broadcasters, John M. Couric, NAB vice president for public relations, said.

The public has a right to freedom of expression, and "it is our job" to explain to the public how the fairness doctrine denies this freedom and how the public can help overcome it, he added.

He noted that there have been many newspaper editorials supporting broadcasting's fight against attempts to apply the fairness doctrine to product advertising, notably cigarettes, but "I haven't seen . . . many editorials from broadcasters on the subject." Although admittedly aware of the legal complications and "peril" involved, he urged broadcasters to use the "very powerful tool" they have in on-air editorials.

In addition to airing editorials, Mr. Couric said, stations should "point out the doctrine's faults to newspaper editors . . . who have not expressed their views on the ruling. They should realize that the erosion of freedom of expression in one medium . . . can be extended to others."

Regardless of his feeling about radio and television, either locally or nationally, every member of Congress "realizes he must have access to the broadcast media to get elected. And the smarter he is politically the more importance he ascribes to radio and television and the more disposed he is to work closely and amicably with broadcasting."

Hollis M. Seavey, of NAB's government affairs division, noted that there are dangers ahead for broadcasters. To adopt a complacent attitude about them, he said, would be "foolhardy."

**Cigarette Issue** ■ Discussing the cigarette-fairness issue, he noted the commission's action has generated little sup-



L to r: Tom Cookerly, WBTV(TV) Charlotte, N. C., and James Ferguson, WAGA-TV Atlanta.



L to r: F. E. Busby, WTVY-FM-TV Dothan, Ala.; Richard Biddle, WOWL-AM-TV Florence, Ala.; Frank Whisenant,

WMSL-AM-TV Decatur, Ala.; C. P. Persons Jr., WKRK-TV Mobile, Ala., and Julian Smith, WAGF Dothan, Ala.



L to r: Len Firestone, Firestone Film Syndication Ltd.; Jack Waldrep, CBS Films; Jean Hendrix, WSB-TV Atlanta, and Bill Ryan, A. C. Nielsen Co., New York. The NAB fall conferences are

to resume today (Oct. 23) and tomorrow in Washington. The sessions in Boston later this week (Oct. 30-31) will complete the first half of the eight-city series.



L to r: NAB President Vincent Wasilewski, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman, and J. S. (Dody) Sinclair, Outlet Co. Stations, Providence, R. I.

port among congressmen and a lot of local criticism, particularly from congressmen in tobacco states. Although bills have been introduced that would keep product advertising out of the "issues of public importance" domain, he said, consideration of the bills is unlikely this year.

He also urged the broadcasters to take more active roles in politics. "On almost every issue," he said, "we face adversaries with impressive resources in manpower and skill. Fuller participation by NAB members is essential if we are to succeed in the legislative battles ahead." He added that successful candidates "will long remember those who gave them early and enthusiastic support."

Questioned on what can be done to fight potential state taxes on advertising, Mr. Seavey noted that a multimedia meeting on the subject is scheduled for New Orleans on Dec. 8. He urged each state to be represented at the session. The attempts to tax advertising "are going to increase every year," he said, "because states are continually looking for new money."

The newly adopted advertising time standards of the NAB's television code were of concern to broadcasters who seemed to feel that there were many gray areas still to be resolved. In particular they wanted to know what could qualify an advertiser to have billboards and how prologues and epilogues would be defined for commercial interruption purposes.

In answering the questions, Howard Bell, code director, explained that shows opening with definite plot material would be deemed to have started with programming and a subsequent commercial would then require an interruption. However, a show that opened with a standard format without plot would not be construed to have formally commenced and if a commercial followed

it would not use up an interruption.

Regarding the epilogues, he said that if a show came to a logical end and was followed by a commercial, the wrap-up epilogue would not be considered as program and a subsequent commercial would not use up an interruption. However, if the epilogue was actually a part of the plot and was needed to clarify previous action then it would be considered program and a commercial following would require use of an interruption.

Mr. Bell did seem somewhat disturbed over an apparent lack of broadcast coverage of the new time standards. He noted that when the TV board approved the new standards earlier in the month (BROADCASTING, Oct. 9), a lot of newspapers carried stories on the meeting and explained the new standards. "I wonder," Mr. Bell asked, "how many stations carried news stories." Stations' lack of coverage, he said, was "kind of disappointing."

He also called on code members to propagate the faith and urge nonmember stations to join the code. The TV code, he noted, has had about 65% of all stations for some time, and even though many new stations are going on the air the average doesn't seem to be increasing.

**Fickle And Shifty** ■ The future of television did not appear bleak, at least to Roy Danish, director of the Television Information Office. If broadcasters make their stations "true community resources" by exploring and developing additional services to their audiences, he said, then there will be a flourishing TV industry in the future and "all your stations will not be just warehouses or frozen custard stands."

He called the myth about viewer loyalty accurate. The viewers are "fickle and shifty" and when alternatives are offered the audience will be fragmented.

Educators, he pointed out, are wak-

ing up to the benefits of TV, "both run-of-the-mill and cultural programs" at both the national and local level. He saw this as encouraging because the teachers number 2 million and students total 55 million; together that's almost one-third of the U.S. population and that does not represent a "fringe audience."

Satellite communication was covered by George W. Bartlett, NAB's vice president for engineering. He felt that future U.S. policy on domestic satellite use may be affected more by forces outside the nation than within it. If another Western Hemisphere nation decided to put up a domestic satellite over the equator, he noted, it could have disruptive effects on that channel in the U.S.

Mr. Bartlett also discussed and played for the broadcasters NAB's new subjective loudness reference tape and explained how it was developed. He said the tape, in all test instances, has proven useful in following the FCC's mandate that all commercials be prescreened.

Taking part in the conferences this year is the National Association of Television Program Executives, which put together a half-hour color film to show examples of some local creative programming. Included in the film were: *The Lengthening Shadow*, a documentary on infant deaths from KSD-TV St. Louis; *Road to Nowhere*, a documentary on the Colorado State Penitentiary by KLZ-TV Denver; *The Illinois Voter's Test* by WBBM-TV Chicago; *Hope Day*, an entertainment documentary on a charity golf match and personal appearance by Bob Hope by WLWT(TV) Cincinnati; *Photo '67*, an on-air area promotion by WSJS-TV Winston-Salem, N. C., and computer election read-outs by WCKT(TV) Miami.

**UHF Rosy** ■ There is a spirit of optimism among UHF operators if UHF's start going for big prices such as the

\$6.85 million for WLKY-TV Louisville, Ky. (BROADCASTING, Sept. 3). The letters may stop meaning ultra high frequency and start to stand for "ultimately high finance," the delegates were told.

William L. Walker, NAB director of broadcast management, discussing "UHF Revisited" called UHF's future a rosy one. "Within three to five years," he said, there no longer may be the distinction of UHF or VHF; there will be only television.

He noted that between 1960 and 1966 revenues of UHF's almost doubled from just over \$30 million to just under \$60 million but expenses more than doubled from about \$30 million to more than \$67 million. If nothing else, he pointed out, the figures indicate that "UHF is no longer small business."

Admitting that the revenue-vs.-expense figures appear depressing, he added that in the seven-year period the number of operating U's went from 76 to 114, an increase of 50% and that losses, which have shown a sharp jump in the past two years, are primarily due to the costs of getting new stations on the air and underway.

Based on NAB-compiled figures the typical UHF increased revenues from \$625,000 to \$775,000 (about 25%) between 1964 and 1966, while expenses increased from \$575,000 to \$675,000 (about 18%), showing an increase in the profit margin from 9.4% to 14.5%.

The 1964-66 figures compared to the 1960-66 figures, Mr. Walker noted, show that UHF is now made up of two segments. "The new stations swell the industry totals for revenues and expenses, but add little to the profit side of the ledger . . . The typical station is an old, established UHF operation. It reflects continued improvement in its record . . . of progress and growth."

Discussing only the "new breed UHF's," those that have gone on the air in the past five years, he said the typical station's record last year showed \$785,000 revenues, \$1,101,000 expenses for a deficit of \$316,000. Since most of the newer UHF's are going into larger markets and competing with established VHF's, he added, the UHF owner "had better have more than a shoestring before dipping a foot in the water. The tombstone of many a defunct UHF should read 'died from insufficient capital.'"

However, he called the UHF losses not discouraging since the stations have been able to generate revenues of better than \$750,000. He added that one U operator expects to break the \$2 million barrier this year and that will be "one more milestone in the long, sometimes discouraging route that UHF has followed, but it is one which truly shows that UHF is on the move and should continue to grow."

**Song Lyrics** ■ The results of a recent

survey asking stations if questionable lyrics pose a problem, were reported by Thom Winkler, radio code manager. He noted that responses indicated stations' prescreening of records "virtually eliminates complaints" and that the "problem has probably received more press than it deserves."

Although most stations responding did believe questionable lyrics pose a problem, he said, the code's approach should not be as a central clearing house since the logistics and cost of creating and operating a record-review board do not appear justified.

The code will continue to monitor for objectionable material, he said, and it will hold meetings with record manufacturers and music licensing officials to examine current methods of eliminating questionable material and to study possible new procedures to take care of the problem.

He pointed out that the recently added code language which prohibits the representation of hallucinogenic drugs as desirable or socially acceptable does not mean only commercials or feature films; it also means records.

The fall conference radio session also featured some highlights of the NAB's radio clinics. The speakers were chosen from all the clinics that began in 1964 and have continued through 1967.

Ben Hoberman, KABC Los Angeles reviewed the history of conversation ra-

## LBJ's telecommunications task force steps up its tempo

The President's task force on telecommunications policy met for the second time at the State Department in Washington on Oct. 13, and plans to meet again Nov. 3.

Seated at the conference table (l to r): Donald Agger, Transportation; Solis Horwitz, Defense; Edward C. Welsh, National Aeronautics and Space Council; William H.

Shapley, National Aeronautics and Space Administration; Dean W. Coston, Health, Education and Welfare; Donald F. Turner, Justice; Rosel H. Hyde, FCC (ex officio); John F. Kincaid, Commerce; Donald F. Hornig, Office of Science and Technology; Frank E. Loy, State; Eugene V. Rostow, State (chairman of group); James D. O'Connell, director of Tele-

communications Management (vice chairman); Gardner Ackley, Council of Economic Advisers; James J. Reynolds, Labor.

Not present when picture was taken were Charles Schultze, Budget Bureau; Leonard H. Marks, U. S. Information Agency; James E. Webb, NASA, and Anthony M. Solomon, State.



## Like father, like son

FCC Chairman Rosel H. Hyde last Thursday made an appearance before the Supreme Court of the United States to propose the admission of his son, George R., to practice before the nation's highest tribunal. Young Mr. Hyde is an attorney in the lands division of the Department of Justice. Chairman Hyde has been a member of the Supreme Court bar for nearly a quarter of a century.

dio since 1960 when KABC pioneered the format and discussed the wide number of variations on the format now in use on stations across the country. He also pointed out the need for continual refinement of this type of programing.

In his presentation, punctuated with taped excerpts of conversation programing, Mr. Hoberman noted that refinement is necessary because "progress has a way of rolling over those who do not respond to change or create change."

At the NAB regional meeting in Dallas, that started Thursday, Oct. 19, Elmo Ellis, wsb Atlanta, called the effective

middle-of-the-road station one which follows a "somewhat unpredictable and original" course, and provides a "pleasing and believable service."

It takes more than just sounds to create an image, he said. But if the sounds are used with creativity and imagination they can produce a "priceless . . . impression, image or idea." He also called on broadcasters to do more experimenting and to explore "old-fashioned truths and new-fashioned concepts."

## Hughes buying Las Vegas V

Greenspun selling ch. 8 CBS affiliate for about \$4.5 million

Application for FCC approval of the sale of KLAS-TV Las Vegas by H. M. Greenspun to industrialist Howard R. Hughes (CLOSED CIRCUIT, Aug. 28), who has been acquiring hotels and properties in that city during the last year, was filed last week.

The CBS-affiliated, channel 8 Las Vegas station, founded in 1953, is being bought by Hughes Tool Co., Houston, for \$3,650,000 in cash plus assumption of obligations that is estimated to bring the price up to about \$4.5 million.

Mr. Hughes owns all the stock of Hughes Tool Co., whose total current assets exceed liabilities by "more than \$50 million", and whose total capital stock and retained earnings "substantially exceeds \$200 million", according to a statement by Haskins and Sells, certified public accountants. The company has no long-term obligations, the statement, filed in lieu of a balance sheet, reported.

The application showed that as of June 30, Las Vegas Television Inc., licensee of KLAS-TV, had total assets of \$979,282, of which \$384,047 was current assets. The company had total current liabilities of \$588,085, and total fixed liabilities of \$365,581. Earned surplus as of Jan. 1, 1966 amounted to \$100,004, but the net loss for the period ended June 30 totaled \$6,735.

**Fire Losses** ■ Mr. Greenspun said he was selling his station because of financial difficulties occasioned in 1964 when he suffered major losses from a fire that destroyed the *Las Vegas Sun* building. Mr. Greenspun is owner and publisher of that newspaper.

The application showed that the original cost of land, buildings, tower, antenna, transmitter and other properties was \$1,091,969, with depreciated cost \$370,013 and replacement cost \$1,525,000.

It also stated that Mark Smith would be retained as station manager. A general manager was to be selected.

Hughes Tool Co. manufactures oil well tools, helicopters and armament, and is the owner of four Las Vegas hotels and casinos, although it does not operate all of them; they are the Sands, Desert Inn, Castaways and Frontier. At one time, Hughes Tool Co. owned 78.2% of Trans World Airways, sold in 1966; and 56% of Northeast Airlines, sold in 1965.

Mr. Hughes is also the president and owner of Hughes Aircraft Co. which owns 21% of Teleprompter Corp., New York, a multiple CATV owner which holds a CATV franchise for upper Manhattan, New York. Hughes Aircraft and Teleprompter jointly own Theta-Com Corporation.

## Changing hands . . .

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

■ WBTW(TV) Florence, S. C.: Sold by Jefferson Standard Broadcasting Co. to Daily Telegraph Printing Co., Blue-

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field, W. Va., for \$4.5 million (see this page).

▪ KVII-TV Amarillo, Tex.: Sold by John B. Walton Jr. to Stanley Marsh III and family for \$1.5 million (see this page).

▪ WGHQ-AM-FM Kingston and WVOX-AM-FM New Rochelle, both New York: Sold by John Hay Whitney to Harry M. Thayer and William F. O'Shaughnessy, for approximately \$800,000. Both are connected with management of stations. Mr. Whitney is owner of Whitney Communications Corp., which in turn owns Corinthian Broadcasting Co. WGHQ is daytimer on 920 kc with 5 kw. WGHQ-FM operates on 94.3 mc with 750 w. Wvox is daytimer on 1460 kc with 500 w. WVOX-FM operates on 93.5 mc with 1 kw.

▪ KCAN Canyon, Tex.: Sold by Dan Tarpley and W. J. Harpole to J. R. Clodfelter for \$80,000. Mr. Clodfelter is Nebraskan broadcaster, and had, up until recently, interest in KRNK Kearney. Mr. Harpole is veteran Texas broadcaster who has interest in KVOP Plainview, Tex., KCAN is daytimer on 1550 kc with 1 kw. Broker: Hamilton-Landis & Associates.

▪ KCLW Hamilton, Tex.: Sold by Frank J. Hedrick to M. H. Chambless for \$65,000. Mr. Chambless is associated with McCollough Tool Co., Houston. KCLW is on 900 kc with 250 w. Broker: Hamilton-Landis & Associates.

**APPROVED** ▪ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 99).*

▪ WICU Erie, Pa.: Sold by Edward Lamb to J. Harry Dornheggen for \$275,000. Mr. Dornheggen has interest in KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado. He also has interest in Montrose Telecable Inc. WICU operates fulltime on 1330 kc with 5 kw.

### WISN expands studios

Ground has been broken by WISN Milwaukee for a \$250,000-expansion program. Three new studios, to be located at 759 North 19th Street, will house the station's entire news and programming departments for AM, FM and special production developments. According to Herman A. Schneider, vice president and general manager, the studios will contain all-transistorized solid state equipment with full recording facilities for both monaural and stereophonic production. Included in the project are plans for renovation of the present broadcast center at 5001 South 60th Street. The Hearst Corp. owns WISN.

## Two TV's sold for \$6 million

Jefferson Standard gets

\$4.5 million for WBTW;

KVII-TV brings \$1.5 million

Two television stations were sold last week, with the aggregate price reaching \$6 million: WBTW(TV) Florence, S. C., was sold for \$4.5 million, and KVII-TV Amarillo, Tex., went for \$1.5 million. Transfers are subject to FCC approval.

The Florence channel 13 station, affiliated with CBS and ABC, was sold by Jefferson Standard Broadcasting Co. to the Daily Telegraph Printing Co., Bluefield, W. Va. J. William Quinn, managing director of the station, will remain, it was announced.

Buyers own WHIS-AM-FM-TV Bluefield, and publish the *Bluefield Daily Telegraph* and *Sunset News-Observer*. Hugh I. Scott Jr. is president of the West Virginia company.

Jefferson Standard Broadcasting owns WBT-AM-FM and WBTW(TV) Charlotte,

### Like son, like father

A. J. Fletcher, octogenarian chairman and chief owner of WRAL-TV Raleigh, N. C., was admitted to practice before the Supreme Court of the United States last Tuesday. Frank U. Fletcher, Washington communications attorney who has been in practice for 33 years, proposed admission for his father, who had been admitted to the North Carolina bar 55 years ago. Two other sons are Fred, president and general manager of WRAL-TV, and Floyd, on leave of absence as vice president-general manager of WTVD(TV) Durham, N. C. A. J. Fletcher's bride of three weeks was present at the swearing in.

N. C., and Jefferson Productions. It is co-owner of Jefferson-Carolina Corp., a multiple CATV system with headquarters in Greensboro, N. C., which owns 25 CATV systems, 24 of them in North Carolina.

The principal reason for the sale, Charles H. Crutchfield, president of Jef-

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erson Standard Broadcasting, said is that the FCC's duopoly regulation was broadened in 1964 to prohibit common ownership of two broadcast stations whose grade B signals overlap. The WBTW-WBTW overlap consists of 1,250 square miles, Mr. Crutchfield noted, but under a grandfather clause in the rule, Jefferson Standard Broadcasting was not required to sell off a station. The rule, however, prohibits both stations from improving their signal. Under separate ownership each will be permitted to do so, Mr. Crutchfield said.

The Charlotte-based company put WBTW on the air in 1954. The company is owned by the Jefferson Life Insurance Co. which is also the parent of WBIG Greensboro, N. C. Broker was Howard E. Stark.

KVII-TV, on channel 7 with ABC affiliation, was sold by John B. Walton Jr. to Stanley Marsh III and family. The Marshes Amarillo residents, are engaged in the oil, gas, banking and cattle business.

Mr. Walton will continue to own KVII-AM-FM Amarillo, KVKM-TV Monahans, KERP-TV El Paso and KCUL-AM-FM Fort Worth, all Texas; KAVE-TV Carlsbad and KVOD Albuquerque, both New Mexico, and KFIF Tucson, Ariz. Broker was Edwin Tornberg & Co.

## The squeeze on Overmyer

Withdrawal from Dallas TV contest latest chapter in tale of tight money

D. H. Overmyer Communications Co., which once loomed as a potential major force in UHF television, has bowed out of a contest for channel 27 in Dallas. The FCC last week dismissed the Overmyer application at the applicant's request.

The action is one of the final steps in the abandonment of plans that once included the operation of a fourth network and the operation of UHF stations in seven major markets—an abandonment, papers on file at the commission relate, that stems from financial difficulties of the warehousing business that was to have supported the television enterprise.

The commission is expected to act soon on applications for transfer of 80% of each of five Overmyer-owned corporations holding CP's to U. S. Communications Corp., a new subsidiary of AVC Corp., the former American Viscose Corp. (BROADCASTING, June 19). The

permits are for KEMO-TV San Francisco, WECO-TV Pittsburgh, KJDO-TV Rosenberg (Houston), Tex.; WBMO-TV Atlanta; and WSCO-TV Newport, Ky. (Cincinnati).

**One Survivor** ■ Overmyer is retaining WDHO-TV (ch. 24) Toledo, Ohio, its lone operating station. It went on the air 17 months ago.

Overmyer's financial difficulties began surfacing almost a year ago, when the company was reported searching for financial help for its Overmyer Network (CLOSED CIRCUIT, Jan. 2). The need resulted in the transfer of 80% of the network—in a transaction in which no money changed hands—to a group of wealthy western businessmen (BROADCASTING, March 13). The network as renamed United, limped on to an early death in June (BROADCASTING, June 6). However, it is now attempting a revival under new management.

The proposed transfer, as outlined in the applications, involves a complicated and unusual transaction. The \$1 million announced as the purchase price for the 80% has already been paid, although the applications state that transfer of control of the companies will not occur until commission approval is given and that the money will be refunded if the transfer is not consummated. The \$1 million is said to represent the Overmyer out-of-pocket costs.

The agreement also provides for two AVC loans of \$1.5 million each to Overmyer interests; one was made on May 3, the other is to be made on closing of the transfer. Under a third element of the agreement, AVC is given an option to acquire the remaining 20% in the Overmyer companies. The price is not fixed but would be set under a complicated formula, and would not in any case exceed \$3 million. The loans secured by mortgages on the Overmyer warehouse properties, are repayable with interest in the event AVC doesn't exercise the option.

## FCC lets UMC return Jacksonville U grant

Channel 47 in Jacksonville, Fla. is up for grabs as a result of FCC action last week. In an unusual action the commission acceded to UMC Broadcasting Corp.'s petition for reconsideration of a prior FCC grant awarding UMC a construction permit for the facility.

UMC received the grant in July with the reservation that the application was subject to "whatever action the commission may deem appropriate" as a result of federal indictments pending against principals of UMC's parent company (BROADCASTING, July 17). UMC is 90% owned by Universal Marion Corp., headed by financier Louis E. Wolfson. Elkin B. Gerbert is

executive vice president and treasurer of the parent corporation. Both were cited in federal court on 19 counts for illegally selling in 1962 \$3.5 million of unregistered stock in Continental Enterprises Inc., movie theater operators. Mr. Wolfson was former head of Continental; Mr. Gerbert is director and vice president of the company. Both are also cited in another indictment for allegedly conspiring to defraud stockholders in a Wolfson-controlled industrial firm, Merritt-Chapman & Scott Corp.

In August UMC petitioned the commission for reconsideration of the Jacksonville grant because of what it said were impending ownership changes to be made in UMC's co-pending applications for other UHF facilities. UMC currently has applications for channel 27 Tallahassee and channel 53 West Palm Beach, both Florida. Last week the commission granted the reconsideration petition, and returned the UMC application to the commission's processing line.

On Sept. 30 Messrs. Wolfson and Gerbert were convicted on all 19 illegal stock-sale charges.

## CPB has one more Hill step

House passes conference compromise, Senate should act this week

The administration's Public Broadcasting Act of 1967 cleared its last substantial congressional hurdle last week and was poised for one last action before being cleared for the President's signature. Conferees met last Tuesday (Oct. 17) and agreed on a final reconciliation of differences between the House and Senate versions of the legislation. On Thursday (Oct. 19) the House approved the conference's amended bill.

All that remained was Senate approval, which is expected possibly by the end of this week.

No difficulty is expected for the bill, which will for the first time make federal money available for noncommercial-educational program development through a newly established Corp. for Public Broadcasting.

Next step after the President signs the measure into law will be the appointment of CPB's 14 directors and a chairman.

The conference dropped the Senate's change to limit the number of presidential appointments to nine, with those nine choosing the other six. The con-

ference retained, however, the House's restriction that no more than eight of the directors can be members of the same political party. Educational broadcasters are not excluded from board membership, but a Senate requirement that three of the directors must be from the field was scuttled.

**Income Coming** ■ The CPB will start its corporate life with an authorization for \$9 million, good only for the current fiscal year. A House move to limit the authorization to one year was upheld in conference, thus insuring another Commerce Committee look at long-range financing proposals in the next session.

Supporters of subsidized broadcasting will still face a major hurdle next year when Congress reopens the question of long-term financing. The administration has promised to forward its financing proposals to Congress then. The Carnegie Commission on Educational Television, which proposed the general outlines of the administration's program, recommended a trust fund for CPB based on proceeds from a manufacturers' excise tax on TV-set production.

Direct appropriations have not been ruled out, however, although most educational broadcasters oppose them.

## CATV rules challenged

U.S. court in St. Louis hears testimony in case against FCC rules

The question of whether the FCC has the authority to regulate cable TV was put squarely to a federal court in St. Louis last week—and the CATV industry is placing virtually all its chips on this one.

Four cable companies are challenging the FCC's assumption of authority over CATV. The FCC, backed by the National Association of Broadcasters and the Association of Maximum Telecasters, claims it has this power.

CATV attorneys, in an extended

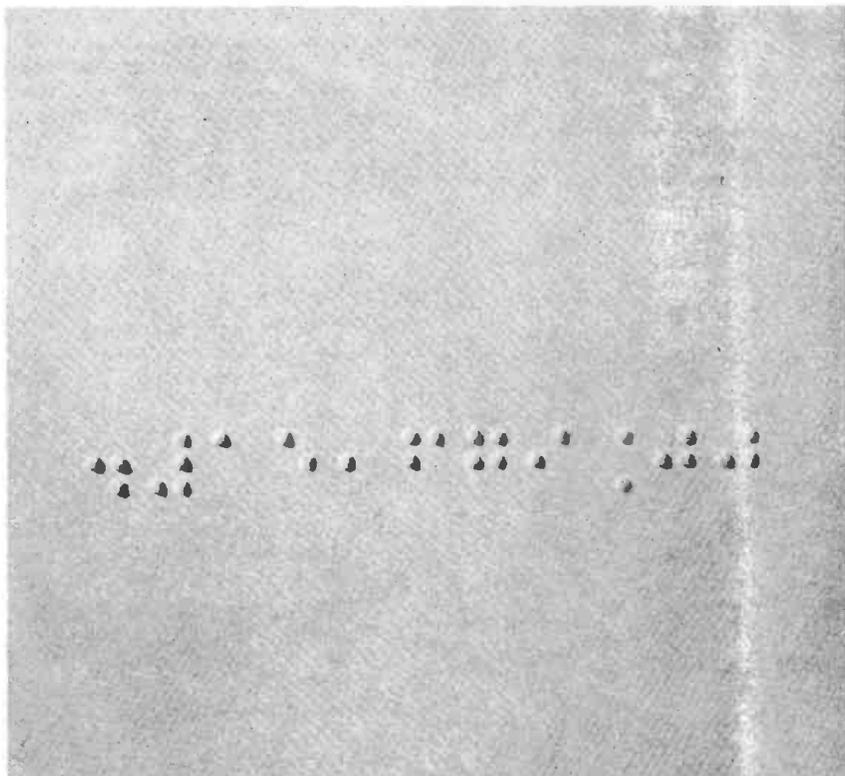
three-hour hearing before a three-judge panel of the U. S. Eighth Circuit of Appeals, maintained that CATV systems are reception services and that nothing in the Communications Act gives the FCC the power to regulate reception.

Henry Geller, the FCC general counsel, contended that the authority lies in the Communications Act's grant to the FCC of jurisdiction over wire and radio communications.

In answer to arguments by CATV lawyers that the FCC had asked Congress for legislation empowering it to regulate CATV and had not received

such authority, Mr. Geller told the court that the commission cannot wait for Congress to act, since the field of communications is a fast moving one. He also stressed the "reasonableness" of the FCC's CATV rules.

The principal attack on the FCC's powers over CATV was made by Harry Plotkin, Washington attorney, representing Midwest Video Inc., Little Rock, Ark., the multiple CATV group that initiated the appeal. Aside from stressing that CATV is a reception service, Mr. Plotkin noted that the commission actually had considered asserting jurisdiction over CATV in 1959,



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but had decided it did not have the legal authority to do so.

The FCC's power over wire communications, he said, only applies to broadcasters. CATV's do not transmit, he stressed.

In the history of communications regulation, Mr. Plotkin noted, all rules but one have applied only to broadcasters. That exception was the 1962 All-Channel Act which requires all TV receivers shipped in interstate commerce to be capable of receiving both VHF and UHF signals. This was done at the request of the FCC, Mr. Plotkin noted, and is the only authority the FCC has ever received over reception.

**Licensing** ■ Mr. Plotkin also attacked the commission's requirement that CATV systems must notify the FCC and all stations in its area before commencing operation. This is "licensing, pure and simple," he said.

John D. Matthews, also a Washington lawyer, arguing for Alice Cable TV, Alice, Tex. (owned by Jerrold Corp.), maintained that the FCC had failed to follow proper procedures in issuing its CATV regulations. He also termed the regulations too vague for proper administration.

Bruce Lovett, general counsel of the National Cable Television Association, termed the FCC's assumption of authority over the cable industry as "self-conferred." He also charged that the regulations had been adopted "without the proper processes of the government."

Ernest W. Jennes, representing AMST, noted that none of the CATV applicants questioned the record on which the FCC relied in its decision. He stressed that the FCC had given full and adequate notice, acted in the public interest, and that it has the power to do so.

**More Than Receiver** ■ Mr. Jennes bore down hard on his contention that CATV is not just a reception service. CATV involves more than what the ordinary TV viewer can do for himself with a simple antenna and receiver, he said.

The three judges, who were interested and attentive throughout the argument, were Circuit Judges Martin D. Van Oosterhout, Pat Mahaffy and Marion Metthes.

The case began in 1965 when Midwest Video appealed from the FCC's first order asserting jurisdiction over CATV's fed by microwave. This case was actually argued in the Eighth Circuit last November. When the commission issued its second order last February, bringing all CATV systems under its ken, appeals were also filed in the same court. Other appeals—by Alice Cable; Buckeye Cablevision Inc., Toledo, Ohio; Trans-Video Corp., San Diego—were consolidated with the Midwest Video appeal.

## Did pay TV inch ahead on Hill?

House hearing ends, but congressional action, if any, on subject is still matter of speculation

The House Communications Subcommittee's pay-TV hearing, which was widely expected to reaffirm the historically solid congressional opposition to pay-as-you-watch television systems, concluded last week. But the subcommittee's conclusions remained a matter of speculation even though most observers agreed that pay-TV advocates had won unexpected gains.

It was plain from following the questions individual committee members asked of witnesses that opposition to pay TV was not hard and automatic. It was equally plain that some committee members were either swayed by proponents of subscription television or had been sympathetic from the start. It was also plain that a general dissatisfaction with the programs and commercials of commercial television aided proponents and eroded the effectiveness of opposition witnesses.

But when it was all over, even the subcommittee chairman would not hazard a guess on the outcome of a subcommittee vote on the only pay-TV measure before it: a bill submitted by John Dingell (D-Mich.,) that would firmly place the jurisdiction for approving any pay-TV system in Congress, where most members think it is, or ought to be, anyway.

The subcommittee chairman, Torbert Macdonald (D-Mass.) told BROADCASTING last week, however, that he planned to bring the Dingell proposal (H. R. 12435) officially before the subcommittee promptly for discussion and a vote on the grounds that regardless of how that vote might go the participants—on both sides—were entitled to a decision.

**Chances** ■ Addressed as it is to the question of congressional control, the Dingell bill seems strategically in a good position to collect even wavering votes. And a pro-pay-TV "no" vote, although technically resulting in an absence of positive congressional action, would be construed by many, perhaps even the naysayers, as tantamount to giving a green light to the FCC to adopt a pay-TV proposal.

But a "yes" vote, unless it had considerable steam behind it, observers speculated, would not seem likely to set in motion the necessary concomitant action of full-committee approval, floor approval, and finally, similar action by the Senate before the measure could take on the force of law.

Even partial action, to be sure, would serve as a warning to the FCC, which

has sought congressional "guidance," although it was noted that the commission could be expected to gauge the strength behind any partial approval of the Dingell bill and act accordingly.

**Strikes Back** ■ Pro-broadcasting witnesses attempted to counterbalance the record wherever possible but mainly addressed themselves to substantive issues posed by pay TV. At one point, however, an industry witness, Lester Lindow, executive director of the Association of Maximum Service Telecasters Inc., told a congressman: "I can't sit quietly here and accept the suggestion that free television is not doing a job in that area [of public service, news and special events]."

"I think we can do better," Mr. Lindow added, tying the argument to the anti-pay-TV issue that free-TV revenues would be subject to unfair erosion and subject to being outbid by even a pay-TV system with limited penetration. "And we would like to do better," he added, "and we are going to try but we have to have money to do it."

The exchange came after a charge by Representative Clarence J. Brown (R-Ohio) that commercial TV, seeking maximum revenues, would always automatically provide programs aimed at "the broadest common denominator."

**Broadcaster Split** ■ Testimony and questioning by congressmen Monday (Oct. 16) failed to shed much additional light on the final outcome of the hearing. UHF operators, however,

### NABET more optimistic

Negotiations were stepped up last week by ABC and the National Association of Broadcast Employees and Technicians in an effort to end the strike against the network, which began on Sept. 22 (BROADCASTING, Sept. 25 et seq.). Negotiators met in a seven-hour session on Wednesday and reconvened Thursday evening (Oct. 19) under the auspices of the Federal Mediation and Conciliation Service. Though neither the union nor ABC would comment on the progress of talks, one NABET official said: "We are more hopeful than we have ever been of reaching a settlement."

showed committee members that the broadcasting industry was not necessarily solid in its opposition to pay TV.

Martin Firestone, counsel for the All-Channel Television Society, told the panel that "UHF operators support the proposition that the FCC has the authority to provide for a national subscription television service."

Another UHF witness, William Robert McKinsey, president and general manager of WJRJ-TV Atlanta, urged waiver or modification of the FCC's proposed rule that would limit pay-TV operations to those markets with five on-the-air television channels.

## Court hears ABC-ITT case

Verdict is expected from three-judge panel within two months

A federal appeals court in Washington last week heard a Department of Justice lawyer ask for the reversal of the FCC's decision approving the merger of ABC into ITT—and a stout defense of the commission's action by the FCC's deputy general counsel.

The three-judge court, with only one of the judges asking questions to any degree, is expected to render its verdict some time in the next two months. The ABC-ITT merger contract carries a Dec. 31 termination date, although it could be extended by mutual agreement.

Should the court sustain the FCC, there is speculation that the Department of Justice may ask the U. S. Supreme Court to review the case, although there seems to be some doubt that this would be done if the decision is unanimous. If the appeals court, on the other hand, rules against the FCC, there have been reports that ITT may not consider it feasible to continue the long litigation. The merger agreement was announced in December 1965.

The D. C. appeals panel last week consisted of Circuit Judges Warren E. Burger, Carl McGowan and Spottwood W. Robinson III. Judge McGowan peppered the Department of Justice and to a lesser degree FCC counsel with questions during the two-and-a-half hour argument. Judge Burger asked a few clarifying questions; Judge Robinson, none.

Lionel Kestenbaum, chief of the anti-trust division's legal battery in the FCC hearing last April, told the court that

the FCC decision was not supported by the evidence in the hearing record. He contended that the commission failed to draw the proper conclusions on (1) the benefits and the drawbacks of the merger, (2) the effect of the merger on UHF, CATV and communications technology, (3) the loss of ABC's independence in the regulatory field, and (4) the lack of candor by ABC and ITT officials during the FCC hearing.

**Funds Needs** ■ Mr. Kestenbaum argued that the FCC "ducked" the issues by failing to draw the proper conclusions on ABC's needs for additional funds, and whether the merger route was the only way for ABC to secure financial help if it needed it. ITT, he noted, plans to realize a \$100 million "cash throwoff" from ABC.

The Department of Justice lawyer characterized as "ludicrous" and "un-supportable" the commission's conclusions that ABC will continue to be operated as an autonomous company, and that ABC News' independence and integrity will be respected. He noted that ITT officials attempted to influence news stories of the April FCC hearing. The commission found that in only one instance (involving a *New York Times* reporter) was there evidence of an improper approach, but termed this an isolated case.

The Department of Justice is trying

to reargue the merger case using some issues and ignoring others not helpful to its case, Daniel R. Ohlbaum, deputy FCC general counsel told the court. The Justice Department, he added, has "invented" its own policy in the matter and is insisting that the FCC follow this. The Department of Justice, he said, "is loading the scales."

The commission properly found, Mr. Ohlbaum stressed, that ABC has for a long time been third among the three TV networks and still is, and that the merger would help make ABC more competitive with CBS and NBC. The FCC is not required to study alternate means by which ABC could raise financial aid, he noted.

The conclusion that ITT could help UHF is founded on that company's "great" technical resources and the fact that it has been working in this field.

The commission's decision, Mr. Ohlbaum concluded, is a pragmatic one that finds the merger of benefit to the public and to ABC.

Hugh B. Cox, Washington lawyer, arguing in behalf of both ABC and ITT, stressed that the judgment by the FCC majority was reasonable and was neither arbitrary nor capricious. The commission, he noted, listened to all the arguments, considered the evidence and made its judgment on substantial grounds.

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# As you promote so shall you reap

That was the message last week at BPA's seminar where top promotion minds in radio-TV discussed the drumbeats that set the tempo for sales success

Contemporary communications theory plus the practical details of how to run successful radio and TV station promotion departments highlighted the 12th annual seminar of the Broadcasters Promotion Association last week in Toronto.

Workshop sessions covering every facet of station advertising, sales promotion, on-air promotion and merchandising were featured at the Monday-through-Wednesday meeting attended by 347 delegates from the U. S. and Canada. They were interspersed with "mind-stretcher" talks by keynote speakers including educator Marshall McLuhan.

The multiple concurrent workshop meetings ran in repeating cycles and individually treated large and small markets for both radio and television. This year's format featured discussions of hypothetical station problems to kick off group participation and the telling of actual local experiences.

Tom Daley, CFPL-TV London, Ont., was elected president of BPA for 1968

(see page 98). He succeeds George Rodman, WBKB-TV Chicago. The BPA convention in 1968 is to be held in Miami Beach just before Thanksgiving.

Typical of the station promotion man's alertness to opportunity, the BPA delegates at Tuesday's luncheon passed the hat to collect nearly \$500 as a gift to a Royal York hotel employe, a young mother of two children whose husband was killed Monday in a construction site accident. International good-neighbor promotion may have skipped a beat Wednesday morning, however, when a stateside BPA officer less than two hours from adjournment requested the Canadian hotel to take down balcony displays of the flags of the British Commonwealth nations because they hung too close to the BPA displays. The hotel complied.

**Jamieson Leads Off** ■ Don Jamieson, president of the Newfoundland Broadcasting Co., member of Parliament, and past president of the Canadian Broadcasters Association, gave the Monday morning keynote address. He

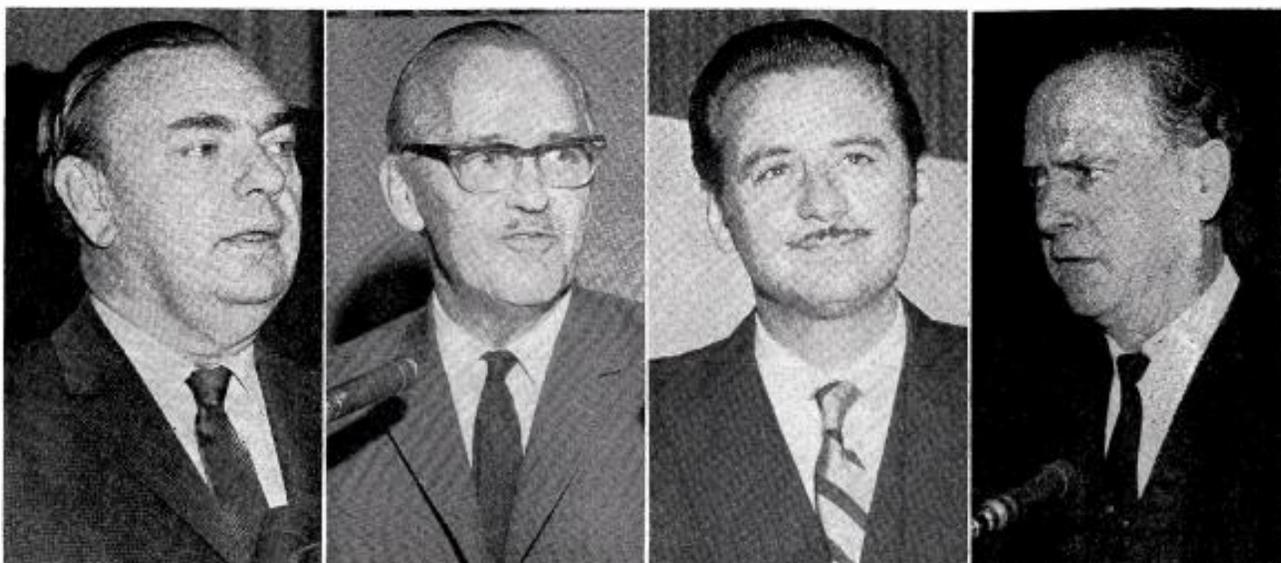
took up the theme of the communicator as broadcaster. "obsessed with his new technology, but using it in too many cases to communicate old and outmoded ideas."

He asked for research into the nature of the media themselves, and a fresh examination of "the ethics of coverage" in an era where television can "shrink the world to the dimensions of a picture tube . . . and increase tension and unrest in our society."

He emphasized that broadcasters "are failing to get through on the gut issues of our time," than "people seemed to be talking more and enjoying it less," and suggested that the possibility of educating "the young to new attitudes" within entertainment programming be explored.

Mr. Jamieson was concerned that broadcast media's "extremely dramatic presentations" of social problems and disturbances were not "accurately representing the peaceful, constructive majority in our society."

**Beaubien Next** ■ Innovations in per-



Quartet of featured speakers at BPA's Toronto convention ranged through spectrum of subjects from McLuhanism, Expo '67 and government regulation policies to practical problems of

broadcaster.

L to r: Don Jamieson, Member of Parliament and president, CJON-AM-TV St. John's, Nfld., and past president of Canadian Association of

Broadcasters; Dr. Andrew Stewart, chairman, Board of Broadcast Governors, Ottawa; Philippe de Gaspé Beaubien, Mayor of Expo '67, and Dr. Marshall McLuhan, Fordham University.

sonal communication to make international visitors feel more relaxed at Expo '67 and to more quickly identify with exhibits were among topics discussed by Philippe de Gaspé Beaubien, director of operations for Canadian Corp. for 1967 World Exhibition. Among his examples: color coding of signs, replacement of annoying loudspeakers with computer-controlled electronic message boards. "All things are useless unless communicated," he explained, suggesting the principles apply in mass media too.

One innovation that often didn't work, he admitted, was the personal earphone tour guide system which employed tiny tape cartridge transmitters embedded here and there in the exposition sidewalks. But further development would make the system work well at the next such fair, he said, which probably will be in the U.S. in 1975-76 and which would deeply involve the talents of promotion experts from many radio-TV stations.

Dubbed "Mayor of Expo '67," Mr. Beaubien called upon U.S. stations to do a better job of informing their audiences about their northern neighbor. He said Canada gets into the news on American broadcasts only when there is a spy case or scandal and suggested stations should consider editorials and features with a more positive approach to help build a stronger North American partnership. The communication must be two-way, not one, he said.

**Orientation by Stewart** ■ Dr. Andrew Stewart, chairman of the Canadian Board of Broadcast Governors since its inception in 1958, was the luncheon speaker on the seminar's first day.

Dr. Stewart joined in welcoming BPA members to Canada, and proceeded to acquaint them with some of the problems and tasks of the nation's "mixed single national broadcasting system . . . in which the public and private sectors relate in a spirit of cooperation and friendly competition."

He said the state's key role in Canadian broadcasting resulted. "not from any doctrinaire preference, but from the necessities of geography" and the nation's bilingual population, and that "as long as the policy of national coverage and national distribution is maintained, private broadcasters must be aware, and I believe they are aware, that their lot would be very much more difficult in the absence of the public corporation (CBC)."

Dr. Stewart discussed the rule under which 55% of the program content on Canadian television must be "Canadian," and said that "it may be that modifications will be made to the regulations, but it would be a mistake to assume that there will be any relaxation of the policy of maintaining broad-

## Honors for a Casey who didn't strike out

Casey Cohlmlia (l.) of WFAA-AM-FM-TV Dallas, immediate past president of the Broadcast Promotion Association and program chairman of the 1967 seminar, was the first member to be awarded an active, honorary life membership in the association. George T. Rodman (r), current president, made the award at the BPA's annual banquet last week in Toronto.

Mr. Cohlmlia leaves broadcasting Oct. 30 to become advertising and sales promotion director of Kerr-McGee Oil Corp., Oklahoma City. He was a BPA director from 1961 to 1967, and a seminar panel member during six of the last eight years.

BPA-RAB sales presentation awards were also announced. Winners in three categories were:

Audio-visual: Frank Boehm, RKO General Broadcasting Co., for 16mm-sound presentation, *The Now Generation*; narrator, Paul Anka.

Audio: George Stoltz, promotion director, KGO San Francisco.

Print: Dick Feleppa, format broad-



caster who entered the agency field (BROADCASTING, Oct. 16).

Winners received a Stueben Glass cornucopia and an inscribed plaque.

cast communications by and for Canadians."

**Promoting Personalities** ■ The radio sales promotion workshop Monday afternoon stressed the element of personality in solving both its hypothetical problems.

Nancy Chappel of KTAR Phoenix, which is now working on the establishment of "two-way, conversation radio," suggested sales talks emphasizing the degree of audience involvement and attentiveness to the new format, and "building immediately on success stories," even before the ratings results are in. But the basic point of her presentation, and that of Marge Injasoulian of KOOL-AM-FM-TV, also Phoenix, was personality. "Sell the personalities to agencies and advertisers. Take them along on sales calls. Try to involve them in programs at your local sales and advertising clubs. Having met your personalities, buyers are just liable to become their regular fans."

Otto Goessl of WTIX New Orleans, while unable to attend the workshop, participated through his written presentation on the new morning man problem. He suggested an approach he has used successfully twice before in that situation: "Use the zaniest possible introduction. Have a contest about the day, time and means of your new morning man's arrival in town. Have him ride in on horseback. Or, if you're in a port town, have him float in on a

raft. On perhaps he could sky-dive into town. A local paratrooper veteran might be able to do the actual diving. But whatever the gimmick, promote his arrival as heavily as possible in the newspapers and on the air."

At times the group discussion got lost in a series of stories about the wonders of talk radio, and on-air personalities in general.

Robinson B. Brown of WCCO Minneapolis told about a contest his station ran with its late-night personality—the audience was requested to send in cards with an announced time on them to win portable radios—in which the last half-hour of his show (4:30-5 a.m.) drew as many cards as the first half-hour (10-10:30 p.m.).

Robert O. Pusey of KSL Salt Lake City, told of his station's success in promoting a late-night personality's "Nightcap Club."

Mr. Pusey said a movie theater owner in Minneapolis called in to say that any "Nightcaps" who came to his theater the following night could get in free by mentioning his station's call letters. A total of 250 people showed up to claim free admission. In another story, a man in the hospital called to ask for cards from "Nightcaps who care," and received more than 500 cards over the following two days.

The point of all these stories and others, however, was stated by one of the participants as, "the importance of

the talent in contrast to management. Too many managers think they are more important than talent just because they are more important in town. But it is the talent that is important to the audience."

**Introducing 'Jim Green'** ■ Small market TV sales promotion was described by Howard Wry, WNHB-TV West Hartford, Conn., for a mythical news anchorman, "Jim Green," and the start of local news in color. He suggested a series of teaser cards in the mail to advertisers and agencies leading up to a sequence of folder cards emphasizing the ideas of "color makes the difference" and "Jim Green will make the difference for you too."

Then the salesman could take "program one" sheets on their calls, the sheets consisting of a picture and short biography of Jim Green plus lines for hand insertion of the three key factors: Availabilities, costs and time periods. Since these may change, the blanks permit the continued use of the sheets.

Personal exposure of the new news man also is most vital, Mr. Wry said, so "we took him in tow, made dates with the governor and every mayor in the area, and took the photographer along too to make stills and movies." Using supers for identification, Mr. Wry came up with promo films of "Meet Jim Green and Jim Green meets . . ."

Finally, he would have a hotel party with the invitation to meet Jim Green, Mr. Wry said. "The governor and many of the mayors would drop by, of course," he added, "because it is an election year you know."

Boyd Seghers, WGN-TV Chicago, described in detail how to effectively use direct mail for sales promotion. He cited the value of tying in the theme in every piece and being sure to follow through to include constantly up-dated material in the sales presentation folders of the salesmen and representatives.

**Samples on Film** ■ Mr. Seghers also

suggested sales promotion films for use by the salesmen and representatives to sample the new program features for accounts. These would be in 8mm version for portability, he noted, but there also would be 16mm prints for use in large showings such as press preview and trade parties. The studio party can be especially effective if the soft-sell approach is used, he said. Big-market stations have budget problems too, he added, because usually their costs are just that much higher for the special services involved.

Radio and television contests were the subject of separate group discussions led by Babs Pitt, advertising and promotion director of CFCF Montreal, and Casey Strange of WFBM-TV Indianapolis.

Mr. Strange called contests "pains to think up, pains to get on the air, pains to run, but damn effective."

His presentation mainly concerned several do's and don'ts of successful television contests. He covered in detail questions of consideration, time-limits on contests, provision for breaking ties, and escape clauses so a promotion man would not be caught in Mr. Strange's position when he had to explain to his station manager that he had bought \$11,000 worth of dead mosquitoes at five cents each, in a promotion without adequate escape provision.

He also stressed "simplicity, the explicit aim to force viewing (if not that, why hold the contest?), and the offering of cash prizes where possible—it's still the most reliable motivator," he said.

Miss Pitt disagreed with Mr. Strange's last point. She said "status prizes outdraw cash every time."

She also stressed the element of involvement of the audience, if possible on the air. "Even if you have a letter-response contest, call the winner on the air. The element of authenticity and identification cannot be underestimated."

**Hyping Problem** ■ Frank Boehm of

RKO General Broadcasting, a member of the National Association of Broadcasters research committee trying to develop a fair definition of hyping, gave an informal and unofficial progress report on the committee's work: "We'll probably never be able to work out an adequate definition. But concern in this area is growing, and you should watch your steps.

"In general, the more contests you run the better, and try to avoid running atypical contests around rating periods," he advised.

Mr. Boehm expressed his personal opinion that ratings agencies "should not be allowed to asterisk or otherwise castigate stations who run contests or engage in other forms of promotional activities during or around ratings periods—it's simply beyond their scope of authority."

Frank Magid, of Frank Magid Associates, Cedar Rapids, Iowa, argued for greater depth in the use of research to



The girls gave the word on radio sales promotion: Nancy Chappel (l), KTAR Phoenix, and Marge Injasoulian, KOOL Phoenix.

support promotion goals, and called standard rating book demographics and income classifications "ridiculous from a research point of view. Income and demographics are simply no longer adequate indices of taste, motivations and needs."

**Have a Reason** ■ A station must have a very well defined "reason why" when it becomes involved in sponsoring a booth at the local fair or trade show, Gene Godt, WJW-TV Cleveland, warned. Otherwise, he said, the costs in lost manpower and dollars will far exceed the benefits of the few thousand who pass by there and perhaps notice your call letters.

Radio remotes from a fair are usually easy to do and can be effective, Mr. Godt admitted, but production problems and costs can well make the TV remote impractical. Some stations have succeeded very well in this respect, he noted, "and we tend to forget the ro-



Television station advertising authorities were Fred Foerster (l), WBRE-TV Wilkes-Barre, Pa., and Jack Dorr, WKYC-TV Cleveland.



The radio station's own advertising was treated by Bob Harris (l), KLAC Los Angeles, and Jim Ward, WMT Cedar Rapids, Iowa.

mance of the audience for the live show and air personalities."

Ed Aiken, WBAY-TV Green Bay, Wis., told the session his station succeeds in this area by sponsoring the entire show itself and getting others to come in with their booths. He said the WBAY stations have averaged about four shows a year (auto show, home-garden, sports and a teen-ager show) and the business result has been the addition of 10 to 15 sponsors a year they never had before for both radio and TV.

James W. Evans, WTAR-AM-TV Norfolk, Va., said that six years ago the three TV stations in that area joined together to produce a color sales promotion film selling the market but the interesting fact is that "the melody lingers on." He noted the advertising pie in any market is only so big and suggested that "if you are to make headway, cooperate; it's the smart way to do business."

Mr. Evans gave a checklist of ques-



Duet probing TV sales promotion included Howard Wry (l), WNHB-TV West Hartford, Conn., and Boyd Seghers, WGN-TV Chicago.

tions which stations might use to develop a similar market story. Examples: Is your population density more concentrated than some other market ranked higher than yours? Does your station coverage follow the same line as your newspaper's circulation area? Do outside stations have their business offices in your city? Do brokers and wholesalers headquarter in your city?

Such a cooperative promotion plan could kick off with a budget of about \$75,000, he said. A typical 17-minute color film if done by the stations themselves (except for final edits and prints) would cost \$6,000 to \$8,000, he noted.

To demonstrate effective low cost on-air promotion for small-market television, Arie Landrum, WLCY-TV Largo-Tampa, Fla., produced a special 10-minute color film for the BPA session. He shot 800 feet of color film with magnetic striping so he could add sound easily, used 700 feet in final version.



On-air promotion for TV was discussed by Arie Landrum (l), WLCY-TV Largo-Tampa, and Ray McFarland, KRLD-TV Dallas.

Total cost of production: \$150. Total man hours involved: 72.

Mr. Landrum's film highlighted on-air promotion ideas such as the shared screen ID to assure prime hour exposure, live interviews on the personality programs and assorted length spots using varied music backgrounds to interest different tastes. "On-air promotion doesn't have to be time consuming or costly to be effective," he concluded.

On-air promotion in the big TV market may enjoy larger budgets but there often may be less air time open, it was indicated by Ray McFarland, KRLD-TV Dallas. He described two-second to four-second spots in which the video carries the message and said they can be helpful in prime-time situations. An eight-second slide can have an audio tape, he explained, but suggested all of the very short spots should not be attempted on video tape because they cause too much cueing trouble for engineering.

Mr. McFarland said promo spots in lengths of 20, 30 and 60 seconds give great flexibility. They can be filmed inexpensively on silent film and then transferred to video tape with sound added easily, he said. In cases of unusual circumstances a "headline" type bulletin can be used as a bottom screen crawl during movies, it was indicated, but unless the promo is signalling an upcoming election news report or the like the station may get listener protests for interjecting itself into the movie program.

The radio on-air promotion session featured Tom Watkins, WHEN Syracuse, and Guy Koenigsberger, KRNT Des Moines. Mr. Watkins noted a radio station can buy spots on TV to reach a new audience for promotion if his budget should allow it and demonstrated how 60-second spots can be sliced into 30's and 20's to maintain theme and identity. If your station is a



On-air promotion for radio was explored by Guy Koenigsberger (l), KRNT-AM-TV Des Moines, and Tom Watkins, WHEN Syracuse, N. Y.

24-hour operation, he added, it also might buy the sign-off spots on other radio stations and these usually are quite inexpensive.

**Other Ways** ■ Mr. Koenigsberger said he is a strong advocate of testimonial type spots to promote the new station talent, a technique usually reserved for products only. These could be both straight and humorous, he said. Ad libs by other air personalities always help promote the new talent, he added, while a special community public service project for your new man is another sure-fire way to get him mentioned often. If the addition is an early morning host, he noted, you might run late night spots reminding listeners to set their clock radios to awaken them to the new man.

Paul Lindsay, president-general manager, WLAP Lexington, Ky., reported many station managers still consider the promotion man to be an expense rather than "a necessity to help make money." He said a phone survey of station management at random about the country disclosed many small outlets feel they can't afford a promotion department while "some stations, especially in smaller markets, feel they don't need one."

Mr. Lindsay said his study turned up a wide range of salaries for promotion managers, ranging from \$65 a week in smaller markets to as much as \$25,000 a year in one large city. The study average, he reported, was \$6,800, but he didn't consider this typical of the industry as a whole. Those who wish to progress should deeply involve themselves in management-type problems, Mr. Lindsay suggested, "especially in budgets."

Unfortunately, Mr. Lindsay concluded, some of the better jobs for promotion managers are outside of the broadcasting field. He urged recruiting of new talent at the college level.

**Billboard Lights** ■ Jim Ward, of WMT



BPA's Tuesday workshop leaders for individual subjects included (l to r): Paul Lindsay, WLAP Lexington, Ky., promotion department staffing; Babs Pitt, CFCF Montreal, radio contests, and Casey Strange, WFBM-TV Indianapolis, TV contests.



Alternate BPA Tuesday workshops cycle also included (l to r): James W. Evans, WTAR-TV Norfolk, selling a market; Frank Magid, Frank Magid Associates, research in promotion planning, and Gene Godt, WJW-TV Cleveland, fairs, home shows, expositions and parades.

Cedar Rapids, Iowa, and Bob Harris, KLAC Los Angeles, led the group discussion of advertising for the radio station itself. Mr. Ward mentioned his station's advertising with painted billboards equipped with lights that flash during WMT news times to alert drivers to tune in.

Mr. Harris added liveliness to his presentation on the problem of advertising "conversation radio" by recounting the true story of his station's difficulty with right-wing groups putting pressure on advertisers because of controversial opinions expressed on *Joe Pyne Show*.

**TV Counts on Radio** ■ Advertising by the TV station was outlined by Fred Foerster, WBRE-TV Wilkes-Barre, Pa., and Jack Dorr, WKYC-TV Cleveland. Their hypothetical problem was to advertise "Jim Green," new night newsmen, plus switch to local news in color. Mr. Foerster suggested a series of reasonable budget ads using *TV Guide*, billboards and radio. On radio he felt impact could be made effectively via twin-voice levity in 10's and 20's.

Jack Dorr, advertising and promotion manager of WKYC-TV Cleveland, was chairman of the session on large market TV advertising. His problem was to design a campaign for a UHF station that was the last of six in a mixed market, in point of both age and ratings, to promote its 11 o'clock news. The hypothetical station had made a sizeable investment in both the facilities and personnel of its news operation, so Mr. Dorr keyed the campaign to "more city news to view on channel 32."

He prepared rough layouts of ads for *TV Guide* and the local papers, bill-

boards and bus cards, using a helicopter (included as part of the station's facilities in the problem presented) as the graphic identification for the station, and worked out a budget that totaled \$49,000.

**Instant Slides** ■ At Wednesday's workshops, Dick Paul, WAVY-TV Norfolk, Va., demonstrated the latest graphic tools including one being offered by Varityper which permits the station art department to produce an on-air color slide of any material desired in 10 minutes from scratch. The system enables rapid production of sales presentation material in color too.

Josef Rosenberg, creative director, sales planning, Blair TV, New York, discussed and displayed his representative firm's latest innovation in station sales promotion material. Done in four colors it is preprinted and enables the local station to easily insert local identification. Blair has acquired two Midwest printing firms recently and is offering such material to stations at cost.

Don Druitsman of NBC's West Coast division conducted a session on "Photography in Promotion" which included a series of tips on producing photos for pick-up by local editors.

**Unorthodox Stunts** ■ Robert Klein and Alan Barzman of Klein & Barzman Productions, Los Angeles, gave their answer on "How to Produce Better Radio and TV Promotion Spots," a wildly creative slant, probably as part of their announced determination "to overthrow stuffy advertising by force and violence."

Hugh Downs of NBC-TV's *Today* show, introduced as "television's morning man for North America," de-

fended his "expedient principle of making my first loyalty to the viewer."

He pointed out that on-air and print promotion for stations and networks involved \$100 million a year and constituted a business as big as the ballpoint pen industry, but argued that "the public's tendency to become blasé" required adoption of the principle, "the peripheral is the promotion."

"Sell the public long," he recommended, and recognize that in promotional appearances of personalities on TV shows "there are no stars left besides Elizabeth Taylor and Ho Chi Minh. The public is becoming aware of its star-making ability, and increasingly critical of media that presume too much."

Several rep firms used the opportunity offered by the Broadcast Promotion Association seminar in Toronto to meet with their stations' promotion directors, exchange ideas and even strategy.

At Edward Petry & Co.'s 13th annual promotion seminar, seven station executives made presentations of their outstanding promotions of 1967, and Edward Schneider, Petry director of research, addressed the meeting on "The Trend in Audience Research and Its acceptance—Today, and for 1968."

The Petry meeting was open to the trade press.

Mr. Schneider noted that while the trend in broadcast ratings had been toward greater fractionalization, with demographic and breakout, three kinds of data in the fall American Research Bureau report would tend to reverse the trend: index of cume potential, which attempts to express a spot's ability to reach the light viewer; target audience profile, which places weighted

values on different age-groups in line with their likelihood as prospects for an advertiser's product; and product usage data for the total survey area, expressed in "tonnage," quantity of a given product used, figures.

Mr. Schneider said that "for the first time in many years, ARB has begun to accomplish the two-fold objective of providing us with the maximum amount of audience data without the fractionalization practices of the past."

**Other Sessions** - Peters, Griffin, Woodward Inc. held an all-day meeting of

executives from 15 of its stations, primarily involved with "pooling ideas and presenting examples of their past year's work," according to Lon King, vice president-promotion. He explained the meeting had been closed because "it was a real shirt-sleeves session, trading ideas and trade secrets."

H-R Representatives and H-R Television held a three-hour "brunch" meeting of 22 station executives the Sunday (Oct. 15) before the BPA seminar. Mel Grossman, H-R vice president for sales promotion and development, and Art

Gelb of Art Gelb Advertising, which handles H-R advertising, analyzed 25 examples of competitive stations' sales promotions materials from the point of view and content and graphics.

Harrington, Righter & Parsons Inc. held two sessions, the rep's first at a BPA seminar, and according to one HRP executive, the results were "gratifying." Executives of eight stations reviewed their sales promotion activities and discussed the station promotion manager's relation to the national spot sales effort.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**B. Thomas Koon Jr.**, St. Louis manager for CBS Television Stations National Sales, joins Creative Consultants Inc. in St. Louis as executive VP and co-principal.



Mr. Gravina



Mr. Greeman

**Charles R. Gravina**, account group head, and **Peter Greeman**, associate creative director, with BBDO, New York, named VP's.

**G. Don Curphey**, executive VP of McCormick Advertising Co., Amarillo, Tex., named president, succeeding **R. O. (Bob) Mills**, who resigns to assume newly created PR post at Pioneer Natural Gas Co., that city.

**Alfred A. Atherton**, president of Atherton-Privett Inc., Beverly Hills, Calif., named VP of MacManus, John & Adams, Los Angeles, and chairman of plans and review board for that branch office. **John A. Privett**, VP and secretary-treasurer of Atherton-Privett, named VP and director of client services. **Jane Leider**, media director for Atherton-Privett, named to same position at MJ&A, Los Angeles. **Charles N. Gumberg**, account executive for MJ&A, named VP. All appointments except last are direct result of recent acquisition of Atherton-Privett by MJ&A.

**Charles R. Bartholomew**, account supervisor for Geyer-Oswald Inc., New York, elected VP and named supervisor of newly opened Geyer-Oswald service office in Denver.

**Howard B. Meyers**, formerly VP in charge of Chicago office of Venard, Torbet & McConnell, and with newly merged firm of Adam Young-VTM

Inc., Chicago, resigns. No future plans announced.

**Alvin R. Kracht**, media director, J. M. Mathes Inc., New York, named to new post of VP-account management/media. **A. Stuart Hinkle**, associate media director, succeeds Mr. Kracht as media director.

**Andrew J. McKelvey**, account supervisor for J. S. Fullerton Inc., New York, named VP.

**Hope H. Barroll III**, director of advertising and sales promotion for WFBR Baltimore, named VP.

**Alvin Joe**, free lance artist in San Francisco area for past five years, joins Hoefler, Dieterich & Brown, San Francisco, as designer and art director.

**William Lee Mockbee**, executive VP and general manager of Bailey-Mockbee Advertising agency in Washington, named to newly created post of director of sales development at WTTG(TV), that city. **Stanley A. Rudick**, special projects research manager for Metromedia Inc., New York, named media research manager for WTTG.

**Bob Edell**, regional manager for station relations, ABC-TV, New York, ap-

pointed director of sales development and research, new position at WHN New York.

**Dean H. Aughinbaugh**, with sales department of H&A Selmer in Elkhart, Ind., appointed executive sales director of WHME(FM) South Bend, Ind.



Mr. Earp

**Samuel A. Earp**, VP with Lennen & Newell, New York, joins Ted Bates & Co. there as VP and account supervisor.

**Ray Weir** named VP, account executive for Barickman & Selders Advertising Inc.,

Chicago.

**Joseph M. Barrett Jr.**, VP and copy group head at Foote, Cone & Belding, New York, named associate creative director.

**William H. Peltier**, with Arthur Meyerhoff Associates, Chicago, appointed assistant director of agency's account service department.

**Robert C. Harwick**, general sales manager of WYTV(TV) Youngstown, Ohio, appointed station operations di-

## BROADCAST EQUIPMENT REPRESENTATIVES

A highly diversified East Coast electronic equipment manufacturer is seeking responsible AM/FM broadcast equipment representatives in most areas of the United States. Interested parties, including manufacturers representatives, are asked to submit resume and location of area represented to Mr. L. K. Peetoom.



**BROADCAST TRANSMITTERS**

(power available up to 50 KW)



**BROADCAST TRANSMITTERS**

(power available up to 40 KW)

AEL's line of type accepted AM and FM Broadcast Transmitters features the following: ■ Designed for remote control—no kits necessary ■ Factory pretested at customer frequency ■ Running-time meter ■ One-button operation ■ Self-protecting circuit breakers ■ High-speed overload relays ■ Solid state power supplies ■ Automatic recycling ■ Attractive modern cabinets ■ Minimum size.



**AMERICAN ELECTRONIC LABORATORIES, INC.**

P O BOX 552, LANSDALE, PA 19446 - (215) 822 2929 • TWX: 510 661 4976

rector and general sales manager of WSOM-AM-FM Salem, Ohio.

**Elmo (Smokey) Simmons Jr.**, national sales manager for WMAZ-AM-FM-TV Macon, Ga., named general sales manager. **Otis Hughes Jr.**, account executive at WMAZ-AM-FM-TV, appointed local sales manager.

**Ned Sheridan**, formerly general manager and sales manager of KBTR Denver, named national sales manager of KIXI-AM-FM Seattle.

**Charles E. Ballard**, sales manager of WNBE(TV) New Bern, N. C., named sales manager for WCTU-TV Charlotte, N. C.

**David M. Brennan**, account executive, KWK St. Louis, appointed sales manager, CBS Radio Spot Sales' St. Louis office. He replaces **Bill O'Donnell**, now VP and general manager, WBBM Chicago.



Mr. Fitzhugh

**Richard D. Fitzhugh**, with copy department at Doyle Dane Bernbach, New York, joins LaRoche, McCaffrey and McC-Call there as VP-copy group head.

**Alec Finale**, on advertising promotion staff of WOR-AM-FM-TV New York, named advertising manager, WOR-TV.

**Ronald E. Bain Jr.**, national sales coordinator for WEEI Boston, appointed national sales manager.

**Shannon Francis**, assistant VP and director of public relations for Mercantile National Bank at Dallas, joins Aylin Advertising Agency there as manager of account services.

**George Harvey**, senior media buyer for Young & Rubicam, San Francisco, named media supervisor.



Mr. Charnas

**Daniel E. Charnas**, senior VP and management supervisor with Gumbinner-North Co., New York, joins Knox Reeves Advertising, Minneapolis, as VP and account manager. **Kevin Begos**, copy supervisor with Dancer-Fitzgerald-Sample, New York, joins Knox Reeves, Minneapolis, as creative associate.

**John R. Maxim**, with McCann-Erickson Inc., Chicago, appointed account supervisor. **John Ward**, formerly with Foote, Cone & Belding and Leo Burnett Co., both Chicago; **James Webster**, art director with M-E, New York; and **James Keithley** and **Judith Ann Saylor**, with Post-Keyes-Gardner, Chicago, join

## Wolper names four

**Warren V. Bush**, producer-writer, CBS News specials, named VP, creative sales development, Wolper Productions Inc., New York. He is the winner of more than 50 major broadcast awards, including the George Foster Peabody, Alfred P. Sloan and Ohio State awards.



Mr. Bush

Among other Wolper appointments, **John Parrott** of DSI Corp., a Detroit marketing information company, named manager of new Detroit office of Wolper's Industrial Film Division. **Murray Slater**, Larry Harmon Pictures Corp., Hollywood, named head of Wolper's syndicated cartoon division. **John Foley**, VP and director of sales, Olas Corp., Cleveland, appointed regional manager for Ohio/Michigan. **Ralph Ellis Ltd.**, Toronto, named Wolper's sales representative in Canada.

creative department of M-E, Chicago. **Walter Riddell**, with Tatham-Laird & Kudner, Chicago, joins account service division of M-E, that city.

**George E. Mead**, account supervisor for BBDO, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as group supervisor on Bendix Corp. and Bower Roller Bearing division accounts.

**Neal Weed**, with sales staff of WIND Chicago, joins Radio Advertising Representatives there as account executive.

**Chuck Bazemore**, account executive with Ogilvy & Mather, New York, joins Henderson Advertising Agency, Greenville, S. C., as account executive.

**Gary Chapman** joins KSD-TV St. Louis as sales and service account executive.

**Clifford T. Clark**, with WABI-TV Bangor, Me., appointed account executive.

**Robert C. Burris**, once general manager of KEYT(TV) Santa Barbara, Calif., appointed account executive for KFRC-AM-FM San Francisco.

**E. Murray Hahn**, formerly account executive at WFAS White Plains, N.Y., and WVIP Mt. Kisco, N.Y., named account executive with WINE Brookfield, Conn.

**Alexander Cantwell**, producer and packager of TV program and industrial shows, joins staff of Telemetric Inc.,

New York, TV commercial and industrial film production house.

**Mario Tosto**, copy writer with Arthur Meyerhoff Associates, Chicago, joins Post-Keyes-Gardner there as copy writer.

**Nita Karen Kamm**, copy writer and production assistant for WMCA New York, joins Whitney & Whitney Inc. there as copy writer.

**Adrian C. (Chuck) Havill**, copy writer for The Hecht Co., Washington, appointed copy writer for Compton Jones Associates, Bethesda, Md.

**Richard H. Close**, who resigned as VP of NBC Spot Sales last summer, joins corporate staff of General Foods Corp., New York, in new post of television spot specialist. Mr. Close served NBC continuously since 1933 and was elected VP of NBC Spot Sales in 1961.

**Anthony J. Gonzales**, on George Holingbery's New York sales staff, moves to similar post at Savalli/Gates Inc., that city.



Mr. Witz

**Lew M. Witz**, general manager, WMCA New York, named to newly created post of VP and sales manager, Buckley Broadcasting Corp., that city. Mr. Witz was previously associated with RKO General Broadcasting, ABC-TV and Westinghouse Broadcasting Co. Buckley's stations are WDRB-AM-FM Hartford, Conn.; WWTG Minneapolis; KGIL Los Angeles; KKHI-AM-FM San Francisco; KOL-AM-FM Seattle.

## MEDIA

**R. L. Gilbertson**, general manager of General Electric Broadcasting Co.'s WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., elected VP. **William G. Russell** elected treasurer of GE's broadcasting subsidiary, and also treasurer of General Electric Cablevision Corp.



Mr. McVeigh

**John A. McVeigh**, secretary-treasurer of WFBR Baltimore, named VP and general manager, succeeding **Robert B. Jones Jr.**, who retires effective Nov. 1.

**Rod MacDonald**, director of sales for western region of Radio Advertising Bureau, Los Angeles, named general manager of KUDU-AM-FM Ventura, Calif.

**Arthur C. Levy**, with news department of WGVA Geneva, N. Y., appointed assistant to general manager.

**Richard C. Huckaba**, program director of WKDA Nashville, appointed gen-

eral manager, succeeding late **Charles F. Walker**. **Doc Holiday** assumes position of program director of WKDA.

**Richard Harris**, manager of WIND Chicago, named general manager of KPIX(TV) San Francisco, succeeding **Fred E. Walker**, now with Avco Broadcasting Co. **Wallace Dunlap** replaces Mr. Harris at WIND, moving from KDKA Pittsburgh. **Allen Heacock**, program manager, WBZ Boston, becomes general manager, KDKA, replacing Mr. Dunlap. All are Westinghouse Broadcasting Co. stations.

**Bill McKibben**, administrative assistant of WBEN-AM-FM-TV Buffalo, N. Y., named station manager of WBEN-AM-FM.



Mr. McKibben

**Lyle E. Davis**, local sales manager of WEEF Highland Park, Ill., appointed station manager, succeeding **Deane D. Osborne**.

**R. H. (Luke) Brannon**, advertising manager, credit sales and merchandising manager with Cate-McLaurin Co. of Columbia, S. C., appointed station manager of WOIC, that city.

**Mike Maddex**, WEEC(FM) Springfield, Ohio, elected president of newly formed Midwest chapter of National Religious Broadcasters at chapter's first convention in Chicago last week. Other officers elected: **James Draper**, Moody Bible Institute, Chicago, VP; **Rev. Melvin Jones**, with *Back to the Bible* broadcast, Lincoln, Neb., secretary, and **Don Garrett**, WFBG(FM) Detroit, treasurer.

**Richard E. Johnson**, director of public relations for WMAZ-AM-FM-TV Macon, Ga., named director of administration.

**Joseph C. Groth Jr.**, manager of marketing for Theta Communications Corp., jointly owned subsidiary of Teleprompter Corp. and Hughes Aircraft Co., appointed assistant to VP and assistant general manager of CATV division of Teleprompter Corp., New York.

**Kenneth W. Gross**, attorney for National Association of Broadcasters, Washington, joins Washington law firm of Haley, Bader & Potts.

**Donald Witheridge**, with Washington Gas Light Co., Washington, named editor of *Bulletin*, weekly report of National Cable Television Association.

## PROGRAMMING

**Alan J. Kraft**, attorney, and previously with Highway Trailer Industries Inc., Edgerton, Wis., and Clinton Engines Corp., Maquoketa, Iowa, elected administrative VP of Four Star Television, North Hollywood, Calif., and its

subsidiary, Four Star International.

**Alan J. Hirschfield**, member of board of directors of Warner Bros.-Seven Arts Ltd., New York, also elected financial VP.

**James W. Dricker**, formerly with Encyclopaedia Britannica Films and Lukas Film Productions, both Chicago, named VP in charge of film production for Cal Dunn Studios, that city.

**Robert Van Buren**, in charge of production and audio facilities, Melandrea Inc., New York, appointed producer, Videotape Center, that city.

**Susan Smith**, programing executive, named producer of new travel-adventure series, *The Golden Voyage*, at Jack Douglas Productions for syndication through Official Films.

**Bruce Ballard**, production manager of WCIU-TV Chicago, named program director.

**Sam Somora Jr.**, advertising and promotion manager of WJRT-TV Flint, Mich., named program director.

**Daniel K. Griffin**, assistant program director of WEEI Boston, appointed program director, succeeding **Dominic R. Quinn**, who becomes VP, CBS Radio division for network programs.

**Johnny Hyde** appointed program director at KROY Sacramento, Calif.

**David Dubal**, music teacher, joins WNCN(FM) New York as music director.

**Rev. William D. Kniffel**, pastor of First Lutheran Church in Omaha,

named director of foreign operations for *The Lutheran Hour* in St. Louis, effective Dec. 17.

**Kenneth C. Jones** appointed operations manager of WWOM New Orleans.

## NEWS

**Richard Sanders**, field producer for ABC News, Washington, named manager, TV assignments, Washington. **John Komen**, news director of KOMO-TV Seattle, joins ABC News as staff correspondent in New York.

**Martin Zucker**, previously with AP in Frankfurt and Berlin bureaus, named Warsaw correspondent of AP, succeeding **Gene Kramer**, who is placed in charge of Bonn bureau.

**Gene W. Hintz** named Milwaukee bureau manager of UPI, succeeding **Daniel P. Hanley**, on leave of absence for congressional fellowship. Named assistants to Mr. Hintz are **Lance J. Herdegen** and **Michael J. O'Brien**. **James T. Tolbert**, UPI teletype operator and executive for 20 years, appointed communications manager, southwest division, with headquarters in Dallas. Named executive assistant, southwest division, is **Leroy A. Hamann**, former regional executive in Oklahoma City.

**Mark Roberts**, with WTIX New Orleans, appointed news director of WWOM-AM-FM-TV, that city. **Bill Carroll**, with WRR Dallas, and **Charlie Ray**, with WTIX, join WWOM-AM-FM-TV as newsmen.

**Leon Lewis**, news director and program director at WLIB New York, joins

## New BPA officers elected in Toronto



L to r: Messrs. Nicholson, Constantino, Daley, Strawn, Townsend.

**Thomas Daley**, CFPL-TV London, Ont., was elected president of the Broadcasters Promotion Association for 1968 at the annual meeting last week in Toronto (see separate story). He succeeds **George Rodman**, WBKB-TV Chicago. Other new officers:

**Joseph Constantino**, KTVU(TV) Oakland-San Francisco, first VP; **Mike Strawn**, KCMO-AM-TV Kansas City, Mo., second VP; **Keith Nicholson**, KOGO-AM-TV San Diego, secretary, and **Jack Townsend**, KELO-AM-TV Sioux Falls, S. D., treasurer.

WMCA there as assistant director of public affairs.

**Chuck Hippler**, news director of WSOY-AM-FM Decatur, Ill., named director of news and public affairs.

**Bob James**, formerly with WPEO Peoria, Ill., and WIOK Normal, Ill., named news director of WJRC Joliet, Ill.

**Sean D. Ryan**, photography editor for *Philadelphia Evening Bulletin*, joins WCAU-TV Philadelphia as assignment editor.

**Eric C. AuCoin**, news director at WLEE Richmond, Va., resigns to become morning news editor for WGH Newport News, Va.

**David Goldman**, stage director and former head of drama department at Dillard University, New Orleans, named theater and film critic-reporter for WCBS New York.

**Joyce Blair**, city hall and political reporter for WCAU-TV Philadelphia, joins news staff of KDKA-TV Pittsburgh.

**Charles Kelly**, previously newsmen in Iowa and investigative reporter for WTVT(TV) Tampa-St. Petersburg, Fla., joins WCKT(TV) Miami as Broward Gold Coast news bureau chief, succeeding **Jere Pierce**, who becomes special assignment reporter for WCKT.

**Peter Heller**, newsmen for wowo Fort Wayne, Ind., joins wvox New Rochelle, N. Y., as newscaster and disc jockey.

**Patrick J. Hilliard**, news trainee for KSFO San Francisco, named morning commute reporter.

**Al Campagnone**, program director at WKEN Dover, Del., joins news staff of WAMS Wilmington, Del.

**Bill Rodgers**, newscaster/staff announcer with KHOL-TV Kearney-Holdrege, Neb., resigns to join KUVR Holdrege, Neb.

## FANFARE

**William R. Merriam**, director of Washington relations for International Telephone & Telegraph Corp., Washington, also elected VP.

**Jane Hassler**, assistant traffic manager of KMPC Los Angeles, named merchandising director and assistant to promotion director. **Eleanor (Ronnie) Cahill**, in charge of continuity for KMPC, becomes station's assistant traffic manager.

**Enid Rosenthal**, with WIOD Miami, rejoins WTVJ(TV) there as press information coordinator.

**John Murray**, director of public information and advertising for WCBS New York since September 1966 and earlier manager of special projects for

WCBS-TV New York, appointed director of community relations for WCBS.

**Mike Colt** joins promotion department of WBKB-TV Chicago.

## EQUIPMENT & ENGINEERING

**Dr. Bradley Dewey Jr.**, formerly with W. R. Grace & Co. in Cambridge, Mass., Duncan, S. C., and New York, named president of Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn.

**W. A. Hargan**, with Central California Communications Corp. of Salinas, Calif., elected president of Comac Signal Corp., Pinole, Calif.

**Tom E. Harper**, regional sales manager on West Coast for Ling Electronics division of LTV Ling Altec Inc., Anaheim, Calif., named eastern division sales manager at Wilmington, Mass.

**James R. Palmer**, president of Centre Video and C-COR Electronics of State College, Pa., appointed by National Cable Television Association, Washington, as chairman of its technical training committee for 1967-68.

**Laurence L. Spitters**, president, Memorex Corp., Santa Clara, Calif., presented Vanguard Award of Association of Industrial Advertisers as "man who contributed most to innovations in field of industrial marketing."

## ALLIED FIELDS

**Graham Wallace**, account executive for American Research Bureau, Beltsville, Md., named head of ARB's new office at Suite 585, 44 Montgomery St., San Francisco. Phone (415) 391-1702.

**Gail E. Dldfather**, manager of communications finance division of Economy Finance Corp. in Indiana (firm involved in CATV financing), elected VP of corporation.

**Abe Dickstein**, domestic general sales manager, 20th Century-Fox, New York, appointed national campaign chairman of entertainment-communications industries' 1967-68 fund-raising drive for Will Rogers Memorial hospital and O'Donnell Memorial Research Laboratories, Saranac Lake, N. Y.

**William B. Lewis**, former board chairman of Kenyon & Eckhardt Inc., New York, elected board chairman of American Cancer Society. **Lawrence Welk**, bandleader and ABC-TV entertainer, appointed chairman of American Cancer Society's 1968 Crusade.

**Ernie Kreiling**, television columnist-critic, also appointed assistant professor of radio and television at California State College at Long Beach.

**Thomas W. Bohn**, doctoral candidate at University of Wisconsin, Madison, appointed instructor in radio-TV at

Bowling Green University, Bowling Green, Ohio.

## DEATHS



Mr. Radetsky

**Ralph Radetsky**, 57, former president and general manager of KOA-AM-FM-TV Denver, died Oct. 14 at General Rose Memorial hospital in Denver after long illness. He had resigned from his post at KOA-AM-FM-TV last September. Mr. Radetsky joined KOA in November 1953 as director of news, special events and public affairs. In 1956 he went to New York to assist former Denver Mayor Quigg Newton at Ford Foundation. He returned to KOA in 1957, becoming president and general manager of KOA-AM-FM-TV in 1963. Mr. Radetsky is survived by his wife, Martha.

**David A. Bader**, 67, general sales manager of Commonwealth Film and Television Inc., New York, died Oct. 13 at his home in New York. Mr. Bader had been president of TV Sales Corp., VP and general manager of Atlantic Television Corp. from 1954 to 1961, and president of Tempo and Futura Films, agency for foreign films, from 1961 to 1966. Surviving are his wife, Sylvia, daughter and son.

**Alan Goff**, 44, advertising and PR executive, died Sept. 28 in New York hospital after long illness. At time of his death he conducted conversation show over WLIR(FM) Garden City, N. Y., and other New York stations. He had formerly been president of Pr/Ad Consultants of Huntington, N. Y., and Goff Associates of Hempstead, N. Y. Previously he had been VP of McCann-Erickson Inc., New York. Surviving are his wife, Helen, and son.

**H. Ralph Bowen**, 59, free-lance television writer and editor, died Oct. 16 in Sibley Memorial hospital in Washington after suffering stroke. He wrote commercials, songs, and movie scripts and was editor for *David Brinkley's Journal* on NBC-TV. Mr. Bowen is survived by his wife, Sallye, and son.

**Sotir Latsey**, 68, script writer and commentator for Albanian programs of Voice of America, Washington, died Oct. 11 at Doctors hospital in Washington. He was with VOA for nearly 17 years. Surviving are his wife, Kiky, and daughter.

**Mrs. Evelyn Sprott Brown**, 39, account executive for Beaman-Nuhn Advertising Agency, Austin, Tex., died Oct. 7 in Austin hospital after brief illness. Surviving are her husband, Elmo (executive administrative assistant and operations director for KTCB-TV Austin), and son.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 12 through Oct. 18, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna aur.—aural CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

APPLICATION

Honolulu—UHF-Hawaii Inc. Seeks UHF ch. 20 (506-512 mc); ERP 251 kw vis., 50.1 kw aur. Ant. height above average terrain minus 129 ft. ant. height above ground 367 ft. P. O. address: c/o Thomas W. Flynn, Esquire, 926 Fort Street, Honolulu 96813. Estimated construction cost \$349,000; first-year operating cost \$200,000; revenue \$150,000. Geographic coordinates 21° 17' 00" north lat.; 157° 49' 48" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer Willis C. Beecher, both Washington. Principals: Charles H. Spoehrer, president, Robert J. Griffith, vice president and Hermann F. Spoehrer (each 14.29%), Thomas W. Flynn, secretary-treasurer and Lucius H. Bingham, assistant secretary-treasurer (each 4.76%) et al. Mr. Charles Spoehrer and Mr. Griffith are attorneys. Mr. Spoehrer is also in manufacturing. Mr. Flynn is attorney and is counsel of savings and loan company, contracting and is director of printing company. Mr. Bingham is president of industrial supplies firm. Mr. Hermann Spoehrer is in manufacturing. Messrs. Charles and Hermann Spoehrer and Griffith are stockholders in KCSL-TV St. Louis. Ann. Oct. 13.

FINAL ACTIONS

Palm Springs, Calif.—Pacific Media Corp. FCC by order granted UHF ch. 42 (638-644 mc); ERP 269 kw vis., 40.7 kw aur. Ant. height above ground 96 ft.; above average terrain 550 ft. P. O. address: 2352 Calle Palo Viero, Palm Springs 92262. Geographic coordinates: 33° 48' 06" north lat.; 116° 13' 27" west long. Type trans. RCA TTU-A. Type ant. RCA TFU-30J-DA. Legal counsel Keller and Heckman, Washington. Consulting engineer E. E. Benham and Associates, Hollywood, Calif. Principals: Robert E. Leonard (40%), Paul E. Morgan and Edgar L. McCoubrey (each 25%), and Patrick B. Raymond and Norman H. Bolstad (each 5%). Mr. Leonard is president and has interest in Southern California Outdoor Advertising Inc. Mr. Raymond is general manager of KCMJ Palm Springs. Mr. Morgan is director and has interest in Southern California Outdoor Advertising Inc., Bailey Productions Co., Santa Monica, The White Hills Co., Kingman, Ariz., and Desert Telecasting Co., operator of KBLU-TV Yuma, Ariz. Mr. McCoubrey has interest in Plaza Motors, Palm Springs. Mr. Bolstad is director of retail operations, Vons Grocery Co., El Monte, Calif. Commission has granted a joint request for approval of agreement whereby Palm Springs Communications Corp. will withdraw its application for new TV to operate on ch. 42 in Palm Springs. Agreement provides that Palm Springs shall have a 3½ year option to acquire 49% of stock of new corporation to be formed by Pacific. If Palm Springs does not exercise its option within time specified, Pacific Media is to pay Palm Springs \$6,547 for expenses incurred in prosecution of its application. Agreement also provides that Harriscope Broadcasting Corp., parent corporation of Palm Springs, will act as a consultant to Pacific Media for period of six months in operation of ch. 42, renewable at option of Pacific. Pacific

Media was granted with condition requiring notification to commission if Palm Springs intends to exercise its stock option and commission approval of transaction prior to consummation. Action Oct. 11. Commissioner Cox concurring.

Rochester, Minn.—Rochester Telecasting Co. Broadcast Bureau granted UHF ch. 47 (668-674 mc); ERP 38.9 kw vis., 7.76 kw aur. Ant. height above average terrain 400 feet, above ground 500 feet. P. O. address: c/o Mayo Priebe, Rural Route 73, Rochester. Estimated construction cost \$240,904; first-year operating cost \$184,000; revenue \$186,000. Studio location Rochester, trans. location 2 miles southeast of Rochester city limits and ¼ mile west of U. S. 52. Geographic coordinates 43° 58' 48" north lat.; 92° 24' 12" west long. Type trans. RCA TTU-1B, type ant. RCA TFU-27J. Legal counsel Alfred R. Sundberg, St. Paul, Minn.; consulting engineer Wayne A. Mayer, Minneapolis. Principals: Mayo L. Priebe, James J. McCarter, Elmer L. Piorier, Alfred R. Sundberg, Clarence W. Carter, John Van Cuyk, William Leach, Earl G., Glore G. and Daryle A. Erdman and Jay P. O'Connor. All are local businessmen. Action Oct. 16.

INITIAL DECISION

Grant of application of Rovon Television Inc., Macon, Ga., for new TV to operate on ch. 24, has been proposed in an initial decision by Hearing Examiner Isadore A. Honig in Doc. 17316. Rovon's application was initially designated for hearing by commission March 30 with mutually exclusive application of Romac Macon Corp. Romac's application was dismissed by review board Aug. 23, on joint request by applicants for approval of their agreement providing for dismissal. In granting Rovon's application, examiner found that Rovon had established that it was financially qualified to construct and operate station, and that public interest, convenience and necessity would be served by grant. Action Oct. 17.

OTHER ACTION

Jacksonville, Fla. (UMC Broadcasting Corp.). Commission has granted petition by UMC for reconsideration of commission action of July 5 granting it CP for new TV to operate on ch. 47 in Jacksonville. Action is set aside and application of UMC returned to processing line. Action by commission Oct. 12, by order. Commissioners Hyde (chairman), Lee, Cox, Loevinger and Johnson.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Oct. 11 in Atlantic City (South Jersey Radio Inc. and Atlantic City Television Co.) TV ch. 53 proceeding designated Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for Nov. 17 and hearing for Jan. 9, 1968 (Docs. 17788-9).

Hearing Examiner Chester F. Naumowicz Jr. on Oct. 11 in Medford, Ore. (State of Oregon acting by and through State

Board of Higher Education, Liberty Television and Medford Printing Co.) ch. 8 TV proceeding. Prehearing conference having been held on Oct. 11, continued hearing pending further order (Docs. 17680-2).

Hearing Examiner Elizabeth C. Smith on Oct. 11 in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District No. 226-903) ch. 6 TV proceeding. On examiner's own motion, scheduled further prehearing conference for Nov. 6; hearing presently scheduled for Nov. 6 is continued to date to be specified at further prehearing (Docs. 17541-2).

RULEMAKING ACTIONS

TV channel assignment proceeding (Escanaba and Marquette, both Michigan). Granted petition by Northern Michigan University, Marquette, Mich., for an extension of time from Oct. 16 to Nov. 15 to file replies to opposition by WFRV Inc., to its petition for rulemaking (RM-1191). Action Oct. 13.

TV channel assignment proceeding (Vernal, Richfield, Salt Lake City and Rock Springs, Wyo.). Granted petition by KLUB Broadcasting Co. (KLUB), for further extension of time from Oct. 13 to Oct. 16 to file reply to opposing statements to its petition for rulemaking (RM-1169). Action Oct. 13.

CALL LETTER APPLICATIONS

Leon County Communications Corp., Tallahassee, Fla. Requests WNFA-TV.

Gala Broadcasting Co., Columbus, Ga. Requests WAWL-TV.

SW Louisiana Communications, Lafayette-New Iberia, La. Requests KLN1-TV.

Existing TV stations

FINAL ACTIONS

WWOM-TV New Orleans—Broadcast Bureau granted mod. of CP to change type trans., type ant., and make changes in ant. system. Action Oct. 13.

WGAN-TV Portland, Me.—Broadcast Bureau granted CP to install an alternate main trans. at Brown Hill, Raymond; condition. Action Aug. 31.

WQLN(TV) Erie, Pa.—Broadcast Bureau granted license covering new noncommercial educational TV. Action Oct. 11.

WMCV(TV) Nashville—Broadcast Bureau granted mod. of CP to change ERP to 240 kw vis., 46.8 kw aur., trans. and studio location to 410-414 - 38th Avenue north, Nashville, change type trans., type ant., ant. structure, ant. system, and decrease ant. height to 410 ft. Action Oct. 13.

INITIAL DECISION

Lamar Life Insurance Co., licensee of WLBT(TV) ch. 3, Jackson, Miss., has been granted renewal of station's license in initial

## EDWIN TORNBURG

### & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

decision issued by FCC Hearing Examiner Jay A. Kyle (Doc. No. 16663). Action Oct. 17.

#### OTHER ACTION

■ ETV stations granted rule waiver to permit broadcasts during breaks in program schedules. Commission has granted waiver of Sec. 73.651(c) of rules concerning separate operation of aural and visual TV transmitters for eight noncommercial educational TV stations. Stations propose to broadcast music to accompany slides, films or other visual images during scheduled breaks in in-school programming. Eight ETV stations, which will operate under waiver for various periods during week are: Florida West Coast Educational Television Inc. (WEDU-TV, ch. 3), Tampa, Fla., to operate for four hours per week for period coextensive with its license ending February 1, 1970; Board of Public Instruction of Escambia County, Fla., permittee of WSRE (TV), ch. 23, Pensacola, Fla., to operate for one and one-half hours per week for one year; Clover Park School District No. 400 (KPEC-TV, ch. 56), Tacoma, Wash., to operate for five hours per week for period coextensive with its license ending February 1, 1969. Others to operate under waiver for five hours per week, each for period of one year, are Educational Television of Northwest Pennsylvania Inc., permittee of WQLN (TV), ch. 54, Erie, Pa., and University of Vermont and State Agricultural College, permittee of WETK (TV), ch. 33, Burlington; WVER (TV), ch. 28, Rutland; WVTB (TV), ch. 20, St. Johnsbury and WVTM (TV), ch. 41, Windsor, all Vermont. Authorizations are granted with condition that each contains no determination, expressed or implied, as to any continuance of such transmissions beyond period stated. Action Oct. 18 by letters.

#### RULEMAKING ACTION

**KHAR-TV Anchorage**—Petitions commission to make following changes in the table of allocations: Anchorage, change from 13 to 4, and Seward, both Alaska, change from 4 to 13. Also requests that

commission institute an order to show cause looking toward mod. of CP for KHAR-TV to provide for operation on ch. 4. Ann. Oct. 13.

#### CALL LETTER APPLICATIONS

- KAAR (TV), Bass Brothers Enterprises, San Diego. Requests KCST (TV).
- WHJR-TV, Acorn Television Corp., Clearwater, Fla. Requests WJNR-TV.

#### New AM stations

##### APPLICATIONS

Conejo Valley, Calif., Edwin Janss Jr. and William C. Janss, joint ventures d/b as Conejo Broadcasters—Seeks amendment to CP for new AM to change station designation to Thousand Oaks, Calif.; change from DA-1 to DA-2; change ant.-trans. location to McCrea Road, 0.8 mile east of Olsen Road, Thousand Oaks, Calif.; change studio location to Thousand Oaks, Calif. (to be determined); change type trans. (Gates BC-500G), and request waiver of Sec. 73.37 of rules. Ann. Oct. 17.

**Webb-Sumner-Tutwiler, Miss.—All-Delta Broadcasting Co.** Seeks 1140 kc, 5 kw-D. P. O. address: 415 Howard Street, Greenwood, Miss. 38930. Estimated construction cost \$5,171; first-year operating cost \$16,251.60; revenue \$42,250. Principals: William E. Hardy, sole owner. Mr. Hardy owns furniture and appliance company. Ann. Oct. 16.

##### OTHER ACTIONS

■ Natick, Mass., Home Service Broadcasting Corp. Commission has denied petition by Natick Broadcast Associates Inc. for reconsideration and stay of July 5 action granting without hearing application of Home Service for new AM (1060 kc, 1 kw-D) in Natick. Natick's application for same facilities was returned as unacceptable for filing on July 2, 1965, for overlap of contours (Sec. 73.37) with station KYW Phila-

delphia. Natick had requested stay pending ruling by U. S. Court of Appeals for District of Columbia Circuit on commission's action rejecting its application. Commission in denying request stated that condition . . . "without prejudice to whatever action the commission may take as a result of a decision by the U. S. Court of Appeals for the District of Columbia Circuit . . ." was sufficient to protect adequately and without prejudice any rights Natick may have. It also noted that contention by Natick of being placed at a disadvantage if home constructs are "speculative and unsupported by factual allegations." (By memorandum opinion and order; Commissioner Cox concurring; Commissioner Johnson not participating.) Action Oct. 18.

■ Review board in Natchez, Miss., AM broadcast proceeding, Doc. No. 17626, denied petition to enlarge issues, filed Aug. 24, by Broadcast Service Inc. Board member Nelson absent. Action Oct. 13.

■ Review board in Jacksonville, N. C., standard broadcast proceeding, Docs. 17148-9, granted joint request for approval of agreement filed Aug. 25 by L & S Broadcasting Co. and Roy H. Park Radio Inc.; approved agreement; dismissed application of L & S Broadcasting Co. with prejudice; granted application of Roy H. Park Radio Inc., with conditions; and terminated proceeding. Board member Nelson absent. Action Oct. 12.

■ Commission's review board has granted application of Daniel Enterprises Inc. for 500 w daytime standard radio station to operate on 1570 kilohertz at Warren, Ohio (Doc. 15191). In the same action, review board denied application of Boardman Broadcasting Inc. for one kilowatt daytime standard radio station to operate on the frequency at Boardman, Ohio (Doc. 15190). Hearing Examiner Thomas H. Donahue had recommended granting application of Boardman Broadcasting Co. in an initial decision. Review board, in its decision, rejected Examiner Donahue's application of commission's 1965 policy statement on suburban communities to issues, stating that Boardman applicant had not overcome presumption that it would be subordinate Youngstown station. Action Oct. 18.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Oct. 12 in Crowley, La. (Rice Capital Broadcasting Co.) AM proceeding. On examiner's own motion, continued further hearing from Oct. 30 to Nov. 1 (Doc. 16785). And on Oct. 17 in St. Louis (Great River Broadcasting Inc. et al.) AM proceeding ordered that pages 26, 27, 28, and 48 of Victory Broadcasting Inc.'s exhibit 1 are not received in evidence in proceeding (Docs. 17210-5, 17217-9).

■ Hearing Examiner Millard F. French on Oct. 16 in Williamsburg-Suffolk, Va. (Virginia Broadcasters and Suffolk Broadcasters) AM proceeding. In accordance with order of the U. S. Court of Appeals for District of Columbia Circuit (case no. 21,180) issued Sept. 26, ordered that all procedural dates heretofore established are suspended and further action is stayed pending further Order of Court (Docs. 17605-6).

■ Hearing Examiner Isadore A. Honig on Oct. 10 and 11 in East St. Louis, Ill. (East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc.) AM proceeding granted petition of East St. Louis Broadcasting Inc. to amend its proposal to incorporate additional and revised information on its financial qualifications and accepted amendment (Docs. 17256-7). And on Oct. 10 in Lima-Henrietta-Geneseo-Warsaw, New York (Elim Bible Institute Inc., What the Bible Says Inc., Oxbow Broadcasting Corp., John B. Weeks) AM proceeding, formalized oral rulings made at Oct. 4 prehearing conference denying Oxbow Broadcasting Corp. motion to dismiss application of What the Bible Says Inc. and to strike petition of What the Bible Says Inc. requesting simplified publication of hearing order and granting Oxbow Broadcasting Corp. motion insofar as it requests a notice of appearance, petition for leave to amend and petition for authorization in departing from strict conformity to FCC rules, all filed by What the Bible Says Inc. be stricken; and also accepted as proper notice Sept. 1 notice of appearance filed by counsel on behalf of What the Bible Says Inc. (Docs. 17570-3).

■ Acting Chief Hearing Examiner Jay A. Kyle on Oct. 13 in Kettering, Eaton, Greenville, all Ohio; Bloomington and Brazil, both Indiana and Louisville and Shively, both Kentucky, AM proceeding, granted request by Shively Broadcasting Co. and continued certain procedural dates (Docs. 17243-50).

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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Oct. 19

	ON AIR		NOT ON AIR
	Lic.	CP's	CP's
Commercial AM	4,125 <sup>1</sup>	17	100
Commercial FM	1,648	72	256
Commercial TV-VHF	488 <sup>2</sup>	12	12
Commercial TV-UHF	112 <sup>2</sup>	26	146
Educational TV	311	8	29
Educational TV-VHF	60	7	9
Educational TV-UHF	49	12	48

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 19

	VHF	UHF	Total
Commercial	519	278	797
Noncommercial	76	109	185

## STATION BOXSCORE

Compiled by FCC, Aug. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,124 <sup>1</sup>	1,683	601	311	111
CP's on air (new stations)	16	42	27	8	22
CP's not on air (new stations)	99	253	174	27	52
Total authorized stations	4,241	1,978	807	346	185
Licenses deleted	3	0	1	1	0
CP's deleted	1	0	0	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

### CALL LETTER APPLICATIONS

- George Williams, Excelsior Springs, Mo. Requests KEXS.
- Yadkin Broadcasting Inc., Yadkinville, N. C. Requests WYDK.
- Mount-Ed-Lynn Inc., Mountlake Terrace, Wash. Requests KURE.
- Charles Lutz & Erwin Gladdenbegk, Shell Lake, Wis. Requests WCSW.
- Tomahawk Broadcasting Co., Tomahawk, Wis. Requests WILT.

### CALL LETTER ACTION

- Home Service Broadcasting Corp., Natick, Mass. Granted WGTR.

### Existing AM stations

#### APPLICATION

WFPB Middletown, Ohio.—Seeks CP to increase nighttime power from 100 w to 250 w and make changes in ant. system (increase height) Request waiver of Sec. 73.182(a)(2)(ii), Ann. Oct. 17.

#### FINAL ACTIONS

WCMR Elkhart, Ind.—Broadcast Bureau granted mod. of CP to make changes in MEOV in DA-N pattern. Action Oct. 16.

WKTE King, N. C.—Broadcast Bureau granted CP to increase power from 500 w to 1 kw, and make changes in ant. system; condition. Action Oct. 11.

WJOY Burlington, Vt.—Broadcast Bureau granted mod. of CP to increase ant. height, install ground screen; condition. Action Oct. 13.

#### OTHER ACTIONS

■ WOWW, Naugatuck Valley Service Inc., Naugatuck, Conn. Commission has denied application by Northeast Broadcasting Inc. (WWCO), Waterbury, Conn., for review of review board decision released July 7, which granted application of Naugatuck Valley Service Inc., for CP to change facilities of its station WOWW from operation as class II station on 860 kHz, 250 w, daytime, directional ant., to a class III-B station on 1380 kHz, 5 kw-LS, 500 w night, with different directional antenna patterns day and night, at Naugatuck, Conn. By Order, Doc. 15658; Commissioner Cox concurring and issuing statement; Commissioner Loevinger concurring. Action Oct. 11.

■ Honolulu, KUMU, John Hutton Corp.

Granted CP for increased power. Commission has waived Sec. 73.24(g) of its rules and granted KUMU CP to increase power on 1500 kc, unlimited time, from 1 kw to 5 kw, with remote control permitted. Sec. 73.24(g) specifies that an authorization for new AM or increase in facilities of an existing station will be issued only after satisfactory showing has been made that population within the 1 v/m contour does not exceed 1% of population within 25 mv/m contour; provided that where number of persons within 1 v/m contour is 300 or less provisions are not applicable. Commissioner Cox abstaining from voting. Action Oct. 18.

■ Las Vegas (KENO, Lotus Broadcasting Corp.) Granted CP for increased power. Commission has granted KENO CP to increase daytime power on 1460 kc from 1 kw to 5 kw. Station will continue to operate with 1 kw-N, with directional antenna (night). Commissioner Cox abstaining from voting. Action Oct. 18.

■ Review board in New York, AM broadcast proceeding, Docs. 11227, 17588, granted petition filed Oct. 11, by Midwest Radio-Television Inc. (WCCO) and extended to Oct. 24, time within which to file reply to oppositions to their petition addressed to issues filed Aug. 10. Board member Nelson absent. Action Oct. 13.

■ WFDD Winston-Salem, N. C., has been authorized by FCC to resume full power operation. Station had been operating at reduced power for approximately seven months in order to resolve problems created by interference to television station WGHP-TV, ch. 8, High Point, N. C. WFDD-FM operates with 10 kw power and ERP of 36 kw. Station licensee is Wake Forest College. Originally licensee for 10 kw, station was authorized to increase power to 10 kw. Following power increase in April 1957, complaints of interference to reception of ch. 8 signals were received. Following inquiry by FCC, same week WFDD was ordered to reduce power to 2.2 kw. When interference problems at this power level were resolved, station was authorized to increase power to 5 kw. Resolution of interference at this level led to commission action authorizing return to full power operation. Action Oct. 13.

■ Commission has granted petition of New Era Broadcasting Inc., for reconsideration of commission action June 14 granting renewal of license of KSUB Cedar City,

Utah for period ending Oct. 1, 1968. Action, however, denied New Era petition against grant on June 14 of renewal applications of stations KNAK Salt Lake City, KVEL Vernal, both Utah, and KBLI Blackfoot, Idaho. Action by commission Oct. 11, by memorandum opinion and order; Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Scheduled for oral argument before commission on Dec. 11, the following proceedings (Commissioner Cox not participating): Monroeville-Ambridge-Altquippa, Pa. (Monroeville Broadcasting Co. and Miners Broadcasting Service Inc. (WMBIA)), AM proceeding, Docs. 14082, 14088, and Smithfield-Newport News, Va. (Tidewater Broadcasting Inc., and Edwin R. Fischer) AM proceeding, Docs. 13243, 13248. Action Oct. 11.

### ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on Oct. 11 in Rockmart, Ga. (Georgia Radio Inc. [WPLK]) AM proceeding, pursuant to agreement of parties, postponed hearing from Oct. 17 to Oct. 26 (Doc. 17537).

■ Hearing Examiner Millard F. French on Oct. 16 in Calhoun, Ga. (John C. Roach, Gordon County Broadcasting Co. WCGA) AM proceeding. Formalized agreements made at prehearing conference of Oct. 12; scheduled procedural dates and continued Nov. 28 hearing to Dec. 5 (Docs. 17695-6).

### CALL LETTER APPLICATION

■ KFHA, Timnankin Inc., Lakewood, Wash. Requests KOOD.

### CALL LETTER ACTIONS

- WBRW, Taconic Broadcasters, Brewster, N. Y. Granted WFUT.
- KPIR, Emerald Broadcasting Corp., Eugene, Ore. Granted KPNV.

### New FM stations

#### APPLICATIONS

Cedartown-Rockmart, Ga. — J. Franklin Proctor. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 299.962 ft. P. O. address Box 167, Cedartown 30125. Estimated construction cost \$34,275.50; first-year operating cost \$15,000; revenue \$17,000. Principal: Mr. Proctor is owner-manager of WGAA Cedartown, Ga. Ann. Oct. 17.

Salisbury, Md. — Delmarva Broadcasting Corp. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 150 ft. P. O. address: 700 East Main Street, Salisbury. Estimated construction cost \$11,600; first-year operating cost \$18,000. Principal: Robert C. Doyle, president (100%) et al. Mr. Doyle is chief of television division at National Geographic Society, Washington, and owns WICO Salisbury. He is also 30% stockholder, vice president and secretary of WEBB Baltimore, Ann. Oct. 18.

Dundee, N. Y. — Finger Lakes Broadcasting Inc. Seeks 95.9 mc, ch. 240, 0.93 kw. Ant. height above average terrain 461 ft. P. O. address: 30 Main Street, Dundee 14837. Estimated construction cost \$9,772.50; first-year operating cost \$6,934; revenue \$10,000. Principals: Henry Valent (100%), president and Robert Burns, vice president. Mr. Valent is stockholder of WFLR Dundee and attorney and is partner in wholesale and retail milk distribution and processing. Mr. Burns is general manager, vice president and treasurer of WFLR Dundee, Ann. Oct. 13.

South Williamsport, Pa. — Galen David Castlebury Jr. tr/as Will-Mont Broadcasting Co. Seeks 99.3 mc, ch. 257, 0.112 kw. Ant. height above average terrain 1,227 ft. P. O. address: Box 883, Williamsport, Pa. 17701. Estimated construction cost \$14,700; first-year operating cost \$9,000; revenue \$12,000. Principal: Mr. Castlebury owns WMPF South Williamsport, Ann. Oct. 18.

Sioux Falls, S. D. — KSOO-TV Inc. Seeks 97.3 mc, ch. 247, 26.2 kw. Ant. height above average terrain 1,856 ft. P. O. address: Phillips at 8th Avenue, Sioux Falls. Estimated construction cost \$28,475; first-year operating cost \$5,000; revenue \$12,000. Principals: Morton H. Henkin, president et al. Applicant owns KSOO-AM-TV Sioux Falls, Ann. Oct. 17.

#### FINAL ACTIONS

Abbeville, Ala. — Abbeville Radio Inc. Broadcast Bureau granted 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 285 ft. P. O. address: Box 121, Abbeville 36310. Estimated construction cost \$21,000; first-year operating cost \$5,500; revenue \$6,500. Principals: Applicant is licensee of WARI Abbeville, John V. Mizell, president. Action Oct. 11.

Cambridge, Md.—WCEM Inc. Broadcast Bureau granted 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 130 ft. P. O.

address: Box 237, Cambridge 21613. Estimated construction cost \$25,895; first-year operating cost \$8,000; revenue \$4,000. Principal: Samuel M. Cannon Jr., president and general manager. Applicant owns WCEM Cambridge. Action Oct. 11.

St. Cloud, Minn.—WJON Broadcasting Co. Broadcast Bureau granted 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 522 Lincoln Avenue, S.E., St. Cloud 56301. Estimated construction cost \$18,849.48; first-year operating cost \$5,000; revenue none. Principal: Applicant is licensee of WJON St. Cloud. Mike Diem is assistant manager. Action Oct. 12.

Island Teleradio Service, Inc., Charlotte Amalie, V. I.—Broadcast Bureau granted CP for new class B FM to operate on ch. 250, (97.9 mc), ERP 3.2 kw, ant. height 1,500 ft. Action Oct. 11.

Chippewa Falls, Wis.—Bushland Radio Specialties. Broadcast Bureau granted 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 16 (1728 Loring Street) Eau Claire (Altoona), Wis. 54701. Estimated construction cost \$22,650; first-year operating cost \$24,600; revenue \$21,600. Principals: Ray W. and Rowland L. Bushland (each 50%). Messrs. Bushland have been working partners in Bushland Radio Specialties, wholesale electronic supplies. Action Oct. 11.

New Richmond, Wis.—Smith Broadcasting Inc. Broadcast Bureau granted 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 270 ft. P. O. address: 125 East Third Street, New Richmond. Estimated construction cost \$19,470.50; first-year operating cost \$10,000; revenue \$15,000. Principal: Robert E. Smith, president (100%) et al. Mr. Smith manages WIXK New Richmond. Action Oct. 11.

#### OTHER ACTIONS

Office of opinions and review on Oct. 12 in New York-Teaneck, N. J. (New York University and Fairleigh Dickinson University), granted request by Broadcast Bureau and extended to Oct. 19 time to file responsive pleading to application by Fairleigh for review (Docs. 17454-5).

Donelson, Tenn.—Great Southern Broadcasting Co. FM application accepted. Commission has waived minimum mileage spacing requirements of Sec. 73.207(a) of rules and accepted application of Great Southern for new FM to operate on ch. 221 (92.1 mc), with ERP of 3 kw, and ant. height of 233 ft. Ch. 221 is only FM ch. assigned to Donelson. Action Oct. 18.

#### ACTIONS ON MOTIONS

Hearing Examiner Thomas H. Donahue on Oct. 11 in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.). FM proceeding, granted petition and supplementary petition of 3 J's Broadcasting Co. to amend its application regarding its financial qualifications and its antenna tower, and accepted amendments (Docs. 17617-18). On Oct. 17 in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.) FM proceeding. By separate action, scheduled further prehearing conference for Nov. 28 and continued Nov. 21 hearing to Dec. 11.

Hearing Examiner Charles J. Frederick on Oct. 11 in New York-Teaneck, N. J. (New York University and Fairleigh Dickinson University). Formalized by order certain agreements reached at informal conference held Oct. 11 and scheduled a full-scale evidential hearing for Dec. 12 (Docs. 17454-5).

Hearing Examiner Isadore A. Honig on Oct. 12 in Moline, Ill. (Lee Enterprises Inc. and Mid America Broadcasting Inc.), FM proceeding, granted petition by applicants and continued without date the dates for exchange of exhibits (Oct. 13) and notification of witnesses (Oct. 27); scheduled hearing date (Nov. 14) is not affected by this order (Docs. 17345-6).

Hearing Examiner David I. Kraushaar on Oct. 16 in Miami, Fla. (Miami Broadcasting Corp., Mission East Co. and WOCN Broadcasters), FM proceeding, granted petition by Miami Broadcasting Corp. for leave to amend its application to specify different transmitter site, revision in its financial plan, and change in corporate ownership, officers and directors (Docs. 17401, 17403-4).

Hearing Examiner Elizabeth C. Smith on Oct. 11 in Warner Robins-Hawkinsville, Ga. (WRBN Inc. and Tri-County Broadcasting Inc.), FM proceeding, scheduled further prehearing conference for Nov. 1 and hearing for Dec. 19 (Docs. 17579-80). And Oct. 13 in Chester, Va. (WIKI Radio Inc.), FM proceeding. On Examiner's own motion, scheduled hearing for Oct. 20 (Doc. 17494).

Hearing Examiner Elizabeth C. Smith on Oct. 17 in Warner Robins-Hawkinsville, Ga. (WRBN Inc. and Tri-County Broadcasting Inc.), FM proceeding, cancelled further prehearing conference scheduled for Nov.

1 (Docs. 17579-80). And in Bellefontaine, Ohio (Hi-Point Broadcasting Co. and Charles H. Chamberlain), FM proceeding, dismissed motion filed by Hi-Point Broadcasting Co. for continuance of hearing and ordered that hearing will commence Oct. 18 as scheduled (Docs. 17519-20).

#### RULEMAKING ACTIONS

Quincy, Ill., Closed Circuit Communications Inc. petition for rulemaking to assign third class B FM channel denied. Commission has denied petition of closed circuit (RM-1196) requesting assignment of third class B FM ch. (290) to Quincy. In denying request, commission stated that Quincy has its fair and equitable share of available frequencies as compared to communities of comparable size. It also noted that assignment of ch. 292A to a large area in Illinois and Missouri, in which there are number of small communities without AM stations or daytime only stations. (By memorandum opinion and order.) Action Oct. 18.

Cayey, P. R. Ponce Broadcasting Corp.—Requests amendment of rules by adding to table of FM assignments ch. 249A at Cayey, P. R. Ann. Oct. 13.

#### CALL LETTER APPLICATIONS

Lyons Township High School, LaGrange, Ill. Requests WLTL(FM).  
North Central College, Naperville, Ill. Requests WONC(FM).  
San German Broadcasting Corp., San German, P. R. Requests WRPC(FM).

#### Existing FM stations

##### FINAL ACTIONS

KADS(FM) Los Angeles—Broadcast Bureau granted CP to install new type ant. Action Oct. 13.

WBFG(TV) Detroit — Broadcast Bureau granted CP to install new type trans. (main), add vertical polarization, install dual polarized ant., ant. height 480 ft. Action Oct. 13.

WWW(FM) Detroit—Broadcast Bureau granted CP to install new type trans., add vertical polarization, install dual polarized ant. Action Oct. 13.

KXRA-FM Alexandria, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Oct. 13.

Fergus Falls, Minn. Empire Broadcasting Stations Inc. — Broadcast Bureau granted mod. of CP to change ant.-trans. location to west of town on highway No. 3, Lincoln Avenue, Near Fergus Falls, change type trans., type polarized ant., ant. height 270 ft.; condition. Action Oct. 13.

KTGR-FM Columbia, Mo.—Broadcast Bureau granted mod. of CP to make change in station. Action Oct. 13.

WBNY-FM Buffalo, N. Y.—Broadcast Bureau granted CP to install vertical polarization, dual polarized ant. Action Oct. 13.

WBUF(FM) Buffalo, N. Y.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Oct. 13.

KSM(FM) Jamestown, N. D.—Broadcast Bureau granted mod. of CP to install circular polarized ant., ERP 28.5 kw, ant. height 255 ft. Action Oct. 13.

WOUB-FM Athens, Ohio—Broadcast Bureau granted CP to change ant.-trans. location to approximately 2 miles west-southwest of Athens, install new type trans., type ant., ERP 50 kw, 91.3 mc, ch. 217, ant. height 500 ft.; condition. Action Oct. 11.

WOMP-FM Bellaire, Ohio—Broadcast Bureau granted CP to install new type ant., ERP 13.5 kw, ant. height 520 ft.; condition. Action Oct. 13.

WDUB(FM) Granville, Ohio — Broadcast Bureau granted CP to install new type ant., and change frequency from 91.3 mc, ch. 217, to 90.9 mc, 215. Action Oct. 11.

WMC(FM) New Concord, Ohio—Broadcast Bureau granted CP to change frequency from 91.1 mc, ch. 216 to 90.7 mc, ch. 214. Action Oct. 11.

WKBN-FM Youngstown, Ohio—Broadcast Bureau granted CP to install new type trans., dual polarized ant., ant. height 540 ft. Action Oct. 13.

KWHP(FM) Edmond, Okla.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., ERP 3 kw, ant. height 215 ft. Action Oct. 12.

WIBF-FM Jenkintown, Pa. — Broadcast Bureau granted mod. of CP to change type trans., type ant.; condition. Action Oct. 13.

WFLN-FM Philadelphia — Broadcast Bureau granted mod. of CP to change type trans. (main). Action Oct. 13.

KWHI-FM Brenham, Tex.—Broadcast Bureau granted CP to change ant.-trans. location to Dixie Street, 800 ft. north of U. S. Highway 290 and intersection of Loop. Brenham, install new type trans., new circular polarized ant., ERP 3 kw, ant. height 195 ft.; condition. Action Oct. 11.

WIVE-FM Ashland, Va.—Broadcast Bu-

reau granted mod. of CP to change type dual polarized ant., ant. height 200 ft. Action Oct. 13.

WFLS-FM Fredericksburg, Va.—Broadcast Bureau granted CP to make changes in trans. equipment, ERP 42 kw. Action Oct. 13.

WJOY-FM Burlington, Vt.—Broadcast Bureau granted CP to change ant.-trans. location to Hadley Road, Burlington, ERP 3.5 kw, ant. height 310 ft.; condition. Action Oct. 11.

#### OTHER ACTIONS

WWFM(FM), WERC INC., Erie, Pa. Commission has denied request by WERC Inc. for waiver of mileage separation requirements of Sec. 73.207(a) of rules and acceptance of its application. WERC had requested authority to continue to operate its FM station from its present site (also site of its AM station WERC), change channel assignment from 260 (99.9 mc) to 279 (103.7 mc), increase ERP from 9.7 kw to 50 kw, and decrease ant. height from 400 ft. to 336 ft. Commission found that although WERC's proposal would increase service area within 1 mv/m contour, waiver of short-spacing was not warranted, since sites were available which would fully meet minimum spacing requirements. In addition, commission stated that if WERC's proposed directional ant. pattern was amended to restrict radiation in direction of Toronto and Sarnia, Ontario, Canada, to that presently authorized, increased coverage could still be achieved in U. S. on ch. 260. Commission while denying request for waiver, retained WWFM's application for period of 30 days to permit appropriate amendment. Opposing petition by Burbach Broadcasting Co. will be withheld during this period. Action Oct. 18 by order.

San Juan, P. R., WKAQ-FM, El Mundo Broadcasting Corp. application accepted. Commission has waived short-spacing requirements of Sec. 73.213(f)(1) of rules and accepted application of El Mundo to change trans. site and facilities of WKAQ-FM (ch. 284, 104.7 mc). Station proposes to side-mount FM ant. on the tower of its station WKAQ-TV, and to increase ERP from 3.8 kw to 50 kw, and ant. height from 49 ft. to 1,121 ft. Action Oct. 18.

#### ACTION ON MOTION

Hearing Examiner Isadore A. Honig on Oct. 10 in Albany, Ore. (radio stations KNND and KRKT, and Albany Radio Corp.) FM proceeding, granted request of KNND and KRKT to amend its application to reflect recent change in legal entity of licensee of two stations owned by applicant's principals, Peter Ryan and Milton Viken, and to show voluntary assignment of license of KLOG whereby Ryan and Viken each acquired 40% interest in KLOG, and accepted amendment (Docs. 17472-3).

#### CALL LETTER APPLICATIONS

WGHF(FM), Housatonic Valley Broadcasting Co., Brookfield, Conn. Requests WINE-FM.

WAIV(FM), Indianapolis Radio Corp., Indianapolis. Requests WTLC(FM).

WAAB-FM, WAAB Inc., Worcester, Mass. Requests WAAB(FM).

KCMO-FM, Meredith Broadcasting Co., Kansas City, Mo. Requests KGKC(FM).

#### RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for following VHF TV translators: K09AG Basalt and K13EM Yuma, both Colorado; K02BO, K04BN and K05BG all Teasdale and Torrey, K03AU, K06BS and K07CT all Loa, K08CQ, K10CY and K12CO all rural Wayne county, K08KF, K10FL and K12FP all Hatch, K02BI, K04CK, K05AX and K07ES all Kanab, K12FC surrounding ranches in North West Kanab, K02EN, and K04EK Glendale, K08FJ and K10FJ Alton and surrounding ranches, K09HH and K11HJ Orderville, K10DT Huntsville, Liberty and Eden, all Utah; K02ES Silver City and surrounding area, K11DU Silver City and K07EE Pinos Altos Flerro, Hanover and Santa Rita Arenas, Arenas Valley and Hurley Silver City and North Suburban Area of Silver City, all New Mexico; K08EN Pine Valley and Central, K04BE, K05AR and K09CD all Rockville, K02AV, K08BN and K13CA all St. George, K03AL, K07CG and K12BQ all Toquerville, K02AW, K08BO and K12BR all Virgin, K10DC Torrey, K10DD Circleville, Kingston and Junction, K170DO Mantl, Ephraim and Fountain Green, K11BH Milford and rural Beaver county, K11BN Tropic, Cannonville and Henrieville, K12CF Myton, K12CG Richfield and Monroe, K15BP Washington and rural Washington county, K15BS Bryce Flats, K176BU Enoch and rural Iron county, K176BV rural Wayne county, K178BY Panguitch and rural Garfield county.

(Continued on page 107)

DEADLINE: Monday Preceding Publication Date

- 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 transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All 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

If you like small market radio . . . know all phases . . . announcing too . . . and, if you are interested in earning some ownership, and, if you think you'd like to live in Arizona . . . send photo, resume and requirements to Box K-33, BROADCASTING.

Management opportunity with expanding group operation for program manager. If you are college grad., approximately 28-32 with 5 yrs. announcing or production experience, can direct operations, control music policy, supervise aggressive news operation, and are eager to do the job better than required so you'll get more responsibility you are our man! Salary open! Write Box K-132, BROADCASTING.

Outstanding opportunity to manage a mid-western AM/FM in city of 25,000. Good track record in sales and business side of broadcasting required. Responsible ownership will reward ability generously. Resume and photo. Box K-146, BROADCASTING.

Boston. . . Our account execs. Earn much more than most station managers, averaging over \$20,000 a year. Immediate opening in our chain for one more man. Box K-175, BROADCASTING.

Ohio major market full time radio station needs local sales manager. Fine opportunity. Box K-196, BROADCASTING.

Indiana single market needs radio man for key position. Must be able to sell. Unlimited potential. New station. Box K-244, BROADCASTING.

### Sales

Immediate opening at Minnesota 10 KW FM stereo. Will be going on the air in 60 days, but need man now. Excellent guarantee and incentive. Will consider beginning salesman with some radio background. Only midwesterners need apply. Box K-183, BROADCASTING.

We want a man who has proven major market sales ability, is 25 to 40 years old, can sell creatively with statistics and at the top management level. We'll offer this man a salary in five figures to start, a car and expenses, an unlimited future for dollars and sales management possibilities. If you fit this picture and have no objections to living in Miami, Florida, the resume should be sent to Box K-205, BROADCASTING.

First class ticket, salesman able to do air work. Mid-Michigan. . . Good pay, fringe benefits for right man. Box K-233, BROADCASTING.

Am looking for experienced salesman or salesmanager for station in Florida under new ownership. Reply Box K-238, BROADCASTING.

"Been frustrated about breaking into the big time with a group operator in a major market? Rush vital facts to us, if you are a creative salesman with retail experiences, an immaculate appearance, and a proven track record. We offer no "Blue Sky." Join us and you'll be working hard . . . and making money. We do not expect the impossible, but expect to be tired at end of day. If hired expect to make about fifteen thousand, minimum. Opportunity is possibly knocking—NOW! Box K-243.

Sales . . . Some announcing . . . \$400 monthly . . . KPHL, Wilcox, Arizona.

### Sales—(Cont'd)

One of America's finest. KWIX at Moberly Missouri is expanding its sales staff. This is one of the finest sales opportunities in the industry. Send full information to Kermit Womack.

Wanted two salesmen—Contact Fred Davis, Radio Station WENR, P. O. Box 745, Athens, Tenn.

Countrypolitan member of midwest group has accounts waiting for aggressive applicant. Guarantee with complete fringe benefits and opportunity to work towards management-ownership. Send resume to Manager, WITL, Lansing, Michigan.

Chicago's great radio . . . WGRT will hire two more salesmen. Excellent future starting with good guarantee . . . established accounts. You will represent a top quality R&E station broadcasting from the center of downtown Chicago. Write or call Ron Kempff, WGRT Radio, 221 North LaSalle, Chicago, Ill. (312) 728-1932. All contacts will be absolutely confidential.

Salesmen-announcers . . . see WOHT's ad under Help Wanted-Announcers.

WPOP needs a seasoned radio sales executive. He will start at a guaranteed salary. He will have an expense account. He will have a good list of accounts. He will call Bob Gruskay for an appointment. Hartford 203-276-2775.

### Announcers

Announcer—Ability to do AM-FM-TV duties. College and three years experience required. Major group operation in Northeast. Write Box K-133, BROADCASTING.

Up to \$125 for experienced announcer. Illinois. Box K-173, BROADCASTING.

Wanted—Preferably alive. One (1) self-starting quick witted contemporary FM drive jock to make things happen on ultramod countrypolitan operation in SE Top 100 market. Must double in production. Send goodies plus pic to Box K-185, BROADCASTING.

Ohio major market, full timer needs imaginative talent, middle of the road with tight production. Send tapes and resume immediately. Box K-187, BROADCASTING.

Guy-gal team for bright morning show in metro west coast market. Send tape and resume to headquarters of rapidly expanding company. Box K-246, BROADCASTING.

Staff announcer, garrulous, outgoing, free adlibbing announcer wanted for interview morning show. . . . Good pay for right man. . . . Send tape and resume to: Box 7321 KJIM, Fort Worth.

Denver station needs industrious, top flight deejay. Some news production. 1st phone desirable. New facilities. Fine staff. Tight C&W experience unnecessary. Rush comprehensive tape, resume and references to Ed Scott, KLAQ, Denver, Colorado 80227.

Classical music announcer/programmer. KLEF, Lamar Tower, Houston Texas 77006.

Texas station has opening for 1st phone-announcer. Some experience is required. New equipment and building. First opening in six years. Contact Clint Formby, Mgr., KPAN, Hereford, Texas.

First phone announcer for KVON, the Voice of News in California's beautiful Napa Valley. Must know MOR music, deliver quality newscasts, handle sports—national news wire. Top opportunity with successful station. Send tape, resume, photo. KVON, Napa, California.

### Announcers—(cont'd)

Baltimore—First phone weekend announcer (no maintenance). Contact Mr. Ireland, WAYE, VE-7-7570.

Have an immediate opening for an announcer with a first class ticket to pull air shift late afternoon and night on 10,000 watt station. No engineering required. Salary open. Call A. K. Harmon, WBSC, Bennettsville, S. C. 479-4051.

Wanted: man with third class ticket, capable of handling talk show and running MOR board, needed by WCHS, Charleston, W. Va. Write or phone Ned Skaff, 304-342-8131.

Wanted: Two top forty announcers with first class ticket. Contact Fred Davis Radio Station WENR, P. O. Box 745, Athens, Tenn.

After many years we are losing our morning personality to another industry. We are looking for an experienced man to fill this opening. He must have good references and ability to handle an adult format. In exchange, he will earn an excellent salary, commissions if interested in selling, moving expenses, many company benefits and will join a stable growing operation. A personal interview will be arranged at our expense. Send resume and tape in confidence to J. W. Poole, Manager, WFLS Radio, 616 Amelia St., Fredericksburg, Virginia 22401.

Wanted P.D. or announcer who thinks he's ready to assume PD duties, MOR and some Top 40. Production work essential. Salary within national average. Send resume and tape to WGHM, Skowhegan, Maine, 207-474-9094.

Well established and financially sound Virginia AM-FM small town station (stereo soon) has an immediate opening for an announcer with first class ticket. Looking for a beginner wanting a good place to start or an old timer not ready for the pasture yet. A good place to live and work. 703-656-1234, WMNA, Gretna, Virginia 24557.

Immediate opportunity!!! We aren't offering you a job, we are giving you an opportunity to join a top-notch, established organization in a competitive east coast market. WNRK, P.O. Box 425, Newark, Delaware, is looking for a first phone dj-newsman. No maintenance—University town. Salary open—opportunity unlimited. -Call 302-737-5200 collect . . . Right now!!

We're looking for an experienced, competent announcer-salesman to run our morning show and then go out and sell during the remainder of the day. The man we hire will be alert, industrious, and determined to make a good living. A third phone is required, but first phone better. Our present man is combining his program earnings with sales commissions to bring him about \$150.00 each week . . . and the sky is the limit. He's leaving us to join the Air Force in January, so we're not in a hurry. Send me your tape and resume together with anything else you think I should know about you. Tapes will be returned. Don't phone, please! Rod Baum, P. D., WOHI, P. O. Box 760, E. Liverpool, Ohio 43920.

Here's your chance—Announcer with first phone to work on well-established big 5,000 watt, serving all of southern New England. Top 100 format. Salary open for right man. Contact Joe Anthony, P.D., WSAR, Knight Quality Stations, P.O. Box 927, Fall River, Mass.

Immediate opening for energetic Top 40 DJ, with heads-up sound for 8-midnight shift at leading Central New York operation. Rush tape & resume to Program Director, WTLB, Straus Broadcasting Group, Utica, New York.

## Announcers—(cont'd)

Wanted immediately: Reading ability important. Excellent salary, WVOS, Liberty, N. Y.

Program Analysis, Inc.—Expert critique of your tapes by professionals at major market stations. First tape \$5.00. Second tape analyzed free. Box 3052, Oakland, California.

Wanted—Immediate opening for experienced first ticket announcer, good salary, phone 252-1110, Holly Springs, Miss.

## Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Chief engineer—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 6 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-146, BROADCASTING.

Four broadcast technicians needed, strong on maintenance, four years experience mid-west top 20 markets, union shop, equal opportunity employer. Box K-214, BROADCASTING.

Need maintenance engineer for growing AM-FM station in Oregon. Some announcing. Salary open. Send resume to Box K-219, BROADCASTING.

Large New England radio and television operation has openings for qualified engineers with first class license, Box K-220, BROADCASTING.

Need experienced engineer to be chief or one willing to learn. Florida east coast. Box K-239, BROADCASTING.

First phone man for transmitter. Will train beginner. WAMD, Aberdeen, Maryland.

Chief engineer for 5,000 watt directional top C&W station in country. All new equipment. Advancement opportunity. WCMS, Norfolk, Virginia.

Engineers FCC first class to join operations staff of Virginia's most powerful radio station. If you seek above average salary, security and fringe benefits, contact Chief Engineer, WRVA-Radio, Richmond, Virginia.

Immediate engineering opening in top AM-FM, Atlanta. Send resume and availability to Technical Director. WQXI, Atlanta, Georgia. List phone and maintenance experience. No board work.

Chief engineer: Heavy maintenance airwork if desired—M.O.R.—good pay and working conditions—WWHG-AM-FM Hornell, New York, Phone 1-607-324-2000.

First phone—directional daytimer, 1 kw, excellent working conditions and fringe benefits. Send experience and salary to Manager, Box 401, Brockton, Massachusetts.

First class licensee for transmitter. Light duties, excellent working conditions and security. No experience necessary. Will train inexperienced person. Call M-F. 203-734-8012.

If you're presently qualified as chief engineer in smaller market and want unusual opportunity with fast growing diversifying company. You can join us in key engineering position. Contact Art Silver, Director of Engineering, Box 1350, Princeton New Jersey. Or call 609-924-3600.

Ohio major market directional needs engineer with first class license. Permanent. John Brown, (419-248-4655.)

## NEWS

Wanted immediately, hard hitting newsman for top medium market in northeastern New York State. Must be heavy on gathering, writing and delivering local news. Excellent voice and appearance essential. Starting salary \$125/wk with increases to right man. Send tape, photo and resume with first letter to Box K-149, BROADCASTING.

Newsmen opening at news minded Florida network station. Send tape, photo, resume to Box K-191, BROADCASTING.

## News—(cont'd)

Top-rated, professional, midwest medium market contemporary station seeking aggressive newsman who feels ready for his first stab at news directorship. Here's your chance to become a key man in a growing organization. Send tape and resume to Box K-234, BROADCASTING.

Opening in news department. Hudson Valley's best station. Dig, write, deliver local news (all vigorously). Contact Louis H. Pells, WEOK, Poughkeepsie, N. Y.

News director. Medium midwest market. Must be able to take complete charge of News department. Mobile units. Many fringe benefits. Salary open. Send tape and resume-photograph—manager WITY, Danville, Illinois.

Radio-TV newsman, Gather, write and air local news for midwest market. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

Immediate opening for newsman to take charge of News Department in middle-of-road AM-FM station in small market. Experience desirable but not mandatory. Send resume to WVSC, Box 231, Somerset, Pennsylvania 15501.

## Production—Programing, Others

Male or female radio-TV copy writer for Virginia station. Experienced, able to handle a variety of writing assignments, including farm account. Rush complete resume, sample copy and photo to Box K-123, BROADCASTING.

Program director for outstanding Top 40 operation in top 100 midwest market. He must be an idea man, convey enthusiasm, make the station sound exciting, and be promotion-minded and contest-oriented. He must work well with people. Small daily air shift. Salary open. Rush tape and resume with photo to Box K-230, BROADCASTING.

Number one sports job. Play by play on over 150 games annually. Some sales and announcing. \$115 weekly or more base, plus commissions. Write KHAS Radio, Hastings, Nebraska 68901.

Newscaats brighten-up with . . . Twenty original news production sounds. Recorded. . . Exclusive per market . . . \$10.00. Command Productions, 3315 S.W. Kelley St., Portland, Oregon.

## RADIO

### Situations Wanted Management

Manager—a proven record of increasing ratings and profit. Box K-134, BROADCASTING.

Pro with excellent references and track record seeking general manager position medium to small market. All phases. Sales . . . programing . . . administrator AM & FM markets. Prefer Midwest. Interview at my expense. Box K-140, BROADCASTING.

Mature experienced general manager. Excellent profitable record. Desire midwest small market. Stock option of interest. Box K-172, BROADCASTING.

One man station for hire: Operations manager/morning man. You name it. . . I understand it and do it well. Custom sound for optimum results. Accustomed to masterminding total internal operation. Contemp or country. Currently employed. 14 years. Five figures. Box K-186, BROADCASTING.

Attention owners—In six months we moved from last to first in a market of five stations. The billing doubled. Let this success story be yours too by hiring this dynamic force to manage your station. All inquiries answered. Box K-190, BROADCASTING.

Engineer wants to be owner-manager-programmer-builder. Need: backer, administrator. Box K-216, BROADCASTING.

## Management—(cont'd)

Top graduate of N. Y. broadcasting school, 24, mature, draft deferred. College grad, 3rd phone, broadcast endorsed. Prefer MOR or classical. Strong on news. Ed Martin 212-IL-7-0522 after 6.

Advertising-programing consultant will train new or existing sales staff, on a fee basis, payable in local trade. New England only. Call or write Mike Bogan, Creative Ideas, Inc., 255 Essex St., Box 1039, Holyoke, Mass. (413) 534-0830.

Top notch station manager with strong sales background looking for real challenge with good potential. Eager to tackle tough situation on a salary-percentage basis. Have sure fire formula of proper programing, energetic sales effort, and enthusiastic community involvement that can't miss. Will not rule out small to medium market. Excellent background and references. Your station giving you a headache? Relief is just a phone call or letter away. Call (301) 733-7656 on weekends or write Box 583, Hagerstown, Maryland, 21740.

## Sales

Tired of traveling. Twelve years in radio, and TV film sales. Looking to settle for right situation in local radio station and willing to invest. Box K-95, BROADCASTING.

## Announcers

Negro DJ announcer. Broadcast school graduate. 3rd phone. Ready. Box K-138, BROADCASTING.

Experienced announcer, first phone, news, copy, M.O.R., production, programing, permanent, greater Boston area. Box K-161, BROADCASTING.

Sportscaster. Thoroughly experienced and educated. Some TV. Family. First phone. Box K-176, BROADCASTING.

Announcer, sales, copywriter, experienced. Hardworker. MOR & C&W. Married, third endorsed will relocate. Box K-188, BROADCASTING.

Female copywriter and office manager seeks announcing opportunity—Salary open. Box K-192, BROADCASTING.

Versatile announcer desires position with quality progressive station. Eight years experience. Currently morning man producer of industrial show for World-Wide Corporation and member of sports staff. Married, college graduate. Box K-195, BROADCASTING.

Eight years experience in news, sports, and commercials on radio and television. 34, married and college graduate. Presently employed as radio News Director and broadcaster but seeking better opportunity. Box K-199, BROADCASTING.

Announcer-salesman. Experienced. Dependable. Good music. Available immediately. Box K-200, BROADCASTING.

First phone announcer-salesman. 40. Personality radio or Television. Any format. State salary. Box K-201, BROADCASTING.

Strictly Top 40, less than one year experience, want to learn "Good" production. 3rd, 24, veteran, broadcast school grad. Box K-223, BROADCASTING.

Top-audience builder! Nights. Quality music; bands, strings, Broadway. . . First phone. \$150. No maintenance. Married, Box K-228, BROADCASTING.

Dependable DJ, news, warm personality, third endorsed, tight board. Box K-229, BROADCASTING.

## RADIO—Situations Wanted

### Announcers—(cont'd)

Announcer/first phone—Five years experience seeks position with future. East or West coastal regions. Box K-236, BROADCASTING.

Happiness would be coming home to a Top Forty format in the Baltimore-Washington area. However, if you are in a major market, between the Atlantic and Mississippi, want personality Top Forty, and would like an ambitious, able young man to do it, write Box K-248, BROADCASTING.

Negro DJ, good voice, 3rd endorsement. Willing worker. Wilson Stokes, 128 Park Place, Brooklyn, N. Y.

Ready for major change. Experienced Top 40 jock, news, production, first phone. Married, veteran, stable. . . . Contact Alan Smith c/o Kroschell, Box 48, Orchard Heights, Sioux Falls, South Dakota 57105. 605-336-1855.

Mature voiced broadcaster, recent broadcast school, graduate, 3rd endorsed, draft exempt, solid delivery and tight board. Limited experience but hard, dependable worker. Ted Maier 2618 N. 28th St., Milwaukee, Wis. 53210.

Young ambitious college student seeking weekend position as rock and roll DJ in Connecticut, New Jersey, or New York suburban area. Limited experience, but have swinging style. Jerry Shannon, 111-17 66th Avenue, Forest Hills, New York 11375.

Announcer wants talk station. Willing to kill competition. Howard Cortese, 213-629-2729.

### Technical

Experienced first class engineer desires maintenance or chief job. Fully qualified for all jobs AM-FM radio. West Coast preferred. Box K-208, BROADCASTING.

Top Florida radio engineer looking. Salary in low five figures. Box K-212, BROADCASTING.

## NEWS

Agency writer producer with excellent European and midwest special events announcer-producer background, exceptional creativity and contagious enthusiasm for The Human Drama desires return to Broadcasting, plus chance to develop fulfilling communications vehicles, i.e. talk show, features, TV. Box K-139, BROADCASTING.

News Director, now in Top 10 market, desires progressive move to Top 40 or MOR station in Washington, D. C. metro area. College education and 8 years experience. Excellent references. Box K-218, BROADCASTING.

Newsman. First phone seeks challenging position on either West or East coastal region. Rock station preferred. Box K-237, BROADCASTING.

### Production—Programing, Others

First phone top-40 P.D. Now. Box K-184, BROADCASTING.

New Englander—If you talk, let's. Four years talker/programer. Ten in business. Good money gets me. Box K-197, BROADCASTING.

Young, dynamic PD, MD, DJ. Top production, first phone. Modern C&W, Top-40, contemporary MOR. Want to settle mid or far West. Available now! Box K-202, BROADCASTING.

P.D. of 55,000 watt (now extinct) "Pirate" ready to move anywhere in the world for five figures. U.S. citizen; veteran; college ed.; 25; newly married; before England seven years stateside experience with all formats; all facets commercial radio. 3rd phone; alive. Box K-203, BROADCASTING.

Mature broadcaster: Sales program coordinator; Topnotch production man; References. (312) 225-5268.

## TELEVISION—Help Wanted

### Sales

Assistant sales manager experienced in traffic. Excellent opportunity for right person. Salary commensurate with ability. Send photo and resume. Midwest television market. Box K-249, BROADCASTING.

### Announcers

Looking for an experienced and mature announcer. Must be able to handle all "on-air" assignments, including hosting a movie. Good opportunity to grow with the station. Salary open. Send resume and audition video tape. Box K-206, BROADCASTING.

TV announcer-director, either or both needed. Send resume and references to Box K-213, BROADCASTING.

Wanted: Television announcer. Maturity and stability a must. Submit material or write Box K-231, BROADCASTING.

### Technical

Chief Engineer—Immediate Opening—Network station with color transmitter-studio-microwave. VTR Units. Live-Work-Play in Great Northeast. Real opportunity with a future for right person. Box K-98, BROADCASTING.

First phone engineer for television station. No announcing; location—Northern Lower Michigan. Box K-100, BROADCASTING.

Florida ETV has opening for chief engineer. Seeking experienced supervisor with strong technical background. Previous experience as chief desired, but not required. Send resume, photo, salary required to Box K-159, BROADCASTING.

\$130-\$150 w/ky 1st class radio engineer for chief and maintenance job. \$175-\$200 1st class TV engineer, chief and maintenance with Baltimore radio & TV outlet. Box K-209, BROADCASTING.

Multi station owner on California coast has opening for TV Engineer with first class license and some experience both studio and transmitter. Write Box K-225, BROADCASTING.

Expansion of facilities has created a position for 1st transmitter engineer at KCND-TV, a McLendon Station. Top salary, fringe benefits. Will accept recent graduate. Graduate's starting salary \$100 per week with scale adjusted upward for experienced personnel. Will consider handicapped applicants. Contract R. Vincent, Manager, 701-825-6292. Pembina, North Dakota.

Engineer with first phone, southwestern VHF. Some operations but accent on maintenance. Responsibilities and compensation commensurate with training, experience and ability. Also have position available involving small amount of travel—pilot's certificate would be major asset. For information and application, send brief resume with salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106. All replies confidential and will be acknowledged.

Enlarging our facilities, immediate opening for transmitter man, and one studio man. Experience helpful but not necessary. Contact Weldon Paulsen, KXLF-TV, Butte, Montana.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-755-1121 collect.

General Electric technicians for WRGB, union scale to \$12,000. Exceptional additional benefits. TV schooling and/or experience required. Write or phone: C. B. King, 518-377-2261, Schenectady, N. Y.

Full color station needs engineer with experience and knowledge of RCA tape machine—RCA color camera—also need experienced microwave maintenance engineer first phone requirement—send details to J. W. Robertson, Vice President—Engineering, P. O. Box 1457, Lexington, Kentucky.

## NEWS

Responsible reporter who can handle his own film work sought for new bureau in Grand Rapids, Live TV newscast inserts from newly constructed facilities included. Unlimited challenge for the man who has ingenuity and a desire to work news for a company that places journalism first. Send video tape or film, resume and salary requirements, to Fred Douglas, News Director, Fetzer Broadcasting Company, 590 West Maple Street, Kalamazoo, Michigan 49001.

### 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 for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Producer-Director for group owned medium market net affiliated VHF in mid Atlantic States. A good step up for a shirtsleeve self-starter now in a small market and ready to move. Box K-125, BROADCASTING.

Medium sized southeastern market has opening for qualified producer-director, excellent opportunity with full color station for right person. Send full resume and picture in first letter. Box K-217, BROADCASTING.

Art Director for ETV station. Well versed in all facets of on-air TV art and familiar with print requirements. One man shop. Send resume and samples of work. Box K-245, BROADCASTING.

## TELEVISION

### Situations Wanted—Sales

Former promotions manager desires television sales position with five figure potential. Presently high state government official. Advertising, sales background. Degree. Box K-198, BROADCASTING.

National-local TV salesman, major market, desires stability, growth opportunity. Box K-207, BROADCASTING.

### Announcers

NBC and ABC Television and Radio networks. Announcer-newscaster-DJ now available. 17 years experience, all phases. 37. Married. College. Box K-189, BROADCASTING.

### Technical

Assistant chief or better; Heavy experience installation, maintenance, microwave. College engineering. North central states only. Box K-215, BROADCASTING.

## NEWS

Television newsman, network owned station, desires reporter or newscaster position in large market. Seven years news experience. Box K-193, BROADCASTING.

Mature experienced broadcast journalist with professional, authoritative on-camera delivery desires employment; with station willing to pay for quality. Box K-194, BROADCASTING.

### Production—Programing, Others

Reporter-cameraman for top twenty-five market station ready to specialize in reporting in similar sized market. Box K-90, BROADCASTING.

ETV-Producer-Operations Manager-director, 9 years experience, commercial and ETV in production & engineering-degree. Now in University ITV-with farsighted interest in ETV. Can meet you at convention. Box K-211, BROADCASTING.

Matured radio announcer, age 28 with 5 years experience ready for something more stable such as TV announcing. Intelligent and smooth commercial and news delivery. Need on camera experience. Military completed. Southeast or Florida preferred. Box K-232, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted immediately used heavy duty self-supporting tower, 225-300'. Set price or we will bid. Urgent! Box K-49, BROADCASTING.

Used 400 to 500 foot tower, self supporting or guyed. Used dictating machine of good quality. Box K-221, BROADCASTING.

Wanted to buy. Used 1 KW FM transmitter (preferably with 3-power antenna system) or used 3 KW FM transmitter, Box K-247, BROADCASTING.

Used 250, 1 kw AM Xmitter. No junk KRSP-Radio, 1130 West—5200 South, Salt Lake City, Utah 84107.

250 watt broadcast transmitter around \$500. Robert Douglas, WRUC, Union, Schenectady, N. Y.

We need urgent (1) base for 892R tube, Contelco, P.O. Box 206, Hialeah, Fla. 33011.

1,000 and 250 watt transmitter in good condition. Needed immediately. Call collect 303-486-1526 or write Box 967, Leadville, Colorado. No junk please!

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3/4", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

400 feet of 3/4 inch rigid transmission line complete with flanges and a 6-bay Channel 10 RCA antenna best offer takes. Box K-158, BROADCASTING.

10 KW FM transmitter includes Westinghouse 3 KW and 10 KW units with Collins A930-2. 10 watt wide-band FM exciter. Good for stereo. Extra tubes & parts. Available soon. Write Box K-250, BROADCASTING.

We have hour and half hour reels of Amper-144, used one year. Good condition but below high band color standards. Price \$50.00 for hour and \$25.00 for half hour, F.O.B. KIFI-TV, Idaho Falls, Idaho 83401.

For Sale . . . 1 RCA BA-7A tape record amplifier (MI-11958) for use with type RT-7A tape cartridge unit. Also for sale . . . 3 RCA RT-7A tape cartridge playback units (MI-11957). All equipment is in excellent condition. Contact Ovlie Loman, WPFB, 4505 Central Avenue, Middletown, Ohio, Telephone 513-422-3625.

Never before has there been offered a used Schafer (current model) 800 Broadcast Automation System. Now we offer one mono system (traded in on a larger stereo system) and one stereo system (a retired demo system). Schafer Electronics (213) 882-2000.

Speech input console for sale. \$600.00 cash buys newly reconditioned Model SA40 Gates Console. This console has eight channels, and is suitable for use as a main control board at your station and is also good in your production room. Please contact B. J. McDonnell at KNNN, Friona, Texas.

Gates Mo. 2890 AM frequency monitor with remote extension unit. Just removed from service. \$300. Johnny Knorr, WKBI, St. Mary's Penna.

2 TK60 camera chains CCU cable camhead lenses. Charles Robison. WOOD-TV, Grand Rapids 616-459-4125.

Reconditioned audio equipment for sale: (2) Ampex 350 C new heads. (4) Ampex 350 B new heads. (4) Gates cartridge tape I playback. (2) Gates cartridge tape I recorder. (3) Gates spotape 101. Contelco, P. O. Box 206, Hialeah, Fla. 33011.

## FOR SALE—Equipment

### Continued

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

RECONDITIONED TV EQUIPMENT FOR SALE: (1) RCA TRTIE video-tape, (2) wheelpanels, (1) new PIX-LOCK unit. (1) RCA TS20 switcher, (1) RCA TS30D remote switcher. (1) RCA TA21 AGC amplifier. (2) RCA TG2 sync. generators. (4) TEKTRONIX 525 waveform monitors. CONTELCO P.O. Box 206 Hialeah, Fla. 33011.

### 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. 95338.

Deejays! Monthly gag service exclusive for jocks. "Hollywood Gag Digest" 711 No. Cherokee, Hollywood, Calif. 90038.

Newsmen! "Ideas Unlimited," 250 angles, \$3. Newsfeatures, Box 14183, St. Louis, Mo.

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 26th St., Brooklyn, N. Y. 11299.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736, Merchandise Mart Sta., Chicago, 60654.

New concept—Available at no cost. Series of one minute devotional spots. No financial or denominational pitch. Professionally produced by United Communications Mission, Inc., Route 3, Box 399, Orlando, Florida 32811.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class Licensee schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programing, production, news-casting, 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 including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

## INSTRUCTIONS—(Cont'd)

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

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 January 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Class begins Nov. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Fla.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gilham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

N.Y. City's most famous Broadcast School—NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . . Famous for good announcers. . . . Famous for best deejays. . . . Approved for veteran training. Licensed by State of New York. N. Y. School of Announcing and Speech, 165 West 46th Street, NYC. (212) LT 1-3471.

See our display ad under Instructions. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3261.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 7522, Milwaukee, Wisconsin 53222.

## RADIO—Help Wanted

### Production—Programing, Others

## PROGRAM DIRECTOR

### Top 40 Radio

Idea man needed for swinging operation in top 100 market, Midwest location. Salary open, \$10,000 P.A. our minimum. Tape and resume to Box K-58, BROADCASTING.

## Technical

## Wanted CHIEF ENGINEER

High rated 24 hour FM STEREO and 1KW AM Daytime MOR Stations. Salary Open for Quality Thinking Experienced man. Good Equipment. Excellent Working Conditions, No Board or Transmitter Watch. Apartment available. Call Collect for Interview.

Don Ritter (904) 725-2400.  
WKTZ-FM/WDCJ  
Jacksonville, Florida

## RADIO

### Help Wanted

#### Announcers

### ANNOUNCERS WANTED

Here's the perfect chance for you to get in on the ground floor of a brand-new 10,000 watt, English-language, AM operation in San Juan, Puerto Rico.

This station is owned by one of America's top show-business personalities, and is seeking announcers who are:

Anxious to live in this U. S. Commonwealth, Possessed of a good voice, vital delivery and style, Aware of what radio production is all about, Ready to take a crash cram course in Spanish, if necessary, Single, or if married, without children, Hard-working and anxious to learn, Young, but not too young to have had at least two years' experience.

If you meet the above qualifications, this is what we offer:

A firm contract. Good salary, Transportation to and from Puerto Rico, Help in locating an apartment, and free room while you look, Hospitalization benefits, Pool privileges.

Station will begin operations around January 1, 1968.

Send full information about yourself, a current informal picture of you, and audition tape of your air work and commercial announcements which you may have produced to:

Bob Bennett  
Manager  
WBMJ  
Penthouse  
San Juan Darlington Hotel  
San Juan, Puerto Rico 00907

## TELEVISION

### Help Wanted

#### Production—Programing, Others

### Promotion Director

for major television-radio facility in central California, group-owned. Salary based on experience. Staff knows of vacancy.

Box K-204, Broadcasting.

#### Technical

### INTERNATIONAL TRAVEL

Leading U.S. Broadcasting Organization seeking qualified Television Engineers for assignment in the Middle East.

Positions CHIEF ENGINEER/MANAGER—Applicants must combine Available: technical know-how with management and administrative abilities.

VTR ELECTRONIC ENGINEERS—Minimum of five years maintenance experience.

Separation from dependents is required, however, salary and allowances commensurate with positions.

Box K-241, Broadcasting.

## NEWS

### STATION GROUP ESTABLISHING WASHINGTON NEWS BUREAU

Needs one Manager-reporter and one Cameraman-reporter. Complete benefit program. Send resume, references and salary requirements to:

Box K-180, Broadcasting.

#### Technical

### 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

### T.V. STUDIO ENGINEER

Continually expanding facility providing black and white and color T.V. support for University. 27 cameras in use with latest technical equipment being used. Applicants should be experienced in use of video tape, and all phases of production and maintenance. License desirable. Salary \$6600 to \$8000 to start based on background.

The University of Michigan  
1020 Administration Building  
Ann Arbor, Michigan  
Phone 313-764-7280  
An Equal Opportunity Employer

## TELEVISION

### Situations Wanted Management

### TELEVISION STATION MANAGER

available soon

Young, 42 year old executive with 20 years experience in Television Station Management, Design-Construction, Sales, Programing, Production, FCC-NAB Code Affairs, Personnel Training, Advertising Agencies, and Film Production.

Arriving New York City October 25 for ten days. Will consider all opportunities in Television Station Management, Advertising Agencies, CATV Operations, Film-VTR Distribution (I have exceptional film buying experience), Educational Television Coordination, or Commercial Film Production. For personal interview write:

Box K-210, Broadcasting.

### MAJOR STATION ADMINISTRATOR

Long years of progressive administrative responsibility in all phases of Station and Network operations. Desire challenging top administrative job with aggressive TV/Radio Station or Group. For full resume write:

Box K-240, Broadcasting.

### CATV—Help Wanted

#### Technical

### CATV Technical Director

Time-Life Broadcast, a major CATV group system owner, has opening for technical director at New York headquarters. CATV experience and engineering degree preferred. Write, giving qualifications and salary expectations, to:

Jeanne M. Reckus  
Time & Life Building  
Rockefeller Center  
New York 10020

## 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 No. Cherokee HO 2-3281  
Hollywood, Calif.

## BUSINESS OPPORTUNITIES

### CATV FINANCING AVAILABLE

Well established group, private individuals now operating systems, desire to increase equity holdings in new franchises . . . Prefer large investments will look at all carefully.

Box K-224, Broadcasting.

**FOR SALE SCHOOL**

**ATTENTION GROUP OWNERS**

Having trouble recruiting good help? Diversify. For acquisition.

- A. Electronic School
- B. Broadcast School

"East Coast" Estimated yearly gross \$120,000. Easy to run. Staff to remain. Growth potential. 29% down. 10 year payout if qualified.

**Box K-226, Broadcasting.**

**FOR SALE CATV**

**FOR SALE**

Cablevision Franchise

priced reasonably. Potential of 1500 homes in location not well covered by Television.

Contact W. A. Searle  
Radio Station KPOS  
Post, Texas

**FOR SALE—Stations**

**SO. CALIF. DESERT**

World's healthiest climate. Successful AM-FM operation 200,000, inc. val. R.E., full 40% dn. Bal-10 yrs @ 6%.

**Box K-222, Broadcasting.**

One of few available in

**FLORIDA**

In multiple market of growing resort and industry with Disneyworld not far off. Finance this 1,000-D properly and you'll have a winner. Station has fine acceptance, listener and advertiser, and has been brought to break even point and better but non-radio investor wants to cash out. Experienced and successful manager will stay or go. Serious principals only, please. Priced right for quick cash out.

Write Box K-242, Broadcasting for full and intriguing details.

(You'll love living here too)

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Licensed Brokers.  
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California, 95476.

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**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 · 213/469-1171  
**BROKERS-CONSULTANTS**

(Continued from page 101)

K80BQ Orangeville and rural Emery county, K80BY Kanab and Mt. Carmel, K82BA rural Jaub and San Pete counties; K83BB Columbia, rural Duchesne, Carbon and Emery counties, K83BD Marysvale and K70CU, K73BE and K76EN all Logan, all Utah. Action Oct. 13.

■ Broadcast Bureau granted renewal of licenses for following stations and pending auxiliaries: KCLV Clovis, N. M.; WBEX Portsmouth, N. H.; \*WCSU-FM Wilberforce and WHBM(FM) Xenia, both Ohio; WHFI-(FM) Birmingham, WJCO Jackson, WKNX Saginaw and WKYO Caro, all Michigan; \*WMCO(FM) New Concord and \*WOBC(FM) Oberlin, both Ohio; WQIC Meridian, Miss.; WSMA Marine City, Mich.; WZYX Cowan, Tenn.; and KCOY-TV Santa Maria, Calif. Action Oct. 17.

**Translators**

**ACTIONS**

■ UHF TV translator application (Kansas State Network Inc., Salina, Kan.) to change frequency granted. Commission granted application of Kansas State Network Inc., licensee of UHF TV translator K74CN at Salina, for CP to change frequency from ch. 74 to ch. 18. Ch. 18 is assigned to Salina but has not been applied for and is presently unused. K74CN operates with 100 w power and rebroadcasts programs of Kansas State's station KCKT-TV, ch. 2, Great Bend. Kansas State Network is also licensee of KARD-TV, ch. 3, Wichita, KGLD, ch. 11, Garden City, both Kansas, and KOMC, ch. 8, McCook, Neb. Both KCKT-TV and KGLD are operated as satellites of KARD-TV. Petition to deny filed by Mid-America Broadcasting Inc. (KSLN-TV, ch. 34), Salina, was dismissed for lack of standing. KSLN-TV has been silent since November, 1965. By memorandum opinion and order; Commissioner Johnson concurring. Action Oct. 11.

Sunburst, Mont. Sunburst TV Association—Broadcast Bureau granted CP for new VHF TV translator to serve Sunburst, operating on ch. 4, by rebroadcasting programs of CJLH(TV), ch. 7, Lethbridge, Alberta. Action Oct. 11.

K11DU Pinos Altos, Ft. Bayard, Santa Rita, Arenas, Hurley and Silver City, N. M.—Broadcast Bureau granted mod. of license for VHF TV translator to change primary station to KVOA-TV, ch. 4, Tucson, Ariz. Action Oct. 13.

W04AS and W08AW Gilboa, Prattsville and Roxbury, all New York—Broadcast Bureau granted mod. of CPs for VHF TV translators to change type trans., 1 watt, make changes in ant. systems. Action Oct. 11.

Bend, Oregon Bend Community Antenna Co.—Broadcast Bureau granted CP for new UHF TV translator to serve Bend, operating on ch. 71, by rebroadcasting programs of KGW-TV, ch. 8, Portland. Action Oct. 12.

Pottsville, Pa. WBRE-TV Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Pottsville, Minersville and Port Carbon, operating on ch. 72, by rebroadcasting programs of WBRE-TV, ch. 28, Wilkes-Barre, Pa. Action Oct. 11.

■ Broadcast Bureau granted licenses cov-

**FOR SALE**

**Stations (Cont'd)**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

N.W.	single	fulltime	\$ 150M	terms
N.E.	medium	daytime	150M	29%
M.W.	metro	FM	100M	1/3
S.E.	medium	fulltime	130M	29%
S.W.	UHF	TV	1,200M	nego.

**CHAPMAN ASSOCIATES**  
2048 PEACHTREE, ATLANTA, GA. 30308

ering changes in following VHF TV translators: K11DU and K02ES, Pinos Altos, Ft. Bayard, Santa Rita, Arenas, Hurley and Silver City, N. M. Action Oct. 13.

**ACTION ON MOTION**

■ Hearing Examiner Isadore A. Honig on Oct. 13 in Cumberland, Md.—Wellersburg, Pa. (Tri-State Television Translators Inc. and Wellersburg TV Inc.) translator proceeding, scheduled further prehearing conference for Nov. 7, and hearing scheduled for Nov. 7, in Cumberland, is continued to Nov. 21 (Docs. 17654-5).

**CATV**

**OTHER ACTIONS**

■ Empire State Cable TV Inc., Binghamton, N. Y., will be allowed to carry distant signals of educational television stations until Sept. 1968, under terms of commission action granting limited reconsideration to permittee of proposed educational television station in Binghamton. Commission will consider matter again in Sept. 1968. In allowing carriage of distant signals, FCC noted that Empire State had said it would end carriage of distant educational stations when license was granted to local educational permittee. Permittee is Southern Tier Educational Television Association Inc. Distant educational signals are those of ch. 13, in New York City, and 24, in Syracuse. Action by commission Oct. 11, by memorandum opinion and order. Commissioners Hyde (chairman) and Wadsworth, with Commissioners Lee, Loevinger, and Johnson concurring in result, and Commissioner Cox dissenting.

■ Commission has granted request of Cosmos Cablevision Corp. for waiver of hearing requirement of Sec. 74.1107 of rules to permit its CATV system at Darlington, S. C., to import distant signals from Columbia, Darlington, with population of 6,710, is located approximately 68 miles from Columbia and is in the Columbia, South Carolina, television market (ARB 83). Grant of request (CATV 100-182) will permit Cosmos Cablevision's system to carry local signals of WIS-TV (NBC) on ch. 10 at Columbia; WBTW (ABC, CBS, NBC) on ch. 13, and ch. 15 (CP for WPDT) and educational ch. 33 (CP) at Florence, all with program exclusivity afforded. System will also carry distant signals of WNOK-TV (CBS), ch. 19, and educational station WRLK-TV on ch. 35, both at Columbia. Action by commission Oct. 11, by memorandum opinion and order; Commissioners Hyde (chairman), Lee, and Wadsworth, with Commissioners Loevinger and Johnson concurring in result, and Commissioner Cox concurring in part and dissenting in part and issuing statement.

■ Office of opinions and review on Oct. 13 in Kalamazoo, Mich. (Fetzer Cable Vision) CATV proceeding, granted request by Broadcast Bureau and extended to Oct. 5 time to file responsive pleading to petition by Jackson TV Cable Co. for waiver of rule 1.311 (Docs. 17200-8). And on Oct. 17 in Aiken, North Augusta, Barnwell and Williston, S. C., and Augusta, Ga. (Aiken Cablevision Inc. and Home CATV Inc.) CATV proceeding, granted joint petition by Fuqua Industries Inc. and Rust Craft Greeting Cards Inc. for an extension of time to Oct. 17 to file oppositions to request by Aiken Cablevision for information (Docs. 17057, 17629).

■ Commission has dismissed as moot request of Bettervision Systems Inc. for a year's waiver of rules requiring carriage of signals of WBOY-TV Clarksburg, W. Va., on Bettervision's CATV systems at Mannington, W. Va. FCC also has denied Bettervision's request for waiver of rules requiring program exclusivity for WBOY-TV's signals on Bettervision's CATV systems at Mannington and Pennsboro, both West Virginia, ordering Bettervision to provide WBOY-TV carriage and program exclusivity on Mannington and Pennsboro systems within 30 days. Bettervision had requested waiver of rule sections 74.1103(a), requiring carriage, and 74.1103(e), requiring program exclusivity. Northern West Virginia Television Broadcasting Co., licensee of WBOT-TV, had opposed requests. Action by commission October 11, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Wadsworth, and Johnson, with Commissioner Loevinger concurring in result.

**ACTIONS ON MOTIONS**

■ Chief Hearing Examiner James D. Cunningham on Oct. 10 in Akron-Lorain-Cleveland Heights, et al., Ohio (Akron Telemara, Inc., Lorain Cable TV Inc. and Telemara, Inc.) CATV proceeding. On chief hearing examiner's own motion, pursuant to understanding of counsel for parties and subject to condition that petitioners shall complete their written testimony for exchange early in November in anticipation of commencement of hearing within reasonable

time, set aside Oct. 19 for notification of witnesses (Docs. 17357-9).

■ Hearing Examiner Basil P. Cooper on Oct. 13 in Winona, Minn. (Winona TV Signal Co.) CATV proceeding, granted petition by Minnesota-Iowa Television Co., licensee of KAUS-TV (formerly KMMT), for leave to intervene (Doc. 17692).

■ Hearing Examiner Herbert Sharfman on Oct. 10 in Buffalo, N. Y. (Ultravision Broadcasting Co. and Courier Cable Inc.) CATV proceeding, granted request of Broadcast Bureau and extended time for filing proposed findings of fact and conclusions from Oct. 17 to November 1, and for filing replies from Oct. 31 to Nov. 15 (Doc. 16921). And in Bluefield, W. Va. (Bluefield Television Cable and Bluefield Cable Corp.) CATV proceeding, denied and dismissed petition by WLSL-TV for leave to intervene and dismissed as moot petition of WCYB-TV to intervene; further prehearing conference scheduled Oct. 23 (Doc. 17469).

## Ownership changes

### APPLICATIONS

WEDR(FM) Miami, Fla.—Seeks voluntary transfer of control from E. D. Rivers Jr., executor of estate of E. D. Rivers Sr., deceased, to E. D. Rivers Jr. and Marie Bie Rivers, guardians of their five minor children: E. D. Rivers III, Rex B., Marie Kells, Lucille L. and Georgia Rivers. Ann. Oct. 18.

WSCM Panama City Beach, Fla.—Seeks assignment of license from Theodore M. Nelson to Community Service Broadcasting Inc. of Panama City. Principals: Mr. Nelson (60% before and after), Dorothy D. Nelson (20% before and after), Jack E. Reinhart (none before, 10% after) and Raymond C. McCay (10% before and after). Ann. Oct. 18.

WMES Ashburn, Ga.—Seeks assignment of license from WMES Inc. to Ray L. Mercer for \$70,000. Principal: Mr. Mercer is presently manager of WMES. Ann. Oct. 13.

WSYL Sylvania, Ga.—Seeks transfer of control from estate of Herbert Brannen, Sylvania Broadcasting System Inc., to Perry and Hoke Brannen. Ann. Oct. 13.

WEIC-AM-FM Charleston, Ill.—Seeks assignment of license from Friendly Broadcasters Inc. to Community Communications Associates Inc. for \$180,000. Principals: John F. Hurlbut and wife Emmy (51% jointly), Dr. Ernest Lowenstein (41.65%) et al. Mr. Hurlbut owns WVMC Mount Carmel and WGLC Mendota, both Illinois. He also owns daily and weekly newspapers in Illinois. Dr. Lowenstein is general practitioner and is 1 1/2% owner of Mt. Carmel Daily Republic Register. Ann. Oct. 17.

WJLI Jacksonville, Ill.—Seeks transfer of control from E. G. and Mildred Wenrick, Harold and Lorita Fleck and M. E. Luehrs to E. D. Hunter. Consideration \$100,000. Ann. Oct. 13.

WLKY-TV Louisville, Ky.—Seeks transfer of control from George E. and Helen A. Egger, William S. Cutchins, Richard P. Shively, Dillman A. Rash and Archibald P. Cochran, to Sonderling Broadcasting Corp. Transferors own over 80% of licensee stock. Principals: Egmont Sonderling, president, Richard Goodman, first vice president et al. Sonderling is licensee of WOPA-AM-FM Oak Park, Ill.; owns outstanding stock of WDIA-AM-FM Memphis, KFOX-AM-FM Long Beach, Calif., WWRL New York, WOL-AM-FM Washington and KDIA Oakland, Calif. Consideration \$6,850,000. Ann. Oct. 13.

KANO and KTWN-FM Anoka, Minn.—Seeks transfer of control from Richard B.

Ahern and Richard J. Novak to North American Investments Inc. Principals: 75 shares of common stock in Northwest have been issued. Mr. Ahern, president, owns 37 1/2 shares of common stock, and Mr. Novak, vice president, and secretary, owns remaining 37 1/2 shares. These two individuals own 100% of issued and outstanding stock of Northwest. J. Warren Burke is president and 30% stockholder of Northwest; W. R. Hield is vice president and owns 30%. Mr. Burke is vice president of inactive motion picture buyers and booking company, and theater promotional activities concern. Mr. Hield is majority stockholder and president of wholesale cosmetics, barber college, Beaute Factors Inc. and Bahr's of Fargo Inc. Consideration \$106,000. Ann. Oct. 13.

KRNY-AM-FM Kearney, Neb.—Seeks transfer of control from J. R. Clodfelter (35% before, none after) and Alan M. Oldfather (15% before, none after) to A. E. Payne (10% before, 50% after) and John Payne (40% before, 50% after). Consideration \$40,000. Ann. Oct. 18.

WKIP-AM-FM Poughkeepsie, N. Y.—Seeks assignment of license from Dutchess County Broadcasting Corp. to Star Broadcasting Corp. to Star Broadcasting Corp. for \$765,000. Principals: Gerald T. Arthur and Oliver Lazare. Mr. Arthur is president, treasurer and stockholder of WEEE Rensselaer, and holds CP for WLEE-TV Albany, both New York; president of WBJA-TV Binghamton, N. Y. and holds CP for WEPa-TV Erie, Pa., and is president and stockholder of Mohawk Media Inc., which has recently entered into agreement to purchase WRNY Rome, N. Y. Mr. Lazare has same interests. Ann. Oct. 13.

WWDR Murfreesboro, N. C.—Seeks transfer of control from Raymond A. Emanuelson Jr. (33 1/2% before, 51.02% after) and Wallace W. Page (33 1/2% before, 48.98% after). Consideration \$17,000. Ann. Oct. 13.

WTNS-AM-FM Coshocton, Ohio—Seeks involuntary transfer of control from F. Bruce Wallace to Evalyn M. Wallace, executrix of estate of F. Bruce Wallace, deceased. Ann. Oct. 18.

WAVY-AM-TV Portsmouth-Norfolk, Va.—Seeks assignment of license from Tidewater Teleradio Inc. to LIN Broadcasting Corp. for \$8 million. Frederic Gregg Jr. is president of LIN. LIN owns WIL-AM-FM St. Louis; KEEL Shreveport, La.; WAKY Louisville, Ky.; WBBF-AM-FM Rochester, N. Y., and WAND-TV Decatur, Ill. as well as CATV's in Kentucky, Tennessee, Alabama, Florida and New Mexico; owns Teen America Associates, LIN/Medallion Pictures and direct mail-direct sales firm in New York. Ann. Oct. 13.

\*WLFM(FM) Appleton, Wis.—Seeks assignment of license from Lawrence College of Wisconsin to Lawrence University of Wisconsin. Marwin O. Wrolstad, business manager. Ann. Oct. 18.

### ACTIONS

KCOY-TV Santa Maria, Calif.—Broadcast Bureau granted assignment of license from Mill Acquistapace, Helen L. Pedotti, James H. Ranger (19.25% before, none after), Burns Rick and Marion A. Smith d/b as Central Coast Television to Mill Acquistapace (19.22% before, 19.22% after), Helen L. Pedotti (45% before, 64.25% after), Burns Rick (6.53% before, 6.53% after) and Marion A. Smith (10% before, 10% after) d/b as Central Coast Television. Consideration \$24,630.09. Action Oct. 17.

WMCB-FM Michigan City, Ind.—Broadcast Bureau granted assignment of license from

Howard W. Dennewitz to Michigan City FM Broadcasters Inc. Principals: Howard Dennewitz (100% before, 68% after), James E. Egan (none before, 19% after) and Edward F. Jurow (none before, 13% after). Action Oct. 17.

WHMP-AM-FM Northampton, Mass.—Broadcast Bureau granted transfer of control from Dr. Nathan W. Williams to Charles N., Charles W. and Peter L. De Rose (each 22.22%). Principals: Mr. Charles N. De Rose is officer and stockholder in H. S. Gere & Son Inc., newspaper publishing company, has CATV system in Greenfield, Mass., and is director of bank, electric company and gas light firm. Mr. Charles W. De Rose is employed by Burlington Free Press as classified advertising manager, and is officer and stockholder in newspaper publishing company. Mr. Peter L. De Rose is officer and stockholder of newspaper publishing company. No consideration. Action Oct. 13.

WCAB-Rutherfordton, N. C.—Broadcast Bureau granted assignment of license from Clayton Sparks (100% before, 51% after) to Isothermal Broadcasting Inc. Principals: Mr. Sparks, Charles Melton (none before, 49% after) and Sue B. Sparks. Consideration: corporation will issue Mr. Sparks 51 shares of common stock having par value of \$100 per share, and will assume liabilities of station. Remaining 49 shares will be issued to Mr. Melton who will pay \$4,900. Action Oct. 13.

WICU Erie, Pa.—Broadcast Bureau granted assignment of license from Lamb Enterprises Inc. to Radio Erie Inc. for \$275,000 with agreement not to compete. Principals: J. Harry Dornheggen, president (100%). John W. English, secretary-treasurer and Irene Albers Dornheggen, vice president. Mr. Dornheggen owns 25% of Forestville Realty Co., which owns 55% of XYZ Inc., licensee of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado; interest in Montrose Telecab Inc., 100% owned by XYZ Inc., plus interest in realty companies, utility companies and supermarketing business. Mr. English has 8.2% interest in WGHP-TV Highpoint, N. C., and has 7% interest in WSEE-TV Erie, Pa.; is director of \*WQLN-TV Erie, Pa., plus ownership in realty company, department stores, director of bank, advisory board of Grannon College and attorney. Mrs. Dornheggen has interest in realty and investment corporation with husband. Action Oct. 13.

KFVN Bonham, Tex.—Broadcast Bureau waived Sec. 1.597 of rules and granted assignment of license from Ray Wells to Fannin Broadcasting Inc. for \$7,500 cash, plus \$2,500 note and cancellation of assignor's indebtedness to assignee amounting to \$69,500. Principals: Joe C. Denton Jr., president, Dr. W. E. Sisk Jr., vice president et al. Mr. Denton is undertaker. Action Oct. 17.

KAPY Port Angeles, Wash.—Broadcast Bureau granted transfer of control from John H. Thatcher, Walter A. Forsberg and Janet G. Forsberg to Charles H. Herring Jr. and Mary Helen Herring. Mr. Herring is TV news director of KING-TV Seattle. Consideration for Forsberg shares \$25,000; consideration for Thatcher shares \$100,000. Requests waiver of Sec. 1.597 of rules. Action Oct. 13.

KDNC-AM-FM Spokane, Wash.—Broadcast Bureau granted transfer of control from George A. Guy and Warren J. Durham to Alexander P. Hunter. Consideration \$15,000 with agreement that liabilities will not exceed \$145,000 at closing. Action Oct. 13.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Oct. 18. 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.

Rohnert Park, Calif.—Total Television of Santa Rosa and Storer Cable of Los Angeles (multiple CATV owner), have each applied for a franchise. City expects system to be operative within six months after franchise is granted.

Trinity county, Calif.—A and V Cable Service, Klamath, has applied for an exclusive five-year franchise to operate in Weaverville, Lewiston, Trinity Center, Douglas City and Junction City. Installation

fee and monthly service charge would run \$15 and \$5 respectively. A \$20 installation fee would be charged subscribers living on outskirts of any of the five towns in which system would operate. County would receive 4 1/2% to 5% of annual gross revenue.

Dodge City, Kan.—Dodge City CATV Inc. has begun construction of nine-channel, 35-mile system and expects to be operative within a year. The firm is owned by Community Television Inc. of Denver, Dodge City Daily Globe and KGNO Dodge City.

Lowell, Mass.—Lowell Cablevision Co. has been granted an exclusive 25-year franchise. Eleven channels will be offered for installation and monthly fees of \$15 and \$5, respectively. The city will receive \$1,500 annually. Yankee Cable TV Co. of Boston had also applied.

North Reading, Mass.—North Reading Cablevision, subsidiary of Cablevision Corp. of America, Boston (multiple CATV owner) has applied for a franchise.

Rockport, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner)

has applied for a franchise. System would carry 14 channels. Installation fee and monthly service charge would run \$15 and \$5 respectively.

Wabasha, Minn.—Wabasha Community TV Signal Co. has been granted a franchise and has set target date sometime before November 23. A total of 12 channels will be offered when subscribers total 500. Installation and monthly rates will be \$20 and \$5.25, respectively.

Lee's Summit, Mo.—Kansas City Suburban Newspapers Inc. (weekly Jackson County Sentinel and other newspapers), has been granted a franchise.

Rolla, Mo.—Rolla Cable TV has been granted a franchise. Eight channels will be offered for installation fee of \$9.95, effective after the first month of free-trial service.

Nyack, N. Y.—Rockland Cablevision Inc. has announced that new target date for beginning operation is Dec. 25. System will carry 12 channels.

Galveston, Tex.—King Community Television Co. has applied for a franchise.

**S**ELLING small-market radio demands salesmen, not order takers, says Si Willing, president and general manager of KMAR Winnsboro, La. Noting that small-town merchants are "victimized" by their own inertia, he claims that it is not enough to set up a small weekend spot schedule with an itemized list of bargains just to keep the advertiser's name in front of the public. That practice more properly belongs to print advertising—and to order takers. A successful small-market radio salesman has to sell merchants on the virtues (the classic "wants and needs") of his product. And, as Mr. Willing remarks: "Broadcast advertising is excellent merchandise."

That Si Willing is eminently qualified to talk about small-market radio is to note his 10 years experience as owner of KMAR, serving a 4,500 community, primarily agricultural and light industrial in makeup.

"We were strangers in a new market," he says. "Merchants were not aware of the power of radio advertising because they had used the local newspapers exclusively. When I first started out to get their business, I didn't buck the newspapers. Instead, I went to the local post office and picked out of the trash all the direct-mail circulars that had been discarded. Then I showed them to the merchants and said, in effect: 'Your advertising is being wasted. Why not give us a chance?'"

Another approach he used was to ask the merchants for permission to prepare commercial copy for them. Once he had devised a format for the station based on a door-to-door survey, Mr. Willing simulated the station sound on tape and included at least one sample commercial for every potential sponsor in town. When the completed tape was played before a local service-club meeting, Mr. Willing says, the results were "phenomenal."

**Sellout Premiere** ■ "KMAR went on the air in 1957 with a log full of commercials," he says, "all on its rate card, without package deals or gimmicks." The station's rate card, he emphasizes, is simple, easy to remember and within reach of most merchants. Spot rates apply to announcements regardless of length (60 seconds maximum). A sponsor buys on a 12-month consecutive schedule with no promise other than to use the number of spots specified within the 12-month period, and a guarantee of at least 20 minutes product protection on either side of competing accounts. "We are not hampered by a specified time to get the message across," Mr. Willing notes. "We fit the message to the time and not the time to the message."

Often merchants who buy time rarely have an opportunity to hear their spots (and see little tangibility in a bill for

## Small-market radio can be a money machine

radio advertising), so Mr. Willing devised a plan whereby he would play for them, over the telephone, the final recorded spot as it would sound on the air. Not only was this method an easier way to get continuous schedules, he said, but merchants appreciate the final say they get on how their copy should sound. Mr. Willing also encourages merchants to make their own spots.

As a result of his efforts, he notes that "60% of our customers who came on the air with us in 1957 are still with us." And the apparent success of the station (which he paid for in less than three years) has generated enough capital to permit expansion of the facilities to include an FM counterpart (pending an FCC rulemaking) and to effect an application to buy KNNN Friona, Tex. (not yet on the air).

Mr. Willing's latest sales venture

(which he says has been well received in several markets) is a copyrighted radio game, *It's Baseball Time!* ("My answer to the more expensive spread on television.") The game involves a simulated contest between the Terriers and the Panthers playing for the championship of the mythical Universal baseball series, he explains. Each of the nine innings is played in weekly succession on the same day and at the same time for nine consecutive weeks. Scorecards are passed out to the sponsor's customers each week in advance of the inning to be played; people holding total or partial winning scorecards win cash or merchandise, depending upon what the sponsor wants to give.

**Ahead of Schedule** ■ KMAR's success bespeaks much of the man, Si Willing, who admits that his self-imposed timetable of goals in broadcasting, culminating in the ownership of a radio station, was exceeded by three years. On at least one occasion, Mr. Willing's announcing success might have kept him permanently behind the microphone. While at Barstow, Calif., he conducted an on-the-air 54-hour fund-raising marathon for the Damon Runyon Cancer Society in an effort to offset bad publicity generated by a national columnist who had received an exorbitant bill from one of the local merchants. (The society was one of the columnist's favorite charities.) Yet, his broadcast interests were almost sidetracked when Mr. Willing was encouraged by a group of Missouri merchants who enjoyed his popular KNCM program to run for Congress. Since the state had not yet been redistricted, thus requiring all candidates to run at large, Mr. Willing says: "This not only eliminated me but also disenfranchised me from working in Missouri because I had announced as a congressional candidate and no station would have me until after the election."

Mr. Willing devotes more of his time now to developing talent for the broadcast profession and training young men in sales. He admits that he is "chagrined at radio stations who hire kids with little experience" to handle broadcast operations, preferring instead to conduct a regular training program with interested high-school students in all phases of station operations. Some of his former trainees, he says, are in broadcasting while attending college.

He has also become somewhat of a recording artist with two recent releases, "Salesman or Order Taker" and "Sales Tales or How Not to Sell in Five Acts" (both albums are to be cut in four-language translation as well), issued through the Businessmen's Record of the Month Club, and a third scheduled for release in six months. And, not surprisingly, these efforts, he says, are designed to convert order takers into salesmen.

### WEEK'S PROFILE



Seymour Joseph (Si) Willing—president and general manager, KMAR Winnsboro, La.; b. Jan. 26, 1920, Brooklyn, N. Y.; MA, New York University, 1943; U.S. Army, 1943-1945; graduate, Don Martin School of Radio and Television, 1945-1947; announcer-engineer, KWTC Barstow, Calif., 1947-1950; announcer-producer, KNCM Moberley, Mo., 1950-1952; salesman-management, KTLD Tallulah, La., 1953-1957; president, general and commercial manager, KMAR Winnsboro, La., 1957-present; president, Winnsboro Chamber of Commerce; board of directors, Louisiana Association of Broadcasters; m. Frances Esther of St. Joseph, Mo., 1948; child—Michele Sidonie, 11; hobbies—fishing, golf, gardening, bird watching, painting.

## Trigger mechanism

THE new findings, reported elsewhere in this issue, that a commercial can score about the same impact in 30 seconds as in twice that length are likely to stimulate new arguments over commercial pricing and placement. Certainly they will give ammunition to those who want to see the 30 become a standard form.

As to pricing, the consequences are obvious: Broadcasters will feel justified in charging more for 30's than half the minute rate. Advertisers and their agencies will suggest reductions in the price of minutes.

But at least this discussion will be based on what appears to be valid research, especially since the new findings confirm what earlier, if less exhaustive studies, have indicated. Not all great decisions on commercial lengths and placements have been made that way in television.

## Church and bar

THE United Church of Christ was given a lesson last week in the real meaning of fairness—a word it has loosely used to abuse broadcasting stations that run counter to its own prejudices. The lesson came in an initial decision by an FCC examiner who rejected the church's case against WLBT(TV) Jackson, Miss.

The church had charged the station with advancing segregationist views and suppressing Negro interests and had appeared as the principal complainant in a license-renewal hearing ordered by the U. S. Court of Appeals upon the petition of the church. It now appears, from the examiner's report, that in preparing its initial charges against the station the church indulged in a gross form of distortion, an act that it said should cost WLBT its license.

A principal part of the church's case was based upon what it said was a monitoring of the station during a week of broadcast. Here is what FCC Examiner Jay A. Kyle said, in part, about that submission:

"The monitoring study was prepared and conducted under the auspices of Dr. Everett C. Parker, director of communication for the United Church of Christ in New York City. The monitoring study is of little, if any, significance in resolving the issues specified by the commission. It has virtually no meaning for the simple reason that it was not a fair and equitable monitoring study but an arbitrary selection of excerpts from various programs taken from the week March 1 through March 7, 1964 . . . The conclusion is here reached that the monitoring study, upon which most of this proceeding has hinged, is worthless."

Elsewhere in his decision, speaking of other evidence, the examiner said: ". . . virtually all of the serious allegations made by the intervenors against the station could neither be corroborated nor substantiated." Rarely have we read an examiner's report dismissing so thoroughly the evidence presented on one side of an adversary case.

The examiner's decision is subject to review by the commission itself and after that by the courts. If the church has the gall and the resources to pursue the matter, it can cost WLBT still more legal fees. But to what end? To prove that current legal procedures provide the mechanism for "representatives of the public" to get a formal hearing at license-renewal time whenever private pique moves them to do so? Perhaps it's time for a new look at the law and regulations.

## The good new days

IN the long-ago days when radio was an infant and grandpa listened to WLW or KDKA through earphones on his crystal receiver there was only one kind of radio station. It programmed music, a little news, an occasional speech and an even more occasional commercial. But everyone loved it because it was new, an adventure and very modern.

It was a middle-of-the-road radio station.

As time went on there came to be more and more radio stations. Most of them were still middle-of-the-road—all-around stations for everyone. But there were more and more until finally the competition got pretty fierce. So some of the more imaginative station executives decided to cut out a piece of the total market as their own. They invented country & western, religious, classical music, Negro-oriented, rock and roll, talk and even all-news formats.

Most of this new programming did very well, when skillfully produced, and because it did, the specialized stations stole the spotlight. They were talked about, written up, commended and criticized. But all the time there were a great many stations, many in small, but some in large, markets, that continued with a basic middle-of-the-road policy. They ignored the new single-audience formats. They were still all things to all people. They were still middle of the road.

In this issue BROADCASTING has done what must be considered an overdue special report on these stations. And it has turned up some interesting facts.

Mid-road stations are still basic. With aggressive, intelligent management, updating policies and keeping high-quality talent but continuing the fundamental format, these stations are often at or near the top in their markets.

Mid-road stations can claim more long-time substantial advertisers than any other class of station. Literally hundreds have banks, automobile dealers and retail stores that have been on their stations for 20, 30, even 40 or more years.

Advertisers like mid-roaders, claiming as they do an audience predominantly in the 25-49-year-old class. These are the consumers who spend most of the money. Agencies report this group is heavily courted by Procter & Gamble, State Farm Mutual and General Motors. Some agency buyers admit clients specify this type of audience for their radio spots.

So it isn't at all surprising that the oldest of all radio formats, provided it has smart, wide-awake management behind it, is still doing very well, thank you, on a broad national front.



Drawn for BROADCASTING by Bill Davey  
"Where's the instant replay?"

**This page is  
dedicated to the  
proposition that  
all television  
is not created  
equal.**



**KPRC Brand Television**

HOUSTON, TEXAS—EDWARD PETRY & CO., NAT'L REPS

In  
Wheeling-Steubenville



# 9 TOTAL NEWS

**Takes The Roses**

**WSTV-TV**



**RUST CRAFT BROADCASTING**

WSTV-TV-AM-FM-Steubenville, WROC-TV-AM-FM-Rochester,  
WRCB-TV-Chattanooga, WRDW-TV-Augusta, WJKS-TV-Jacksonville,  
WPIT-AM-FM-Pittsburgh, WRCP-AM-FM-Philadelphia, WSOL-AM-Tampa,  
WWOL-AM-FM-Buffalo