



Broadcasting

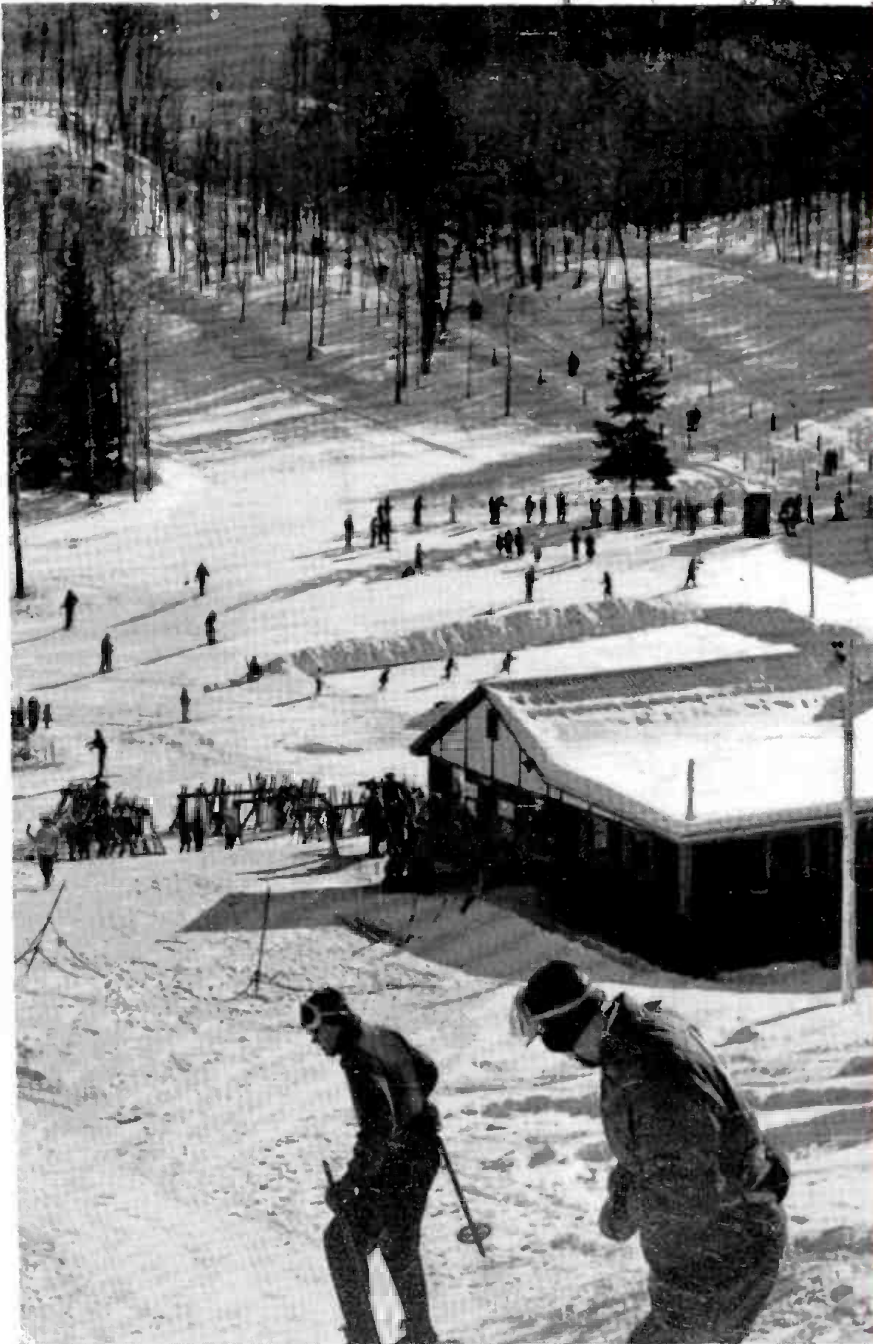
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIT
UNIT ACQ BRANCH
MAXWELL AFB AL

36113 EXP 2/66

Seiden's answer to CATV control: 3 networks everywhere. p27
Will policy changes follow as CBS-TV gets new headman? p52
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Radio spreads the word fastest

A great sport booms from coast-to-coast and for most fans Radio is the fastest—often the only—source for up-to-the-minute ski reports. And for selling, nothing beats Spot Radio's speed. It's the fast way to spread the word about your product.

RADIO DIVISION

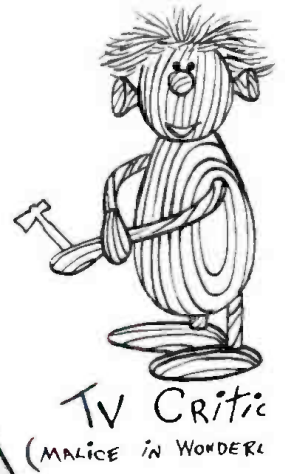


EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

What's in the CARDS?



TELEVISION STATION W T R F - T V Wheeling, West Virginia		TV MARKET W H E E L I N G S T E U B E N V I L L E Upper Ohio Valley		NATIONAL REPRESENTATIVE Edward PETRY & Co., Inc.	
MERCHANDISING: Bob Ferguson, EVP Cy Ackermann, SM "excellent"		NETWORK: Basic NBC		AUDIENCE SPECIFICS Young Adult Dominance	
		RANK: 46/76		RATE CARD DATA Petry Coded Card	
		ARB: Nov '64			
		NIELSEN CODE: YES			



No game of chance, no blind luck . . . this *punch* decoded reads, "an avid, enthusiastic audience of the bigger-buying age"* and affirms WTRF-TV's leadership. Indeed, a code station with facilities and abilities to deliver selling performance for clients and audience.
*ARB (Nov '64) (7:30-11 PM Mon-Sun)

IT'S A NEW

"... there emerges a whole new ballgame in the latenight live programming sweepstakes." **Variety**

"... on the Tonight' show it was Mr. Griffin who far and away was the most successful stand in." **The New York Times**

BALL GAME

"He has enough tastes, talents and affections for two or three people." **TV Guide**

"... critics and the general public have felt strongly that Merv Griffin should have his own nighttime show." **San Mateo Times**

"Griffin's appeal lies in his unpretentious charm, which is ingeniously combined with a highly sophisticated wit." **NY Daily News**

GRIFFIN IS

"Griffin stands as one of a relatively new breed of showbusiness people: the total man." **The Hartford Times**



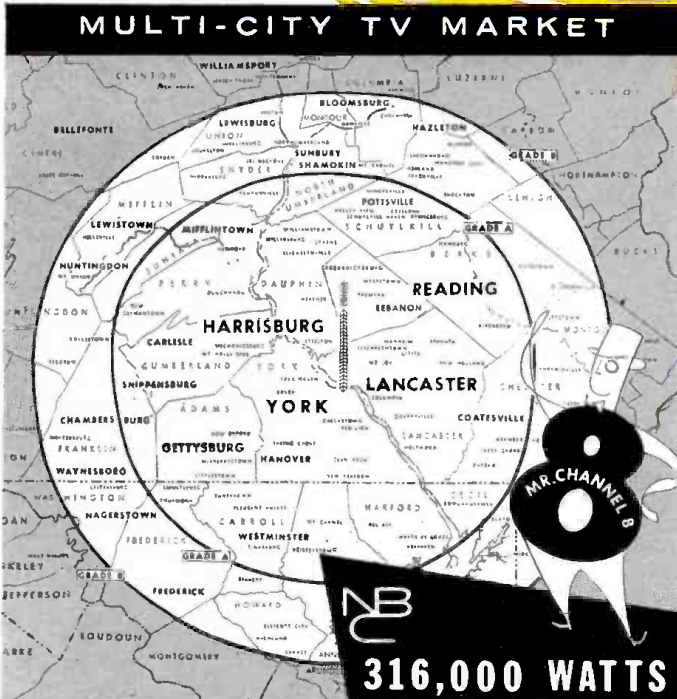
Merv Griffin fields plaudits from the pundits (and a cheering public) with disarming ease. Now marvelous Merv has been signed by Group W. And when he goes under the lights in mid-April, you'll see how the game really should be played. The Merv Griffin Show is a sure hit! Ninety minutes of late-night action for the weeknight crowd, top stars hot on the current scene (and screen), plus lots of *new* talent, entertaining newsmakers and other good sports of all sorts. Through it all, mighty Merv is in there with his own abundant talents as a singer, musician, wit and host. Merv is on the move. So are available markets. Sign now for the big opener.

THE MERV GRIFFIN SHOW

Call/Write/Wire
WBC PROGRAM SALES, INC. GROUP
122 East 42nd Street, New York, N.Y. 10017 • Phone (212) 983-6535



The Bettmann Archive



Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

WGAL-TV

Channel 8

Lancaster, Pa.

Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
 WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Now cooking: CATV rules

Although final decision is still very much in doubt, FCC Friday took step toward asserting jurisdiction over all community antenna television systems. Commission reportedly instructed staff to prepare notice of inquiry asking for comment on whether commission has authority over off-air systems, as well as notice proposing rules similar to those contemplated for microwave-fed systems. And commission instructed staff to prepare final order adopting latter rules, which have been under consideration for more than year.

Rules are said to be along lines of those originally proposed, requiring 15-day, before-and-after nonduplication of local stations and requiring carriage of local stations' signals. Commission sources stress, however, that decisions at meeting Friday—after day and a half of intensive, detailed discussion—were tentative, that there is no assurance either document will be issued. They will be considered at special meeting March 19.

New name

President Johnson's known desire for woman or educator on FCC has brought up name of person who is both: Mrs. Mary Guy Franklin, supervisor of television education of Richmond (Va.) public school system. Although no one second-guesses chief executive, as many false alarms attest, it's known that Mrs. Franklin is one of latest under consideration in long-delayed selection of successor to Republican Commissioner Fred W. Ford, now president of National Community Television Association.

Others reportedly still in running include Richard Hull, Ohio State University; Dean Kenneth Bartlett of Syracuse University, and Dean Charles King of Detroit School of Law. Mrs. Franklin, 50, is graduate of Westhampton College, branch of Richmond University; started teaching in 1942 in Richmond and was selected as one of several educators to specialize in ETV. She later was made its head.

Foaming over

With New York Yankees entering last year of TV-radio rights contract with P. Ballantine & Sons for coming baseball season, it's renegotiation time. Price being asked by Yankees for 1966 is reported to be \$2.1 million which, if agreed upon, would be largest sum to be won so far by any baseball club for home city and regional broadcasts. Ballantine is said to feel

figure is too high. Usually Ballantine sells off portions of sponsorship to other advertisers. Ballantine account moved from William Esty to Young & Rubicam and Sullivan, Stauffer, Colwell & Bayles last month (BROADCASTING, Feb. 15).

Transatlantic TV

Rate making for television use of Early Bird synchronous satellite (due to be placed in orbit next month) is due for serious study next week by Communications Satellite Corp. "Interim Committee" of Comsat, which comprises all carriers owning 1.5% or more of Comsat stock, is set to meet for week beginning March 15 in Washington. Subject of TV rates for Early Bird came up informally two weeks ago at London meeting of U. S. and European broadcasters (BROADCASTING, March 1).

Europeans at London meeting suggested TV rate for Early Bird be equivalent to charge for coast-to-coast network feed in U. S. (less than \$5,000 an hour). They also proposed, as inducement to two-way use of satellite (which can move TV signal only one way at a time), that over-and-back rate be set at one and a half times that for single transmission.

Shadow to substance

Jack Valenti, Lyndon Johnson's shadow since that eventful day President assumed office 15 months ago, may be leaving White House executive staff soon to return to advertising agency business. Mr. Valenti's primary duties as appointment secretary have been taken over by fellow Texan, Marvin Watson. Mr. Valenti, partner in Dallas agency until he suddenly became new President's aide, may join big New York agency as partner.

Circumventing court

Broadcaster support for federal libel law giving licensees certain immunities is being sought by Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee. Determined to overturn precedent set by U. S. Supreme Court in benchmark *New York Times* libel decision (almost anything may be said about public official unless malicious), Representative Rogers is drafting bill for federal libel law that would include criminal sanctions and give public officials protections en-

joyed by private citizens (BROADCASTING, Nov. 30, 1964).

Starting campaign (he's given National Association of Broadcasters representatives fill-in), Mr. Rogers says if station carried libelous statements over which it had no prior control (as with live speech), it would be immune from suit. Station would be liable if it aired libelous editorial or was otherwise responsible for content.

Literary notes

Brigadier General David Sarnoff, chairman of RCA, is subject of biography being written for possible fall release. Eugene Lyons, senior editor of *Reader's Digest*, is writing Sarnoff saga, to be published by Harper's.

General Sarnoff's opposite number, Chairman William S. Paley of CBS Inc., is taping his memoirs for network's historical records, which might be basis for published biography of his career.

Deal in Chicago?

Possible sale of WCIU(TV) Chicago, year-old UHF (ch. 26), loomed Friday despite denials by chief officers. Dolph Hewitt, packager of *Barn Dance* on WGN-AM-TV Chicago, has made offer via Hamilton-Landis, brokers, to buy controlling shares from certain stockholders for about \$650,000. Other bids also have been tendered, WCIU officials admitted.

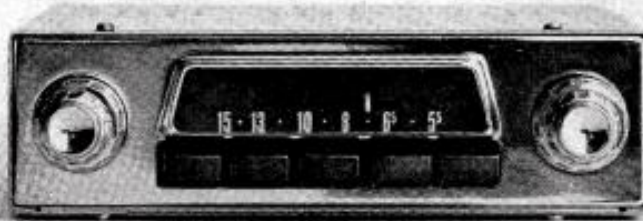
Fear convention space SRO

Space shortages are beginning to worry some planners of events associated with National Association of Broadcasters convention to be held in Washington beginning March 21. Broadcast Pioneers now fear March 23 banquet—which will feature such stars as Jack Benny and George Allen—will attract bigger crowd than Shoreham hotel ballroom now assigned can hold. Room is rated at 1,700 capacity, but stage necessary for big show (including 40-piece orchestra) will reduce table space to 1,000. Pioneers' biggest headache: handling requests for big blocs of tables by broadcasters bringing congressional delegations.

Hotel suites are also in short supply. With record number of convention participants anticipated, NAB associate members have already spilled out of five hotels originally signed to accommodate convention and are taking space anywhere they can find it.

Theatre 5 won't revolutionize radio overnight. It's just the beginning.

AND NOW,
THEATRE 5,
TWENTY-FIVE
MINUTES OF
RADIO DRAMA
BROUGHT TO
YOU BY...



ABC believes that radio can offer more. Both to the listener and the advertiser. Theatre 5 is a first step toward that goal.

Theatre 5 is designed to bring something strikingly different to the listener and the advertiser. It's twenty-five minutes of newly-produced, fast-moving adult drama. Five programs of suspense, mystery, hard-hitting adventure, and science fiction every week. With modern themes,

up-to-date twists and surprises.

Theatre 5 is a program to increase a station's profit. It can be sold for more than virtually any other property in local radio.

A program specifically designed to give radio stations a completely new format to offer important clients. A program that can be his alone. One he can merchandise with impact every day of the week, 52 weeks of the year.

There's only one new radio drama like Theatre 5. And if you have it, no one else can get it.

Write or call Mr. Marvin Grieve (The ABC Radio Network, Special Program Features, 7 West 66th St., N. Y., N. Y.—212 SU 7-5000).

He'll give you a few other significant reasons why the ABC Radio Network believes all radio has an exciting future. And Theatre 5 is just the beginning.

THEATRE 5. A NEW PRODUCT OF THE



NETWORK. SPECIAL PROGRAM FEATURES DEPT.

WEEK IN BRIEF

Dr. Seiden's report calls for enlarging TV markets; proposes use of translators. Says FCC proposed CATV rules are sound; UHF's in large markets won't be seriously injured. See . . .

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Economic impact of CATV's on TV stations isn't make or break situation, Dr. Seiden says. In report to FCC, he finds local station business more affected than national buys by CATV presence. See . . .

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Dr. Seiden finds CATV profitability so attractive that TV licensees should be led from temptation by FCC rules that would prevent them from operating CATV's in their own markets. See . . .

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Hole opens in sky and color set sales go rushing through. Unexpected boom in consumer demand has produced shortages of large rectangular-tube models. Manufacturers raise estimates of 1965 sales. See . . .

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Appeals court tells FCC to reopen Orlando ch. 9 case and accept new applicants. Court says commission went its own way last June in reaffirming 1957 grant and basing it on 'state' evidence. See . . .

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CBS-TV undergoes executive facelifting. Genial John Schneider is moved in to replace aloof Jim Aubrey. Stromberg resigns in Hollywood and Shakespeare moves to TV stations division. See . . .

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Uneasy is head that wears TV network crown. Schneider becomes fifth CBS-TV chief since 1951. ABC-TV has had four men at top. NBC-TV has been run by seven presidents, dating back to 1940's. See . . .

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North Dakota legislators seem ready to pass 3% tax on advertising that would cost media estimated \$700,000 yearly. Opposition of media and advertisers can't seem to dent support for bill. See . . .

TAX THREAT GROWS . . . 38

FCC turns down bid of ABC, CBS and NBC brass for informal meeting on proposed TV program control limitations. FCC session on 50% plan is postponed. Hyde urges fellow commissioners to go slow. See . . .

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Cigarettes will get their week on Capitol Hill. Senate Commerce Committee sets hearing for late March. NAB's Wasilwski and Bell, FTC Chairman Dixon and cigarette code boss Meyner due to testify. See . . .

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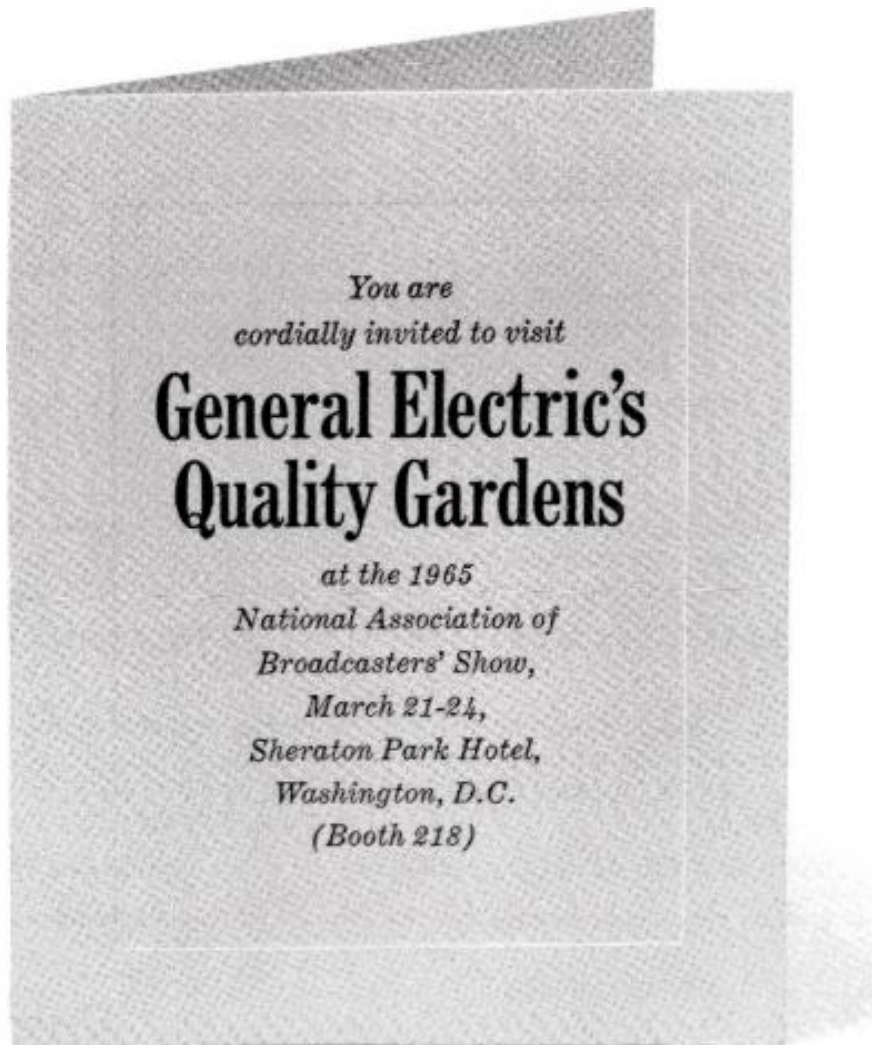
Broadcasting

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In the exquisite setting of General Electric's Quality Gardens, you'll find it all.

Striking new television broadcast equipment to improve your station image, field-proven, customer-accepted studio and film cameras, audio equipment, transmitters and antennas.

Your G-E representative will be there. Ask him to show you through Quality Gardens.

Visual Communications Products
Consumer Electronics Division

GENERAL  ELECTRIC

Syracuse, N.Y.

IRS: Tax Court erred on network depreciation

Internal Revenue Service, still fighting legality of depreciation of network affiliation contracts by broadcasters, claims affiliations go on and on virtually without end.

Appeal brief, filed in U. S. Seventh Circuit Court (Chicago), March 4, said U. S. Tax Court erred in approving 20-year straight line amortization to Corinthian Broadcasting Co. last year (BROADCASTING, March 9, 1964).

Government claims also that statistical tables used to show expected life of affiliation contracts are in error, since they are based on atypical history of TV stations (primarily experience during "freeze" years).

Tax court approved Corinthian claim that \$4,650,000 allocation to CBS affiliations for WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., were depreciable. Corinthian paid \$10 million for those stations and AM adjuncts in 1956.

RKO buys 48% of newspaper

RKO General Inc. has purchased substantial interest in *Schenectady* (N.Y.) *Union Star*, it was announced jointly Friday (March 5) by John Poor, president of RKO General Inc. and Frank Miller Jr., president of newspaper.

RKO General official in New York said company has acquired 48% interest in *Star*, representing RKO General's first move into newspaper field. Purchase price not disclosed.

Salinger is now seeking uniform poll closing law

Pierre Salinger, formerly advocate of voluntary restraints on broadcasts of early voting projections while polls remain open, said Friday (March 5) he thinks proper approach is law or constitutional amendment requiring states to conform to uniform poll closing hours.

Mr. Salinger's view is in accord with CBS Inc. President Frank Stanton's that reform of voting procedures is best way to prevent foreknowledge of voting outcome, based on projections, from influencing voting (BROADCASTING, Aug. 17, 1964, et seq).

Mr. Salinger said poll taken for him

in his unsuccessful 1964 California senatorial election campaign showed 350,000 voters didn't vote because they'd seen or heard network projections of election outcome. Harm was more to local and state races than national ticket, Mr. Salinger says, although he contends it was factor in his defeat.

Mr. Salinger is vice president for advertising, public relations and promotion for National General Corp., Beverly Hills.

Rohner leaves CBS-TV; Sipes named to post

CBS-TV announced resignation Friday (March 5) of Franklin Rohner as vice president-business affairs, Hollywood. This was second departure of CBS-TV executive within week to follow resignation of James T. Aubrey Jr. as CBS-TV network president (page 52).

Donald Sipes, director of package negotiations for network's business affairs in New York, named as successor to Mr. Rohner. Salvatore J. Iannucci, vice president-business affairs, CBS-TV, said Mr. Rohner's resignation was effective immediately. Mr. Sipes, who joined CBS-TV two years ago, previously had been with Frank Cooper Associates and with NBC.

Announcement came one day after Hunt Stromberg's resignation as vice president-programing in Hollywood.

ANA releases first study on TV trends

First Association of National Advertisers study of TV audience and cost trends, *television circulation and rate trends, 1959-64*, was released by ANA Friday (March 5). Officials said it was similar to ANA's circulation and rate trend studies of newspapers, magazines and other media and, like them, would be updated periodically.

Study shows for each of 493 U. S. TV stations its network affiliation (if any), estimates of homes reached, network Class A hour rate, prime 20-second spot rate and average cost-per-thousand homes, for each year of five-year span. Data was compiled by American Research Bureau and Standard Rate & Data Service under direction of ANA Broadcast Committee, headed by A. L. (Fred) Plant, Block Drug Co.

Officials said TV studies were not

Braves on air in Atlanta

Milwaukee Braves, working through Sports Network Inc., signed three-year contract with WSB-AM-FM-TV Atlanta for some games this year and larger schedule in 1966 and 1967 when team becomes Atlanta Braves, it was announced Friday (March 5).

No plans for expected network were revealed. Contract is one-third sponsored by Busch Bavarian beer through Gardner Advertising, St. Louis, and another third by Coca-Cola Inc. and its Atlanta bottler. Other third remains open.

Radio plans are for 55 games this year in Atlanta and full schedule following two years; TV is 18 road games for each year.

started earlier because circulation figures for meaningful analysis of trends were not available till recently. Copies of study are available from ANA, 155 East 44th Street, New York, at \$15 per copy.

Program item set for Mar. 15

FCC has set March 15 as new date for special meeting to consider proposed rule that would limit networks' ownership and control of their prime time programing.

Commission was to have considered issuance of proposed rulemaking at meeting Friday (March 5) (see page 70). But commissioners decided instead to continue meeting that was begun Thursday on community antenna television.

No Grade B protection against CATV, board says

FCC Review Board has ruled against television station seeking simultaneous nonduplication protection from community antenna television system in its Grade B contour.

KTVC(TV) (ch. 6) Ensign, Kan., had urged denial of grant of facilities to Teleprompter Transmission of Kansas Inc., unless CATV in Liberal, Kan., promise to refrain from duplicating its programs.

Board held that protection was not needed. KTVC is 52 miles from Liberal,

more AT DEADLINE page 10

WEEK'S HEADLINERS

John A. Schneider, VP and general manager of WCBS-TV New York, appointed president of CBS-TV Network, succeeding **James T. Aubrey Jr.**, who has resigned. **Frank Shakespeare Jr.**, senior VP-New York, appointed executive VP, CBS Television Stations Division, and **Hunt Stromberg Jr.**, VP-programs, Hollywood has resigned (see page 52). Successors to Mr. Schneider and Mr. Stromberg were not announced.



Mr. Hinsey

John Hinsey, manager, film programs, West Coast for NBC, appointed director of NBC Productions, Los Angeles, replacing **Felix Jackson** who has resigned to enter motion picture and television production work. Previously, Mr. Hinsey had been program manager of KNBC-TV Los Angeles and producer of *Matinee Theatre*.

Herbert M. Rosenthal, chairman of board, Creative Management Associates Ltd., New York, elected VP in charge of program development, NBC-TV, effective March 29. As program creator-talent manager, Mr. Rosenthal was with MCA for 23 years, was president of MCA Artists Ltd., and also VP of parent, MCA Inc., during that time. He joined CMA last August. At NBC-TV, he will report to **Mort Werner**, VP in charge of NBC-TV program department. Three program creation-development executives at NBC-TV will report to Mr. Rosenthal: **Edwin S.**



Mr. Jackson

Friendly Jr., VP, special programs; **Thomas A. McAvity**, general program executive, and **Ross Donaldson**, director, program services.



Mr. Cohen

Philip H. Cohen, formerly executive assistant for marketing, named creative director, American Tobacco Co., New York. Before joining American Tobacco last August, Mr. Cohen was senior VP at Sullivan, Stauffer, Colwell & Bayles, New York, which he joined at agency's inception in 1946, and where he worked continuously on various American Tobacco accounts. In his new capacity Mr. Cohen is responsible for all creative efforts by marketing personnel of company and its agencies for American's cigarette and smoking tobacco brands.



Mr. Flanagan

Philbin S. Flanagan, VP of Henry I. Christal Co., New York, elected president of radio representation firm. Mr. Flanagan joined Christal as account executive in 1952, became eastern sales manager in 1958, general sales manager in 1959 and two years ago was elected VP. Presidency of company, since its organization in 1951, has been held by **Henry I. Christal**, who now becomes board chairman.

Abe Mandell, executive VP of Independent Television Corp., New York, appointed president of ITC. **Michael Nidorf**, president and board chairman



Mr. Mandell

of ITC, has resigned but will remain as American consultant to Associated Television Ltd., London, of which ITC is a subsidiary. Mr. Mandell joined ITC as director of foreign operations in 1958 and was named executive VP in 1962. Earlier he had been with Ziv Television Programs (now United Artists Television).



W. Stanley Redpath

W. Stanley Redpath, executive VP and member of board of Ketchum, MacLeod & Grove, Pittsburgh, named chairman of new executive committee and vice chairman of board. Other KM&G promotions: **William E. Pensyl** and **William J. Gillilan**, senior VP's, elected executive VP's and members of executive committee; **William R. Parker**, head of finance and administration, named senior VP and member of executive committee; **James J. Cochran**, VP and manager of New York office, named senior VP; **Richard H. Conner**, VP, public relations manager and member of board, named senior VP; **Donald H. Ratchford**, VP, member of board and group manager, named senior VP, and **William H. Genge**, VP and group manager, elected to board and named senior VP. **George Ketchum**, chairman of board and founder is member of executive committee as is **Edward T. Parack**, president and chief executive officer.

For other personnel changes of the week see FATES & FORTUNES

which is on perimeter of station's Grade B contour. Board, however, made grant conditional on CATV continuing to carry KTRC signal.

Y&R promotes Bond to chief executive officer

Edward L. Bond Jr., president of Young & Rubicam since 1963, was named chief executive officer of agency, effective today (March 8). **George H. Gribbin**, former chief executive officer, will remain as board chairman and will

concentrate on creative output of agency in U. S. and abroad.

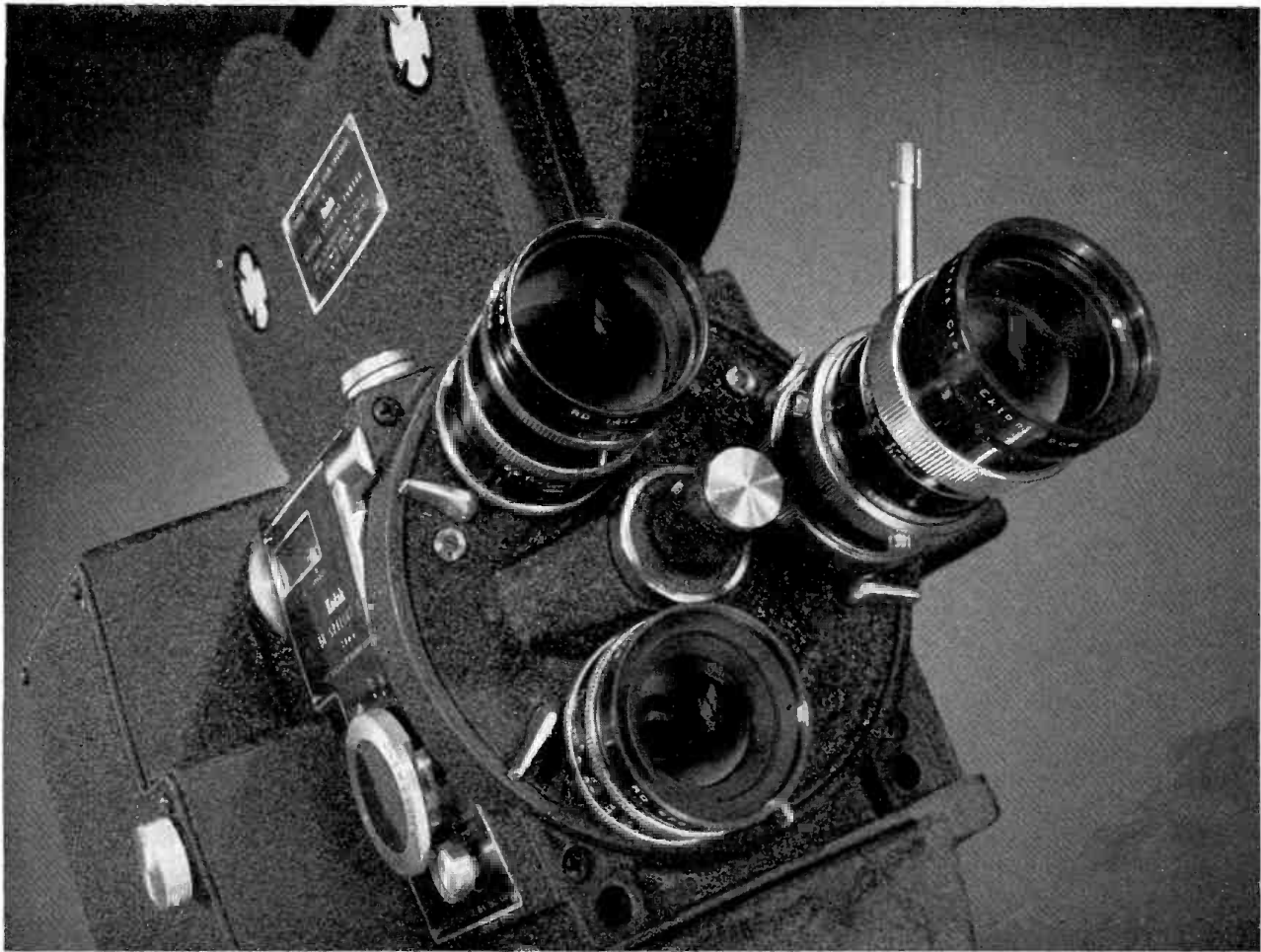
Y&R said its billing had grown from \$227 million in 1957 when Mr. Gribbin became president to \$330 million in 1964, of which \$60 million is from business outside U. S.

Four CBS executives sell off some stock

Insider trading reports issued by New York Stock Exchange shows four CBS executives sold total of 16,600 shares

of company's stock during February. There was no indication selling was related to resignation of James T. Aubrey Jr. and other CBS-TV executive changes announced last week (see page 52).

Clarence Hopper, vice president in charge of facilities and personnel, sold 6,500 shares, retaining 9,208 and another 1,014 jointly with wife; **Richard Salant**, vice president, sold 4,400 shares, holds 6,436; **Goddard Lieberman**, president, Columbia Records, sold 4,000, retains 15,690, and assistant treasurer **Walter Rozett**, sold 1,700 keeping 38 shares.



Looking for the camera that's versatile and trouble-free, the one designed to meet all your station's needs? Meet the

KODAK Reflex Special Camera

With the KODAK Reflex Special Camera and its accessories you have a complete 16mm motion picture system, both sound and silent. The camera provides the most accurate reflex viewing and is ruggedly engineered for continuous day-to-day performance in the field and in the studio. But most important, the camera's optical and film-transport systems assure recorded images unmatched in sharp-

ness and steadiness. Here are some of the quality features contributing to its versatility:

1. Variable shutter permits exposure and depth-of-field control in addition to that provided by lens diaphragm. This feature is particularly valuable when shooting news events in low-light conditions.
2. Ground-glass reticule shows exact scene which reaches film, provides accuracy as

great as any camera-rackover system but with the speed and convenience of reflex viewing.

3. Adjustable eyepiece can be locked into position. Normal 10X magnification can be increased to 20X for precision focusing—assuring extreme sharpness in the projected image.

4. Three-lens turret provides flexibility to meet any situation. Type R lens mounts and positive-action turret afford great accuracy and speed of lens change.

5. Nine KODAK EKTON Lenses have been developed for this camera, ranging in focal length from 10mm to 150mm, including a new *f*/2.2

zoom lens with variable focus from 17.5 to 70mm. These superb optics yield images of extraordinary resolution.

6. Single-system sound-recording accessory provides the portability and dependability necessary for news reporting and features maintenance-free transistorized amplifier.

The Kodak Reflex Special Camera is part of a rapid-access 16mm TV film system that takes you from "on the spot" to "on the screen" in minutes. It includes camera, pre-stripped films, processor and projector. For a brochure with complete details, write to:

Motion Picture and Education Markets Division **EASTMAN KODAK COMPANY** Rochester, N. Y. 14650
or the regional sales offices: New York, Chicago, Hollywood



The Embassy of Belgium

His Excellency Baron Louis Scheyven,
Ambassador from Belgium, with Baroness
Scheyven and their daughter, in the Embassy library . . .
another in the WTOP-TV series on the
Washington diplomatic scene.

WTOP-TV

WASHINGTON, D. C.

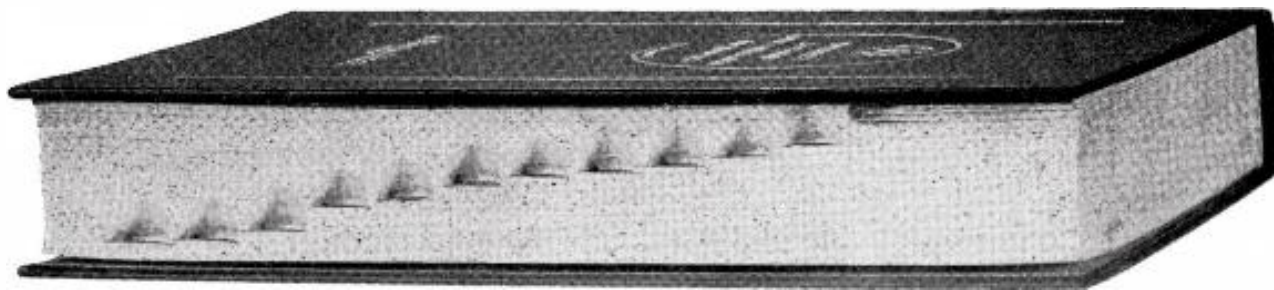


Represented by TvAR

A POST-NEWSWEEK STATION

Photograph by Fred Maroon





A WORD ABOUT A WORD

YOU WILL SOON FIND IN EVERY DICTIONARY

The word is LP-gas.

It means many things to many people.

To housewives LP-gas means modern comfort and convenience. It heats homes, cooks food, heats water, dries clothes.

To industry executives, LP-gas is a vital source of energy for running fork lift trucks, cutting metals and powering generators.

To farmers and ranchers, LP-gas provides power for tractors and trucks, and heat for crop dryers and brooders.

To civic-minded bus companies, LP-gas is not only an efficient fuel, but also helps to reduce air pollution in cities. Clean burning and odorless, LP-gas

leaves no noxious fumes to contaminate the air. Over 1600 buses in Chicago use LP-gas.

If you, as a broadcaster, want to know more about LP-gas and how it can help solve your city's air pollution problem, write us for a complete "LP-gas Press Portfolio."

What exactly *is* LP-gas? It is *liquefied petroleum gas*, a gas compressed into a liquid for easy transportation and storage. It goes by many names... propane, butane, or bottled gas...but they're all LP-gas. You'll find LP-gas wherever there is a need for heat and power.

In fact, of America's great sources of energy only LP-gas serves people in so many ways.



Saluting LP-GAS
ONE OF AMERICA'S
GREAT SOURCES OF ENERGY
FOR HEAT AND POWER

DATEBOOK

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

■Indicates first or revised listing.

MARCH

March 8 — Seventh annual Broadcasting Day sponsored by Florida Association of Broadcasters. Speakers include: FCC Commissioner Kenneth A. Cox; Thomas Wall and Robert L. Heald, Washington attorneys; Elmo Ellis, WSB Atlanta; Edwin Pfeiffer, WFAA Dallas; Virgil Wolff, WRDW-TV Augusta, Ga., and Howard Green, WOND Atlantic City. University of Florida, Gainesville.

March 8—FCC tentatively scheduled to appear before House Independent Offices Appropriations Subcommittee to justify fiscal 1966 budget request of \$17.5 million.

March 8-12—Hollywood Festival of World Television Classics. Prize-winning programs from 25 countries will be shown. Festival is jointly sponsored by 12 Hollywood TV film producers. Huntington Hartford Theater, Hollywood.

March 9—National Academy of Television Arts & Sciences, Hollywood chapter, special meeting on foreign television. 8 p.m. Huntington Hartford Theater.

March 10—Meeting of National Association of Broadcasters Future of Broadcasting Committee. Park Lane hotel, New York.

March 10—Twenty-fifth anniversary awards banquet of International Radio & Television Society. Waldorf-Astoria, New York.

March 10-16—Meeting of International Television Programme Market. Palais des Festivals, Cannes, France.

■March 12—Meeting of Institute of High Fidelity Inc. Speakers include Sherril W. Taylor, vice president for radio of National Association of Broadcasters. Ambassador hotel, Los Angeles.

March 13—Radio-Television News Directors Association regional conference on television newsfilm. ABC-TV, New York.

March 14-18 — Association of National Advertisers, sales promotion seminar. Westchester Country Club, Rye, N. Y.

March 15—Deadline for comments on the FCC's inquiry and proposed rulemaking to amend its TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100-w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments.

March 15—Deadline for Alfred P. Sloan Radio-TV Awards for Highway Safety. Entries should be sent to 200 Ring building, Washington 20036.

March 15—American TV Commercials Festival. Waldorf-Astoria, New York.

March 17—Washington American Women in Radio Television chapter reception honoring AWRP Foundation's international broadcaster visitors 1965. Corcoran Gallery of Art, Washington.

March 17—Writers Guild of America TV-radio branch, 17th annual awards show. Beverly Hilton, Beverly Hills, Calif.

March 17-18—Annual convention of NBC-TV Affiliates. March 17 will be closed session. March 18 program: NBC-TV presentation and luncheon speech by Robert W. Sarnoff, board chairman of NBC. Waldorf Astoria, New York.

■March 18—Frederick W. Ford, president of National Community Television Association, addresses the Television and Radio Adver-

tising Club of Philadelphia.

March 18—Southern California Broadcasters Association luncheon. Carson/Roberts, Los Angeles, guest agency. Michaels Restaurant, Hollywood.

■March 19-21—Region II, National Association of Educational Broadcasters. Colonial Williamsburg and College of William and Mary, Virginia.

March 19-21—National Association of FM Broadcasters annual convention. Washington Hilton hotel, Washington.

March 20—Meeting of board of directors, Association of Maximum Service Telecasters. Broadcasters Club, Washington.

March 21 — MGM-TV golf tournament in conjunction with National Association of Broadcasters convention. Prize of MGM's golden lion will be presented to low gross scorer. Washingtonian Country Club, Gaithersburg, Md.

■March 21—Annual membership meeting and election of board of directors, Association of Maximum Service Telecasters. Heritage Room, Shoreham hotel, Washington.

March 21—Second annual meeting, Society of Broadcast Engineers. Forum room, Shoreham hotel, Washington.

■March 21-23—Region III, National Association of Educational Broadcasters. Miami University, Oxford, Ohio.

March 21-24—National Association of Broadcasters annual convention. Shoreham and Sheraton Park hotels, Washington.

March 21-24—Television Film Exhibits—1965 with 16 program distributors participating. Shoreham hotel, Washington.

March 22—Federal Trade Commission tentatively scheduled to testify before House Independent Offices Appropriations Subcommittee on fiscal 1966 budget request of \$13.8 million.

■March 22-30—Senate Commerce Committee hearing on legislation to regulate cigarette labeling (\$ 559) and cigarette advertising and labeling (\$ 547), with witnesses representing media and health, associations, government agencies and tobacco industry, Suite 5110, New Senate Office building, Washington.

March 22-26 — Institute of Electrical and Electronics Engineers international convention. New York Coliseum and New York Hilton hotel.

March 23 — Annual banquet of Broadcast Pioneers. Regency Ballroom, Shoreham hotel, Washington.

March 24-26—Meeting of Southern CATV Association, featuring technical seminar. Among speakers are Robert D. L'Heureux, general counsel, National Community Television Association, on legal matters; Bill Daniels, president, Daniels & Associates, Denver, on CATV's future; Fred Webber, Telesystems Corp., Glenside, Pa., on CATV promotion and advertising; Frederick W. Ford, president, NCTA, on CATV and negotiations with the National Association of Broadcasters, and Hon. Paul B. Johnson, Mississippi governor, on the value of the CATV industry to Mississippi. Broadwater Beach hotel, Biloxi, Miss.

March 25—Deadline for reply comments on the FCC's inquiry and proposed rulemaking to amend TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100-w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments.

March 28-April 2—Society of Motion Picture and Television Engineers, 97th semi-



Don't Miss

the first annual
**MGM-TV Golden Lion
Golf Tournament**
will be held in
connection with the
N.A.B. Convention

Sunday, March 21, 1965
Washingtonian
Country Club
Gaithersburg, Md.

Open to those registered
at the N.A.B.

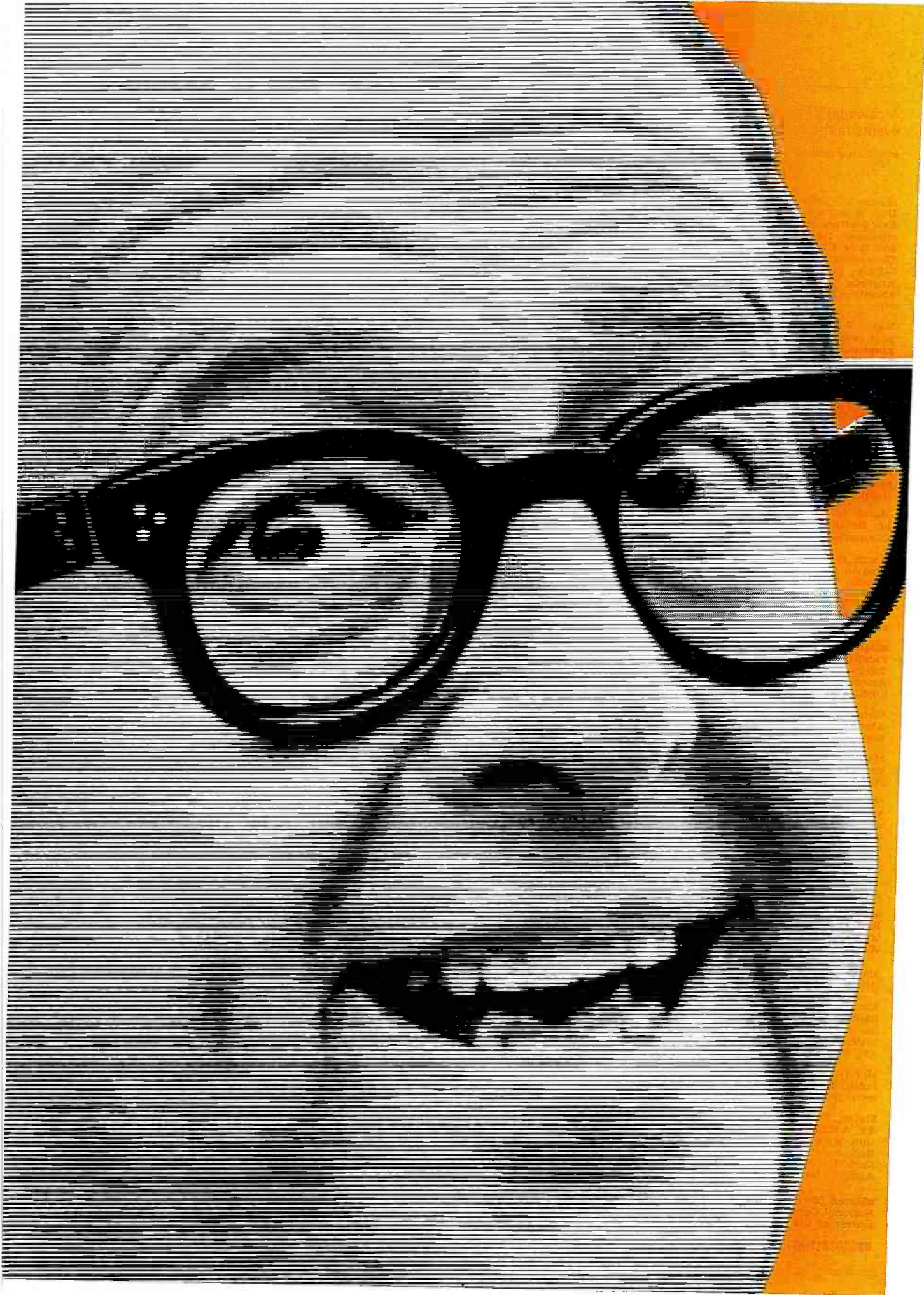
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Buffet and Beverages

Shuttle bus from
Sheraton Park Hotel
beginning at 7 a.m.

Plan to join your friends
at the fun outing and
golf tournament rain or
shine. All are guests
of MGM Television.

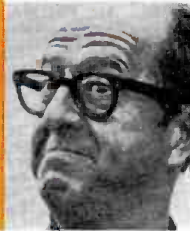


MGM-TV Representatives
can answer any question,
except your handicap



KIDS

love the **FUN!-FUN!-FUN!**
of



25-city audience count reveals:

39.3%

of the viewers were Kids
in late (for Junior) time.*

*on CBS-TV
network,
1st 4 months
at 9:30 pm
next 8 months
at 8:30 pm

**PROVED — AN ALL-FAMILY SHOW WITH
ESPECIALLY STRONG APPEAL FOR KIDS**

Average composition throughout its run shows the
under-11 and 12-17 age groups to be...

	KIDS		KIDS
in Chicago	37.4%	Amarillo	43.7%
Detroit	34.8%	Wheeling-Steubenville	35.6%
St. Louis	35.9%	Savannah	37.9%
Pittsburgh	36.7%	Albuquerque	45.0%
Baltimore	35.4%	Duluth-Superior	35.1%
Milwaukee	45.0%	Cedar Rapids-Waterloo	37.7%
New Haven-Hartford	41.6%	Columbus, Ga.	38.8%
New Orleans	38.2%	Baton Rouge	43.4%
Dallas-Ft. Worth	34.3%	Colorado Springs-Pueblo	41.5%
Denver	41.3%	Bakersfield	40.7%
Salt Lake City	48.3%	Rockford	43.7%
El Paso	34.0%	Madison	40.8%
Hawaii	36.2%	25-city average	39.3%

ARB-1963-64



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Broadcasting

carries more advertising lineage annually than the next four vertical publications combined.

Broadcasting

delivers, dollar for dollar, more than twice as many PAID agency-advertiser readers as any of the four vertical publications.

Why Not!

After all,

Broadcasting

is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W.,
Washington 6, D. C.

annual conference. Ambassador hotel, Los Angeles.

March 29 — duPont awards dinner, Mayflower hotel, Washington.

March 29-30 — Tenth anniversary spring meeting of Pacific Northwest Community TV Association Inc., Davenport hotel, Spokane, Wash.

March 29-31 — Canadian Association of Broadcasters annual convention. Bayshore Inn, Vancouver, B. C.

March 29-April 1—Association of Electronic Manufacturers Inc. first national convention. Hilton hotel, New York.

■March 31—Frederick W. Ford, president of National Community Television Association, and Morton Leslie, acting chairman, Television Accessory Manufacturers Institute, debate community antenna television at meeting of the National Electronics Distributors Association, New York Hilton hotel.

March 31-April 1—New Business Forum to be co-sponsored by the National Electronic Distributors Association and the Electronic Industry Show Corp. during National Electronics Week. Community antenna televi-

sion will be among items discussed. Hilton hotel, New York.

APRIL

April 1—FCC deadline for comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems

April 2 — The Publicists Guild, awards luncheon, Beverly Hills hotel, Beverly Hills, Calif.

April 7—Luncheon of International Radio & Television Society. Gail Smith, director of advertising and market research for General Motors Corp., scheduled to speak. New York.

April 7-9—Meeting of National Community Television Association board of directors. Mountain Shadows, Ariz.

April 8-9 — Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

■Indicates first or revised listing.

OPEN MIKE®

Reprints of radio's story

EDITOR: The article on radio in the Feb. 22 "Perspective 1965" issue ("Radio outlook: research could add luster") is outstanding. You have done a great job in clarifying the fundamental problems (as well as the exciting opportunities of today's radio).

This is a real service to both broadcasters and the advertising community.

We would like 200 reprints as quickly as possible—*Miles David, administrative vice president, Radio Advertising Bureau, New York.*

(Reprints of the article on radio's outlook are available at 25 cents each from Readers' Service Department, BROADCASTING, 1735 DeSales St., N. W., Washington 20036.)

Reminder for car dealers

EDITOR: May we have permission to reprint the excellent article, "Radio's effectiveness praised by Los Angeles agency" (BROADCASTING, Feb. 22).

We would like to circulate this article, with full credit, to the Milwaukee car dealers and their advertising agencies.—*James T. Butler, vice president-general manager, WISN Milwaukee.*

(Permission granted)

Man, it all sounds alike

EDITOR: Donald Brown's defense of Top 40 operations (BROADCASTING, Feb. 15) reminds me of the experience we had with one of our former announcers who received his training at "rockers," including one of the best.

We asked him to produce a commercial using "Easter Parade" as the music background. He was to use the

arrangement found in a Joe Buskin-Irving Berlin medley.

The project was completed. It was a first-rate commercial, only the background was "Let's Have Another Cup of Coffee" which the Top 40-oriented announcer couldn't distinguish from "Easter Parade."—*Frank C. McIntyre, vice president, KLUB Salt Lake City.*

To quaff nevermore

EDITOR: Brewmeisters of the world—arise, unite and revolt!

The recent edict handed down by that compendium of non-sequiters, moronic mandates and virtuoso exercises in obscurantism, the TV Code Authority, is sufficient to make any self-respecting suds-sachem leap into his deepest vat and stay down.

All this has to do with a ukase concerning the depiction of beer in TV commercials [BROADCASTING, March 1]. It is now verboten to "tilt or hold a (beer) vessel close to the lips; the wiping, smacking or pursing of lips and the swallowing motion of the Adam's apple or similar actions." Of the long list of lunacies endemic to the code, none parallels this for sheer infantilism.

Picture the scene. Gurgling happily into a stein, a stream of Bavarian Borscht tunefully trickles its way. People are sitting around it with eyeballs hung out like the compound optics of a fly, waiting for the word to pour the elixir down their throats. Isn't this why the stuff was made in the first place?

Nay, say not so. It hath other uses. Money can be bet on how long it takes for the head to fizz itself into oblivion; coins can be pitched into the stein from a distance of 10 feet. But drink it? Nay,

**A show for teenagers
should make parents proud!**




This one does.

Look at the faces of Mom and Dad. It's easy to see how they feel about seeing their youngster on "It's Academic," The Illuminating Company's lively information game show...one of 16 school and college telecasts seen every week on WEWS, the community minded Scripps-Howard television station in Cleveland.



SCRIPPS-HOWARD BROADCASTING CO., Represented by Blair / WCPO-TV AM/FM Cincinnati
WEWS Cleveland / WMCT-WMC AM/FM Memphis / WPTV West Palm Beach / WNOX Knoxville

"DUTY, HONOR, COUNTRY"




The only one
of its kind
to be
produced
for
TV

Produced By
WBTV
Charlotte, N. C.

**General
Douglas MacArthur's
Career**

BOOK IT NOW FOR SHOWING IN APRIL...
Timed for the anniversary of his death!

AVAILABLE EXCLUSIVELY
Write or phone **PETE AFFE**, Gen. Mgr.
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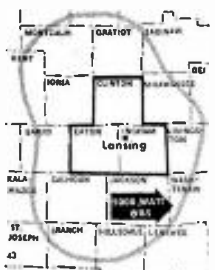
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5,000 WATTS / 24 HOURS A DAY

No. 1 MID-MICHIGAN RADIO STATION



LANSING MICHIGAN

WILS delivers all the Lansing Metro area plus most of another seven counties.

92 National advertisers use WILS. For complete cost/M and other audience data, write or call:

VENARD, TORBET & MC CONNELL

RADIO 1320

WILS

LANSING

5,000 WATTS / 24 HOURS A DAY

20 (OPEN MIKE)

for it might have an immoral influence on the young viewer. If there be any young viewer, starting from the age of 2, who doesn't think that a liquid poured into a goblet is for anything but drinking, it is respectfully suggested he be returned to the womb, for his development obviously ceased at the braincase.

I cannot fathom the labyrinthian thought processes of the gentry who dreamed up the stricture in the code. No doubt they were motivated by the highest principles but so were the councils of the Inquisition.

Boy, fetch me a decanter of Gombrius. No, I don't want to drink it; just glare at it.—*Name withheld.*

Our readers are buyers too

EDITOR: Many thanks for the great story about my *Super Market Radio Shopper* program (BROADCASTING, Feb. 15).

Did you know that [within a week] I received inquiries for exclusive rights to the program from (and am in negotiations with) stations in Baltimore; Canton, Ohio; Cincinnati, St. Louis, Des Moines; Denver; Portland, Ore.; Wichita, Kan., and Roanoke, Va.—*Charles Ross, Charles Ross Advertising Agency, 1350 North Highland Avenue, Hollywood 28.*

(The program, on KGBS Los Angeles, was among the four radio programs cited for sales successes in our "Perspective 1965" issue)

Not so in Germany

EDITOR: Charles F. Adams [of MacManus, John & Adams] in your Feb. 22 issue writes: "All European networks, both commercial and noncommercial, are government-owned. . ." This is partly in error as far as Germany is concerned.

Although the Second Network operates under special authority of the German states, the First (and larger) Network has no connection with the government. It functions as a public body and the nine regional stations which form the First Network are committed to strict neutrality in political matters.

To safeguard non-partisan programming, supervisory bodies, called broadcasting councils, have been installed. The members are representatives of civic groups, churches, trade unions, political groups, etc. . . Operating revenues are derived from viewers' fees.

It is, therefore, impossible for the government to "announce allocation of bought time" as stated by Mr. Adams.—*Manfred Bauer, chief, radio-TV department, German Information Center, New York.*

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*Reg. U. S. Patent Office
Copyright 1965: Broadcasting Publications Inc.

BROADCASTING, March 8, 1965

Value Added

There is, we feel it necessary periodically to remind time buyers in seaboard cities, a vast wasteland between the Appalachians and the Rockies. In the middle of this American middle lies Iowa, where, thanks to natural and man-made resources, and a standard of living well above the national average, close to three million people live a life relatively free from the pressures of commuting, traffic jams, smog and ulcers.

Iowa is replete with paradoxes. Known for years as a Republican state, last November it gave President Johnson 62% of its vote and re-elected Democratic Governor Harold Hughes with 68% of its vote. Known to many as a farm state, the last census showed city and suburban population up 17% in a decade, farm population down 10%. In the face of a declining farm population, farming remains the number one industry in terms of persons employed. Iowa produces about 10% of the nation's food supply, is first in the U. S. in corn production, hog production, in value of livestock and livestock products; second in total cash farm receipts, in beef production and egg production.

Iowa farmers manage with fewer people because they use modern techniques. The average Iowa farmer produces enough food for himself and 25 others. This increases his appetite and his ability to satisfy it.

Value of farm output is up about 16% in a decade.

Value added by manufacturing is up about 88% in the same period.

Value added by listening to WMT has not been calculated. Number of listeners has. They aren't limited to Eastern Iowa—but if they're in Eastern Iowa, they're probably in our audience. Look at any rating service for any period for a measure of the devotion generated by our air personalities who are practically members of listener families.



WMT

CBS Radio for Eastern Iowa
NAB Radio Code Station

Mail Address: Cedar Rapids

National Representatives:
The Katz Agency

Affiliated with WMT-FM; WMT-TV;
K-WMT, Fort Dodge; WEBC, Duluth

Advice to radio: don't overlook the small local advertisers

For all too long a time now, the radio broadcaster has thought of retail advertising as the large department store or the large specialty shop dealing in men's and women's apparel—whereas actually, the hardware store, the building supply company, the financial institution, the launderer and the dry cleaner, the drug store, the restaurant, and the automobile dealer—all are, in fact, retailers.

As station men know, the retail business, overall, finished the year 1964 with a very good increase over 1963.

In entering 1965, and in riding the crest of a strong national economy, one forecast after another indicates a further increase for this year.

Radio Rosy ■ Similarly, radio enjoyed an overall increase in 1964, and the forecast for 1965 is good. More and more national advertisers are returning to radio with substantial budgets—but of greater interest to the broadcaster is what is happening in the use of radio by local advertisers.

As an indication of the trend, let's look at what has been happening:

Expenditures by local advertisers in radio have increased approximately 60% in the past 10 years. According to some estimates, volume is now running \$3 expended by local advertisers to every \$2 spent by national advertisers, including both national spot and network.

Local volume in 1964 moreover, is estimated at close to \$500 million, and the prediction is that this will increase by 10% in 1965.

Now, what is happening in markets of 500,000 population or less? In markets of this size, local volume runs from two to one up to 10 to one over national and regional combined, depending on the size of the market.

Look Locally ■ It's time to face one of the undeniable facts of station business—your big job is local.

Stop lamenting the fact that the national advertiser doesn't choose your market or your station. Face up to the proposition that local is the one source of business over which you can exercise some control.

You can beat your head bloody on the doors of timebuyers on Madison Avenue and not get a nickel's worth of national business if the account isn't coming into your market.

But you can do something about that local retailer down on the corner with some good sound planning, persistent selling, a bit of ingenuity, and a

lot of sweat.

Where are these increases in local volume from? Look at some figures:

According to the most recent analysis available, automobile dealers account for 9.4% of local volume, supermarkets 6.1%, appliance stores 4.8%, department stores 4.6%, furniture stores 4.6%, banks 4.1%, soft drink bottlers 3.7%, movie houses 2.9%, savings and loan associations 2.7%, drug stores 2.3%, and gasoline stations 2.3%.

Accounting for 2% or under are women's wear stores, men's stores, dairies, building supply companies, restaurants, laundries, public utilities, heating firms, jewelry stores, realtors, personal loan companies, hardware stores, shoe stores, bakeries, and so on.

Now, when you're looking for more business, where do you look?

First, you go back to your good customers for more and, second, you develop more volume from the firms that aren't spending what they should spend with you.

Prospects ■ You go to your car dealers who account for approximately 10% of your volume and sell them a special promotion—and you comb your prospect list for specialty stores, dairies, loan companies and service accounts that are dragging their feet, and you

concentrate on them.

Too often, you become glamorized with the development of one large local store, such as the Chicago women's wear store that spends \$200,000 annually on radio, and you neglect the smaller firm, such as the savings and loan association in a city of 100,000 population, that in 12 years increased its radio budget from \$4,000 to \$15,000 a year on one station.

Dynamic ■ In short, to the local retail advertiser, your radio station represents the most dynamic, and least expensive method of reaching with a close personal message the buying market in which he is most interested—your listening audience.

Even though national radio budgets are increasing, it is your skill, imagination, talents, and ingenuity, applied dexterously to solving the problems of the local retail advertisers in your market which will spell the degree of success you wish to attain for your station.

They are your bread and butter, just as you represent the irreplaceable source of their increasing profit margins with the general economy. In the words of the old song, "Your happiness lies right under your eyes: right in your own backyard."



Henderson Belk was born in Charlotte, N. C., from where he now operates Henderson Belk Enterprises as board chairman. He is a graduate of Duke University and is associated with various civic and social organizations in the Charlotte area. The Belk enterprises operate a chain of 400 retail department stores in the Southeast and own a broadcast division (Henderson Belk Stations, WIST-AM-FM Charlotte, WKIX-AM-FM Raleigh, N.C., WQXL Columbia, S. C., and WPDQ Jacksonville, Fla.) His father, the late William Henry Belk, founded the organization. This is a condensation of the text of Mr. Belk's address to the South Carolina Broadcasters Convention in Columbia.



how to sell SOAP in Detroit

Talk to most of the women with Detroit's leading radio station

They're a clean, well defined group according to the WKNR figures in Pulse.*

Pulse shows WKNR first in total adults from 9 AM to 6 PM Monday through Friday.

This same Pulse indicates that WKNR delivers more women per quarter hour

*Detroit Metro Area Survey, July, August, September 1964.

between 9 AM and 6 PM than *any* Detroit radio station. These figures result in the lowest cost-per-thousand** in today's Detroit radio.

This is how you sell soap in Detroit—effectively and economically.

For the complete story of WKNR's *Complete Audience* . . . for soap or almost anything else you have to sell . . . call your KeeNeR salesman or your Paul Raymer man.

**SRD5 Spot Radio, January 1965, 1 x 1 min.





THIS IS THE TURNING POINT IN TELEVISION TAPE PRODUCTION:



The days of updating are over. The days of television tape recorder performance inadequate to the demands of teleproduction are over. The days of equipment performance inadequate to the demands of color recording are over. The days when you are asked to pay upwards of sixty thousand dollars for a recorder that will be technologically bypassed in less than two years are over. Now — for the first time — there is a recorder so advanced it can make superb, broadcast-quality third generation color copies. Now — for the first time — there is a recorder capable of producing superb, broadcast-quality fourth generation black-and-white dubs. The VR-2000 is revolutionary in conception: Ampex engineers made an exhaustive mathematical re-examination of the signal handling theory which had been the basis for all the recorders developed in the last nine years. Result: a new standard utilizing a new high-band carrier/deviation frequency of 7.06 to 10.0

Mc. The VR-2000 is revolutionary in execution: the new criteria called for the development of a completely new head assembly, a completely new mechanical design, a completely new signal electronics system, with built-in Intersync[†] television signal synchronization. Result: a recorder with a S/N ratio up to 46 db.; a basic frequency response to six megacycles depending on standard used; a transient response "K" Factor of less than 2%; moire so minimal as to be virtually nonexistent. Result: a recorder which provides a total teleproduction capability that even includes frame-by-frame animation (when equipped with the exclusive Ampex Editec* System). Result: a recorder that delivers picture quality that has to be seen to be believed. Result: a recorder that marks the turning point of what can only be called a new era in television tape technology. Term financing and leasing available. For complete information call your Ampex representative or write: Ampex Corp., 401 Broadway, Redwood City, Calif.

THIS IS THE TURNING POINT IN TELEVISION TAPE RECORDING



SUPERB, BROADCAST-QUALITY THIRD GENERATION COLOR COPIES.



AMPEX VR-2000
TELEPRODUCTION
VIDEOTAPE* RECORDER.

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Three networks in every market?

Seiden tells FCC the answer to the CATV problem is to add translators to market areas until enough homes are included to support at least three stations

A television distribution system in which most markets have at least three broadcast services; in which community antenna television serves only an auxiliary role, kept in check more by the laws of economics than by the laws of man, and in which the development of UHF television has ceased to be one of the FCC's principal headaches. That is the kind of future that Dr. Martin Seiden, special consultant to the FCC, sees as possible for a television industry that has begun to wonder whether CATV poses a threat to the continued existence of free television.

Dr. Seiden regards CATV as a symptom of a problem, not a cause of it—with the fundamental ailment being in the TV distribution system as it was blocked out in the commission's Sixth Report and Order in 1952. The present system does not, he says, provide enough of the public with three television services (one for each network) that are demanded. As a result, CATV's, like translators before them, have sprung up to fill the gap. He says 16 million families live in areas receiving fewer than three services.

His solution is a radical one: Use translators to enlarge the size of the 172 one- and two-station markets in the continental U.S., to an area containing sufficient population to support three stations (CLOSED CIRCUIT, March 1). He even feels that the use of translators for this purpose should be "required." He would also apply the policy to available station assignments, about half of which are in markets unable to support more than two stations.

Seiden Report ■ Dr. Seiden's views are contained in a 152-page report, "An Economic Analysis of Community Antenna Television Systems and the Television Broadcasting Industry," that was presented to the commission on Feb. 12 and was released to the public last week.

It indicates there are some 1,300 operating CATV's serving some 1.2 million TV homes (National Community

Television Association figures are 1,600 systems and 1.7 million homes), while the nation is served by 454 commercial VHF and 90 commercial UHF stations, with 1,171 TV assignments lying fallow. It estimates that CATV has a potential

market of 6 million homes.

The report scans the whole field of CATV and its relation to television: the CATV and TV industry structures, the commission's allocations and translator policies, proposed regulation of CATV and CATV's economic impact on TV, the economics of CATV, its ownership and its potential.

Besides the recommendation that the TV markets be enlarged, the report makes these points: The commission's proposed rules for regulating CATV are sound; common ownership of CATV's and TV's in the same markets should be barred (although such ownership should not be restricted when different markets are involved); CATV's have not had a direct economic impact on local television but will have, at least in small markets; CATV is not likely to have a serious impact on UHF's in large markets, and CATV's are highly profitable.

Struggle with Policy ■ The report was issued as the commission was deeply engaged in efforts to reach a policy decision on regulating CATV. The commissioners on Thursday (March 4) were considering proposed rules to require microwave-fed CATV's to protect local television stations, as well as a staff recommendation to assert jurisdiction over all CATV's, off-air systems as well as microwave served CATV's.

Dr. Seiden's report supports the FCC's proposed regulations, which would provide for nonduplication of local TV stations by CATV's and require the cable companies to carry local station's signals on their lines.

The report says that the federal commission should leave to states and localities the CATV regulation they can best handle: awarding of franchises, rate making, protection of communities from liability, requirement of payments to local governments and the like.

Dr. Seiden says the federal nonduplication provision would aid small broadcasters, "diminishing somewhat the competitive effect of the other net-

The writer of the report

Dr. Martin H. Seiden, a 31-year-old economist, was retained by the FCC last July to collect the facts on community antenna television and its relation



Dr. Seiden

to TV. The fruit of his labor including recommendations, is contained in the 152 pages of his report, "An Economic Analysis of Community Antenna Television Systems and the Television Broadcasting Industry," which is already figuring importantly in commission debates over CATV policy.

Before taking on the assignment with the commission, Dr. Seiden was associated with Economics Associates Inc., a Washington consulting firm. He has also been associated in consulting work with Leon Keyserling, who headed President Truman's Council of Economic Advisers, and with the National Bureau of Economic Research, in New York.

In preparing his report for the commission, he headed a small study group, which was financed with an original authorization of \$20,000.

THREE NETWORKS IN EVERY MARKET? continued

work stations brought in by the CATV." But he says such provisions are only "temporary expedients." They cannot "stay the growth of a service which brings the three networks to homes in one- and two-station markets . . . What is required is the correction of the underlying cause of the problem."

UHF Growth ■ And his proposal, he says, will do that. It will "attract capital back to the broadcasting industry and thereby encourage the growth of the UHF system in areas where network affiliations are still available. Equally important, this policy will eliminate present and future threats to the survival of small broadcasters currently posed by CATV." Cable systems, he says, will face "a formidable" challenge in markets where viewers can receive the three network signals free.

He sees capital now being diverted from television by the "substantial" profits in CATV. The report says that the profit margin of 28 CATV systems that made their figures available was 57% in 1963, or more than twice the profit margin that year of 27% calculated for the TV broadcasting industry, exclusive of the networks and their owned-and-operated stations. (CATV figure does not include interest payments; TV figure does.)

Dr. Seiden's report constitutes what is probably the most thorough research job yet done on the subject, and as such has been highly praised by mem-

bers of the commission. But no commissioners are ready to express agreement with his recommendations and conclusions, and some are known to disagree with some of them.

NCTA President Frederick W. Ford had no immediate comment on the report, but the initial reaction of some NCTA officials was said to be favorable.

The proposed realignment of the table of allocations as it relates to one- and two-station markets has been greeted with skepticism by some commissioners. "The idea of using translators to enlarge markets is delightful," said one, "but how is it to be done?" One FCC staff member expressed doubt that translators could appreciably enlarge the potential audience of station in many one-station markets. Such markets are in sparsely populated areas, he said. Another staffer said it's not clear yet that CATV's won't adversely affect free TV in three-station markets.

Not Enough Frequencies ■ A consulting engineer with long experience in communications work saw another problem. He said: "There are not enough frequencies for both mother stations and translators to transform many areas now served by one or two stations into three-station markets."

However, Dr. Seiden told BROADCASTING that although the proposal requires more research, preliminary studies he has made indicate it is prac-

tical. He said there are a number of areas on the West Coast, for instance, where markets of less than three stations could be expanded to include sufficient population to support three outlets.

In his report, he notes there are 1,171 available station assignments. About half of them are in areas too small to support three stations. He estimates that a station needs a potential audience of some 25,000 TV families to break even, and that a three-station market would require some 75,000 TV homes.

The Seiden proposal fits in with a proposed notice of rulemaking issued by the commission last month. It would permit stations to use high power VHF translators as well as UHF translators outside their normal service area to extend their signals. The proposal envisages the use of existing, unoccupied channels (BROADCASTING, Feb. 22).

Failure of Sixth Report ■ The Sixth Report and Order, to which Dr. Seiden devotes two chapters in his report, provides for a system of priorities: (1) To provide at least one service to all parts of the country; (2) To provide each community with at least one station; (3) To provide at least two services to all parts of the country; (4) To provide each community with at least two stations.

It fails, he suggests, because of an inherent "conflict" between the commission's goals and the people's desires. The commission hoped to provide for a system of small town broad-

CATV's threat to TV: overemphasized?

SEIDEN'S VIEW: LITTLE HARM TO SMALL STATIONS, LESS TO BIG

Dr. Martin H. Seiden, the FCC's community antenna expert, doesn't think CATV's have much of an economic impact on TV stations. They might, he says, have some effect on stations in one- or two-station markets, but they don't make them or break them.

And the economic damage to stations in the big markets is even less likely, he says, citing Philadelphia as an example (see page 30).

In his report to the FCC released last week, Dr. Seiden concludes that neither CATV penetration nor duplication can be isolated as a significant factor in the economics of CATV and TV stations.

It is his contention further that the presence or absence of CATV systems in a station's service area primarily affects audience and that this, in turn, affects the station's local advertising business, not its national spot or network billings.

National advertisers, he says, have not yet taken CATV into account in buying or not buying a station. And where they do, he says, there is so little detailed information on CATV (number of systems, number of subscribers, viewing habits of subscribers) that national advertisers and agencies don't know how to weigh it.

The economic section of Dr. Seiden's study ranges over station selection by advertisers, ratings, the Fisher Report, (an economic study sponsored by the National Association of Broadcasters, CATV and income, CATV penetration and duplication.

Highlights of this section:

A network advertiser would not prefer a selected group of markets in order to save on his station costs, Dr. Seiden says. Counting both his program costs and station time charges, he adds, the cose-per-viewer will be lower as he gets into a greater number of markets.

This is predicated on a constant program charge (an average of \$125,000 for an hour's show, Dr. Seiden says) and a substantial network lineup (\$90,000 an hour at a minimum, he says).

Thus, even if CATV did reduce the viewing audience of some markets in his lineup, the advertiser would not reject them for it would be to his disadvantage.

"The possibility does exist," Dr. Seiden says, "that the network might reduce the hourly rate of stations with high CATV penetration of their market to reflect a smaller viewing audience. However, there are no known examples of declining network rates, all evidence indicates that they have been increasing, although the same effect could be achieved simply by not raising the station's network rate."

Buys Markets ■ The national spot advertiser does not buy audience, Dr.

casters. The public, he says, wants three network services, which require larger, regional stations. "As a result, auxiliary services have been supported by the public to achieve their objective of more complete program fare."

His concern with the use of translators to expand free television leads Dr. Seiden to recommend that the commission prohibit licensees from owning CATV's in their service area and compel the licensees already owning CATV's in their markets to sell them.

He says co-located common ownership discourages licensees from employing translators to extend their coverage area. He says that since the profit margin in CATV is about twice that from broadcasting, there is sufficient motive for the licensee who owns a co-located CATV system "to avoid any action" that would improve off-the-air reception. "On the other hand," he continues, "if the CATV were owned by someone else, the licensee would be encouraged to compete with the use of translators, which would be in the public interest."

He recommends that compulsory divestment be undertaken as soon as possible, since an increasing number of licensees are seeking co-located CATV's. He says 124 franchise applications are now pending for 29 licensees.

Common Ownership ■ Dr. Seiden does not see any need for restrictions on common ownership where the CATV and TV are in different markets, for despite the publicity given to broad-

casters who have acquired CATV interests, he has found no stampede underway. He notes that 72 TV licensees, about 22% of all licensees, own 176 CATV's serving some 256,000 subscribers. Accordingly, he does not see common ownership of CATV and TV as posing a threat to the mass communications industry, "either in terms of principle or in terms of the numbers involved."

One of the issues confronting the commission is whether to permit cross-ownership. The staff is now drafting a proposed rulemaking on the question, but no final decision on recommendations to the commission has been made.

Another aspect of the report that has already stirred controversy is Dr. Seiden's conclusion that CATV's will have little effect on UHF's in large markets, such as Philadelphia. He says the market has sufficient population to support a CATV system as well as a new UHF. The chief problem faced by the UHF, he says, is the difficulty of obtaining good programming material (see page 28).

As for the key question of CATV's economic impact on television, Dr. Seiden says thus far there has been little, if any. A study of the 86 stations with declining local revenue in 1963, he says, shows that 71 didn't have CATV penetration of their A contour and 61 didn't have CATV competition within their B contour. And 49 of the stations had a net circulation gain through the extension of their service by CATV.

beyond their grade B contour. He said similar findings followed from an analysis of stations with declining network and spot revenue.

In Small Markets ■ However, Dr. Seiden warns that the future is bleak for small-market stations. The lock of direct impact now, he says, is attributable to the absence of information by advertisers regarding CATV. Once they realize that the signals of larger-market stations are resulting in audience duplication, "the use of small stations will become redundant." (see page 28).

An indirect impact already felt involves the use of ratings. Dr. Seiden says rating agencies report a CATV bias in their surveys, with the result that the size of the local broadcaster's audience has been underestimated. He says the American Research Bureau and A. C. Nielsen Co. are establishing statistical controls to correct matters, "but the paucity of available CATV data limits the ability of ARB and Nielsen to make accurate judgments."

In estimating the potential CATV market, Dr. Seiden says an analysis of 377 systems franchised since 1960 shows that CATV's are established where at least one of the network signals is at least 40 miles away. There are reported to be 16 million homes in areas meeting this criterion. Half of them are in urbanized locations capable of supporting a CATV system. A realistic estimate, he says, is that two-thirds of these homes, or 6 million, are potential subscribers.

Seiden says, he buys specific markets.

Given his choice of markets, Dr. Seiden goes on, the national spot advertiser selects the most efficient buy from among the markets' stations. CATV's presence, however, is felt across the board by all the stations in the market, and, Dr. Seiden comments, he has learned from extensive conversations with leading spot advertisers, CATV has not yet entered into their consideration.

"The reason is," he says, "that they are not certain what its effect is and most important, there is almost a complete absence of data related to CATV."

Dr. Seiden warns that this assumption on national spot is based on the assumption that any CATV's in the market treat all the stations in the market equally—that they are either all carried or not carried by the cable company.

Although information indicates that CATV has not had a direct impact on the advertisers' choice of markets or stations, Dr. Seiden says, it has had an indirect effect on broadcasters' revenues.

Based on conversations with A. C.

Neilsen Co. and the American Research Bureau, he says, past rating samples included a "disproportionate" number of CATV homes. Since CATV homes had more viewing fare available to them, they thus reported less viewing of local stations, and this, in turn, led to underestimating the size of the local stations' audience.

Currently both Nielsen and ARB have instituted controls to correct this situation by identifying CATV homes among respondents, he says. Even so, Dr. Seiden observes, it is hard to evaluate the outcome of these steps, although they are in the right direction.

He continues:

"Thus, CATV viewers, by being more cooperative in ratings surveys than non-CATV viewers, have in fact had an indirect economic impact on some broadcasters, particularly in one- and two-station markets where most CATV systems are located and where even the loss of a small number of viewers can constitute a large proportion of the station's audience. This has meant a lower rating for the station and thus a higher CPM [cost per thousand] for the advertiser. . . ."

Fisher Report ■ Commenting on the Fisher Report's estimate that a TV home in a station's prime time viewing audience was worth, in 1963, about \$27 a year in gross revenue overall, and \$29 a year in one or two station markets (BROADCASTING, Oct. 26, 1964), Dr. Seiden says that the reasonableness of this figure was confirmed by dividing the \$904 million in time sales earned by all broadcasters in 1963 by 60% of all TV homes reported by Nielsen and ARB to be viewing TV in prime time. This resulted in an average annual gross of \$30 per TV home, he says, which is pretty close to the Fisher estimate.

The report to which Dr. Seiden refers was prepared by Dr. Franklin M. Fisher of the Massachusetts Institute of Technology, for the National Association of Broadcasters. It was submitted to the FCC last October.

In his report, Dr. Fisher estimated the losses suffered by a TV station when it was not carried on a CATV system, when it was carried on a CATV system, whether it was duplicated, how many other signals come into the market over the air and via CATV. De-

CATV: no threat to UHF in large cities, says Seiden

Does community antenna television pose a threat to UHF's in large markets? This question is becoming increasingly important as CATV moves out of the small towns, tucked away in valleys, and into the canyons of the big cities.

Dr. Martin H. Seiden, the economic consultant retained by the FCC to make an analysis of CATV, concludes that it does not. There are simply too many TV homes to go around, he says.

This view is disputed by some commissioners and staff members, who feel that UHF's need all the TV homes they can collect and that the loss of a relative handful might spell their doom.

But Dr. Seiden, in his report to the commission (see page 27), says the UHF's problem is "the quality of its programing, a factor that is not related to market structure." He says that even VHF independents have "extreme difficulties unless they are in a market sufficiently large to support what would be a marginal operation anywhere else." He supports this with an analysis of the situation in Philadelphia, where several CATV applications are pending,

and where viewers are served by three network-affiliated VHF's.

The Support ■ Setting up an extreme example, he hypothesizes a 50% penetration of Philadelphia's 1.3 million TV homes by a CATV which plans to relay programs of three independent stations in N. Y.

If Philadelphians watch the New York stations to the same degree the New Yorkers do, he says, the largest audience they will attract in Philadelphia will be 78,650 homes, between the hours of 5 and 7:30 p.m.

"Thus," he says, "the three independent New York stations together are not likely to attract more than 6% of the TV homes in the metropolitan area of Philadelphia, or 3% of the TV homes in the ARB survey area [2.6 million TV homes]." The figures for prime time are 61,450 homes, or 4.7% of the homes in the metropolitan area.

"If the availability of a basic audience is a prerequisite for success," he says, "there is still a very substantial number of TV homes to compete for in Philadelphia despite the CATV."

Overly Optimistic ■ He notes, furthermore, that the 50% penetration

he assumes "exceeds by many times the most optimistic hopes of the franchise applicants themselves. The estimated loss of 61,400 TV homes in prime time," he adds, "is therefore a gross overestimate."

Dr. Seiden notes, in fact, that CATV might actually aid the three UHF stations expected to begin operating in Philadelphia this year. He says the cable might bring the stations into more homes lacking UHF receivers than are lost to them through distraction by the CATV's alternative programing.

The solution to UHF's problem, he says, is not "thwarting competition whenever it threatens. It must have a basic viability that precludes the necessity of establishing national policies designed to collect TV homes for UHF audiences.

"In the case of independent stations this requires a searching analysis of the problem of programing and the adoption of policies that will secure at least the opportunity of obtaining satisfactory programing on a competitive basis. This, rather than CATV, is the principal factor limiting entry into three-station markets."

pending on these variables, losses per 1,000 TV homes range from \$2,900 to \$14,000, according to Dr. Fisher.

Dr. Seiden acknowledges that the question raised by Professor Herbert Arkin, who submitted a criticism of the Fisher report to the commission at the request of the National Community Television Association (BROADCASTING, Dec. 21, 1964), may have some validity.

Professor Arkin argued that the formula used by Dr. Fisher has a built-in association between that which is looked to for an explanation and the object being explained. This results in a high correlation, referring to the Fisher correlation of the potential off-the-air audience of a station and the CATV subscribers with the station's actual audience, according to Dr. Seiden.

In fact, Dr. Seiden says, there are "fairly high standard errors" in the second half of the Fisher formula (representing CATV competition for audience), although in the first half of the report (measurement of off-the-air competition) the standard errors are "relatively small."

Taking these standard errors into account, Dr. Seiden notes, the Fisher estimate of the loss of \$373 a year per

1,000 CATV homes for each additional half hour of duplication by the CATV (above 35 half hours a week) could really range from a low of \$13 to a high of \$732 (using a .95 probability factor).

Dr. Seiden also notes that Dr. Fisher warned that the \$373 annual loss from an increase of one half-hour duplication above 35 half-hours weekly is not a firm figure for duplication as a whole; the hours of duplication below the 35 half-hours weekly base do not cost the TV station as much as \$373 yearly, and additional half hours of duplication above the 35-hour base cost the stations more than \$373.

Off-Air Competition ■ Using Dr. Fisher's findings, Dr. Seiden shows that a one-station broadcaster fares much worse when a second or third off-the-air station comes on in his market, than from CATV competition.

"From the broadcaster's standpoint," Dr. Seiden says, "it would seem to be in his interest, judging from Fisher's data, to seek the proliferation of CATV systems in his area as a means of discouraging the entry of a new broadcaster into his market, CATV being the lesser of two evils. From the commission's standpoint, it means that econom-

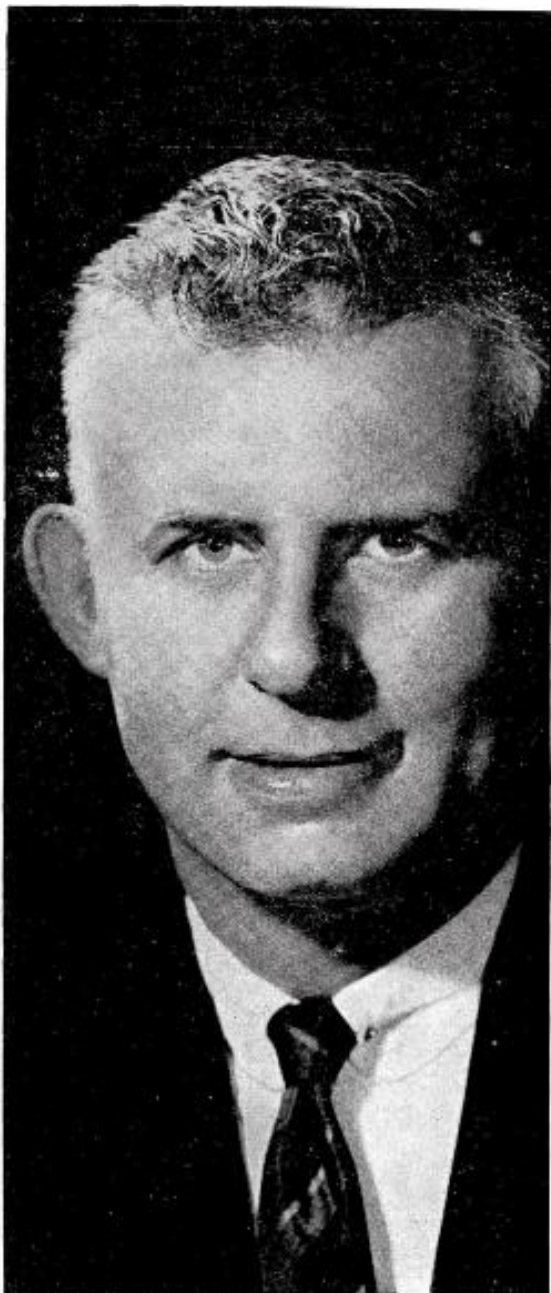
ic protection alone cannot be the basis of restricting CATV operations if the commission continues, as it should, to encourage the growth of the television broadcasting industry which could have a greater economic impact on existing broadcasters than CATV."

Economic Impact ■ Even when a study was made of the stations reporting declining revenues in local advertising in 1961-63, CATV impact had little to do with it, Dr. Seiden says.

Of the 86 stations reporting declining local revenues in 1961-63, Dr. Seiden says, 71 had no known CATV subscribers in their A contour and 61 had no CATV subscribers in their B contours. It was also found, he reports, that 49 had a net extension of their audience via CATV. Only seven stations showed net losses in audience, and five of these amounted to less than 5% of net weekly circulation. Fewer than four had substantial CATV penetration of their A or B contours.

Similar analyses, with similar findings, were made, Dr. Seiden says, of the 87 stations with declining spot revenues and of the 102 stations with declining network revenues in the 1961-63 period.

Even where CATV penetration takes



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2. Tuesday	11:30 pm — 1:00 am	San Jose Ford
3. Wednesday	11:30 pm — 1:00 am	West Valley Ford
4. Thursday	11:30 pm — 1:00 am	Bob Sykes Dodge
5. Friday	11:30 pm — 1:00 am	Bonded Motors
6. Saturday	12:30 pm — 2:30 pm	Bob Sykes Dodge
7. Saturday	3:00 pm — 5:00 pm	Ken Keagan Volvo
8. Saturday	11:00 pm — 1:00 am	Bob Sykes Dodge
9. Sunday	11:15 pm — 1:00 am	West Valley Ford



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 TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

up to 25% of an audience away from a TV station, this does not spell economic disaster for the station, Dr. Seiden maintains. Stations with large audiences can withstand even these sizable cuts in audience (and they apply only to a limited number of stations), but in one- and two-station markets, with limited audiences to begin with, even "very small proportional losses can be serious."

Citing the seven stations in whose A contour CATV subscribers were equivalent to more than 25% of the stations' net weekly circulation, Dr. Seiden says he found that all of them are in one- or two-station markets. Six are in markets ranking below 199, he says, and none of them grossed more than \$224,000 in 1963. Five of them operated at a loss in that year, he reports.

"It is these types of markets that are most attractive to CATV," Dr. Seiden says, "for they are not providing three network signals and their small size makes it unlikely that they will in the future. . . . Should the marketplace become aware of these data, the economic results could be disastrous for small market stations. The networks would cut back the station's hourly rate, and the spot market or the rating agencies would adjust the audience rat-

ing to effect a higher CPM."

In other studies of station characteristics and CATV penetration, Dr. Seiden finds that half of the stations grossing less than \$450,000 a year had CATV penetration of their A contour, compared to 20% of the stations in the over \$1 million category. Using the B contour as a base, the categories were about the same—47% and 40% respectively.

He also found, he says, that 74% of the large market stations (grossing over \$1 million annually) had a net extension of their audience beyond their B contour via CATV, compared to only 47% of the stations in the under \$450,000 gross revenue category.

A similar pattern occurs in market rankings, he says. Over 50% of the stations in markets below 151 ranking had CATV penetration of their A contours (and in the case of nearly 20%, CATV subscribers in their A contour equalled over 11% of the stations' net weekly circulation).

Among stations in the top 100 markets, only 23% had CATV penetration of their A contour, Dr. Seiden notes.

This pattern is repeated, he says, when stations are judged on the size of their markets. Over 45% of the stations in one- and two-station markets had CATV penetration of their A contours, compared to only 20% of the

stations in three-station markets.

Of the profitable stations in 1963, 21% had CATV penetration of their A contours, compared to 38% of the stations losing money. But, Dr. Seiden says, this differential is too small to support an argument that CATV causes these losses.

Duplication—No Duplication ■ Even the protection of non-duplication agreements does not get to the root of the problem, Dr. Seiden argues. Except where the CATV system does not carry the local TV station at all, he points out, there is no way of knowing which of the two methods—duplication of programs by the CATV or fractionalization of the audience—through the bringing of more programs to the CATV subscriber—is more significant. A non-duplication agreement would, Dr. Seiden agrees, help the local station by giving it first choice of the better or more popular programs. Thus small stations can defend themselves by reducing the audience lost to CATV.

"But," he adds, "the loss can never be fully offset, and as the number of CATV systems increase, the audience will be eroded. For stations based on a small audience to start with, non-duplication can serve as a temporary expedient, but something more sustaining is required. . . ."

CATV: So far it's a money machine

SEIDEN SHOWS UP PROFIT MARGINS BIGGER THAN IN BROADCASTING

No wonder some broadcasters are rushing into community antenna television.

Dr. Martin H. Seiden, the FCC's economic consultant, finds the profit margin in CATV to be about twice that in television broadcasting and a CATV system's annual revenue per home served to be more than three times a television station's.

In his CATV report for the FCC released last week (see page 27), Dr. Seiden says that CATV's profitability is attracting an increasing volume of capital "to the disadvantage of the growth of television broadcasting."

The profit margin of 28 CATV's that shared their balance sheets in confidence with Dr. Seiden was 57%, "or more than twice the 1963 profit margin of 27% (net of interest payments) calculated for the TV broadcasting industry exclusive of the networks and their owned stations." He found, however, that the weighted average rate of return to capital is about 30% in the CATV group studied compared to 37% for TV.

The Plusses ■ But the CATV picture is better than it looks, Dr. Seiden continues, because installation charges

often permit CATV's to recover substantial parts of their investment, almost reversing the broadcaster's advantage.

In addition, Dr. Seiden says, television's expansion is into UHF, a service destined to enjoy fewer viewers than VHF and thereby a higher capital cost per TV home. The move into UHF will result in lower profitability for TV.

Dr. Seiden estimated the average CATV's annual revenue at \$60 per home, television's about \$18 (dividing the revenue received by all TV stations for 1963 time sales [\$940 million] by total TV homes, 50.2 million).

Dr. Seiden finds "neither an optimum size nor an established economic limit to the size of a CATV system," largely because a CATV's capital (fixed) cost is based on [the] length [of the main cable grid] while there are few fixed operating costs. Operating costs are highly flexible, and although they vary in relative terms, they tend to be stable in their share of gross revenue (see table, page 34).

CATV Potential ■ "It is apparently a reliable hypothesis that potential CATV markets are those lying 40 or more miles distant from three full net-

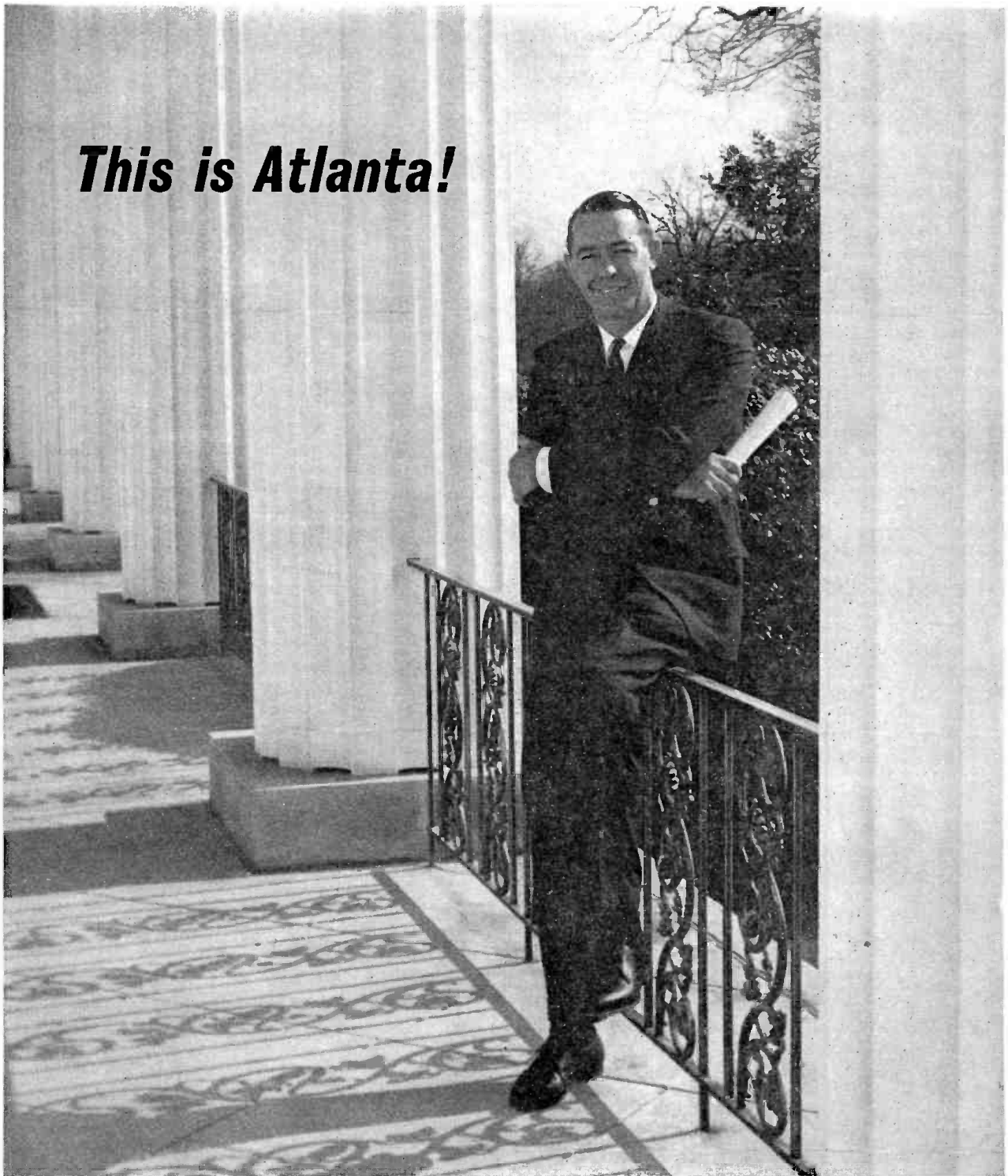
work signals," Dr. Seiden says. This is based on a study of 1,257 CATV's, 91% of which, he says, were begun apparently because the areas they serve are located too far from three-network service.

What of the many CATV applications in large cities? Dr. Seiden says there is a potential for CATV in high-rise apartment houses located near transmitters but having poor reception. "Almost half of the national potential of this type of CATV is in New York City."

He wonders what applicants in large cities will offer in addition to three network services to attract subscribers and whether signals of independent TV stations located outside these areas are enough to support CATV. Only a consumer study is likely to resolve this, Dr. Seiden suggests.

CATV Costs ■ Dr. Seiden notes the wide variation in estimates of CATV system construction costs. Many estimates fall within \$3,500-4,000 per mile for a modern high-band transistorized system, but Dr. Seiden reports that two estimates for the same community can vary more than 100%. System cost generally is related "to anticipated sub-

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NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh.

CATV: SO FAR IT'S A MONEY MACHINE continued

scriber penetration," and the latter is unlikely to exceed 50%, he finds.

The wide range in capital costs is shown by Dr. Seiden's report that an 8,300-subscriber system studied cost \$1,163,000 to build while a 10,500-subscriber plant cost only \$760,000.

Comparatively, broadcasting transmitters are cheaper, and the most costly UHF translator costs \$11,000. Capital investment for the latter "is extremely low and declines as coverage increases, while the cost per subscriber of CATV remains fairly constant, being a function of the length of the cable."

Structure of CATV Industry ■ There were about 1,300 operating CATV's at the end of 1964, Dr. Seiden reports, of which 176 are held directly or indirectly by TV licensees.

Enjoying an almost 100% response to his survey of all TV licensees, Dr. Seiden said 72 reported having some CATV interest (about one-fifth of the

group) of which 42 own more than one station. In addition to the 176 TV-associated CATV's Dr. Seiden found 94 systems under construction and 215 franchise applications related to TV licensees.

Five of the licensees own 120 of the operating systems. RKO General Inc. has 56 (27 through its subsidiary Vu-more Co. and 29 through H&B American Corp., of which RKO owns 23.2%), one under construction and nine franchise applications; Capital Cities Broadcasting has 17 CATV's, one under construction and three applications; the A. L. Glassmann Family stations own 17, are building one and have three applications; Valley Telecasting (now Bruce Merrill, owner of Ameco Inc., Phoenix and KIVA-TV Yuma, Ariz.) owns 15, is building 13 and has six applications, and Cox Broadcasting Corp. through Cox Cablevision Corp. has 15 CATV's, is building four and has three

applications.

As for franchise applications, the following licensees have more than 10 each: Newhouse Broadcasting Corp., 24; Meredith-Avco Inc. (Meredith Broadcasting-Crosley Broadcasting), 22; Springfield TV Broadcasting Co. (WWLP [TV] Springfield, Mass.), 16; Time-Life Broadcasting, 14; General Electric, 13; Rust Craft, 12, and Capital Cities, 10. The total is 111.

At the end of 1964, the study finds, 20 TV licensees owned a total of 34 CATV's operating in their A or B contour; 12 licensees had 29 CATV systems under construction in their A or B, and 29 TV's had 124 franchise applications pending. Dr. Seiden recommends the divestiture of common TV-CATV ownerships in the same markets (see page 27).

CATV's and Contours ■ Looking at the overall CATV picture, the report finds the signals of almost as many commercial TV's carried on cable systems to areas beyond their service areas as were carried on CATV's within their service areas.

A total of 208 had a total of 440 CATV's operating in their A contour with more than 519,000 subscribers; 253 TV's had 622 systems in their B contour serving 675,000 subscribers and 397 TV's were carried by 965 CATV's operating outside their contours to more than 1,104,000 subscribers.

Direct Loss of Audience ■ "A direct loss of audience is experienced by about 80 TV stations in whose A contour is located in 151 CATV systems which do not carry these signals to about 222,000 subscribers," Dr. Seiden's report says. "Another 123 TV stations have 261 CATV systems in their B contour not carrying them to about 324,000 subscribers. These subscribers may be assumed to represent lost audience."

System Size ■ Of the CATV's studied, 3% offered one or two TV channels, 11% offered eight or more and 85% between three and seven. The five-channel system is most common, accounting for about 37%.

The report finds that multiple channel service publicity is "not very meaningful in terms of service sales."

Group CATV Ownership ■ Ninety-two firms owned two or more CATV's (35 owned two) in late 1964 covering 473 CATV's, 408 of them reporting a total of 697,000 subscribers. The average group-owned CATV serves 1,708 subscribers, nongroup, 1,251, media 655.

The nine largest group owners own 179 CATV's, representing 15% of the industry.

Data available on CATV charges indicate the average installation cost is \$27 (although the trend is to cheaper and cheaper rates because of competition for franchise applications) and the average monthly rate is \$4.90.

The outgo and income of CATV systems

Expense as Percent of Gross Revenue:

No. of Subscribers	Salary	Pole Rent	Advt.	Maint.	Franch. Tax	Micro-wave	Ratio of Profits to Revenue ¹
10,500	13	4	1	—	2	2	68
8,300	11	2	2	2	4	2	67
7,900	13	3	2	2	1	10	58
6,800	16	3	5	3	2	6	52
6,000	14	4	1	2	3	17	40
5,300	13	4	1	2	3	4	64
4,900	14	4	4	1	4	—	64
4,100	10	2	1	2	4	—	72
3,600	13	4	3	2	4	8	57
2,900	14	3	—	4	—	3	—
2,900	13	3	—	6	—	—	—
2,800	22	2	—	5	3	—	57
2,300	32	3	2	—	—	—	42
2,200	20	5	1	2	2	—	55
2,100	15	2	—	8	—	—	—
2,100	17	5	1	2	4	—	55
2,000	11	2	—	5	—	13	—
2,000	21	2	5	2	3	23	26
1,800	16	2	4	4	5	5	51
1,800	29	4	4	4	4	16	21
1,400	18	3	5	3	5	5	50
1,300	34	7	—	5	—	—	23
1,300	50	19	5	8	10	—	-39
700	33	6	1	—	7	22	7
700	12	7	1	10	2	—	45
700	19	3	—	12	—	—	—
700	20	2	—	3	—	19	—

¹Profit excludes deductions for depreciation, amortization, interest, and federal tax.

The Seiden report, utilizing financial information obtained in confidence from 27 operating CATV systems, shows how the gross revenue pie is divided by percentages among various CATV operating costs. Salaries run about 25-30% in

smaller systems, but only 10-15% in the larger. Regardless of size, pole rental is between 2-4% and size seems relatively unimportant in relation to local franchise taxes, maintenance expenses and advertising.



In any season STEVE GILMARTIN is hard to beat on sports

Steve Gilmartin has the inside track on Washington sports stories. He covers the NFL Redskins, baseball Senators and is personally acquainted with many of the best-known sports personalities. His probing interviews are revealing and informative. His exclusive coverage of area college and high school teams has built an enthusiastic and large audience for WMAL.

A key member of WMAL's 25-man staff of news and public affairs specialists, Steve Gilmartin's expert, twice-daily sports reports on radio and TV help make WMAL Radio and WMAL-TV the news and sports authority in the Nation's Capital.



News and Sports Authority in the Nation's Capital

 **wmal** radio and television 

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.



*Based on Nielsen home estimator and ABB audience composition subject to qualifications when CBS films will supply on request.



The Twilight Zone is one of the greatest hits in all television, created by the medium's leading playwright, Rod Serling ("Requiem for a Heavyweight," "Patterns").

The Twilight Zone was enjoyed by an average 18,000,000 viewers weekly during its five seasons on the CBS Television Network.*

The Twilight Zone presents stellar performers—Carol Burnett, Cliff Robertson, Agnes Moorehead, Rod Taylor, Buster Keaton, and others—in suspense-filled programs that spell "quality" drama... guarantee big audiences.

The Twilight Zone winner of three "Emmy" awards, has been called "marvelously ingenious" (*New York Herald Tribune*) and "a fresh idea presented with respect for the medium and the audience" (*Time*).

The Twilight Zone is now available for first-run regional and local sales from CBS Films. For details, call us.

**Rod Serling's
The Twilight Zone
CBS Films**



Ad tax threat grows in N. D.

3% levy expected to pass Senate; stations fear crippling losses

Broadcasters in North Dakota last week were faced with what appeared to be a certain 3% tax on advertising revenues. Their resignation to the outcome of the state administration-supported bill came after the broadcasters and other media representatives had attacked the bill in an open Senate committee hearing.

It has been estimated that the 3% tax on advertising would cost media about \$700,000 a year.

The 3% measure is part of broad-based sales tax and services tax bill, which easily passed the Democratic-controlled state House of Representatives last month (BROADCASTING, Feb. 15). The Republican-controlled state Senate last week passed a measure that lumped several administration tax bills together and would not include the advertising tax.

But the measure is now before a joint committee and the Democrats have said they would not amend their house bill enough to leave advertising out of it. And Republicans believe that last week's vote in the Senate was more for show than feeling.

The crux of the situation is overwhelming public support to eliminate the state personal property tax. The Democrats say the House bill will do this by 1966. The GOP says the Senate measure will accomplish the same thing, but in 1967.

Business Damages ■ At a five-and-a-half hour Senate committee hearing late last month, Ernest Fleck, speaking for the North Dakota Broadcasters Association, said the tax would cripple radio and TV stations already hampered by a low ratio of population. He cited the state's sparse population as the main reason that national accounts are hard to come by for North Dakota broadcasters, adding the sales tax would make selling even more difficult.

Frank Fitzsimonds, co-owner of KBOM Bismarck, said the tax can't be added to advertising fees, that the money would have to come from the station's gross and that it would increase the KBOM taxes by 1,000%.

Myron Atkinson, manager of KFYZ-

TV Bismarck said the proposed tax would cut deeply into profits of two of Meyer Broadcasting Co. stations and put the third deeply in the red. Meyer owns KFYZ-AM-TV and two satellites, KMOT(TV) Minot and KUMV-TV Williston.

John Boler, president of the North Dakota Broadcasting Co., said the 3% tax would put at least three of his television stations in the red. North Dakota Broadcasting owns KXGO-AM-FM Fargo, KXJB-TV Valley City-Fargo, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D.

The hearing was broadcast live by KBOM and telecast live by KFYZ-TV using a new General Electric light-sensitive tube, especially flown in, which used available light.

At the Senate floor hearing last week, the two-hour debate and vote on the GOP-sponsored bill was broadcast live by KBOM and KFYZ. In the case of both broadcasts, it was the first time in the state's history live hearing and floor coverage had been allowed and given by radio and television.

TV code board meets in Arizona sunshine

Guidelines for toy advertising on television were reaffirmed, concern was again expressed over movie commercials on TV and politics was gently laid aside as a nonpressing matter at the National Association of Broadcasters TV code board meeting in Scottsdale, Ariz., last Wednesday and Thursday (March 3-4).

The board said it "wholeheartedly supports" the action of the NAB Code Authority in implementing guidelines on advertising of toy weapons and other toys." Special attention was drawn to code provisions which call for advertisers to "avoid dramatization of the toy in a realistic war atmosphere . . . dramatizations which could frighten or scare children."

Toy advertising had not been a cause of real concern to the code since the toy manufacturers and code authority

This film identification can't be lost

Ted Bates, New York, which has expressed a growing concern for proper scheduling of its commercials by TV stations, is now giving its filmed spots an identification tag they can't lose.

Assuming some improper placement of commercials derives from a film's loss of identity, the agency is giving each of its commercials a code number which is shot into the filmed picture area.

Generally identification of film spots has been by code information on the commercial's leader strip or by markings on the cans in which they are stored.

Neither of these methods is infallible. Leaders are often clipped off before the commercial is programmed by a station and films may be placed in the wrong cans.

The ID code in the adjacent commercial prepared by Bates (CMB 25) stands for Chase Manhattan Bank, number 25. It is placed about 30 frames from the cue dot and 25 frames from the beginning of the fade in. Although it is within the picture area it is outside the area of the frame image that is transmitted over the air.



had gotten together several years ago to cooperate on commercial content.

But last week, the board asked advertisers anew to cooperate in placing war toys in "a very definite play environment, avoiding the projection of adult concept into a child's play world. Aggressive, intense, ominous atmospheres should be avoided." The spots, the board said should "reflect an essential lightness of tone."

The code board continued to show concern over commercials for feature films, and supported the efforts of Howard Bell, NAB Code Authority director, in his efforts to improve the ties between the code and the motion picture industry (BROADCASTING, March 1).

Moving Ahead ■ Mr. Bell is seeking to gain an agreement with the film industry akin to the ties the code has with toy manufacturers. He told the board progress had been made in his talks last month in Los Angeles with Geoffrey Shurlock, code director of the Motion Picture Association of America.

The issue of what to do about political advertising, which had been brought up at the December code board meeting (BROADCASTING, Dec. 14, 1964), was passed over lightly last week. The board felt that national elections—the creator of the problems of sponsor identification and political dramatizations—would not be around for at least another year and that there is still time to work on the subject.

Plans for a working manual for code subscribers to supplement current distribution of memorandums and the monthly *TV Code News*, were endorsed by the board. The manual would be a loose-leaf publication including code provisions, guidelines and interpretations.

The board's next meeting is set for Tuesday, March 23, during the NAB convention in Washington.

Wasilewski calls for adherence to codes

The importance of self-regulation and need for continued growth of the radio and television codes of the National Association of Broadcasters was spelled out last week by NAB President Vincent T. Wasilewski.

In an advertising lecture at the University of Delaware at Newark under co-sponsorship of the Advertising Clubs of Wilmington and the university last Tuesday (March 2), Mr. Wasilewski said it is "our job to get all the radio and television stations into the codes and see that standards are maintained.

And it is the job of advertisers and agencies to discourage practices which play one station off against another and undermine the codes."

He attacked those who advance the "misconception" that "no station has ever been thrown out of the code" and those who advocate that the codes are "merely protective devices — smoke-screens with little substance—behind which we can hide to confuse the public and those who would regulate us."

The codes, he said, are a "major part" of NAB activity and nearly one-third of the association's staff is employed in code work. "More than half-a-million dollars each year is devoted to code activities and enforcement," he added.

The NAB chief pointed out that often the broadcaster who joins the code "agrees to make less money than he could if operated outside the code . . . for the good of the industry and the good of the public, he agrees to abide by decisions of his peers even though they may run contrary to his private convictions."

Mr. Wasilewski charged advertisers, agencies and all media with developing "rules of behavior which reflect the prevailing morality of our times, and [they] must not only adhere to these rules themselves, but they must see to it that others adhere to them as well." The only position the American businessman in free competition can take, he said is that "we will accept not only the responsibility for our own individual actions but also for the actions of our associates."

Interpublic forms marketing institute

The Interpublic Group of Companies, New York, announced last week the formation of the Institute of Marketing Communications, an association designed by Interpublic to serve as a seminar center for publishing, research and teaching activities.

According to Marion Harper Jr., president of Interpublic, "the institute will bring together . . . the advertiser, the agency, media and the academic world," in order to "extend the body of marketing communications knowledge, and incorporate the work being done in . . . the social and physical sciences."

The first seminar will be held March 21-28 at Columbia University, New York. Approximately 25 senior management executives are expected to participate in a week of case study work, presentations, panels and discussions.

Smoking goes before Congress

Everyone whose interests are involved will attend the week-long hearings

The Senate Commerce Committee announced last week it will begin a six-day hearing on cigarette labeling and advertising control legislation March 22.

Federal agencies and health groups will be among the first witnesses, followed by tobacco industry and medical witnesses and representatives of advertising-supported media.

The National Association of Broadcasters, which conducts its annual convention the week the hearing opens (see page 68), will be represented at the Senate proceeding March 30 by Vincent T. Wasilewski, NAB president, and Howard H. Bell, head of the NAB Code Authority.

Bills before the committee so far are S 559 by Senator Warren G. Magnuson (D-Wash.), chairman, who would require health warnings on cigarette package labels and listing of nicotine and tar contents, and S 547 of Senator Maurine B. Neuberger (D-Ore.), a committee member who would go further than Senator Magnuson and require health warnings in all advertising.

Former New Jersey Governor Robert B. Meyner, administrator of the tobacco industry Cigarette Advertising Code, is to testify March 30 and Federal Trade Commission Chairman Paul Rand Dixon on March 29.

The FTC has delayed the effective date of its labeling and advertising control rules until July 1 at the request of the House Commerce Committee, which sought sufficient time for the Congress to establish a policy on the smoking-and-health issue. The House panel has not set a date for its hearing.

'65-66 sales made, CBS-TV moves shows

While CBS-TV's prime-time schedule for the 1965-66 season was taking on a new look last week in the wake of the network's executive shakeup (see page 52), ABC-TV and NBC-TV continued to announce new sponsorships in

BAR estimates for 17 markets

Estimates of the dollar volume of nonnetwork television business on the air in 17 U. S. markets during the week ended Feb. 12 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors and makes estimates for about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in BROADCASTING.

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR's estimates of all

national spot, regional and local business on the air in the respective markets during the week indicated.

Atlanta (3)—\$178,963
Boston (3)—\$644,134
Charleston-Huntington, W. Va. (3)—\$112,401
Cleveland (3)—\$501,608
Denver (4)—\$200,453
Des Moines, Iowa (3)—\$97,845
Fort Wayne, Ind. (3)—\$60,458
Fresno, Calif. (4)—\$84,613
Green Bay, Wis. (3)—\$56,899
Harrisburg-Lancaster-Lebanon, Pa. (4) — \$101,429
Hartford, Conn. (3)—\$357,159
Jacksonville, Fla. (2)—\$111,598
Los Angeles (7)—\$1,471,981
Norfolk, Va. (3)—\$117,105
Portland, Ore. (4)—\$190,023
Roanoke, Va. (3)—\$54,871
Wheeling, W. Va.-Steubenville, Ohio (2)—\$59,186

their comparatively settled new season line-ups.

Among the CBS-TV moves:

Selena Mead was withdrawn from its tentative position on Monday night (9:30-10 p.m.) in favor of *Hazel*. The latter program, currently running in NBC-TV's schedule, was acquired by CBS from Screen Gems. It's expected to undergo some format changes before its fall network switch.

Password has been earmarked for the Monday 10-11 spot.

CBS Reports, which had been tentatively marked for Monday at 10-11, is now slotted Tuesdays at 10-11, where it had been speculated that *Haunted* might be placed.

Lost in Space moves from a penciled-in position at 7:30-8:30 Tuesdays to the same hour Wednesday, and *Rawhide*, previously reported off the schedule, goes to the vacated Tuesday period.

The Loner, a new half-hour western, is spotted at 9:30-10 on Saturday instead of *Son of Rawhide*.

Sales ■ New business for the fall reported by ABC-TV includes a renewal by Chevrolet through Campbell-Ewald for half-sponsorship of *Bewitched*; A. C. Sparkplug with a weekly minute in *Combat* through D. P. Brother; Speidel with a renewal of its minute in *Peyton Place* through McCann-Marschalk, and All State Insurance with minutes in *Fugitive* and *Combat* through Leo Burnett Co.

New sponsorships in NBC-TV's 1965-66 schedule announced last week were Mattel Inc. with an alternate half-hour in *Flipper* through Carson/Roberts; Alberto Culver (Compton) in *Wackiest Ship in the Army* for an alternate half-hour; Vick Chemical Corp. in Tuesday Night Movies with a

minute per week through Morse International; *The Virginian*, Reynolds Tobacco through Esty and National Biscuit (McCann-Erickson) as participants. In Saturday "Movies" NBC-TV announced new participations from Reynolds (Esty), American Tobacco (Sullivan, Stauffer, Colwell & Bayles) and Vick Chemical (Morse International).

WLDB Atlantic City takes ABC to court

WLDB Atlantic City last week filed a libel suit in the Atlantic County Superior Court against American Broadcasting-Paramount Theaters Inc., American Broadcasting Co. and the ABC Radio network.

The station's owners, Mr. and Mrs. Leroy Bremmer, in the suit charged that ABC "falsely and maliciously" published reports that the station sold off network time to local sponsors during the Clay-Liston heavyweight championship fight in February 1964.

WLDB claimed that it learned two or three months later that the network had monitored the station, and later charging that WLDB had "pirated" time from some network commercials. Mr. Bremmer, however, said that "the fight was broadcast on WLDB in its entirety as it came off the ABC network lines."

The station owners also charged that the network's charges have subjected it to possible cancellation of its broadcast license.

Lawyers for ABC declined to comment on the suit last week.

Misrepresentation case sent by judge to FCC

A U. S. district court judge in Hartford, Conn., last week directed the U. S. attorney's office in that city to submit to the FCC evidence on a program carried on WATR(TV) Waterbury, Conn., to determine whether the station had participated in misrepresentation.

Judge T. Emmet Clarie found defendant Peter Bochan, who presented the weekly *Mail Order Market* program over the station, innocent of criminal intent to devise a scheme and artifice to defraud.

The government claimed that Mr. Bochan, in soliciting advertising for the program through the mail, had "fraudulently misrepresented" the audience of the station and the popularity of the program.

In asking that evidence on advertising for the program be turned over to the FCC, Judge Clarie noted that the agency that governs the licensing of stations may want to make a determination on whether or not WATR had participated in misrepresentation.

Business briefly . . .

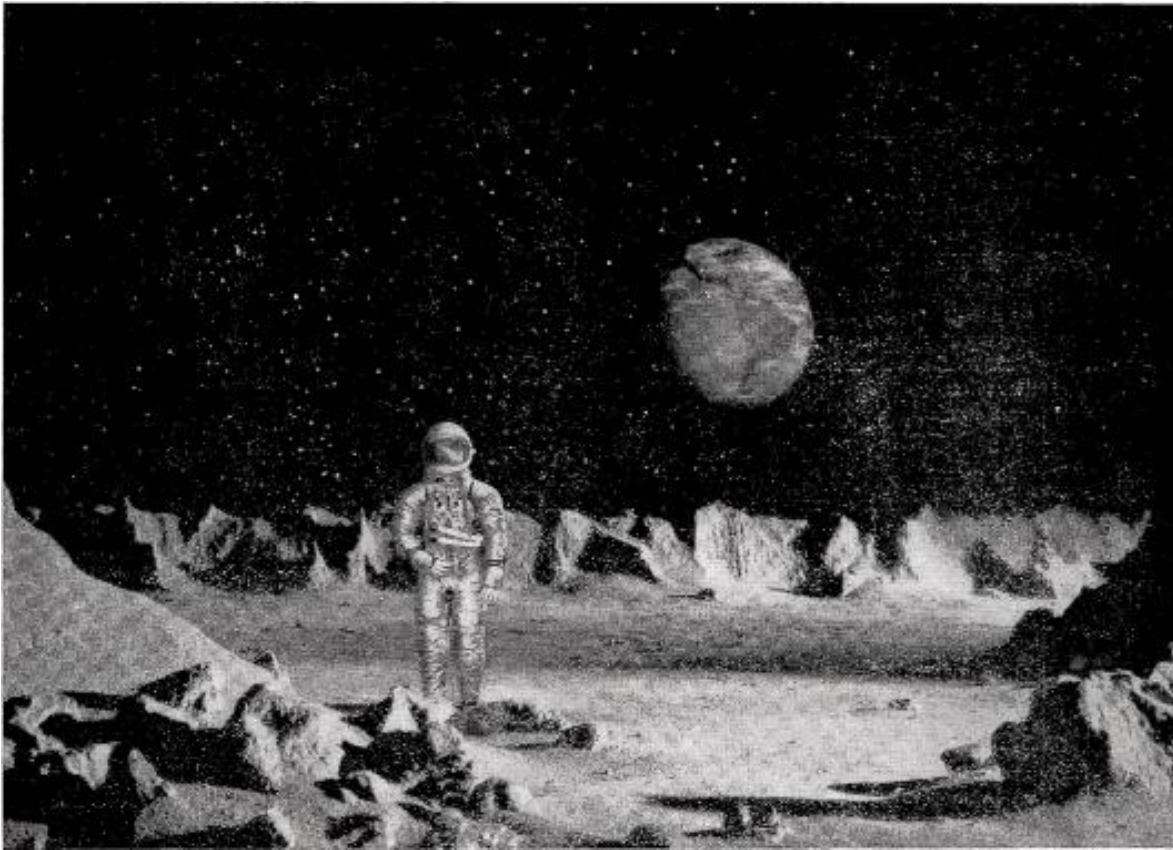
Schenley Imports Co. (for Dubonnet wine), through Shaller-Rubin, both New York, today (March 8) will begin a three-commercial-per-week participation in CBS Radio's *Arthur Godfrey Time* (Monday-Friday, 9:10-10 a.m. EST), to extend through June.

Paper Mate Co., Chicago, through Foote, Cone & Belding there, plans heavy spot TV campaign in the top 50 markets plus participations on two CBS-TV shows for Paper Mate Profile Trio line of pens. Spot drive starts March 15 for five weeks.

Renault Inc., through Daniel & Charles, both New York, last week began a nationwide dealer co-op spot TV campaign, to run through June, promoting the company's R-8 economy car.

The Brunswick-Zebco Co., Warsaw, Ind., through Whitney Advertising, Tulsa, Okla., and Kiekhoefer-Mercury Outboard Motors, Fond du Lac, Wis., through Gardner Advertising, New York, will sponsor "Monitor Outdoors" a new NBC Radio *Monitor* feature. It will begin March 27 and 28 and be heard five times each weekend at various times.

Advertisers buying new participations in NBC-TV programs announced last week include **Carnation Co.**, Los Angeles, through Erwin Wasey Co., New York, in *The Man from U.N.C.L.E.*, *The Andy Williams Show*/Jonathan



He's never out of touch.

The modern Apollo has EVSTC—Extra-Vehicular Suit Telemetry and Communications.

Once out of the Lunar Excursion Module, EVSTC will keep him in voice communication, relay his respiration rate, temperature, pulse, and space suit pressure back to his spacecraft. Instructions relayed back through the Module will automatically control his suit environment.

Back on Earth—where EVSTC was provided by an ITT company—ITT will be coming up with more communication ideas for further interplanetary exploration and manned space stations.

ITT developments in micro-electronics have already lent themselves to advances in extra-terrestrial hardware. The low-cost Army geodetic satellite, built by ITT, is a good example.

An ITT-developed transportable ground station was the first of its kind to be compatible with NASA's Relay and Syncom satellites as well as Telstar.

Lasers, infrared, optical sensors and gas bearing gyros for inertial guidance systems are but a few of the areas of advanced development that have made ITT the world's largest international supplier of electronic and telecommunication equipment. International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022.

worldwide electronics and telecommunications



Winters Specials, The Alfred Hitchcock Hour, Mr. Novak, The Virginian, Wednesday Night at the Movies, Daniel Boone, Dr. Kildare and Saturday Night at the Movies. **Bristol-Myers Co.**, through Grey Advertising, both New York, bought into *The Rogues, Karen, Man from U.N.C.L.E., Alfred Hitchcock, Hullabaloo, Wednesday Movies, Daniel Boone, Dr. Kildare, International Showtime* and *Kentucky Jones*.

Union Oil Co. of California through Smock, Debnam & Waddell, Los Angeles, has increased its current schedule on ABC Radio West, adding a 52-week schedule of alternating participations in Frank Hemingway's news report at 7-7:10 a.m., on a Mon.-Wed.-Fri., Tues.-Thurs. basis, and continuing to sponsor his 5:30-5:40 p.m. *News-Sound* program on more than 50 stations in California, Oregon, Washington, Nevada and Arizona.

Anheuser-Busch Inc. (for Michelob Beer) will sponsor *Baseball's Comeback Cardinals* on CBS-TV, March 28 (4:30-5 p.m. EST). Program is the second in a yearly series of specials on CBS-TV

to be sponsored by Anheuser-Busch, under the aggregate title of the *Michelob Hour of Excellence*.

The Toni Co., through North Advertising, both Chicago; **Pepsi-Cola**, through BBDO, both New York, and the **Oldsmobile Division of General Motors**, Lansing, Mich., through D. P. Brother, Detroit, will sponsor CBS-TV's *Miss America Pageant*, Sat., Sept 11 (10 p.m.-midnight EDT).

Procter & Gamble Co. through Leo Burnett Co., Chicago, to introduce its new spray product, Hidden Magic, is making spot-TV buys on a market-by-market basis Columbus, Ohio, was the test market.

Agency appointments . . .

■ **McCulloch Corp.**, Los Angeles, manufacturer of chain saws and other power tools, outboard motors and other marine products, Karts, Kart engines and aircraft engines, appoints McCann-Erickson, Los Angeles, as agency for all products. Account, formerly handled by Fuller & Smith & Ross, Los Angeles,

has been a heavy user of spot radio for its chain-saw line.

■ **Earl Scheib Inc.**, operating more than 100 auto paint shops, has named MacManus, John & Adams, Los Angeles, to handle its broadcast advertising, with a budget running into the "mid-six figures." Charles N. Gumberg will be account executive, with Harmon O. Nelson, director of broadcast for the agency, in charge of preparing the radio and TV commercials.

■ **The Barcolene Co.**, Boston, has appointed Firestone & Associates Inc., Philadelphia, (formerly Firestone-Rosen Inc.), as its agency for the middle Atlantic area. Agency is preparing saturation spot schedules for Sun Soft, fabric softener, in New York, Philadelphia, Baltimore and Washington.

■ **The Milton Bradley Co.**, Springfield, Mass., has named Richard K. Manoff Inc., New York, as agency for its adult games, creative activities games and its educational division, replacing Wunderman, Ricotta and Kline. Billing is estimated at \$250,000. Entire Bradley account is now at Manoff, which has represented the company's regular line of games since 1963. The total account bills approximately \$2 million, of which 95% is in TV.

Rep. appointments . . .

■ **KBTX-TV** Bryan, **KWTV-AM-TV** Waco, **KNAL** Victoria, all Texas, and **KXII(TV)** Ardmore, Okla.: **Avery-Knodel Inc.**, New York.

■ **KNTV(TV)** San Jose, Calif.: **Blair Television**, BTA Division.

■ **WEEX** Easton, Pa.: **Avery-Knodel Inc.**, New York.

Also in advertising . . .

New office ■ **Rose-Magwood Productions**, New York producer of commercials, has formed **Rose-Magwood Productions of California**, located at **General Service Studios** in Hollywood, to handle production on the West Coast.

Move over ■ **Kane and Light Advertising's** new offices are at 641 Lexington Avenue, New York 10022. Telephone: Plaza 2-7150.

Habla Espanol? ■ A booklet listing Latin-American characteristics of the population in five southwestern states has been prepared by **Standard Rate & Data Service Inc.** for the **Spanish International Network**, and is available from the network's New York offices at 250 Park Avenue.

Background musicmaker ■ **Emanuel**



National TV Sales gets underway

Nearly a year after being organized, (BROADCASTING, April 6, 1964) **Ollie Treyz's National Television Sales**, New York representation firm, has signed its first clients: two **Polaris Corp.** television stations. **Mr. Treyz (l)**, former president of **ABC-TV**, is shown with **Joseph Stamler**, former vice president in charge of

WABC-TV New York and now executive vice president of **Polaris Broadcasting**.

National Television Sales will represent **KTHI-TV** Fargo-Grand Forks and **KCND-TV** Pembina, both North Dakota. After leaving **ABC-TV** in March 1962, **Mr. Treyz** was a vice president of **Revlon Inc.**, New York.

The reception proves the rule. Whenever an event gets national attention, the majority of the nation's viewers turns to NBC.

Consider this past season—certainly one of the busiest in network news history. In 1964-1965, NBC News again achieved outstanding audience leadership, as well as the lion's share of critical acclaim. Its coverage of the Presidential Conventions, Elections and Inauguration attracted far more viewers than any other network, as did its reporting of the recent rocket launchings. On the day-to-day front, "The Huntley-Brinkley Report" continues to be TV's most watched news program.

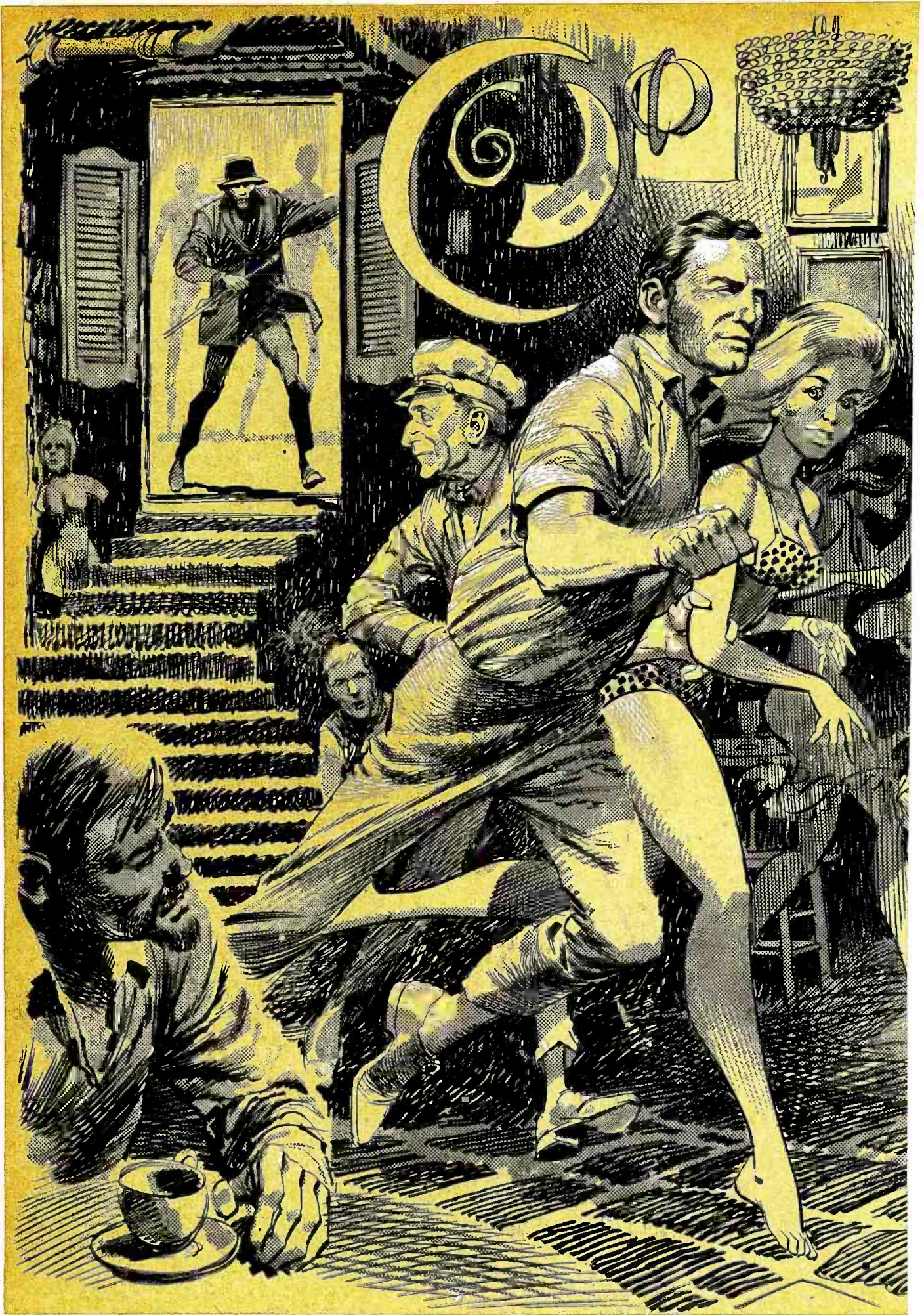
Such superiority does not come by chance. Rather, it is the product of a sustained, behind-the-scenes effort of the largest, most efficient

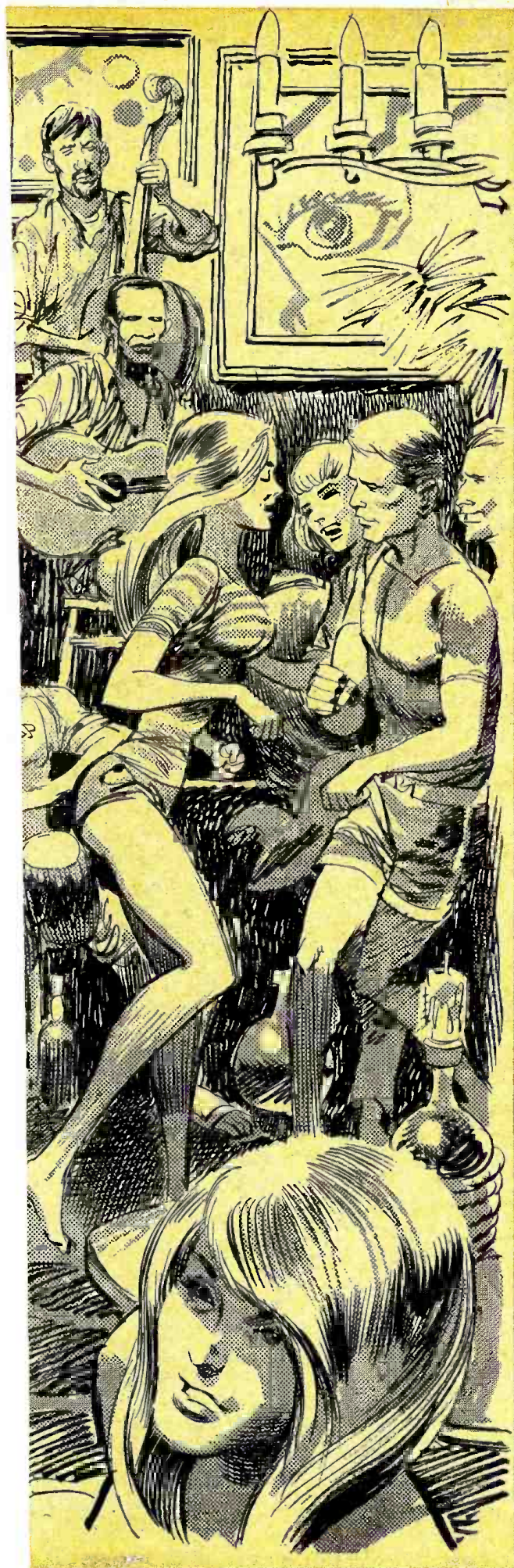
broadcast news staff in the world. With 25% of the NBC Television schedule devoted to NBC News-produced programs, this network continues to be the public's leading source of information on national and world events.

But then, NBC is also a clear-cut leader in the areas of entertainment, sports and Special programming, as well as being the only network to present most of its schedule, day and night, in color. It's not hard to see why the NBC program schedule attracts by far the largest number of adult viewers.

Clearly, '64-'65 has been a newsworthy year for NBC—in every department. What do we do for an encore? Go all out in our next schedule, of course. Described in the following pages are three of the reasons NBC expects...

GREAT NEWS NEXT SEASON...





“RUN FOR YOUR LIFE”

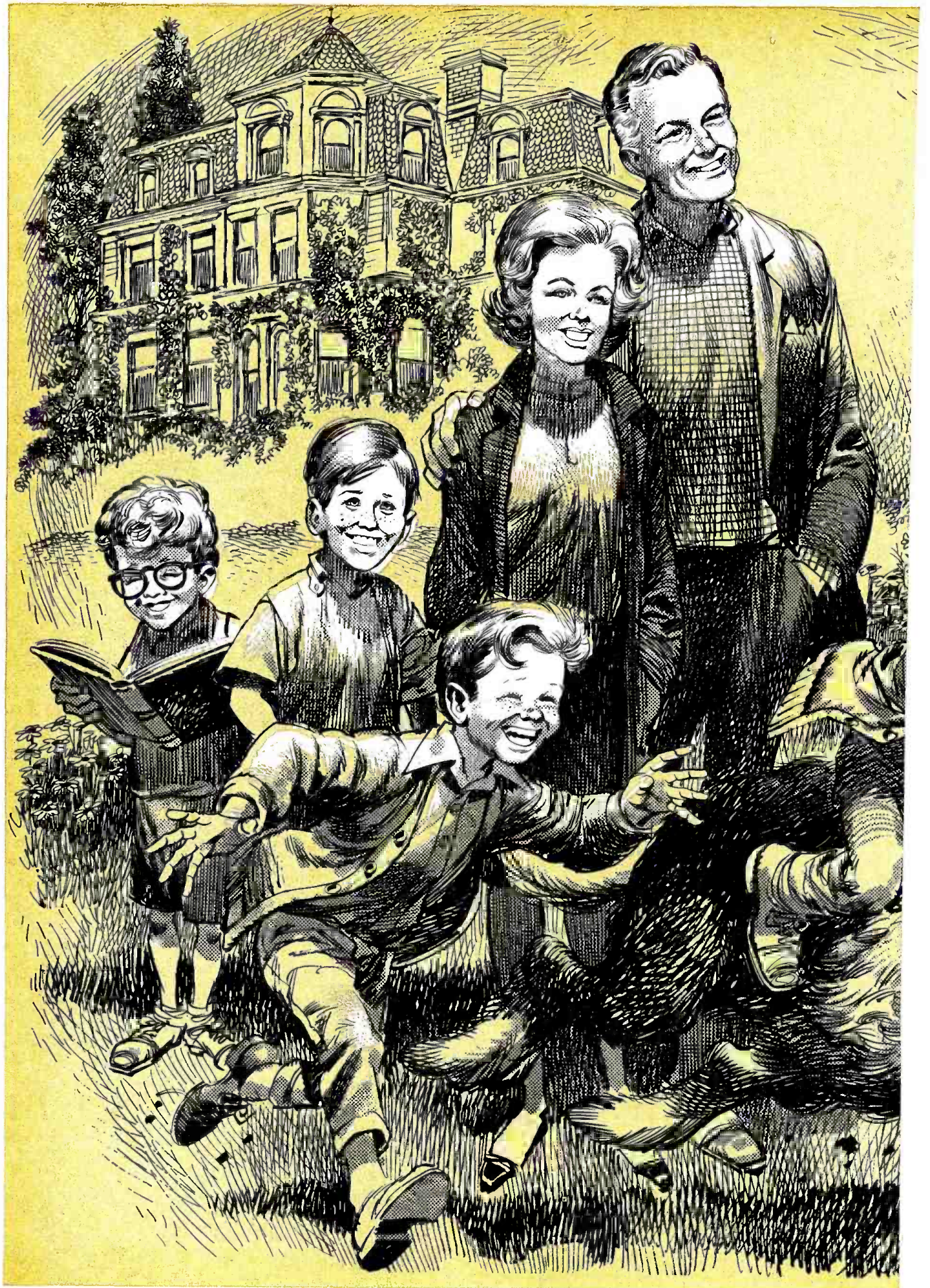
DEADLINE FOR ADVENTURE

Imagine you're a young, handsome, rich, successful lawyer—who's just been told he may have only two more years to live. What do you do?

If you're Paul Bryan, you promise to live those two remaining years as fully and intensely as possible. That promise becomes a premise—the premise of “Run For Your Life,” a stirring new NBC action-drama series.

Ben Gazzara—indisputably one of America's finest actors—stars as the man whose decision to leave the courtroom for the world-at-large involves him in a succession of swift-moving, far-ranging experiences. Foreign locales and top guest stars will figure prominently in the hour-long “Run For Your Life,” which is bound to strike a highly responsive chord among adventure lovers next season.

So, fasten the seat-belts in those easy chairs. It's no time to take chances.





“PLEASE DON’T EAT THE DAISIES”

PRE-TEST OF STRENGTH

As a book by hit playwright Jean Kerr, it has sold more than 2,500,000 copies to date. As an MGM movie, it landed high on *Variety's* chart of all-time top-grossing motion pictures.

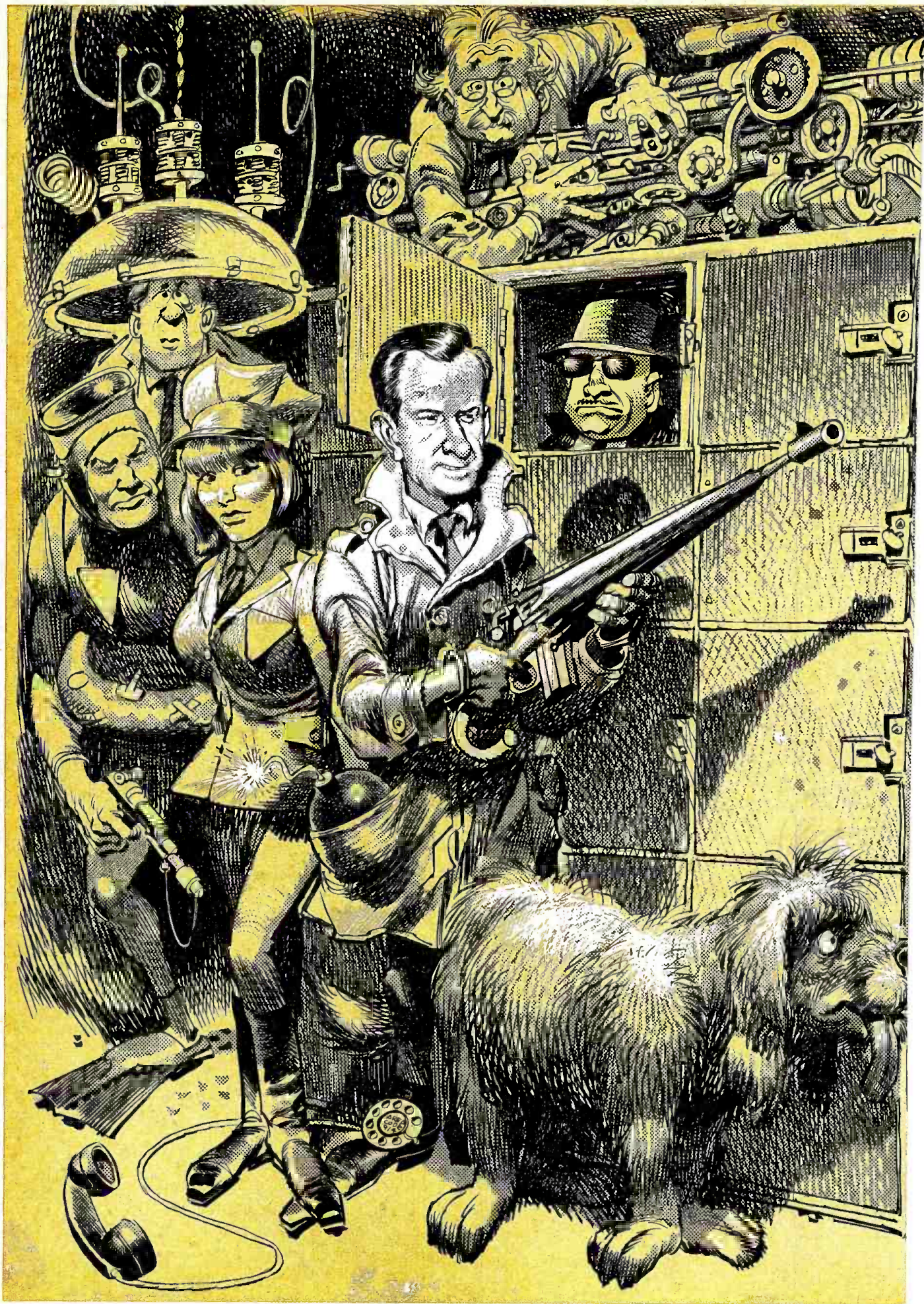
And now, as an NBC television series, “Please Don’t Eat The Daisies” will be reaching a greater audience than at any time in its proud history. (That’s show business.)

Veteran producer Jerry Thorpe has invested this television vehicle with all the nuttiness and charm of the originals.

Popular Pat Crowley stars as Joan Nash, a wife and mother whose endearing brand of suburbanity makes life wonderful for the whole family—which includes, in her case, a professor-husband, four young sons, and a delightfully disobedient dog.

Never has a household come so well recommended as the menage of “Please Don’t Eat The Daisies.”

Come right in.





“GET SMART”

ESPIOFUGE AND SUBTERNAGE

Meet Maxwell Smart (Secret Agent 86 for CONTROL), whose death-defying assignments frequently take him to the four corners of the room. And, when he can find the door, beyond.

Faced with such a hero, what can we do—except predict that “Get Smart” will soon be hailed everywhere as one of the freshest comedies to come along in years.

Starring in these tales of derring-don't is popular comedian Don Adams, who comes well prepared for the role. (He's already played the world's worst house detective.)

Co-creators of “Get Smart” are Mel Brooks (who's been working on the idea for 2,000 years) and colleague Buck Henry—two of the funniest men in the business. On hand, too, is one of television's fastest-rising young actresses, Barbara Feldon—as Secret Agent 99. Oh, and Fang The Spy Dog. Put them all together on NBC and ...“Get Smart.”

This Fall, have the time of your life with



Vardi, composer and arranger (Air France and Cotton Council TV commercials among others) has formed his own company, EV Productions, 44 Douglas Street, Warwick, N. J., to produce musical background for television commercials.

Company magazine ■ Broadcast Communications Group Inc., a wholly owned subsidiary of Crosley Broadcasting Co. and recently formed station representative company, announced today (March 8) that the first issue of the firm's new magazine, *BCG Communique*, is being mailed to 10,000 executives in the advertising and media management field. It will present new concepts in broadcast advertising and interpret developments and trends in TV-radio.

UHF information ■ Vic Piano Associates, New York station representative, is distributing a brochure on UHF television reception to advertising agencies. The pamphlet, prepared by Channel-Master, Ellenville, N. Y., outlines the differences between VHF and UHF television and the equipment needed for UHF reception.

Chevy spots for theaters

Chevrolet is finding new ways to wring every drop of effectiveness out of its major investment in color television commercials this year. A package of 14 different 1965 Chevrolet color spots is being offered to dealers for use in their movie theater advertising. A personalized dealer trailer is included.

Chevrolet agency is Campbell-Ewald, Detroit.

FTC's Dixon has kind words for NAB codes

The radio and TV codes of the National Association of Broadcasters were hailed last week by a government official whose function is to combat false and misleading advertising—Paul Rand Dixon, chairman of the Federal Trade Commission.

Speaking to the International Radio & Television Society in New York last Wednesday (March 3), Mr. Dixon cited the broadcast codes as evidence that American businessmen are willing and capable of self-discipline.

Critics of the American economy portray businessmen as motivated solely by their search for profits, Mr. Dixon said.

He declared, however, that he wished "... it were possible for these savage defamers of the American free enterprise system to examine the code of good practices developed by the [NAB].

Citing sections of the radio code, he added:

"That this code is subscribed to by so great a number of broadcasters today is a spectacular demonstration of the self-restraint American businessmen freely impose upon themselves in the public interest."

Better Channels ■ In other portions of his talk to the IRTS, Mr. Dixon expressed the belief that communications between the broadcasting industry and FTC "might be improved." Acknowledging that they are better than they once were, he emphasized that the trade agency does not try to tell businessmen how to advertise, but only what is ques-

TV spots deplete stock

The Ideal Toy Co., New York, last week said that it would delay a spot-TV campaign for its new "instant animals" toy because of the success of the company's New York campaign that began Feb. 8 on WPIX(TV) and WNEW-TV.

According to an Ideal spokesman, the New York campaigns' success "depleted" the company's stock, causing a postponement of the expanded campaign until the end of this month.

Grey Advertising is the agency for Ideal.

tionable advertising.

"In the field of false advertising, however, 50 years of investigating and trying cases, many of which have been reviewed by the courts, have built up a great body of case law. And of this the commission has intimate knowledge. This is our field of expertise. If advertising irritates or surfeits your audience that is not our business: if it is false or misleading it is our business."

Although the FTC cannot present fast decisions on what may or may not be false or misleading advertising, Mr. Dixon said, the history of cases litigated before the FTC, the agency's guides and trade practice rules can help in formulating a judgment on whether or not the proposed advertising is clean or too close to the line. And, he added, the FTC has an advisory opinion group which can provide guidance quickly.

Local Pepsi show supplements national campaign

When the Pepsi-Cola Bottling Co. of Milwaukee and its agency, James Jeffords Associates, told WISN-TV Milwaukee they wanted some sort of unusual local advertising campaign to attract attention and bolster the national Pepsi radio-television drive, WISN-TV came up with a program package innovation—a 90-second "show" with a one-minute commercial.

Called *Pepsi's Come Alive Show*, the "program" is slotted at 6 p.m. Wednesday, Thursday and Friday and features WISN-TV's women's editor, Shirley Bales, who give a 30-second report on area ski conditions, basketball scores, bowling results or other sports news. Now on the air

just a month, the live feature has been signed by the bottler through the end of May and will be resumed again in the fall after a summer hiatus.

Miss Bales dresses the part for each sport report in the vignette series. The "show" opens with the current Pepsi jingle theme over ID slide, segues to Miss Bales holding the product and introducing herself with, "Hi, I'm Shirley Bales, your Pepsi pleasure guide."

After her report the feature closes with a 60-second Pepsi film commercial. It is logged by WISN-TV as a 90-second program. The sale was based on a regular minute spot package.

Clearing house for jobs

The Southern California council of the American Association of Advertising Agencies is testing a plan whereby the council office will serve as a clearing house for applicants for agency positions. As outlined by Thomas V. Mahlman, assistant vice president in charge of the office, the plan will cover all agency job classifications except secretarial. Applicants must be presently unemployed or, if now employed by an AAAA agency, must show certification from the agency head that they are now available. Applicants submitting resumes will be identified by code numbers with names disclosed only on agency request and names of agencies requesting them will not be disclosed to applicants. Resumes will be supplied only to AAAA member agencies. The AAAA office will collect the resumes and supply them to agencies on request, but will not interview or screen the applicants.

KBLA NEW RADIO
IN LOS ANGELES!

1500 *à Go Go*

on your dial



NOW!

EVERYBODY IN GREATER
LOS ANGELES CAN HEAR...
LOUD AND CLEAR...

KBLA *24 hours a day!*

A GEORGE E. CAMERON JR., COMMUNICATIONS STATION

Now a new image at CBS-TV

If Aubrey left his mark as Jungle Jim, Schneider starts making his as Genial John; now promised is an era of friendly but relentless salesmanship

The CBS TV network got a new boss last week, and every sign indicated that a new style would follow.

In a move that electrified the broadcasting and advertising worlds, John A. Schneider was named president of the network, succeeding James T. Aubrey Jr., who was described as having resigned.

The contrast between Mr. Schneider's operating approach, genial and relying heavily on teamwork, and that of Mr. Aubrey, aloof and autocratic, was regarded as inevitably certain to be reflected in network operations and network-client relations.

Mr. Schneider, who moved into the network presidency from the vice presidency in charge of CBS-owned WCBS-TV New York and who has had no network experience, was considered sure—for reasons of background as well as temperament—to rely much more on the network program department in particular, than Mr. Aubrey did.

There also was speculation, but not confirmed, that CBS Board Chairman William S. Paley—whose skill in programming has been demonstrated since the early days of radio—and President Frank Stanton would be more intimately involved in programming in the immediate future than they have been in the immediate past.

Mr. Schneider, a salesman and manager with a reputation as a conciliator, also was expected to smooth over the ruffled feelings that sometimes developed among agencies and clients in dealing with Mr. Aubrey on issues of programming and scheduling (see page 56).

In talking to newsmen—which in itself was a marked departure from Mr. Aubrey's habits—Mr. Schneider was careful to make it clear that he was new to the job and as yet had developed no set method of operation.

He declined to discuss programming or how much control he would assume or delegate, except to say that he had the responsibility and "commensurate authority."

Stromberg Leaves • By coincidence or not, the first executive change announced after he took office was the

resignation of Hunt Stromberg Jr., CBS-TV's programming vice president in Hollywood. There was no indication in the announcement, made Thursday by Michael H. Dann, network pro-



Mr. Schneider

grams vice president, that Mr. Stromberg's departure and Mr. Schneider's arrival were related.

Mr. Stromberg joined CBS-TV as an executive in program development on the West Coast in 1956 and was elected as Hollywood program's vice president in March last year.

The Schneider-for-Aubrey announcement included one other major change. Frank J. Shakespeare Jr., who had been assistant to Mr. Aubrey before being named senior New York vice president of the network earlier this year, (BROADCASTING, Jan. 18) was assigned to the CBS Television Stations Division with responsibilities for the division's international operations.

A successor to Mr. Schneider as vice president and general manager of WCBS-TV was expected to be announced shortly.

John Arnold Schneider says that for him "lightning struck over the (Feb. 27) weekend."

It was a typical comment for Jack Schneider, known to associates as a "salesman with a catch phrase" and an "expert phrase maker."

Though genuinely surprised, he was neither bewildered nor tongue-tied. When a newsman asked how old he was, he quipped: "I'm 38 now, but I'll be 55 next week."

The events of that weekend found nearly everyone with an opinion speaking in terms of "hours."

On Tuesday (March 2) at about 5:15 P. M. (Eastern Standard Time), Mr. Schneider asked affiliates during a closed-circuit telecast originating in New York for their help. Remember, he told the affiliates, only 36 hours before he, too, had been a station manager.

Stanton Introduction • During the same closed circuit, Dr. Frank Stanton, president of CBS Inc., who introduced Mr. Schneider to affiliates across the country, said the new head man had but 48 hours to prepare for the presidency. Dr. Stanton commented that things move faster now than in 1946 when he himself had about four months to prepare for the CBS presidency after details have been worked out with

Does your audience think first about convenience when buying food?

HOMEMAKERS, who usually serve as the family food purchasing agent, have a good many different attitudes which influence their buying decisions. Sometimes these attitudes may produce conflict that must be resolved. At any rate, buying food is seldom a matter of simply selecting nutrients to keep the family healthy. The values attached to various foods are affected by the attitudes which are most important to each homemaker.

We know, for example, that economy is an important factor for many homemakers. There are other women whose chief concern is the nutritive value in the foods. Then there are other important values which may affect decisions, such as preparing meals that elicit responses of praise for the homemaker as a provider for her family and guests.

In recent years a great deal of attention has been devoted to the subject of *convenience foods*. Oftentimes people tend to think of convenience foods as prepared mixes or frozen meals, for example—these newer food products with the “built-in maid service.” Yet there really is nothing new about convenience foods.

MILK IS THE ORIGINAL CONVENIENCE FOOD

Although the processing and distribution of milk has changed a great deal since those days when most families kept their own cows in the backyard, milk is still just about as convenient a food as anyone can buy. A glass of milk can serve well that person who is on the run and can't take time to eat a complete meal—although we certainly are not advocating this kind of eating because we know that a daily diet well balanced in terms of all food nutrients is still the wise policy for those who want to enjoy the best of health and who want the vitality it takes to be on the run.

Milk plays a starring role in the American diet because of its convenience, as well as its almost universally liked flavor, its high nutritive value, its economy, its ready availability. And, for that rare individual who finds that milk does not suit his taste, he can still get the values of milk in a number of other ways. He can add his favorite flavoring to milk, or he can get milk's nutrients from a wide variety of other dairy foods.

The products made from milk—cheese, butter, ice cream, for example—are also among the original convenience foods. Is there, for example, a dessert easier to serve and more enjoyed by all the members of the family than ice cream? The answer must be no, judging by the steady increase in the annual consumption of ice cream in the U. S. A.

A CONVENIENCE FOOD WITH MANY PLUS VALUES

There are many very excellent convenience foods to be found on the grocer's shelves and in his refrigerated dis-

play cases. Many of these foods have their flavor and nutritive values enhanced because they incorporate milk or other dairy products. Packers of frozen vegetables have found, as one good example, that including a butter sauce is an excellent way to add good flavor to their products.

Yet milk itself, so easy to serve, is a convenience food that offers a tremendous collection of nutrient values—for adults as well as for the younger members of the family. The following table shows what two 8-ounce glasses of milk provide each day for an adult man and an adult woman. There are approximate percentages of the Recommended Daily Dietary Allowances (as determined by the Food and Nutrition Board, National Academy of Sciences—National Research Council). Two 8-ounce glasses of milk provide:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman	30%	72%	14%	64%	18%	16%
Adult Man	24%	72%	14%	48%	12%	10%

Since it is easy for us to forget what we learned in school about why these nutrients are important to us, consider this: Milk protein is very high in quality, providing the essential amino acids that build and maintain body tissue. Calcium is as essential to adults as it is for children, for bones deteriorate if the calcium intake is too low. Riboflavin helps cells use oxygen and contributes to healthy tongues, lips, and skin. Vitamin A aids in keeping mucous membranes healthy and resistant to infection. Thiamine contributes to a healthy nervous system and aids in reducing irritability.

CONVENIENT FOR ADULTS AS WELL AS FOR THE YOUNG

Some people tend to think of milk as a food important only to children. While it certainly is true that milk's important nutrients can be provided in other ways, adults who drink at least two glasses of milk each day are assuring themselves these nutrients in a pleasant, economical, and certainly very convenient manner. Add to this daily milk intake a selection of foods from the three major food groups (meat, fish, poultry, and eggs; fruits and vegetables; cereals and breads). and a major step toward enjoying a well balanced diet has been achieved.

For more detailed information on family meal planning, send for your free copy of “Family Feeding For Fitness And Fun.” Write to: American Dairy Association, 20 N. Wacker Drive, Chicago, Illinois 60606.

a message from dairy farmer members' of



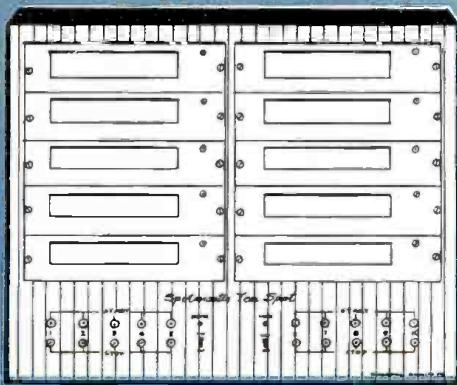
american dairy association

SPOTMASTER '65

...Check These

FROM THE NATION'S LEADING DESIGNER

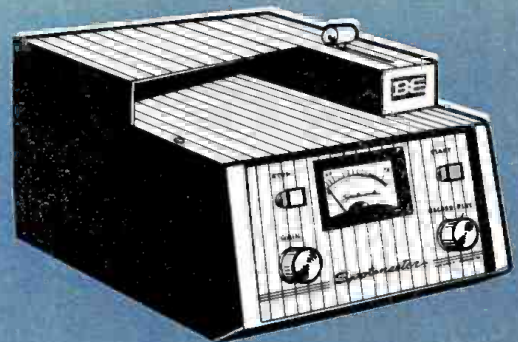
Spotmaster TenSpot



... Combining 10 stacked playback decks for a new dimension in programming flexibility

Advanced new 10-deck cartridge playback system can be mounted on table-top or in rack. Completely solid state, the compact TenSpot plays standard NAB-approved cartridges... its ingenious design permitting two heavy-duty motors to run all 10 decks. Automatic, sequential operation can be pre-programmed, yet full manual control is always available. Individual decks can be removed without tools for quick, easy maintenance. One-year guarantee.

Spotmaster Super B Series



... Today's most advanced machines, meeting or exceeding NAB specifications and requirements

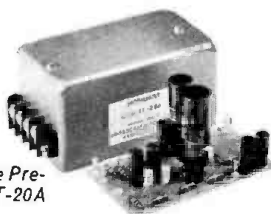
New Super B equipment includes models to match every programming need: record-playback and playback-only... compact and rack-mount. Specifications and performance equal or exceed NAB requirements. Features include new styling and ease of operation, solid-state modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output, full year guarantee, and many more.

Here are additional 1965 SPOTMASTER products and accessories... from the industry's



Delayed Programming Model
500A-DL

Compact and Rack Mount
Stereo Record-Playback Units
(Playback-only models also
available)



Equalized Turntable Pre-
amplifier Model TT-20A



Tape Cartridge
Winder Model
TP-1A
& Optional
Tape Timer

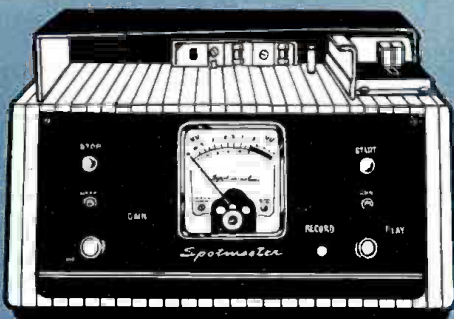
See Entire 1965
SPOTMASTER Line
at NAB Show,
Visual's Exhibit 107.



Brand New Models

PRODUCER OF CARTRIDGE TAPE EQUIPMENT

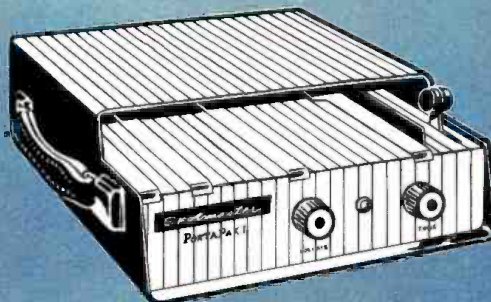
Spotmaster Compact 400



... Traditional SPOTMASTER performance and dependability at lowest possible cost

Don't let their low price fool you. New solid state SPOTMASTER Compact models are second-best only to the Super B series. Offered in record-playback (Model 400) and playback-only (Model 405) versions, the Compacts permit even the smallest station to enjoy SPOTMASTER pushbutton broadcasting. Compact units carry a 90-day parts and labor guarantee.

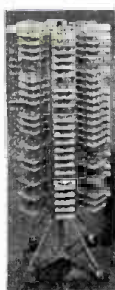
Spotmaster PortaPak I



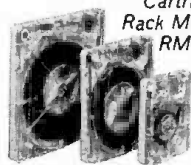
... A new play-anywhere cartridge portable, invaluable tool for the busy time salesman

This one talks to you and for you ... a cartridge playback package your time salesman can carry anywhere. Powered by a rechargeable nickel-cadmium battery, the PortaPak I is 11 pounds of rugged performance, playing all standard cartridges with wide range response and low distortion. Solid state design minimizes battery drain, volume and tone controls are provided, and the whole package is wrapped up in a handsome Armorhide aluminum case.

most comprehensive selection



Lazy Susan
Cartridge Rack
Model RS-200

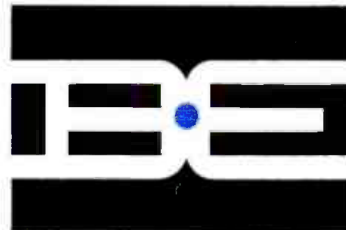


Spotmaster Tape Cartridges



Wall or Table-Top
Cartridge
Rack Model
RM-100

Write, wire or call us today for full information about SPOTMASTER products ... designed by broadcast engineers for the broadcast industry, and today serving more than 1,500 stations on 6 continents.



BROADCAST ELECTRONICS, INC.

8800 Brookville Rd., Silver Spring, Md.
Area code 301 • JU 8-4983

William S. Paley, then president and now chairman of the board.

The closed circuit was brief, lasting in all but seven minutes. In the several minutes of Mr. Schneider's talk, affiliates listening closely detected in the appeal for help—the actual word used—the subtle use of the Schneider touch. It was obvious to most that Mr. Schneider was attempting at the outset to instill a philosophy of teamwork.

One long-time associate, who is not a CBS man, put it this way: "Jack Schneider is a conciliator," an especially useful quality if in the past some important client and producer feathers had been ruffled in the high-level negotiations which characterize the network TV business.

Affiliates, too, were being assured by CBS last week that a partnership close

to the ideal in network-station relations might be forged with Mr. Schneider, CBS-owned station operator for the past six-and-a-half years, first with WCAU-TV Philadelphia and more recently with the New York station.

Mr. Schneider told affiliates he was at ease in talking to station people because he knows what it means to operate a station.

That Jack Schneider doesn't vary the script to fit the picture was obvious in his comment that people look at stars and programs and select channels, but they don't pick networks to watch.

Long-Held View ■ This sentiment was similar to what Mr. Schneider expressed nearly six years ago when at WCAU-TV. "A viewer," he said then, "only cares what he sees on the screen. His whole impression of the station is

what he sees there. He has no knowledge of what is local or network, live or film, nor does he care."

In Mr. Schneider's book—he's been a CBS man since 1950—CBS has been lucky to have what he believes to be the best team of professionals ever put together to operate a broadcast enterprise.

He sees what he calls a flywheel effect that keeps network activity at a high level, a team effort that has placed CBS-TV in the vanguard among networks in terms of billing.

It hasn't been standard operating procedure, under Mr. Aubrey, for the network president to think of newsmen, especially when they have a lot of questions to ask.

But Jack Schneider invited a selected group of newsmen to the CBS 19th floor executive dining room, close to his

The Aubrey mystique: unruffled to the last

James T. Aubrey Jr., who maintained that it is sometimes necessary to have "the guts to drop a program in spite of its successful record," learned last week that the same philosophy can be applied to people.

His "resignation" and immediate replacement by John A. Schneider as president of the CBS-TV network stunned the television world with the suddenness of his toppling and the mystery that surrounded it. The moves were effective last Monday (March 1). The presidential shift caught CBS insiders as well as outsiders by surprise. CBS President Frank Stanton's announcement, distributed on Sunday, Feb. 28, for publication on Monday, said the changes occurred "today" but gave no reason. His reference to the departed president was succinct:

"Jim Aubrey's outstanding accomplishments during his tenure as head of the CBS Television Network need no elaboration. His extraordinary record speaks for itself."

Reportedly the surprise extended to Mr. Aubrey who had attended an office luncheon on Thursday, (Feb 25) for William J. Fagan, who was retiring as business manager of CBS-TV network sales, and then had flown to Miami Beach for a party celebrating CBS-TV star Jackie Gleason's 49th birthday (see picture). If he had any notion of resigning he gave no inkling.

Although the formal announcement dated March 1 spoke of the changes as occurring that day, they

apparently were settled upon two days earlier, reportedly in a session attended by Dr. Stanton, CBS Board Chairman William S. Paley and Mr. Aubrey.

Exactly what happened at that Saturday session was last week's best-kept secret. There was, however, practically endless speculation as to what led up to it.

Mr. Aubrey, 46, is widely known as aloof, cool (if not cold), and authoritarian—a mixture that does not always sit well with those who come in contact with it.

Lever Moves ■ There were reports, even before his departure, that Lever Brothers moved some of its business away from CBS because Lever officials could not get as much information as they wanted about CBS-TV program plans for next fall. There also have been reports—not confirmed — that part of General Foods' decision to cut back some of its nighttime business on CBS next fall stemmed from dissatisfaction with scheduling.

Mr. Aubrey has also been alternately praised and criticized for buying and scheduling programs in many cases on what seemed to be minimum information. Sometimes this instinct has paid off. The most notable example is *Beverly Hillbillies*. He is said to have bought that program, which long ruled the ratings roost, on the basis of an outline and a conversation with Paul Henning, its creator.

He hasn't always been so lucky,

and this season he was unluckier than usual. His seeming affinity for the offerings of Keefe Brasselle's Richelieu Productions has drawn much comment—and this year Richelieu hasn't been so lucky either. In the current season two Richelieu programs, *The Baileys of Balboa* and *The Reporter*, have been cancelled. A third *The Cara Williams Show* is not expected to return next fall.

Falling audience shares have afflicted other CBS-TV programs, too. For years far out in front of its competitors in both ratings and revenues, CBS has slipped this season into a virtual three-way tie with the other networks in the nighttime audience race. In December Mr. Aubrey put through one of the most extensive midseason program realignments a network has ever undertaken, but the ratings did not respond significantly.

Personal Reasons? ■ Knowledgeable sources doubted seriously that a man with Mr. Aubrey's probably unmatched success over a four-year period would be summarily dismissed for tying in his fifth season—and especially, these sources noted, when CBS is still out in front if daytime ratings are counted in. Throughout the speculation there ran the feeling that his departure probably resulted from a number of causes and may have been triggered by personal matters.

Mr. Aubrey maintained his reputation for coolness in his final departure from the CBS premises. This

office, for coffee and doughnuts and a chance to get acquainted. This was held on Tuesday morning, only one day after he had been appointed.

First Decision ■ A decision to meet newsmen had obviously been one of his first in assuming command at CBS-TV.

Though the meeting was set forth as purely social—"not a news conference" but "to stimulate a symbolism"—the rules soon went by the boards and an informal news conference was underway. He did not explain his phrase, "stimulate a symbolism," but it was taken to mean that the coffee session stood for a new era in CBS-TV network relationships with newsmen—an end of the virtual inaccessibility that was Mr. Aubrey's rule.

Mr. Schneider carefully avoided

sensitive questions and at times appeared overly cautious, but newsmen generally felt that he got through it well. When it was over, he was asked by one sympathetic newsmen if the conference had been hard to take. Mr. Schneider said:

"No, not at all. It's never going to be easier for me than it was today. I can genuinely say to you, this time, that I don't know."

He told the newsmen he hoped to be "cautious and prudent," and hoped that the first 36 hours in his job were not typical of what's ahead. If they were, he added, it would be a "hard way to lose weight" but "quicker than all-protein diet."

Asked how active a role he would assume in programing, Mr. Schneider noted that he had the "responsibility

and the commensurate authority" as network president, but that he was aware that each network president finds his own method in fulfilling the responsibility. At this time, he said, "I have not found an MO (modus operandi) for myself" but he hoped it would come about by "evolution."

During the meeting, Mr. Schneider let it be known that the change in command at CBS-TV was a "mystery" to him, and that he had been "obviously surprised."

Asked About Aubrey ■ A questioner asked if he had been in touch with Mr. Aubrey since he had known of the change, Mr. Schneider parried with a comment: "I don't think the question is germane."

He did consider another question germane, however, in discussing "broad philosophy." A station manager's position is "many faceted," he said, and a network president's role is national, but a similarity exists in that the station operator serves a community and a network president serves the nation.

Mr. Schneider is urbane. And so are his roots. He was born in Chicago and has worked in metropolitan areas ever since—Chicago, New York and Philadelphia.

His salesmanship was displayed early in life. On the Notre Dame campus where he ran a sandwich business and booked bands, he was earning \$100 a week and has recollected he lost money when he took his first job after graduation at \$65 a week (as a salesman with the National Outdoor Advertising Bureau covering a territory in Illinois.)

After local selling for WMAQ and WGN in Chicago, Mr. Schneider in 1950 was hired in that city as an account executive with CBS Television Spot Sales.

One of his superiors at that time is reputed as having said: "We just hired Jack Schneider. He's a flea on a hot tin skillet."

From Chicago, Mr. Schneider started moving up through the CBS "farm team" and into a sales post with the spot sales organization in New York, back to Chicago in 1954 as its mid-western sales manager, to New York again a year later as eastern sales manager and then, in 1956 to general manager.

In August 1958 when CBS assumed ownership of WCAU-TV, Jack Schneider was moved to Philadelphia as general manager and later was elected a vice president of the CBS Television Stations Division. Last September he was returned to New York as vice president and general manager of WCBS-TV.

Of the frequent movement of CBS executives among U. S. metropolitan centers, Mr. Schneider has said it "breeds out provincialism."

Mr. Schneider has coupled an ability

came Sunday afternoon. A group of executives, as yet unaware of what had gone on, found him at CBS headquarters, nattily dressed, affable, seemingly without a care and giving no hint of what was afoot. When they returned an hour or so later they found boxes packed with his personal papers, and Mr. Aubrey gone.

No Total Loss ■ The presidency of the CBS-TV network paid off handsomely for Mr. Aubrey who reached the job in December 1959 after a hitch as creative services vice president of CBS Inc., a period as programing and talent vice president of ABC and, before that, some eight years with CBS station and network operations on the West Coast.

In 1963 he received from CBS \$124,904 in salary plus \$100,000 in additional compensation, and last year these were increased to \$127,404 plus \$125,000. In addition, in February 1964, he bought 27,429 shares of CBS stock under an option agreement at an average price of \$15.91 a share, or \$436,538. He already owned 20 shares, and a subsequent 2% stock dividend increased his total holdings to 27,997 shares, according to information last week.

Wall Street felt repercussions last week from the CBS changes, with CBS stock dropping three points. On Friday, Feb. 26, before the changes occurred, CBS shares closed at 47¼ (which would have made Mr. Aubrey's shares worth more than \$1.3 million). On last Monday they closed at 44¼ (which would have represented \$1.2 million-plus for the Aubrey stock).

On Wednesday the stock edged upward, closing at 44¾. On Thurs-

day it closed at 43¾ but the decline was regarded as probably due more to general sluggishness in the Thursday market than to other factors.



Three days before he lost his job Mr. Aubrey helped celebrate Jackie Gleason's birthday at Miami party.

Only who, Dick Daring?

Coincidental with the departure of James T. Aubrey from the CBS-TV presidency (see page 52), producer Arthur Cantor announced last week that he plans to bring to Broadway in 1966 a musical satire based upon a recent book in which Mr. Aubrey was a central character.

The musical will be an adaptation of the book *Only You Dick Daring! Or How To Write One Television Script And Make \$50,000,000*, by Merle Miller and Evan Rhodes. The book dealt with the authors' experiences in putting together the pilot film of a proposed series for CBS-TV, and

identified network and other industry executives, including Mr. Aubrey by name. The series did not get on the air.

Mr. Cantor said Mr. Aubrey will not be identified by name in the musical but will figure in the presentation "only in the sense that he is a universal figure." He added that originally the thought was that television was "too inside" as a subject for a musical, but he pointed out, in an obvious reference to Mr. Aubrey, that "when a network executive resigns and it is front-page news in every newspaper in New York, it's not inside any longer."

to move fast with what he has often referred to as a sense of understanding of the obligation of a broadcaster's role. He said during an interview some years ago that the broadcaster must not forget the obligation despite TV's apparent involvement in "ratings, dollars and firsts"—a comment that some observers felt last week took on added significance in light of recent events in TV networking.

Schneider Salary ■ The salary Mr. Schneider will get as network president was not disclosed, but unofficial estimates placed it somewhere in the \$100,000 range, before bonuses or other additional compensation. Mr. Schneider reportedly owns 3,182 shares of CBS stock.

If custom is observed, as network president Mr. Schneider will later be given new or additional stock-purchase options as part of the company's incentive program and will be named to the CBS Inc. board or directors.

Mr. Shakespeare's responsibilities in his new assignment as an executive vice president of the CBS Television Stations Division were defined by Merle S. Jones, president of the division, in an intra-organization memo last Monday.

Mr. Jones said that Craig Lawrence will continue as executive vice president of the CBS-owned TV stations and CBS Television Stations National Sales, and that "Mr. Shakespeare will assume the responsibility of all other functions of the division including CBS Films Inc. and foreign investment in Television. Messrs. Lawrence and Shakespeare will report to Mr. Jones.

Sam Cook Digges, administrative vice president of CBS Films, will report to Mr. Shakespeare, who also will become executive vice president of CBS Films and CBS Japan Inc., vice chairman of CBS Ltd. (London) and CBS

(Europe) SA (Zug, Switzerland). Mr. Shakespeare will also replace Mr. Jones as a director of corporations in which CBS has investments.

Mr. Shakespeare joined CBS Television Spot Sales (now CBS Television Stations National Sales) in 1950 as an account executive. He became general sales manager of WCBS-TV in 1954 and general manager of WXIX (TV) Milwaukee, then CBS-owned, in 1957. The following year he was named general manager of WCBS-TV, and in 1962 became vice president and assistant to Mr. Aubrey. That post was discontinued early this year when Mr. Shakespeare was named the network's senior vice president-New York.



Mr. Shakespeare

Tire easily? then head a network

You probably won't be around long enough to learn to hate the job

James Aubrey's sudden departure from CBS-TV last week affirmed once more that television network presidencies tend to provide short-term careers.

Since positions of that description were created some 15 years ago, TV network leadership has passed into—or through—the hands of no fewer than 14 men, not counting those who ran the old Dumont network.

Five men have held the presidency of CBS-TV, including John A. Schneider who was appointed to the job to succeed Mr. Aubrey.

The late Jack L. Van Volkenburg was named to the position in 1951 when CBS separated its TV and radio operations. He retired in 1956, and Merle Jones moved in from his post as executive vice president of the CBS Television Division.

Mr. Jones (now president of the CBS Television Stations Division) gave way to Louis G. Cowan as CBS-TV network president in March 1958. Mr. Cowan left in 1959. In a publicly released letter to CBS President Frank Stanton, Mr. Cowan said he was being forced to resign and protested that the question of his health, which had been raised, was not at issue in his dismissal.

Mr. Aubrey, whose tenure ended last week, had taken over the CBS-TV network helm from Mr. Cowan, who is now director of the Morse Communications Research Center at Brandeis University.

ABC-TV has a four-president past including a period of interim operating control by Leonard Goldenson, the president of American Broadcasting-Paramount Theaters, ABC-TV's parent. Mr. Goldenson is president of the entire ABC operation as well as of the parent AB-PT.

Oliver Treyz moved from the presidency of the Television Bureau of Advertising to ABC, was elected vice president in charge of ABC-TV in October 1956 and president of ABC-TV in 1958. His network star fell on March 26, 1962, when Thomas Moore, the current TV network president, was moved up to succeed him. Mr. Treyz now heads a station rep firm, National Television Sales (which last week acquired its first

client, see page 42).

Before the creation of an ABC-TV division with its own president, Robert Kintner, now president of NBC, was president of the ABC radio and television broadcast operation. After seven years as ABC president Mr. Kintner resigned in a policy dispute with Mr. Goldenson. A few months later he became executive vice president of the NBC television network (which has never had a presidency of its own).

Presidencies of NBC have changed hands several times since television became important. Joseph H. McConnell was brought in to succeed the veteran Niles Trammell in 1949 and lasted until January 1953 when Frank White, former president of the Mutual radio network, succeeded to the job and held it for seven months. Mr. McConnell is now president of Reynolds Metals. Mr. White is a semi-retired consultant to McCann-Erickson.

Brigadier General David Sarnoff, then and now chairman of the board of NBC's parent RCA, assumed an interim presidency of NBC for four months at the end of 1953 until Sylvester L. (Pat) Weaver Jr. took over. Mr. Weaver was moved up to the NBC chairmanship two years later, and the general's son,

Robert Sarnoff, was installed in the NBC presidency.

In July 1958 Mr. Sarnoff was elevated to the NBC board chairmanship and Mr. Kintner to the presidency. Mr. Weaver left NBC in 1956, later joined McCann-Erickson and still later became president of Subscription Television Inc., a pay-TV operation that has been dormant since its California business was shut down by popular vote last November.

Warner Bros. drops bids for 3 UHF's

Warner Bros. Pictures Inc. last week asked the FCC to dismiss its applications for television stations in Chicago, Houston and Fort Worth.

The company would give no reason for the sudden action other than saying "the dismissal will contribute to the more expeditious inauguration of the new UHF service" in each of the three cities.

Warner Bros., which produces motion pictures and programs for television, is headed by Jack L. Warner, president, chief executive officer and the com-

pany's largest single stockholder (23.6%).

The company applied for channel 38 in Chicago and channel 20 in Fort Worth on Dec. 3, 1963, and for channel 29 in Houston on Nov. 17, 1964. The Warner applications were consolidated with others for the same facilities earlier this year by the commission for prehearing conferences to expedite various issues with respect to Warner Bros. including its history of civil anti-trust suits and the degree of its ownership by individuals who are not U. S. citizens.

The two remaining applicants in the Chicago proceeding will be the Chicago Federation of Labor and Industrial Union Council (wCFL Chicago) and Chicagoland TV Inc., owned equally by Frederick B. Livingston and Thomas L. Davis.

Former applicants for the facility which have since dismissed are Field Enterprises Inc. and Kaiser Industries Corp.

The remaining applicant for the Fort Worth facility is Trinity Broadcasting Co.

In Houston, two applicants remain: Kxyz TV Inc. and Crest Broadcasting Co.

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Puerto Rican manager seeks reopened hearing

The former manager of three commonly owned Puerto Rican radio stations, which are facing license revocation, has asked FCC's review board to reopen the hearing record and accept new evidence which will show "gross inaccuracies" in the testimony.

George A. Mayoral, who says that he was barred by the examiner in February 1964 from participating in the hearing and has been "deprived of the due process" filed a petition to intervene in the case.

Mr. Mayoral claims that because he was not being permitted to call his own witnesses and refute the "slandorous charges" made against his character, he has "suffered severe mental and financial injury," and his 30-year reputation as a broadcaster has been largely destroyed.

The case involves alleged violations of the commission's rebroadcast rules by WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez, all owned by Alfredo R. de Arellano Jr. and his family. The stations are charged with rebroadcasting without written permission, portions of three man-in-

space programs which were the product of pooled U. S. network coverage and of at least eight news shows furnished to the Armed Forces Radio Service in New York by the Mutual Broadcasting System (BROADCASTING, Dec. 28, 1964).

In an initial decision issued last December, Hearing Examiner Forest L. McClenning recommended that the stations' licenses be revoked. He linked Mr. Mayoral, who was manager of the stations at the time of the alleged violations, most closely with them.

In seeking to reopen the record, Mr. Mayoral said he intends to supply "direct positive evidence which will . . . refute the damaging allegations" and show that although he held the title of station manager, he was in no way engaged in the day-to-day operations of the stations.

Mr. Mayoral said that contrary to the testimony of several former part-time employes at WKYN, he did not at any time make tapes of AFRS newscasts for the purpose of rebroadcasting, nor were such tapes broadcast by him or under his direction.

He also noted that his duties during the months in question were "virtually and totally" in the field of engineering, and that the titles of manager or station manager given him were "mere labels

not substantiated by the realities" of daily presence in the actual operation of a station. "In short," he said, "I was a manager in name only."

Mr. Mayoral, who is not now directly associated with any stations, resigned in November 1963 as a director, minor stockholder and vice president in charge of engineering for the Puerto Rican stations.

Exceptions to the hearing examiner's initial decision are due at the commission today (March 8).

Changing hands

ANNOUNCED ■ *The following station sale was reported last week subject to FCC approval:*

■ **KENO Las Vegas:** Sold to Lotus Theater Corp. by VRA Enterprises Inc. for \$330,000. Lotus Theater Corp. is owned by Howard A. Kalmenson of Los Angeles, who also owns KWKW Pasadena-Los Angeles. KENO is on 1460 kc with 1 kw. Broker: Hogan, Feldman, Los Angeles.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (For other commission activities see FOR THE RECORD, page 90).*

■ **KFJZ-AM-FM Fort Worth:** Sold by Texas State Network Inc. to Radio Fort Worth for \$1.1 million. Radio Fort Worth is 44% owned by Pyrometer Co. of America, Arnold Malkan, Pyrometer board chairman, 41%; Stanley E. Wilson, vice president and director of Texas State Network, 10%, and Jimmy R. Phillips, 5%. KFJZ, founded in 1922, operates on 1270 kc with 5 kw. KFJZ-FM, which began operating in 1959, is on 97.1 mc with 22 kw.

Community Antenna Television

■ **Harrisclope Broadcasting Corp.,** Beverly Hills, group radio and television station owner, paid \$5,406,000 to H&B American Corp., Beverly Hills, Calif., for CATV systems in Palm Springs, Calif., and Flagstaff, Ariz., serving 12,700 subscribers (see page 62).

■ **Jack Kent Cooke Inc.,** Beverly Hills, Calif., through its American Cablevision Co., division, paid \$4.25 million last week to Wentronics Inc., Casper, Wyo., for its six CATV systems serving 14,000 subscribers in Casper; Perryton, Tex.; Moab, Utah; Gallup, N. M.; Independence, Kan., and Berlin-Ocean City, Md. American also paid \$2.5 million to Cable Inc., Minneapolis, for CATV's in Rochester and Brainerd, both Minnesota, serving 8,965 subscrib-

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ers. The purchasers bring American Cablevision's total of CATV's to 20 and subscribers to more than 51,000 (see page 62).

New TV stations

As of March 4 there were 105 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 58 were commercial UHF's, 4 were educational VHF's and 23 were educational UHF's. New station going on the air last week:

WPSX (ch. 3) Clearfield, Pa. Pennsylvania State University licensee, went on the air March 1 with program test. Address is 409 Boucke building, University Park, Pa. WPSX-TV goes on the air with 100 kw visual and 50 kw aural with an antenna 539 feet above ground. Presently the noncommercial station is broadcasting from its transmitter site in Clearfield with an on-campus studio to be constructed next year. The station plans to offer programs supplied by the National Educational Television Network and Eastern Educational Network among other sources.

WCEE-TV (ch. 23) Freeport, Ill. Rock River TV Corp., licensee, announced that it plans to begin construction of a new \$250,000 studio building in March. The cost of its new 725 foot tower and transistorized broadcasting equipment will total \$500,000 according to David Carlson, Rock River TV president. The building will include a 40-by-60 foot studio with total floor space of 13,600 square feet. WCEE-TV will be equipped to originate its own color film programs. Scheduled completion date of the building is August 1965.

KLAC seeks injunction against AFTRA-IBEW

KLAC-AM-FM Los Angeles has applied for a preliminary injunction against the Los Angeles local of the American Federation of Television & Radio Artists and local 45 (also Los Angeles) of the International Brotherhood of Electrical Workers. The injunction petition will be heard today (March 8) in Los Angeles Superior Court. The two unions are now on strike against KLAC in a dispute over tape editing and the operation of cartridge machines. The station wants this work done by announcers, while the unions feel these duties belong to the engineers (BROADCASTING, Feb. 22).

KLAC is asking for an injunction to give each man the right to return to work if he so desires without becoming

liable to retributive action on the part of his union, until the dispute has been settled. Meetings under the auspices of the California Conciliation Service were discontinued after no progress was made toward agreement.

The injunction petition first went before the superior court, a state court, Feb. 24, but before it was heard the court granted a petition of AFTRA to have it transferred to a federal court, which last Tuesday (March 2) approved the KLAC motion to send it back to the Los Angeles Superior Court.

Application filed for WVUE(TV) sale

Application for FCC approval of the sale of WVUE(TV) New Orleans to Screen Gems Inc. for almost \$8 million (BROADCASTING, Feb. 22) was filed with the FCC Friday (March 5).

The contract for the purchase of the 60% ownership held by nine New Orleans principals (the other 40% is owned by Rust Craft Broadcasting Co.) indicates that the local shareholders, each of whom owns 180 shares, are receiving different amounts of the \$4.8 million which is their share of the \$8 million. Rust Craft is receiving

\$3.15 million for its 40% interest.

The highest payment is being made to U. S. District Judge Frank B. Ellis; he's receiving \$764,443.60. The next highest payments are to Joseph A. Paretti, president and general manager of the station, and Chalin O. Perez, who are each receiving \$684,442.60. The remaining six stockholders are each receiving \$444,445.20 for their respective 180 shares: William G. Aly, Richard J. Carrere, George C. Foltz, George E. Martin, John E. Pottharst Jr., and William H. Saunders Jr. (with his four children).

No explanation for the variations in payments is given in the application, and Mr. Paretti declined to comment when asked for clarification.

WVUE had total assets, as of Jan. 31, of \$1,131,959.45, the application showed. Of this \$404,418.58 were total current assets. Total current liabilities were \$525,573.57; long term obligations, \$458,575.97, and retained earnings as of Jan. 1, \$93,928.47. In the month of January, the balance sheet showed, the station lost \$13,619.56.

The transaction between Screen Gems, which is 89% owned by Columbia Pictures Corp., and the New Orleans 60% owners was handled by Howard E. Stark.

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Higher-fine ceiling not sought—FCC

FCC officials denied last week that any thought is being given to asking Congress to lift to \$100,000 the ceiling on the amount of forfeiture that the commission may levy on broadcasters (CLOSED CIRCUIT, March 1.)

The information had been provided by a reliable commission source. But other FCC officials said that although suggestions for asking Congress to raise the present \$10,000 ceiling on forfeitures were considered more than a year ago, they were never adopted. They said draft legislation now being considered by the commission staff would give the commission additional authority to impose a forfeiture as an alternative to a revocation or nonrenewal of license after a hearing has been held. The proposal would lift the present one-year statute of limitations on the imposition of a fine and enable the commission to levy one for an offense occurring anytime within the three-year license period. The proposal would also eliminate the requirement for a federal court trial in any forfeiture case in which a hearing was held before the commission.

Harriscoppe enters CATV in big buy

Harriscoppe Broadcasting Corp., Beverly Hills, entered the community antenna television field last week by paying what is believed to be the largest price in a single CATV transaction: \$5,406,000.

The firm, a group broadcast owner, bought systems in Palm Springs, Calif., and Flagstaff, Ariz., from H&B American Corp., the nation's largest CATV

group owner. Sale of the two CATV's serving 12,700 subscribers reduced H&B holdings to 27 systems serving 74,000 subscribers.

Burt I. Harris, Harriscoppe president, said the firm intends to continue operation of its CATV's with present management. Harriscoppe's broadcast properties: KFBB-AM-TV Great Falls, Mont.; KTWO-AM-TV Casper, Wyo.; KLFM Long Beach, KBAK-TV Bakersfield and KKAR Pomona, all California. It also produces and distributes films for TV and publishes *FM and Fine Arts*.

David E. Bright, H&B president and board chairman, said proceeds from the CATV sale would be used to retire the major portion of H&B's funded debt of about \$6 million. H&B headquarters are in Beverly Hills, Calif.

American Cablevision buys eight CATV's

American Cablevision Co., a division of Jack Kent Cooke Inc., Beverly Hills, moved into the ranks of the nation's largest multiple owners of CATV systems last week by concluding purchases of 8 CATV's for a total of \$6,750,000.

The transactions bring the firm's total of systems to 20 and its subscribers to more than 51,000. American has been in CATV only since last fall (BROADCASTING, Oct. 26, 1964).

The company paid \$4,250,000 to acquire the 8 CATV's with 14,000 subscribers of Wentronics Inc., Casper, Wyo. Gene W. Schneider, Wentronics president, will become American Cablevision executive vice president and the American name gradually will be substituted for Wentronics at the systems in Casper; Perryton, Tex.; Moab, Utah; Gallup, N. M.; Independence Kan., and Berlin-Ocean City, Md.

American paid \$2,500,000 for CATV's of Cable Inc., Minneapolis, serving 8,695 subscribers in Rochester

and Brainerd, both Minnesota.

Mr. Cooke, president of the parent firm, also announced his CATV company has contracted with Trousdale Construction Co., Beverly Hills, to build and operate a CATV system to serve the Trousdale Estates area of the city.

In addition to the just acquired systems, American has paid \$8.2 million since October for CATV's in Lewiston, Idaho; Clarkston, Wash.; Laguna Beach and Barstow, both California; Palestine and Graham, both Texas; Keene, N. H.; Winona, Minn., and La Crosse, Wis.

Zenith will request rule allowing pay-TV

Zenith Radio Corp. has confirmed reports that it will soon request the FCC to adopt rules permitting regular operation of on-air subscription television (CLOSED CIRCUIT, Feb. 15).

Zenith has been cooperating since 1961 with RKO General in a pay-TV test on WHCT(TV) (ch. 18), Hartford, Conn. The Hartford test uses Zenith's Phonevision System, in which signals are transmitted in scrambled form to prevent unauthorized reception.

Joseph S. Wright, Zenith president, has called the Hartford test a success. And Zenith last week said that the over-the-air system has "substantial" cost advantages over cable pay TV.

Zenith's petition for rulemaking, expected to be filed with the commission this week, will contain a detailed report of the Hartford test results.

Third broadcast group in Cleveland CATV

The Scripps-Howard Broadcasting Co. announced last week it has bought "a substantial minority stock interest" in Telerama Inc. of Cleveland, an applicant for a community antenna television franchise in Cleveland and surrounding suburbs.


With this announcement applicants in the Cleveland area now include two of the three Cleveland TV stations and both daily newspapers. The other applicants are Cleveland Area TV Inc. (Cox Cablevision Corp. and the *Cleveland Plain Dealer*) and Westinghouse Corp. (licensee of KYW-AM-FM-TV Cleveland and owner of other radio and TV stations).

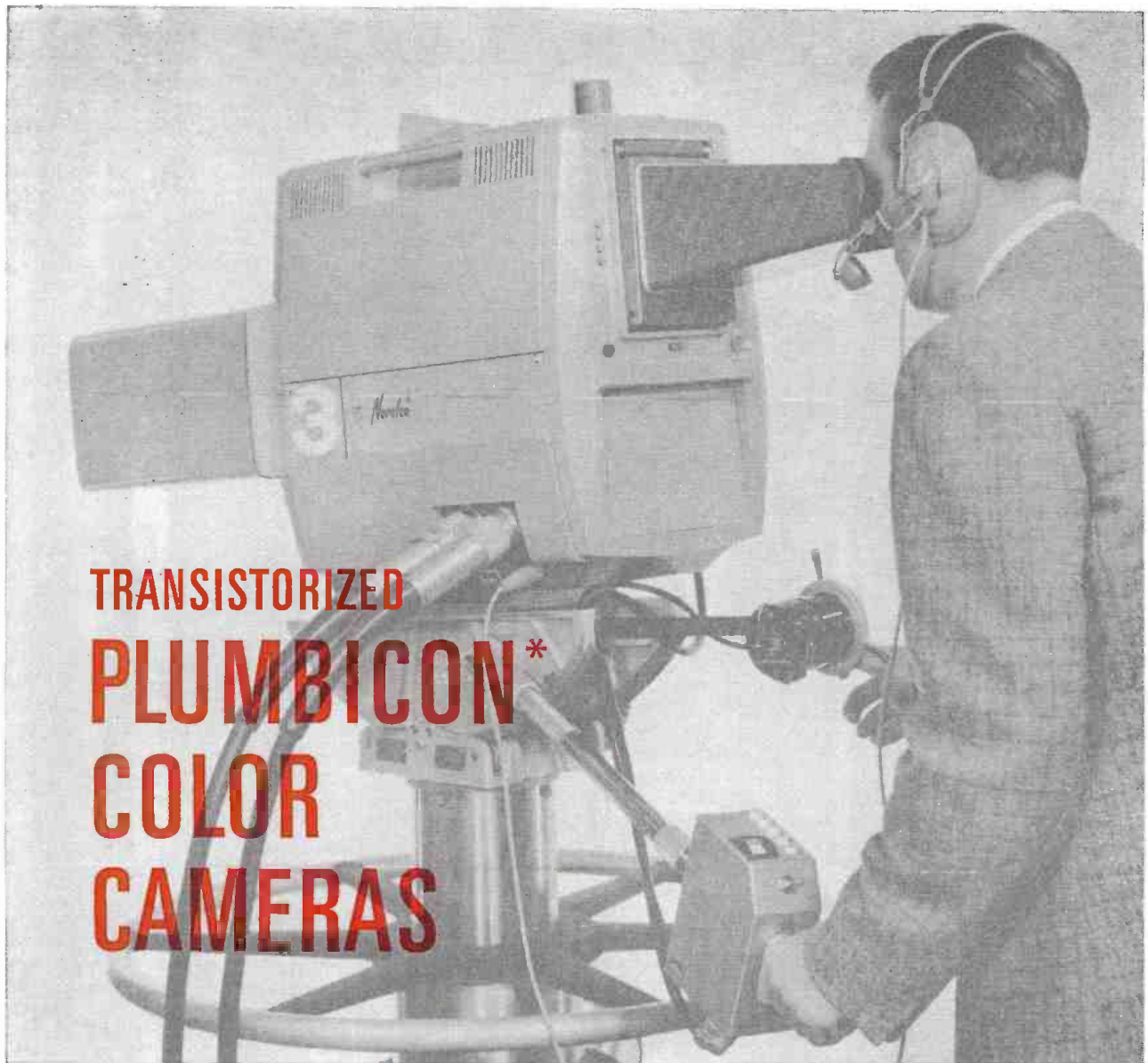
Telerama Inc., organized last November by a group of Cleveland businessmen, was the first applicant in Cleveland (BROADCASTING, Nov. 19, 1964) and proposes to carry TV signals from Windsor and London, both On-

"More than merely funny! A hilarious parody!"—*Time Magazine*
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tario, Detroit, Toledo, Ohio, and Erie, Pa. At a later date Chicago and New York stations may be added via microwave or coaxial cable, according to Telerama.

Scripps-Howard is licensee of WEWS (TV) Cleveland and owner of eight other TV and radio stations.

Five members of the Scripps-Howard Broadcasting organization will be added to the six-man board of directors of Telerama. New members will be Jack R. Howard, president of Scripps-Howard; Mortimer C. Watters, executive vice president of Scripps-Howard; John R. Baskin of the Cleveland law firm of Baker, Hostetler & Patterson; Donald L. Perris, general manager of WEWS and Peter Hlinka, WEWS sales manager for Ohio.

The officers of Telerama are Creighton E. Miller, president; Malcolm B. Vilas Jr., vice president, and Herbert C. Hauser, secretary-treasurer.

There was no announcement of the extent of Scripps-Howard's interest in Telerama nor any indication of its cost.

Vumore rejoins; H&B still outside of NCTA

The Vumore Co., Oklahoma City, among the nation's larger group owners of community antenna television systems, has rejoined the National Com-

munity Television Association after withdrawing in June 1963.

The NCTA, which announced the move last week, said Vumore's action leaves H&B American Corp., Beverly Hills, the nation's largest CATV group owner, as the only one of the 10 largest group owners not an NCTA member.

Vumore, a subsidiary of RKO General Inc., group owner of radio and television stations, owns 27 systems and serves more than 32,000 CATV subscribers. H&B owns 27 systems with more than 74,000 subscribers.

Vumore CATV's are in Arizona, Kansas, Mississippi, Missouri, Oklahoma and Texas.

The NCTA represents in excess of 550 member systems serving more than 900,000 CATV subscribers.

CBS Inc. now owns 90% of N.Y. Yankees

CBS Inc. last week bought Del Webb's 10% interest in the New York Yankee baseball club for \$1.4 million, thus becoming 90% owner of the team.

The transaction conformed with the original acquisition agreement of last summer (BROADCASTING, Aug. 17) whereby CBS Inc. obtained 80% of the club for \$11.2 million from co-owners Dan Topping and Mr. Webb. CBS Inc. was given the option of buying the re-

maining 20% within five years for another \$2.8 million and Mr. Webb had the option of selling his interest to CBS by March 1 this year.

Mr. Topping—who still owns 10% of the Yankees and is president of the CBS subsidiary, which now does business as New York Yankees Inc.—said he would remain as active director of the team.

Bill would enlarge Conn. CATV regulation

The authority of the Connecticut Public Utilities Commission to regulate community antenna television would be made more formal and permanent under a bill filed Feb. 23 in the Connecticut General Assembly.

The measure, house bill 3860, would have the effect of making CATV a public utility along with power companies and other utilities regulated by the PUC. It was introduced by Republican Representative Harry L. Filer.

The PUC is currently operating under 1963 legislation that empowered it to hold hearings on and grant applications for CATV franchises but did not spell out the commission's CATV authority otherwise. Hearings began last September on more than a score of applications and are to resume next month.

The new bill will be given a public hearing by the public utilities committee. A spokesman for the National Community Television Association welcomed the opportunity for a hearing, saying it would give CATV operators a chance to clarify what CATV is and to show it shouldn't be considered a public utility.

IRTS charters chapter in San Francisco

The San Francisco chapter of the International Radio & Television Society received its charter in its first official meeting at the St. Francis hotel there, March 1.

Sam Cooke Digges, IRTS president, New York, presented the charter to the club and its president, Rod MacDonald of Guild, Bascom and Bonfigli.

Other officers of the organization are: Bill Exline, Storer TV Sales, vice president; William Decker, general manager of KNBR, secretary-treasurer; Joseph Friedman, H-R Representatives, and Ed Hewitt, CBS Films, both members of the board.

Schroeder has idea on where NAB should move

From his fourth floor window at NAB headquarters, Willard Schroeder can look across the street at an office building which was completed last year, but has very few occupants.

The situation is not rare in Washington where a 1963 building boom has created estimated 2 million square feet of vacant office space.

As a result of this available space, Mr. Schroeder last week told the National Association of Broadcasters executive committee that this seemed to be a "favorable" time for the NAB to lease space in one of these glass-walled, air-conditioned edifices.

If the idea is carried through, he would seek to lease the NAB's current home to another tenant until space again became premium in the capital. At that time, Mr. Schroeder, wood Grand Rapids, Mich., and joint board chairman, feels the association might be able to sell its building at a better price than it

would now bring.

The executive committee has plans to reactivate its building committee, which last year unsuccessfully sought to gain a rezoning of the NAB property so a commercial office building could be erected (BROADCASTING, July 13, 1964).

NAB occupies a remodeled townhouse.

In addition to office space, the executive committee last week also considered a Florida site for the joint board meetings next January, and a site other than Washington for the June board meetings. But no decisions were made.

Other members of the executive committee at the meeting were Mike Shapiro, WFAA-TV Dallas, TV board chairman; John F. Dille Jr., WSJV-TV Elkhart-South Bend, Ind., TV board vice-chairman; Rex G. Howell, KREX Grand Junction, Colo., radio board chairman, and Jack W. Lee, WSAZ Huntington, W. Va., radio-board vice-chairman.

Broadcasting

January 25, 1965

Upheaval in TV program control?

Now up for FCC action: Rules to slash networks' ownership of evening shows

The tough restraints FCC is considering

The proposed rule restricting network program control, as suggested by the Network Study staff, follows the 1958 Network television program practices.

As used in this section the term "network television licensee" means a television station licensee (or any person controlling, controlled by or under common control with such licensee) which engages in chain broadcasting as part of a regular business of network television broadcasting.

- (1) No network TV
- (2) will license
- (3) vision program
- station

(3) after (date), retain any right of interest the acquisition of which would be prohibited by this section;

(4) Nothing in this section shall prohibit a network television licensee from selling or distributing program of which such network television licensee is the sole producer for television exhibition outside the United States, or selling or otherwise disposing of program rights not acquired from another person including to distribute programs

more than 50% of the time consists of programs of which the network television licensee was the producer or co-producer or in which it has acquired from another person the license, option or other exclusive right to network exhibition. Provided, however, That nothing herein shall prohibit or limit the presentation of programs in which the network television licensee has acquired, from a sponsor or sponsor, only the exclusive network exhibition as

current events of national importance to those shown in 50% of between 8 and 11 p.m. New in any calendar week, the would also require, net- state publicly the policies and by, which their programs are chosen, scheduled and super-

If rule is the product of the Network Study staff, Ashbrook, P. Bryant, and of the commission's net- inquiry that was begun in 1959.

Further refinement of the broad out- lines of the proposal have been kept in

What if FCC hits the networks?

Will advertisers come forward with half of the prime-time programing? Many doubt it, pointing to their present output of less than 10% of total

The FCC staff plan to wrest television program control from the networks (BROADCASTING, Jan. 25) drew mixed reactions last week, but the overwhelming consensus was that, if adopted, its effect on networking would be revolutionary—at the very least. The plan would also force the networks substantially out of the syndication business, which currently represents an estimated \$25 to \$30 million annual resource to them, but chief attention centered on the feature that would require networks to get 50% of their nighttime nonnews programming from ad-

which the network produced itself or acquired from others. However, the present advertiser-furnished programs without limit, provided the contracts were for no more than one-year terms with one-year renewal options. FCC sources confirmed privately what some observers refused to believe at first—that the inter- of the net- by ad- counts the in- cia-

Current events of national importance Public-affairs documentaries apparen- would count equally with entertainment shows in computing the network's 50% program producers and syndicators gen- erally applauded the FCC staff propo- sition, both as to network scheduling and in its plan to put the networks out of syndication in the U. S. and to limit if foreign syndication activities to independent.

Broadcasting

February 1, 1965

Who'll take new program risks?

Under FCC plan advertisers' program production costs might increase five times; schedule now indicates networks control 91% of prime-time shows

Advertisers are spending about one-fifth as much in producing their own programs as would be necessary to maintain current network nighttime television schedules under the FCC staff proposal for curtailing network control. Although producers and agencies have noted a greater willingness on the part of networks to consider show-

from 130 in 1963 and 48 in 1957. Similarly, network-produced programs declined to 15 this year from 22% in 1963 and 31 in 1957. On the other hand, in 1965 the number of producer-supplied shows licensed to the networks rose to 79 from 66% in 1963 and 51 in 1957. (Frac- tion appears in data for 1963. (Frac- source said, because

negotiating as much as they had in the past with so-called sales representatives—the talent agencies serving program packagers and the distribution arms of the major film studios, who earn up to 10% of the production cost of a series for their in "putting

Broadcasting

February 15, 1965

F.C.C. Seeks Firm Rules on Role of Stations in Program Choice

By JACK GOULD
The Federal Communications Commission will consider on Friday a proposal for sweeping changes in the economic structure of the television industry. The commission's plan is designed to curb

New York Times

March 1, 1965

Want to know what's going on, why it's going on, while it's going on?

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Orlando case sent to FCC for 3d time

Court orders channel 9 matter reopened with new applicants, cites 'stale' record in earlier grant

A federal court in Washington last week told the FCC to reopen the 10-year-old Orlando channel 9 television case and to accept new applicants.

The U. S. Court of Appeals in Washington ordered the whole Orlando case reopened in an unsigned four-page opinion because the case was decided, for the second time, on a "stale" record. This is the third time the court has acted in the Orlando TV litigation.

The court said that the commission's action last year, (BROADCASTING, June 22, 1964) affirming its 1957 grant to Mid-Florida (WFTV-TV) was based on old evidence.

"The commission has, of course," the court said, "a large area of discre-

tion to decide between competing applicants for the privileges committed to its care, both generally and under the terms of our last remand in this proceeding. But this case has been beset throughout by a variety of dubious circumstances which, at best, have prolonged the ultimate choice an unconscionably long period beyond the assembling of the facts upon which that choice must of necessity be based, and which, at worst, leave a nagging uncertainty as to whether so vital a community facility as is involved here should not be exposed to what may possibly be wider interests than those represented by these two applicants."

The FCC's decision was appealed to

the federal court by WORZ Orlando, the losing applicant. WORZ attorney Edward P. Morgan said last week that his client was thinking of asking the FCC to place WFTV under joint interim operation, pending the conclusion of a new hearing as ordered by the court, or at least requiring the station to place its profits in escrow for that period.

Back to 1955 ■ The case has been before the District of Columbia circuit court three times, all on appeals by WORZ. In 1958, the court ratified the FCC's grant to Mid-Florida, and a petition for review was filed with the U. S. Supreme Court. After the House Oversight Subcommittee exposed off-the-record approaches to the FCC in a number of TV grants, the court remanded the Orlando case, among others, to the FCC to determine if the 1957 decision should be reversed. After the commission determined that its 1957 grant should stand, which again was appealed, the court remanded the case instructing the FCC to determine if the activities of William Dial, an attorney for Mid-Florida, in contacting the late Commissioner Richard A. Mack, disqualified Mid-Florida, and if a whole new hearing should be held, with new applicants.

The latest appeal, again by WORZ, was from the FCC's 1964 decision 4-0 upholding its 1957 grant to Mid-Florida and finding that its principals had no knowledge of Mr. Dial's activities.

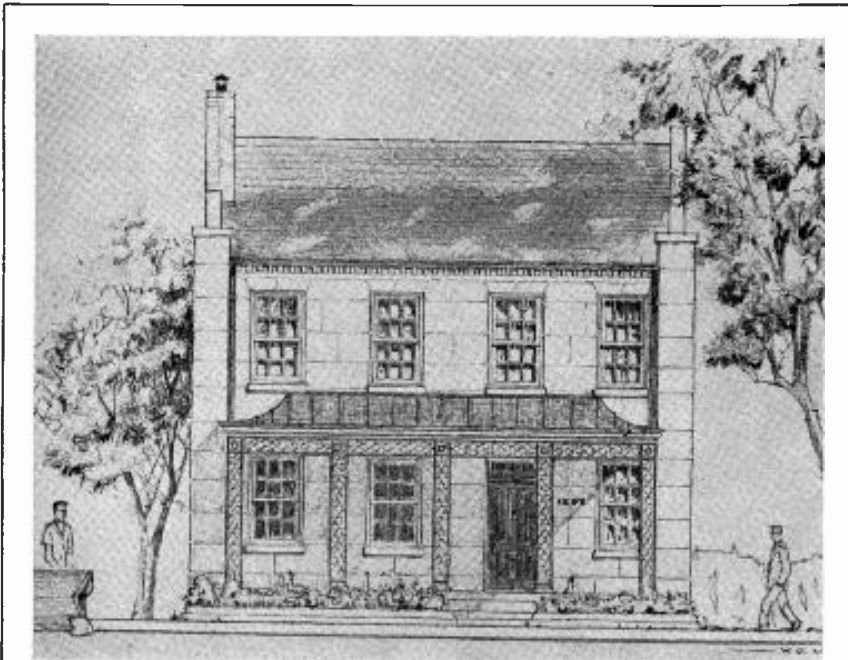
In last week's decision the court reminded the FCC of its 1963 suggestion that the case be reopened completely. In obviously caustic language the court said:

"The present review proceedings bring to us the commission's determination, after reargument, not to avail itself of our invitation [to reopen the record and to permit new applicants to file] but, instead, to reaffirm the award to Mid-Florida on the basis of the record made 10 years ago . . ."

In its concluding paragraph the court continues in this vein:

"We are not prepared to say that the commission is wrong in its appraisal of the significance to be accorded the lapses with which each party has been charged in these proceedings; and we would agree that, absent of any new evidence bearing upon them, the time has come to end litigation about them. Neither are we prepared to say, however, that the guardianship of the public interest, entrusted by Congress to the commission, is adequately effectuated by confining the choice of these two applicants in the light of facts put on the record over 10 years ago . . ."

The court said that the commission could, if it desired, continue operation of the station under temporary authority.



WUNI makes new home from old one

This ante-bellum Mobile, Ala., home has been converted into studios for WUNI, that city. The station, formerly WALA, had to find new studios when it and WALA-TV were sold to different owners. Stone Representatives Inc., New York, which

purchased the radio station for \$250,000, paid \$35,000 for the 1830 home with its 16-inch thick brick walls, and is spending another \$30,000 to renovate the building into studios for WUNI. The station's new address is 1257 Springhill Avenue.

Employee charges FCC with discrimination

The FCC has been accused of discrimination in connection with the complaint of a Negro employe who says he has been denied advancement and job-improvement opportunities because of his race. Commission officials deny the charge, but the issue is headed for an agency hearing.

The second of two complaints filed with the commission by Harold Thompson, who is employed as a clerk in the Data Processing Division, results from his supervisor's refusal to approve his request to attend a government-paid training course.

He filed an earlier complaint after he was turned down for another position in data processing, which would have raised him from a grade 3 to grade 4. Mr. Thompson, who had been working in Safety and Special Services since joining the commission in April 1963, withdrew that complaint after getting his present grade 4 appointment in April 1964.

Mr. Thompson, 32, who filed a complaint with the President's Committee on Equal Employment Opportunity as well as with the commission, is scheduled to have a hearing on his charge before a special FCC hearing examiner on April 15. A number of prehearing conferences have already been held.

Complaint Rejected ■ He asked for the hearing after Joel T. Rosenbloom the commission's employment policy officer, rejected his complaint following an investigation. Mr. Rosenbloom said last week he was satisfied that Mr. Thompson had not been the object of discrimination.

The hearing officer is Daniel Ohlbaum, FCC deputy general counsel, who, based on the evidence developed, will make a recommendation on the disposition of the complaint to Mr. Rosenbloom. If Mr. Thompson is dissatisfied, he may appeal to the President's committee.

The hearing is the first of its kind ever held by the commission. Mr. Rosenbloom said other complaints based on charges of racial discrimination had been made but were resolved short of a hearing.

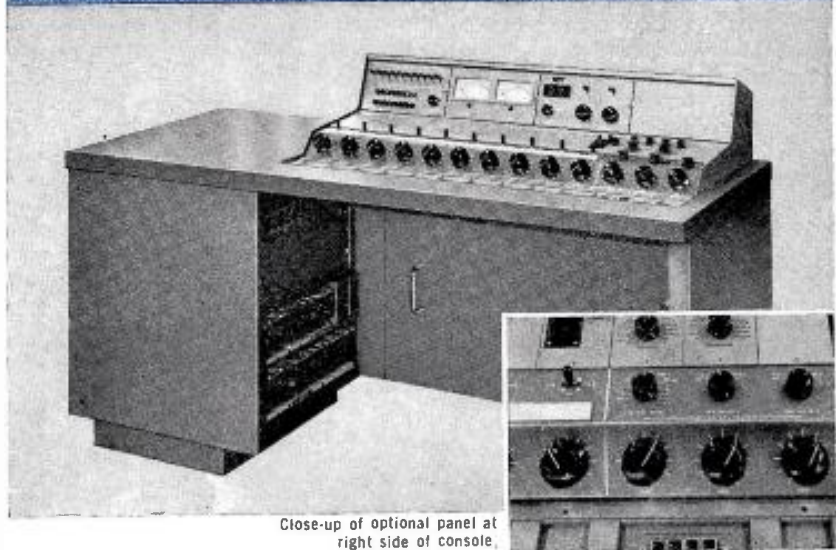
The commission's previous concern with discrimination has been as the result of complaints filed against the employment practices of broadcasters. And Chairman E. William Henry once expressed the view the commission should make clear it opposes such discrimination (BROADCASTING, July 1, 1963). The commission has never officially issued such a statement.

In denying the discrimination charges, Mr. Rosenbloom, who is also special assistant to Chairman Henry, said that

BROADCASTING, March 8, 1965

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Close-up of optional panel at right side of console.



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

earlier openings in data processing for which Mr. Thompson had been turned down were subsequently filled with Negro women.

He said Mr. Thompson had asked for permission to take the training course, in Basic Concepts in Data Processing, given by the Department of Agriculture, two days after he began working in data processing as a clerk. He was turned down, Mr. Rosenbloom added, because of the supervisor's policy of making the training available only to those likely to benefit directly.

FCC Chairman E. William Henry has in the past expressed concern over the employment hiring practices of broadcast licensees. He has said the commission should be alert to charges of discrimination.

Humphrey to address NAB convention

Vice President Hubert H. Humphrey will address the opening general assembly of the National Association of Broadcasters 43rd annual convention in Washington on March 22. Mr. Humphrey will speak in the Shoreham hotel's Regency Ballroom before Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters receives the NAB's Distinguished Service Award.



Mr. Humphrey

Preregistration for the March 21-24 convention at the Shoreham and Sheraton-Park hotels rose to 2,876 by last Thursday (March 4). Everett Revercomb, convention manager and NAB secretary-treasurer, said the total registration would be as big as or surpass the 3,826 who attended the convention in Chicago last year.

William E. Roberts, president of Ampex Corp., Redwood City, Calif., will speak at the opening luncheon of the NAB's Broadcast Engineering Conference held at the Shoreham in conjunction with the convention.

Three radio sessions are scheduled during the convention. The first session will feature a Radio Advertising Bureau presentation on the latest in radio sales and techniques.

Rex G. Howell, KREX Grand Junction, Colo., and NAB radio board chairman, will present a report at the Tuesday morning session. Other features of that second-day meeting will be a report

by Howard Mandel, NAB vice president for research on the All-Radio Methodology Study; a report by Dr. Robert White, chief of the U. S. Weather Bureau, and a panel presentation by the Record Industry Association of America.

The Wednesday morning session will feature a presentation on radio public relations by John M. Couric, NAB vice president for public relations; a Station Representatives Association presentation of "Radio to Sell Radio"; a music-licensing report by Robert T. Mason, WMRN Marion, Ohio, and chairman of the All-Industry Radio Music License Committee; a demonstration on "The Sounds of the World," by Ted Malone and Tony Schwartz, and a panel on "The Economic Future of Radio in America."

Panel participants are: Lionel Baxter, Storer Broadcasting Co.; Gordon McLendon, McLendon Stations; Stephens Dietz, Kenyon & Eckhardt, and Blaine Cooke, United Air Lines.

FCC tie vote affirms translator grant

The absence of a seventh commissioner was felt by the FCC last week, when a petition for reconsideration failed to carry because of a 3-3 tie. The seventh place has been vacant since Commissioner Frederick W. Ford resigned Dec. 31, 1964, to become president of the National Community Television Association.

The commission action last week involved the applications of Ottumwa Area Translator System Inc. for two UHF TV translator stations at Ottumwa, Iowa, without the attachment of program nonduplication conditions.

The petition for reconsideration that was denied by the 3-3 vote had been filed by KTVO-TV (TV) Kirksville, Mo., which had complained that its programming would be duplicated by the translators. KTVO provides a grade A signal to Ottumwa and carries programs from all three networks.

The two translators, which operate on channels 74 and 76, rebroadcast the programs of KCRG-TV (an ABC affiliate on channel 9) Cedar Rapids and WHO-TV (an NBC affiliate on channel 13) Des Moines, Iowah.

Voting for reconsideration last week were Commissioners E. William Henry, Kenneth A. Cox and Robert E. Lee. Commissioners Rosel H. Hyde, Lee Loevinger and Robert T. Bartley voted to affirm the commission's previous decision to grant the applications without the nonduplication conditions. (BROADCASTING, Nov. 30, 1964, CLOSED CIRCUIT, Nov. 30, 1964).

Culligan resigns as Curtis chairman

Matthew J. Culligan resigned as chairman of the Curtis Publishing Co. last Thursday and took on new duties



Mr. Culligan

that include the development of "broadcasting opportunities" for Curtis.

It was believed that he would look for "opportunities" first in the programming field. There was said to be little likelihood that

Curtis would undertake the acquisition of broadcasting station properties until its financial problems in the publishing field were more nearly under control. The company has had financial difficulties for several years and was reported to have lost \$14 million in 1964.

The current network television show *Hazel* was based on the cartoon character of that name in Curtis's *Saturday Evening Post*, and the series was said to remain under Curtis ownership. The possibility of developing other entertainment shows and perhaps women's service shows and public-service presentations was reported to be on Mr. Culligan's agenda for exploration.

The other major phase of Mr. Culligan's new duties calls for the writing of a history of Curtis from the days of Benjamin Franklin.

Mr. Culligan, formerly with McCann-Erickson and before that the operating head of NBC Radio, joined Curtis in 1962 as president and board chairman. He resigned the presidency last year after an editorial-department revolt but retained the board chairmanship until last week. His contract runs to January 1966.

ACLU embraces pay TV

The American Civil Liberties Union last week gave "full endorsement" to the principle of pay television, revising a 1955 position which supported toll TV conditionally provided that safeguards were attached. The ACLU's current view is that pay TV will promote "diversity" on the airwaves. It said it had reviewed its earlier position and had come to the conclusion that all restrictions on pay TV should be removed, other than those falling within the framework of existing laws governing radio-TV communications.

Ray Manystrokes changed to Wings & Wheels jetfreight service, but we didn't help his game much.



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The next time you have an important shipment, don't handicap yourself.

Let Wings & Wheels handle your shipment like pros. 18 years of airfreight forwarding experience is your assurance.

Wings & Wheels

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Terminals throughout the nation. Consult your local telephone directory for the one nearest you.

Networks still wait for that shoe to drop

Networks fail to get audience as FCC postpones session on proposal to limit their program controls

Network personnel, from presidents to stagehands, are engaging in final-hour maneuvering in advance of an expected FCC decision to issue a notice of proposed rulemaking to limit to 50% the amount of prime-time programming networks may own or financially control.

The commission was to have met on the proposal Friday (March 5). But everyone concerned was given a reprieve Thursday when the commission postponed the meeting without setting a new date. The postponement was to permit the commission to continue a special session on community antenna television begun on Thursday.

The presidents of ABC, CBS and NBC, it was reported last week, had failed in their request to FCC Chairman E. William Henry for a private, informal meeting with the commission before it acted on the draft rulemaking. Network representatives had also consulted with Senator Vance Hartke (D-Ind.) be-

fore he submitted a list of 14 questions on the proposal to the commission (BROADCASTING, March 1).

And last week, talent and craft unions representing members employed in television protested the proposal. In a telegram to the commission, they said the draft, as described in press accounts, would have adverse effects on the public and TV employes and its adoption would be "the worst decision ever made in Washington."

Hyde Speaks Out ■ In another development, Commissioner Rosel H. Hyde, considered the only sure vote against the proposal, publicly criticized it and urged his colleagues to take a go-slow approach. Commissioner Robert E. Lee was also considered a possible opponent of the proposal.

The commission, at its meeting two weeks ago, rejected the network presidents' request for a meeting and, through Chairman Henry, suggested that they submit in writing any information

they wanted to transmit. The networks indicated last week they would not file anything unless the draft is issued in the form of a notice of proposed rule-making.

A commission official last week said the networks had not indicated the nature of the information they would have submitted, and it was not clear whether the networks hoped to cause a postponement of the March 5 meeting. But one commissioner said the request for a conference was "belated." He noted that the proposal had been under consideration for a long time, more than two years, in one form or another.

A reply to Senator Hartke's letter was being prepared last week, but it was not expected to be ready for him before today (March 8). A key question posed by the senator asks if the commission has considered whether enough advertisers are willing to finance programs and be responsible for 50% of the network schedule.

The networks own or have financial control of more than 90% of the prime-time programming, according to commission figures, and the aim of the proposal would be to break the grip of the networks on prime-time programming. The FCC network study staff, which prepared the draft, feels that this would result in more diversified programming, with some advertisers bringing in programs of appeal to minority tastes. The staff says network programming is largely limited to a type appealing to mass audiences.

Besides limiting network ownership of prime-time programming, the proposal would bar the networks from domestic syndication and also from participating in the profits from foreign sales of independently produced programs.

The craft and talent unions, in their telegram to the commission, said that "the American public receives more and better television service than is available anywhere else in the world" and that any effort to decrease network control of programming "can have only bad effects for the public and for the membership of our organizations and for anyone else who earns his living from television."

It added: "Advertisers, producers and creative talent and all craft organizations now work together with the networks on economic ground rules worked out as they should be by the process of collective bargaining. To upset these rules by government decree could be the worst decision ever made in Washington."

The telegram was signed by representatives of the New York local of the American Federation of Television &

SAG cheers for program control plan

Support for the FCC's proposed rule to limit TV network control of programming has come from the Screen Actors Guild. On Wednesday (March 3) the guild sent the following telegram to the commission:

"Re article in today's *New York Times* under heading 'Unions protest new curbs on TV' which implied that Screen Actors Guild is considering joining such protest, we wish to assure you that this organization strongly supports the proposed rule to limit network control of television programming. We believe this rule would benefit the viewing public, the entertainment industry and all who work in it. In our view, the rule under consideration by reducing network control would tend to create an open and competitive market for television programs. Our position in

this regard is a matter of public record and has been presented to your Mr. Ashbrook Bryant. (signed) John L. Dales, national executive secretary, Screen Actors Guild."

At the annual SAG membership meeting in Hollywood last November (BROADCASTING, Nov. 16, 1964), Mr. Dales reported that a special committee had been appointed "to investigate and make recommendations for guild action to speed up government steps to curb network control of the television film industry." Since then the guild said, its representatives have discussed the matter with senators and congressmen as well as the FCC Network Study Staff and have participated in inter-talent union meetings with producers, directors and writers to seek ways to implement the plan.

Radio Artists; the International Brotherhood, of Electrical Workers; the International Alliance of Theatrical Stage Employes; various locals of the International Brotherhood of Teamsters; the National Association of Broadcast Employes & Technicians, and the Association of Theatrical Press Agents and Managers.

The unions which are opposing the FCC proposal have their strength and membership on the East Coast, though some are national in scope. Not openly expressed in the telegram is the fear that the FCC plan would drive more production to the West Coast.

One union official noted that there would be a tendency for advertisers to deal with independent producers in arranging for programs and he pointed out that the bulk of independent packagers are concentrated in Hollywood. This would aggravate their unemployment problem, which has grown with the movement of television in the direction of film, the union official stated.

Commissioner Hyde, in an interview with the Associated Press, said: "In their present form, the proposals involve a degree of government control I just can't stomach." He said the commission should consider the matter further before acting on it. "I simply can't see taking program control away from one group and giving it to another unless there is some evidence the second group is going to improve things," he said.

BMI, RKO General ask suit dismissal

Broadcast Music Inc. and RKO General Inc. last week entered general denials of charges leveled by the U. S. Justice Department in its civil antitrust suit seeking to require broadcasters to give up ownership of BMI.

RKO, believed to be the largest BMI stockholder, was the only co-defendant named with BMI because, according to Justice, it would be "impractical" to bring all of the estimated 517 stockholders into court. RKO was designated as "representative" of them all, and the charges were said to apply to all.

In its answer, RKO denied that it was representative of all BMI stockholders or could be sued in that capacity, and maintained that RKO stations are programed without consideration being given to the source of the per-

forming rights to the music played.

Otherwise RKO's answer, and that of BMI, denied the government's charges without entering independent defenses or making counter-charges. Both answers, filed in the U. S. Southern District Court in New York, asked that the suit be dismissed.

The suit charges that BMI stockholders and other broadcasters promote BMI music to the exclusion of music licensed by the American Society of Composers, Authors & Publishers and other sources, depress the rates of other music-licensing organizations, depress the royalty rates paid to music writers and publishers and in general tend to create a monopoly in music-performance rights (BROADCASTING, Dec. 14, 1964).

Copyright bill passed in Montana

The prospect of copyright chaos loomed in Montana last week after the state legislature passed a music licensing bill and broadcasters were waiting for the governor to sign it into law over the weekend. The bill would go into effect July 1.

The bill, which will put music licensing organizations under state control, has been strongly opposed by the American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music Inc. (BMI) and the Society of European Songwriters, Authors & Composers (SESAC) (BROADCASTING, Feb. 15).

Under the bill, broadcasters would be able to choose from three types of licenses, and recording companies and motion picture films could get at-source licenses if they desire.

Montana broadcasters have described the measure as a means of getting fees that fit their needs. Last week it was reported that broadcasters in the state were planning to renew their BMI licenses that expire March 11 and then, a spokesman said, the stations would probably serve notice on BMI as the bill's effective date nears.

At the outset of the legislative fight, BMI said "it would be forced to stop doing business" in the state if the bill became law and SESAC felt it would "have no choice" but to live under the measure. However last Thursday (March 4), ASCAP, BMI and SESAC could not be reached for comment on the later developments.

Bulletinitis is evil of the day

Hagerty warns public may force broadcasters to reduce number of bulletins

A plea for broadcasters to "take corrective action" against "the current trend toward over-bulletining news" was issued by



Mr. Hagerty

James C. Hagerty, vice president in charge of corporate relations, American Broadcasting-Paramount Theaters, in a speech before the New York State Broadcasters Association last

Thursday (March 4).

Mr. Hagerty's plea followed a similar request made to the CBS News staff by Fred Friendly, president, CBS News, (BROADCASTING, March 1).

Unless stations cut out excessive use of bulletins, Mr. Hagerty said, "they might be forced to do so by the outside pressure of public condemnation."

He asserted that the networks' frequent interruption of programs with reports on President Johnson's recent flu attack was an example of "crying wolf too often . . . at a time when the President's life was obviously not endangered."

Mr. Hagerty also warned that the American public is tiring of the "electronic hodge-podge" that often accompanies what he termed "the disgraceful and frenzied interviews of public figures that are put on the air."

He stated that the industry's leaders were made "to look like idiots every time we air such exhibitions," and called for broadcasters to "work out some dignified system where order replaces bedlam and where intelligence and ordinary courtesy overcome stupidity and downright rudeness."

Mr. Hagerty also asked whether broadcast newsmen "were not trifling with individual rights . . . and due process of law" by broadcasting interviews with alleged criminals as they are being booked.

R. Peter Straus of WMCA New York, president, New York State Broadcasters Association, was toastmaster.

Rogan Jones stations settle with ASCAP

A settlement of two of the three lawsuits won by American Society of Composers, Authors & Publishers against radio stations in Washington state was announced last week.

Under terms of the agreements, KGMI Bellingham and KPQ Wenatchee have agreed to take ASCAP licenses, dating back to Jan. 1, 1959 and running to the end of this year. This satisfies the judgments which need not be paid, it was said, and require no payment of court costs, attorneys fees, interest or penalties.

The judgments against the three Washington stations were entered last month and consisted of a total of \$60,048.40 against KGMI, \$13,129.20 against KPQ, both of which are controlled by Rogan Jones, and \$1,252.31 against KIXI Seattle (BROADCASTING, Feb. 15). KIXI is still considering whether to appeal the decision.

The stations contended that a state law prohibited their taking a per-program or a blanket license from ASCAP. Federal Judge G. J. Solomon ruled, however, that they had failed to take licenses in order to avoid paying fees (BROADCASTING, Sept. 21, 1964).

AP asks for review of private-line ruling

The Associated Press, in a petition filed Feb. 15, has urged the FCC to reconsider and rescind its order prohibiting the news service from obtaining certain AT&T private line channels, except at rates "much higher" than those paid by commercial users.

The commission's ruling, issued Jan. 15, stems from an AP request last October for 160 leased AT&T channels under the tariff providing for "press" rates. At that same time, however, the newswire service asked that AT&T pro-

vide 15 other leased channels under "other than press" rates.

All of the requested 175 leased channels, according to the AP, were to be used and are now being used for the collection and dissemination of general news for publication.

The AP noted that the commission's interpretation indicates that press customers, applying for leased channels under "other than press" rates, would be charged "a rate substantially higher" than the rate paid by banks, manufacturers or other commercial organizations.

In a separate action dealing with AT&T's proposed rate increase, National Educational Television, New York, asked the commission to permit it to intervene in the proceeding.

Videotape Center, Creative TV sign pact

A co-production agreement was signed last week between Videotape Center, and Creative Television Inc., both New York. Under the agreement Videotape Center will provide its production personnel and facilities to Creative TV for the production of TV programs and commercials.

An initial TV project currently is being developed but no details were released. Creative Television, which was formed last June, is headed by Arnold Brown and has produced programs and commercials. Videotape Center, a 3M subsidiary, is directed by John Lanigan, vice president and general manager.

CBS-TV gets NFL Pro Bowl

CBS-TV last week won television rights for presentation of the National Football League's 1966 Pro Bowl contest. The game is scheduled to be played in the Los Angeles Coliseum Sunday, Jan. 16, 1966. CBS reportedly bid more than \$500,000, beating out an offer by ABC-TV, the only other network involved in the bidding.

CBS News makes changes in its radio division

Realignments in the radio news division of CBS News were announced last week by Lee Hanna, director.

Al Snyder, executive producer of news programs, has been named executive news editor responsible for hourly news broadcasts, news analyses, news specials and other newscasts. Roger Sharp, formerly executive editor, succeeds Josel Heller as executive producer of the weekend *Dimension* series and will be a reporter on the series. Mr. Heller moves up to executive producer of news programming with responsibility for special cultural programs and other series.

Also announced by CBS News last week was assignment of Alexander Kendrick as anchorman for *The World This Week* (Saturday 6:10 p.m. EST) replacing White House correspondent Harry Reasoner. Mr. Kendrick has been chief of CBS News London bureau for the past six years.

CATV to be discussed at TV Stations Inc. meet

Community antenna television systems will be the topic for the annual breakfast meeting of TV Stations Inc., a film-buying group. Herb Jacobs, president of TV Stations, will speak on "CATV . . . Necessity and Convenience—in Whose Interest," at the session, March 22, in the Blue Room of the Shoreham hotel, Washington.

The meeting, held in conjunction with the National Association of Broadcasters convention, will be presided over by Douglas Manship, WBRZ-TV Baton Rouge, chairman of the board of TV Stations Inc. In addition to the organization's own 120 member markets, more than 100 other broadcasters and members of the FCC will be on hand.

CBS stations exchange public service programs

CBS Owned TV Stations will participate in their seventh annual "Community Affairs Program Exchange" beginning April 17. WCBS-TV New York, will contribute its locally produced *American Musical Theater* program, in exchange for programs originated by CBS-TV's other four owned stations. The shows include *Friendship Show* (WBBM-TV Chicago); *As Others See Us* (KNXT-TV Los Angeles); *Tottle* (WCAU-TV Phil-

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adelphia), and *The Word: Scripture and Modern Man* (KMOX-TV St. Louis).

As a result of the community affairs exchange, every station is provided with two hours weekly of programming from each of the four other stations participating in the exchange.

Bar group urged not to ban good newsmen

The premise of throwing out one rotten apple instead of the whole bushel has been advocated by Roger Van Duzer, manager of KCRL Reno, Nev.



Mr. Van Duzer

Speaking to the Washoe County Bar Association on the problem of media access to courts, Mr. Van Duzer said that freedom of speech and the public's right to

know should not be jeopardized by the "out-of-line individual." Rather than put hobbles on all media, he offered, "the control of dissemination of information, communications, should be judged on a case-by-case basis."

He said the problem of access is more often one of "too free with their speech" than of "freedom of speech." He suggested that lawyers should take care of the source of trouble by barring from "proceedings and from information" those reporters who, by themselves, or "abetted" by management ignore restraint."

Supreme Court won't review Faulk award

A \$550,000 libel award to John Henry Faulk, former New York broadcast personality, from Aware Inc., and its director, Vincent Hartnett, has been upheld by the refusal last week of the U. S. Supreme Court to review the case.

The Supreme Court's order of denial made no comment on the case, although Justices Hugo Black and William J. Douglas noted that they favored reversing the appeal.

The appeal had been asked by Aware Inc. and Mr. Hartnett.

Mr. Faulk won a jury award of \$3.5 million in 1962 on charges that he had been dismissed as a performer by CBS, and later blacklisted by broadcasters, because the publication *Aware* linked him with a Communist conspiracy. On appeal by Aware, the New York appellate division ruled the award ex-

cessive and reduced it to \$550,000, although it upheld the jury's finding that Aware and Mr. Hartnett had been malicious in their attacks on Mr. Faulk.

In their notice of appeal to the Supreme Court, Aware and Mr. Hartnett argued that under the *New York Times* case last year Mr. Faulk was a public official and therefore could not recover damages for criticism of his official performance unless he proved that the statements were made with malice. Mr. Faulk had just been elected second vice president of the New York chapter of the American Federation of Television & Radio Artists when the *Aware* circular was issued.

A third defendant, Syracuse, N.Y., supermarket operator Lawrence A. Johnson, died while the case was on appeal. An out-of-court \$175,000 settlement was made with his estate.

High court rejects Estes' petition

The U. S. Supreme Court last week denied a petition by Billie Sol Estes for reconsideration of its Jan. 18 decision rejecting his appeal from a federal conviction for mail fraud and conspiracy. In his request for reconsideration, Mr. Estes contended that the Supreme Court already has agreed to review his conviction by a state court but only on one issue: whether his right to a fair trial was jeopardized because his trial was televised (BROADCASTING, Dec. 14, 1964).

Mr. Estes said in his latest appeal that if the court reverses his state conviction because of television, this could be considered infringing on his rights to a fair trial in the federal court.

Seven Arts syndicates quiz show, more movies

Seven Arts Associated Corp. is placing 41 additional post-1950 feature films and a new half-hour quiz series, *Play-A-Pair*, into syndication during the National Association of Broadcasters convention, it was announced last week by Robert Rich, vice president and general sales manager, and Donald Klauber, vice president and national sales manager.

Seven Arts is holding a general sales meeting of its staff in New York on March 18-19 to discuss marketing plans for the feature package, titled *Volume 10, Films of the 50's*, and for the new quiz series. A sales review also will be held of other Seven Arts programming.

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And in French, FCC is eff-say-say

Over a year ago, the FCC threw a curve at WHAS Louisville, Ky., claiming that the *Courier-Journal* and *Times* station was using only "HAS" as call letter identification instead of the regular call, WHAS.

During the course of the correspondence that went back and forth between WHAS and the commission (during which the station acknowledged it has used the three-letter call for promotional purposes but never for identification) the FCC brought up the question of misunderstanding of three-letter calls in areas beyond the United States. For example, it said, "H" calls are allocated by international treaty to Hungary, and, the inference was, if Hungarians

heard WHAS Louisville referring to itself as "HAS" they might think it was a native station.

This was too much for Neville Miller, Washington lawyer for WHAS. Checking the International Center in Louisville, he found that HAS in Hungarian is pronounced "Hahsh-Aah-Ess" and, as he told the FCC, "could not conceivably confuse or mislead the people in the Hungarian People's Republic or elsewhere."

On Feb. 19, WHAS received a brief, seven-line letter from the FCC stating that after further consideration, the commission has concluded that "your use of the 'HAS' in promotional announcements does not violate Section 73.117 of the rules."

KING-TV Seattle; KGW-TV Portland, Ore., and WKBN-TV Youngstown, Ohio.

Volume 7 (Seven Arts): KVAL-TV Eugene, KPIC(TV) Roseburg and KCBY-TV Coos Bay, all Oregon.

Hollywood A Go Go (Four Star): WTVJ(TV) Miami; KTVT(TV) Fort Worth; WTVT(TV) Tampa, Fla.; WPIX(TV) New York; WTTG(TV) Washington, and WGN-TV Chicago.

Gadabout Gaddis: The Flying Fisherman (Gadabout Gaddis Productions): KLAS-TV Las Vegas; WNEM-TV Flint, Saginaw, Bay City and WKZO-TV Kalamazoo, both Michigan; WTOL-TV Toledo WIMA-TV Lima and WYTV(TV) Youngstown, all Ohio; WKJG-TV Fort Wayne, Ind.; WICS(TV) Decatur-Springfield, WREX-TV Rockford, WCHU(TV) Champaign, and WEEK-TV Peoria-LaSalle, al Illinois.

NAB radio clinics planned for May, June

Dates and locations for the National Association of Broadcasters radio program clinics in May and June were announced last week by Sherill Taylor NAB vice president for radio.

Satisfied with the results of last September's four pilot clinics, the NAB board at its meeting in Palm Springs Calif., in January approved running six clinics this year and making them day-and-a-half sessions, compared to the one-day meetings run in 1964.

The clinics will be held in Atlanta May 17-18; New York, May 20-21; New Orleans, May 24-25; Chicago May 27-28; Denver, June 7-8, and Los Angeles, June 10-11.

UPI guild takes strike vote

The Wire Service Guild reported last week that its United Press International unit has voted "overwhelmingly" to strike against UPI if a satisfactory contract is not reached by March 15 when the present pact expires. UPI supplies news to 2,378 radio stations and 34 TV stations.

The Wire Service Guild, part of the American Newspaper Guild, is seeking a weekly \$200 minimum salary, for seven-year journeymen, a 35-hour week and improved working conditions from UPI.

Universal TV's 'Look' series

A new half-hour film series, *Look's Story of People*, is being prepared by Universal TV, a subsidiary of MCA and *Look* magazine, it was announced

Radio series sales . . .

Beyond the Green Door (Tucker Productions): WKRC Cincinnati and WDEE New Haven, Conn.

Better Golf with Billy Casper (Tucker Productions): WERT Van Wert, Ohio and KBEA Mission, Kan.

Christmas Carol (Tucker Productions): WMHI Braddock Heights, Md.; WMOH Hamilton, Ohio; WBAB Babylon, N. Y.; KBEA Mission, Kan., and WDEE New Haven, Conn.

Health Hints (Tucker Productions): WFVA Fredericksburg, Va.

Sports Special (Tucker Productions): WFBR Baltimore, Md.

July 4, 1776 (Woroner Productions): KEEL Shreveport, La.; WWNY Watertown, N. Y.; WLUX Baton Rouge; KCIL Houma, La.; KTKT Tucson, Ariz.; KBLU Yuma, Ariz.; KERP El Paso, Tex.; WELM Elmira, N. Y.; WDLF Panama City, Fla.; KRUX Glendale, Ariz.; WBAX Wilkes-

Barre, Pa., and KXO El Centro, Calif.

The First Christmas (Woroner Productions): KEEL Shreveport, La.; WLUX Baton Rouge; KCIL Houma, La.; CJSP Leamington, Ont.; KRUX Glendale, Ariz.; CKBB Barrie, Ont.; KSTT Davenport, Iowa, and KTKT Tucson, Ariz.

Tips on Tots (Woroner Productions): CKOC Hamilton, Ont.; WFBL Syracuse, N. Y.; WLOX Biloxi, Miss.; KERP El Paso, Tex., and WYSL-AM-FM Buffalo, N. Y.

Points on Pets (Woroner Productions): KERP El Paso, Tex.; WLOX Biloxi, Miss., and WYSL-AM-FM Buffalo, N. Y.

Your Green Garden (Woroner Productions): WYSL-AM-FM Buffalo, N. Y., and WLOX Biloxi, Miss.

Film sales . . .

Twilight Zone (CBS Films): WGN-TV Chicago; KPFX(TV) San Francisco;

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last week. The 26-episode series will use the editorial resources of the magazine, the newsreel library of Universal and new film footage to relate the story of significant events and trends of the last 25 years. The series is intended for syndication later this year through MCA TV.

Program notes . . .

Iwo Jima ■ WAZL-AM-FM Hazelton, Pa., under the direction of program director Bill Schmeer, has produced a one-hour program on the Iwo Jima landing featuring interviews with three local men who participated in it.

Prime-time soaper ■ CBS-TV will present a twice-a-week half-hour dramatic series, tentatively titled *The Woman Lisa* on Wednesday (8:30-9 p.m.) and Friday (9-9:30 p.m.), starting in early May as an experiment in scheduling soap opera fare in prime time. The series is a spin-off of the popular daytime serial on CBS-TV, *As the World Turns*. The nighttime series will be sponsored by Procter & Gamble.

Labor show ■ International Association of Machinists, Washington, announced last week that its five-minute labor news radio program, *The World of Labor*, is now sponsored in 41 cities by district and local IAM lodges. The twice-weekly show, started as an experiment in March 1964, reports on union bargaining, legislative activity and personalities in the news, and is written and narrated by the staff of *The Machinist*, weekly newspaper of the IAM.

Farm time ■ A half-hour farm TV series, *Voice of Agriculture*, is being offered stations in California by California Service Agency, 2855 Telegraph Ave., Berkeley. Each show is in three parts: a roundtable of key figures on farm issues, a feature on science and research innovations, and a detailed report on a news development in agriculture. Series will start March 14 on KGO-TV San Francisco, is presented by the California Farm Bureau Federation.

Fair film ■ *To the Fair*, a 26½-minute color film describing the New York World's Fair, is available to schools, churches and community associations on a free-loan basis through Associated Film's five regional film centers. The film will also be distributed to television stations and theaters throughout the world.

Cat and mouse ■ CBS-TV has signed a long-term agreement with MGM for exclusive U. S. television rights to the studio's *Tom and Jerry* cartoon series. Series will be presented Saturdays, (11-11:30 a.m. EST), beginning in September.

isometric TV ■ Former Olympian Verne Gagne is featured in a new 15 minute

syndicated TV series now in production by the Verne Gagne Foundation for Physical Fitness. The series, *Exercise One Minute a Day, the Lazy Man's Way*, is designed to instruct viewers in the use of isometric exercises. Using various themes Mr. Gagne shows how to keep fit while exercising at a coffee break, watching a football game, driving a car or almost anywhere. The foundation has its offices in the WCCO building, Minneapolis.

New assignment ■ ABC newsman Ron Cochran will be added to the staff of *ABC Reports* five-minute topical news series, beginning March 15. He will also be featured on the daily 9:55 a.m. EST news show. *ABC Reports*, heard five times daily, will feature Mr. Cochran three times each day (Monday-Friday 12:25, 2:25, 4:25, p.m. EST). He had been anchorman on ABC-TV's dinner-hour news show until Jan. 29.

Going network ■ *Zoorama*, half-hour series originating at the San Diego (Calif.) Zoo, which has been a weekly local show on KFMB-TV San Diego for the nine years, goes network April 18, as a CBS-TV series, Sun., 6:30-7 p.m.

Producer moves ■ Robert Sande Inc., Hollywood producer of radio and TV commercials, has moved to 1741 North Ivar Avenue. 90028. Telephone: Hollywood 6-5103.

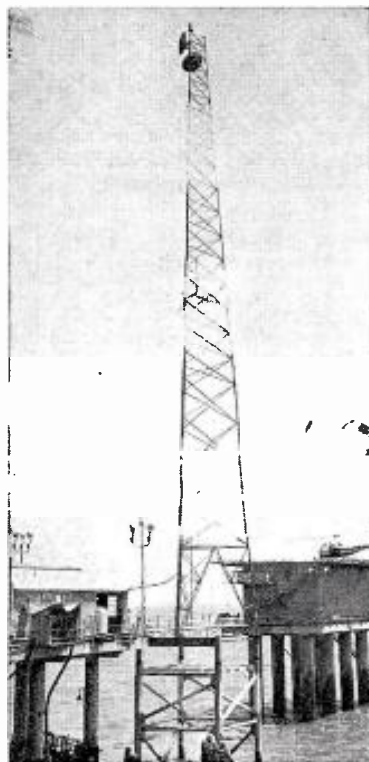
RTNDA conference scheduled

The first in a series of 1965 regional news conferences sponsored by the Radio-Television News Directors Association will be held Saturday, March 13, at WABC-TV New York. John O. Gilbert, station vice president and general manager, will be host.

The one-day meeting will detail different ways of strengthening the basic content of news programs. Because of space limitations, attendance will be limited to 150 newsmen and commercial news producers from the New England and Middle Atlantic states. Those interested in attending should apply to Mr. Gilbert.

Inspiradio Network formed

America's Inspiradio Network has been formed at 499 Hamilton, Palo Alto, Calif. Head of the new network, which will offer sacred music and inspirational programming with Christian theme to interested stations, is Dick Palmquist, one of the founders of Family Stations Inc. (KEAR[FM] San Francisco, KEBR[FM] Sacramento, and KECR [FM] El Cajon, Calif.). Programs presently are being produced at KEAR pending completion of a new production center.



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Gross Telecasting earnings up 9%

Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, Mich., reports record sales and earnings for 1964, topping the previous 1958 high. Revenue was up 9% to \$3,052,722, with net income after-taxes of \$788,127.

Cash dividends of \$1.60 a share on common and 30 cents a share on common B were paid during 1964, the 10th consecutive year the firm has declared a dividend.

Year ended Dec. 31:

	1964	1963
Earnings per share*	\$1.97	\$1.71
Revenue	3,052,722	2,813,053
Net earnings	788,127	683,489

*Based on 400,000 shares outstanding.

Financial notes . . .

Admiral Corp., Chicago, reported last week that sales in 1964 increased by 10% to \$238 million while profits went up 34% to total of \$4 million

(\$1.66 a share). Admiral hopes to start pilot production in its new color tube making plant by September and said the development costs are being written off as they occur.

Profits from the television operations of Chris Craft Industries "increased substantially during 1964," according to the firm's annual report. Overall, Chris Craft had consolidated net sales of \$68,814,499 compared with \$69,977,390 in 1963, and net earnings of \$2,157,680, against \$2,072,411 the previous year. Chris Craft owns KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis.

FC&B gets on big board

The New York Stock Exchange has approved listing of Foote, Cone & Belding, New York. Big board trading of the agency's stock is set to begin March 15. Currently traded over the counter. FC&B shares stood at 18¾ bid, 19 asked late last week.

Zenith sales up 12%, profits up 16% in '64

Sales and earnings of Zenith Radio Corp. hit record highs, Joseph Wright, president of the Chicago firm, said last week in giving preliminary figures for 1964. Color-TV sales made the greatest contribution to the increases, he said.

Zenith sales of \$392 million last year were up 12% and profit after taxes of nearly \$24.3 million represented a 16% hike. Zenith sold 1.75 million monochrome and color receivers in 1964, Mr. Wright said, "establishing a new sales record for the television industry."

Black-and-white sales accounted for more than a million units for the sixth straight year, he explained, keeping his firm in its "historic" first place in share of market. Zenith's color share exceeded the monochrome share but Zenith is still only second in industry color sales, it was noted (see page 78).

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Smith, Barney & Co. <small>Incorporated</small>	White, Weld & Co. <small>Incorporated</small>
Wertheim & Co.	Hayden, Stone <small>Incorporated</small>

Supreme Court won't review KWK case

The last step in the fight of KWK St. Louis to keep its license took place last week when the U. S. Supreme Court refused to grant a petition for a review of the case.

The Supreme Court's action, taken without comment, upholds an appeals court ruling which confirmed the FCC's 1963 order revoking the station's license on the grounds it conducted fraudulent treasure hunts. The FCC order was upheld by the U. S. Court of Appeals in Washington last year (BROADCASTING, June 15, 1964).

KWK was charged with practicing fraud in two so-called treasure hunt promotions in 1960. The station broadcast clues on the whereabouts of the treasure (\$1,000 and \$1,500) which became less and less as the contest continued. The FCC found that KWK purposely delayed hiding the treasure until the last day of the contest in order to pay out only the smallest amount. By a 3-2 vote, the commission ordered KWK's license revoked.

Pa. broadcasters meet in Washington

Practically all of the Pennsylvania congressional delegation and Vincent T. Masilewski, president of the National Association of Broadcasters, were guests of the Pennsylvania Association of Broadcasters at a Washington banquet last Wednesday (March 3).

The PAB made a visual presentation, "Here and Now," depicting public service programming of Pennsylvania stations during the past year.

In addition, David L. Lawrence, former governor of Pennsylvania and chairman of the President's Committee on Equal Opportunity in Housing, was presented the Keystone Award of PAB.

The award, an annual event, was given to Governor Lawrence because of past service to his state and his national contributions.

Quake coverage earns

AP honors for six

The Associated Press Radio-Television Association last week conferred its annual recognition awards for outstanding achievement in cooperative news coverage for 1964 to WWTW(TV)

Cadillac-Traverse City, Mich.; WAKY Louisville, Ky., and WISM Madison, Wis.

In addition, special recognition awards were bestowed on KENI-AM-TV, KHAR and KPQD Anchorage; KPAR and KFRB Fairbanks, and KCAM Glenallen, all Alaska, for their combined efforts in covering last year's earthquakes.

Honorable mention certificates were also awarded to KGAK Gallup, N. M.; KWUN Concord, Calif.; KXOL Fort Worth, Tex.; WVIP Mount Kisco, N. Y.; KTLR Blackwell, Okla.; KORK Las Vegas; WORK York, Pa., and WHB Kansas City, Mo.

Red Cross uses radio-TV for drive

A three-and-a-half minute message by President Johnson was carried on all three television networks, at least one radio network and all armed forces stations Feb. 28 to open the 1965 Red Cross campaign, being conducted throughout March.

Because some Red Cross chapters conduct their fund-raising drives in the fall instead of March, Red Cross authorities asked that stations work with their local chapters in arranging for use of specially prepared materials. These include three filmed spots prepared by J. Walter Thompson Co., plus slides, a film, copy for live TV and radio spots and a transcription containing promotional announcements featuring TV, radio and other name talent.

Robert W. Sarnoff, board chairman of NBC, is a co-chairman of the 1965 Red Cross national fund, and Donald H. McGannon, president of Westinghouse Broadcasting, is vice chairman for public information.

President Johnson's kickoff message was carried by NBC-TV during *Profiles in Courage*, by CBS-TV at the end of *What's My Line?*, by ABC-TV at the end of *Sunday Night Movies* and by CBS Radio on its 7:30 p.m. EST *Dimension* feature, according to Red Cross officials.

AFA, EIA to join Radio Month activities

The Advertising Federation of America and the Electronic Industries Association have announced their support of the National Association of Broadcasters National Radio Month in May.

Mark F. Cooper, AFA president, called radio a news and entertainment

medium that "is only surpassed by its ability to convey advertising messages in a personal and dynamic manner." AFA affiliated clubs, he said, have been urged to work with local stations to develop special radio month programs.

Jack Wayman, EIA staff director of the Consumer Products Division, said set manufacturers have been asked to feature the 1965 radio month theme, "Radio—the Sound of Year-Round Pleasure," in spring and summer radio promotion kits. Local radio dealers, he said, are being urged to work with "local broadcasters in advertising radio via radio" and to support the campaign in their store displays.

Drumbeats . . .

Promotion for FM ■ KSFV(FM) San Fernando, Calif., has named Hooplah Promotions, division of Barry Friedman Public Relations, Hollywood, as public relations firm for the station.

PR for CATV ■ McFadden, Strauss, Eddy, Irwin & Goodman has been named public relations counsel for H&B American Corp., multiple owner of community antenna TV systems.

4663 ■ WHB Kansas City, Mo., celebrated Chinese New Year by giving prizes to listeners who displayed the best signs in their yards with the New Year's greeting, "Gung Hoy Fet Toy—WHB." One of the prizes was \$46.63, the number of the new Chinese year.

'Casey' rings the bell ■ ABC-TV will receive the Alexander Graham Bell award for the production, "A World Full of Question Marks," shown on the *Ben Casey* series. The award will be presented during the Alexander Graham Bell Association for the Deaf's annual banquet in Washington, today (March 8). The program was cited for "outstanding contribution to the welfare of deaf children and to public understanding of the problems of deafness."

New edition ■ WFDM Potsdam, N. Y., has released its 1965 Fact Sheet, a documented summary of past performances and future projects. The report covers the personnel, programming and services of the station, its public service and promotion actions and related activities.

Mental health study ■ In an attempt to make the people of Indiana aware of the problems of mental health, Gene Slaymaker, WFBM-AM-FM Indianapolis news editor, surveyed and reported on Indiana's hospitals. The reports, two to three minutes each, were broadcast twice a day plus half-hour programs each weekend for five weeks.

Bull market in color TV

Fast sales pace causes
shortage in some models,
upped sales predictions

The boom in color TV receiver sales which reached its acme during the Christmas selling season last year and which was expected to subside after Dec. 25, 1964, is continuing—to the delighted consternation of manufacturers, distributors and retailers.

So swift is the pace in color receiver sales, there were reports last week of shortages. This was partially confirmed in a national check of retailers, most of whom agreed they were tight in some popular models (mainly 23- and 25-inch rectangular) but generally were well supplied with color television receivers.

The unexpected color market has revised estimates of the number of color sets to be sold this year.

R. W. Saxon, RCA Victor home instruments chief, who in January predicted 2.05 million color sets sold in 1965, now has updated his forecast to 2.2 million. He is joined in this estimate by Joseph Wright, Zenith president, and by Motorola.

An unidentified New York distributor of major color receivers forecast 2.5 million.

Robert J. Theis, Sylvania marketing executive, remained bullish, but decided to stick by his January prediction of 2.2 million.

None, yet, publicly has supported the estimate made by FCC Commissioner Robert E. Lee who, also in January forecast three million color TV set sales in 1965.

Perhaps the best indication of the color surge is in the production figures for the first seven weeks of this year: 253,000, compared to 158,000 for the same period in 1964.

"Everybody underestimated the color boom," Sol Polk, head of a Chicago retail chain, said, "and did not order enough inventory." Mr. Polk said his chain is experiencing no shortages because he anticipated volume demand and maintained the regular stock of 3,000 units.

Mr. Polk acknowledged that there might be short waits for 23- and 25-

inch rectangular sets. The waiting period, he said, is minimum; these sets can be delivered "tomorrow" if ordered today.

James E. Fulford, owner of a major Washington retail outlet, agreed there was a shortage, or waiting period, for some of the more popular models. But he added: "If you came in now for a color set, I'll guarantee you you'll go out with one. I'll see to that."

In Los Angeles, considered one of the major color set markets in the country, one retailer explained that there



A tribute to 60 years

Brigadier General David Sarnoff, RCA chairman (r), receives the American Legion Commanders Award for nearly 60 years of creative service to the electronics communication industry. Presenting the award last week is American Legion National Commander Donald E. Johnson, at a Washington Legion conference.

Stressing that the ability to communicate is the ability to lead, General Sarnoff predicted that within a decade the global audience for television may run into a billion through satellite television. "Out of this . . ." he said, "a global culture may begin to emerge and perhaps in time a global language."

He also declared that through satellite surveillance it will be possible to detect and report activities of significant military nature anywhere on earth or in space.

has been a slight shortage during the past couple of weeks because manufacturers were keeping sets out of the state until inventory days are over. This, it was explained, is the date on which the state imposes a tax on all inventory—in stock, in warehouses, etc. Now, he said last week, color sets were "coming in in droves."

Another Los Angeles retail buyer reported that "not all models of all lines are available."

Chicago department stores along downtown State Street gave mixed reactions: Sears-Roebuck—Color selling "very well," "can hardly keep up with production," and "there could be a shortage later in the year." Goldblatt's—Color moving "exceptionally well" there appears to be a "definite shortage" primarily in 23- and 25-inch sets with "possible shortage" in 21-inch receivers.

Carson Pirie Scott—Color sales are "pretty good", considering usual slump after holidays. Hard to get 25-inch sets but no trouble with 21-inch receivers. Wieboldt's—Color is selling "very well right now" but 23-inch sets getting scarce. Marshall Field—All models in good supply.

The nature of the color-set market was pungently expressed by Zenith President Joseph Wright. The demand for color sets, he said, "is explosive." He foresaw a "distinct" possibility of shortages during the year, and expressed the belief that the estimate of 2.2 million sets this year "is the bottom of a minimum figure at this time."

Zenith estimated that color sales for the firm "will be moving at a rate exceeding black and white by the end of the year." Zenith's tube-making subsidiary, Rauland, will turn out nearly one million color tubes annually by the end of the year, the company said.

Motorola, whose 23-inch rectangular is one of the popular units now (the 25-inch rectangular is appearing primarily in RCA sets at first), acknowledged that it is having difficulty keeping up with orders for this model color TV set.

Motorola recently introduced five new lower priced 23-inch color models, bringing the starting price for that line down from \$625 to a new low starting of \$479.

Not overlooked in discussion of the tight market in some models is the fact that manufacturers normally phase out current production before restarting their lines with new models. The 196 line will be shown to the trade in May with units coming into the market in June.

Radio set sales had banner year in 1964

The biggest year ever for radio set sales was recorded in 1964. The total radio set count in the U. S. reached 228,279,200 according to the Radio Advertising Bureau.

In its annual report of set sales and total set data, RAB said 1964 retail sales reached 27,959,800, outdoing the previous record year (1962) by 3 million sets.

Miles David, RAB administrative vice president, attributed the good radio year to "healthy economy, continued improvement of transistor

sets and record car sales."

Mr. David said "only a few years ago, we thought a sale of 20 million radios in a year was an impossibility. Now it is almost impossible not to predict a set sale figure of 30 million within the next year or two."

The sources for RAB figures are

	1964	1963	1962
Plug-in	7,745,000	7,430,900	8,096,000
Portable, transistor	12,470,000	10,329,000	11,061,000
Auto	7,744,800	6,790,000	5,712,000
Total	27,959,800	24,549,900	24,869,000

Electronics Industries Association, the Japan Trade Center and industrial and merchandising surveys. The bureau said its computation allowed for "scrappage, duplication and other variables."

A three-year sales history of plug-in, portable and auto radio sales:

Harassment charged by WTAP-TV manager

Jack Lee, vice president and general manager of WSAZ-AM-TV Huntington, W. Va., tried last month to get the \$10,000 that has been offered to anyone who can prove a community antenna television system purposely degrades a TV station's signal (BROADCASTING, March 1). He hasn't got the money yet, but his request did produce a proposal to the FCC last week that it hold a hearing on WSAZ-TV's license-renewal application.

The complaint to the FCC was filed by Allan Land, general manager of WTAP-TV (ch. 15) Parkersburg, W. Va. He charged the request by Mr. Lee was actually another in a series of harassments of WTAP-TV by the Huntington station.

Mr. Land said the commission should conduct a hearing on WSAZ-TV's license-renewal application to determine if the licensee, Capital Broadcasting Co., "is predatory and, if so, whether" it should be a licensee.

The episode began last month when Mr. Lee wrote Bill Daniels, of Daniels & Associates, Denver CATV broker, claiming the \$10,000 Mr. Daniels has put up as proof of his faith in the determination of CATV operators to transmit the best possible TV pictures (BROADCASTING, Jan. 18).

Mr. Lee, declaring he would turn the money over to the United Fund of Huntington and Charleston, said he could offer filmed proof that the CATV (Durfee's Cable TV Co.) in Parkersburg degrades his station's programming. He said the film shows that the CATV deletes WSAZ-TV's commercials and sub-

stitutes WTAP-TV's (BROADCASTING, Feb. 15).

Mr. Daniels, however, said the fault was not the CATV's but WTAP-TV's which does the switching. Mr. Lee subsequently asked for a panel of three engineers to judge the issue (BROADCASTING, March 1).

Attempt to Embarrass ■ Mr. Land said last week the original request by Mr. Lee was aimed at embarrassing WTAP-TV because, he claimed, Mr. Lee knew the switching was done by the UHF station and that this fact would be publicized in Mr. Daniels' response.

Mr. Lee told BROADCASTING last week there was no attempt to embarrass the UHF station. He said the complaint was aimed solely at the CATV.

WTAP-TV, an NBC affiliate, has an agreement with the Parkersburg CATV, under which the station's signal is protected against duplication. WSAZ-TV is also an NBC affiliate.

Mr. Land, in his letter to the commission, said the incident is another in a series of efforts, dating back to WTAP-TV's establishment in 1953, by which WSAZ-TV has tried to "destroy the local station." Mr. Lee noted that Capital Cities took possession of the Huntington properties last September.

Mr. Land noted that Capital Cities Broadcasting Co., licensee of WSAZ-TV, has never complained to the management of WTAP-TV. "Instead, it took the route of public access to trade publications, the commission, and others, to air, what to them, evidently is an issue of great magnitude."

Mr. Land said the issue is one of a big city station that "cannot abide the existence of small, local television stations within 100 miles."

WTAP-AM-FM-TV is owned by the Zanesville Publishing Co.

Arguments filed in CATV court appeal

The FCC says that its constitutional authority to require microwave-fed community antenna television systems to afford extended nonduplication to local television stations is no longer in question.

It makes the statement in a pleading filed in the U. S. Court of Appeals for the District of Columbia in a case involving Idaho Microwave Inc., a common carrier, and Cable View of Burley (Idaho) Inc., the CATV it serves.

Idaho and Cable View have argued that the 15-day nonduplication condition the commission attaches to microwave grants for CATV's violates constitutional and Communications Act prohibitions against censorship. They also said this question has not been ruled on by the courts.

The commission, however, said last week that the appeals court in Washington, in the benchmark CATV case—Carter Mountain—had rejected the argument that imposition of the nonduplication condition violates constitutional and statutory prohibitions.

Idaho and Cable View are appealing from a commission decision attaching to the license it granted Idaho on Oct. 28, 1964, the conditions it normally attaches to construction permits for microwave facilities to serve CATV's. They require Cable View to refrain from transmitting programs for 15 days before and after they are carried by KMVT(TV) Twin Falls, Idaho and require it to carry the station on its cable.

License Turned In ■ Idaho turned in

the license rather than accept it with conditions, and the commission authorized the carrier to continue operating on its program test authority, provided it abides by the standard conditions. Idaho and Cable View are asking the court to stay the effectiveness of that order pending a decision on the appeal (BROADCASTING, March 1).

In asking the stay, they said their appeal differed from the Carter Mountain case since the CATV benefiting from the microwave service to be provided by Carter Mountain Transmission Corp. was not a party to that proceeding. But the commission last week said "the principle that rights of speech are not impinged by denial of a license upon valid public interest grounds applies as well to Cable View of Burley as to the carrier in Carter Mountain."

And the commission said that the court in Carter Mountain had held that the condition to be imposed was a "legitimate measure of protection for the local station and the public interest." The court also said the commission noted that such protection "does not amount to censorship. . . ."

Idaho and Cable had said there was a difference between the Carter Mountain case, which involved a denial of license, and their appeal, which involved the grant of a license with con-

CBS gear to ETV network

CBS Inc. last week donated \$180,000 worth of equipment to the 14 member TV stations of the Eastern Educational Network bringing the corporation's contributions to ETV since the first of the year to \$295,000.

Last week's gift consisted of studio and control room installations which had been housed in New York's Grand Central terminal. It was phased out of use with CBS's consolidation of facilities at its new broadcast center in New York.

In January CBS donated equipment valued at \$115,000 to the Long Island Educational Television Council.

ditions. But the commission called this argument "frivolous," noting that the decision in Carter Mountain was "without prejudice" to the carrier's refiling of an application on a showing it wouldn't duplicate the local station's programming.

In requesting the stay, Idaho and Cable had said they would suffer irreparable economic injury if required to protect the local station while the case is being litigated. This was based on statements by CATV subscribers who said they would cancel their subscriptions if the 15-day nonduplication condition were observed. But the commission said concern over economic impact was "speculative." It added that the allegation "is contrary to the known experience in the industry." The commission said 122 CATV's are operating under the protectionist conditions "without noticeable complaint or hardship."

CBS urges protection for KMOX's frequency

CBS Inc. urged the FCC last week to deny or designate for hearing the application of KDHI Twenty-Nine Palms, Calif., to change its frequency from 1250 kc, 1 kw-day, to 1120 kc, 10 kw unlimited, with a directional antenna at night.

CBS Inc., which is licensee of KMOX St. Louis, on 1120 kc with 50 kw, said that the directional antenna proposed by KDHI would create substantial interference in KMOX's secondary service area.

Supporting the CBS position was an engineering affidavit from Jansky & Bailey, Washington consulting engi-

neers, which questions whether KDHI would be able to adjust and maintain its antenna proposal to the "critically low value of radiation" necessary to protect KMOX.

KDHI, licensed to Hi-Desert Broadcasting Corp., was an applicant for the KRLA Pasadena-Los Angeles facility (1110 kc), but has replaced that application with its current proposal (BROADCASTING, Dec. 21, 1964).

Speedac has new video-tape splicer

Speedac Instruments, Staten Island, N. Y., has introduced a new video-tape splicer, which as a complete unit is priced at \$1,250. The company last week described the splicer kit as including a hard wood travel case, a developer, splicing tape and a two-year guarantee. Also in the package: instructions for the use of the splicer which measures 5½ inches in height, 6½ inches in width, and 14 inches in length (weight is about five pounds).

Speedac (division of J. Westenburger Tool and Die Works, 18 Holton Avenue, Prince Bay in Staten Island) in its specifications, noted that the machine's main parts are in "hard duraluminum, machined from the solid-satin finish"; the shafts and small parts in "stainless steel with a high polish and close fit"; and the blades are "tool steel, specially selected to resist abrasive action of tape" (also largely self-sharpening and adjusting).

NBC wants SNI application dismissed

NBC urged the FCC last week to dismiss the application of Sports Network Inc. for a TV auxiliary remote pickup station on the 12775-12800 mc band for use with the new wireless, portable TV camera-transmitter unit.

SNI, which originates live sports programming for television stations, applied for the microwave authorization last December for use anywhere within the U. S. (BROADCASTING, Dec. 21, 1964).

In opposing the grant, NBC noted that the commission last month assigned the frequency band in question to NBC for "exclusive" use in the New York area.

The network pointed out that it would be "physically impossible" for both organizations to use the same frequency simultaneously in the same area, and added, there can be no replacement of a portion of a remote pickup lost because of interference.

NBC said also that SNI is not a



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licensee of the commission, and "certainly no grant" should be made to the applicant on the wide-area basis it has requested.

Early last month, Richard Bailey, SNI's president, filed applications for TV channel 35 Albany, N. Y., and channel 65 Kansas City, Mo. (BROADCASTING, Feb. 8).

WSIM, IBEW argue state jurisdiction

Whether the state of Alabama has the right to assert jurisdiction in a labor dispute involving WSIM Pritchard, Ala., was argued before the U. S. Supreme Court last week.

The case began in 1962 when the Charles W. Holt group bought the station. Local 1264 of the International Brotherhood of Electrical Workers began to picket the station and urged advertisers to advertise on other stations later that year when the station refused to accept its demand that the IBEW local be declared the bargaining agent for the station's technical employees. The station secured a temporary injunction, which was dissolved by a state circuit court on the ground that the state did not have jurisdiction over radio or TV labor disputes. The Alabama Supreme Court in 1963 reversed the circuit court and held that the state does have jurisdiction, and reinstated the injunction.

One of the principal arguments before the U.S. Supreme Court was that the Labor Act and the National Labor Relations Board excluded from federal jurisdiction any radio or TV station that grosses less than \$100,000 yearly. The union contended, however, that his determination should be made on the gross volume of all the Holt stations, not just the Pritchard one. Other Holt stations: WHSY Hattiesburg and WJNY McComb, both Mississippi, and WJHY Montgomery, Ala.

Progress noted on tower heights

Representative Oren Harris (D.-Ark), chairman of the House Commerce Committee, said last week that parties seeking to resolve a controversy over limits on antenna tower heights and guidelines for their location appear to be making good headway.

Representative Harris conducted a committee hearing toward this end last month and sternly criticized witnesses who suggested administrative alternatives rather than congressional policy (BROADCASTING, Feb. 22). He said Thursday (March 4) that he had indications from the FCC, the Federal Aviation Agency and the Air Transport Association that they are coming around to his view.

The committee chairman is author of HJRes 261 which would place a 2,000-foot (above ground) ceiling on tower heights except in cases of special need. It is intended to establish a congressional policy that recognizes the value of present FCC-FAA coordination on tower matters (final say is an FCC responsibility) but affirming it as the desire of the Congress rather than an arrangement among administrative personnel. It is also intended, as broadcaster groups have urged, that antenna farms be formed only if the location of a station's tower in one would neither reduce nor limit its assigned service area.

Further comments filed with the committee last week included a recommendation in general support of this view but urging that the committee (1) recognize the need for greater than 2,000-foot heights, (2) require the FAA to order changes in flight rules rather than alter broadcast service areas and (3) require the FCC to urge television broadcasters to use added tower height wherever possible.

The statement of A. Earl Cullum Jr. & Associates, Dallas, said licensees should promise to use towers of at least 1,000-foot height "as a condition to obtaining the right to use valuable assignment of a channel."

The Federal Communications Bar Association said existing and authorized towers above 2,000 feet should be "grandfathered," that is, be allowed to be erected even if the national policy should be a 2,000-foot limit.

3M Co. divisions merged

The 3M Co., St. Paul, Minn., is consolidating its Revere-Wollensak and Mincom divisions into a new, Revere-Mincom operating unit.

R. J. Gavin, vice president and general manager of the Revere-Wollensak

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division, will occupy the same position with the new division.

Francis C. Healey, formerly general manager of Mincom, will become general manager of the new Revere-Mincom division western facilities in Camarillo, Calif.

Technical topics . . .

Space talk ■ CBS Laboratories has been awarded a contract by the National Aeronautics & Space Administration to supply voice recorders for the Gemini two-man spacecraft flight program. Gemini is the predecessor to the Apollo two-man flight to the moon. The recorders are extremely small, reliable magnetic tape units using replaceable tape cartridges to record the voices of the astronauts. Each cartridge allows more than one hour of recording.

High power ■ A transmitter for overseas broadcasters has been designed by Gates Radio Co., Quincy, Ill. Model HF 100, a 100-kw short wave outfit features continuous front panel tuning from 3.2 mc to 26.1 mc. This feature allows complete frequency coverage without plug-in or manually changed power amplifier or output coils. Time-consuming internal component changes and storage problems are eliminated. The compact HF 100 can be installed in any type building and is designed for opera-

tion in areas of high altitude and extreme temperature and humidity.

New mike ■ The Audiophonics MK-3D, a professional dynamic microphone with a frequency response range of 50 to 12,000 cycles per second, has been announced by Audiophonics Corp., Beverly, Mass. It is adaptable for both tube and transistor applications in tape recorders, communications and education labs. In a conical-shaped casting with stain chrome finish, stainless steel grid and desk stand, the MK-3D is available with impedance output of 200, 10,000 and 50,000 ohms. A 13-inch gooseneck mounted version is available as model MK-3DL.

Built-in power ■ A condenser microphone that eliminates the need for a remote power supply has been announced by Fairchild Recording Equipment Corp., Long Island City, N. Y. The F-22 uses a field-effect transistor and a mylar diaphragm. A self-contained mercury cell power supply provides "plug-in-and-go" convenience of dynamic and ribbon microphones and allows 2,500 hours operation. Back-to-front projection ratio is 20 db. Frequency range is up to 18,000 cycles per second. Price: \$219.

Big buy ■ WAVY-AM-TV Norfolk-Newport News, Va., is spending more than

\$350,000 for new equipment and facilities, most of it with RCA, according to J. Glen Taylor, president of Tidewater Teleradio Inc. Equipment, installed and on order, includes an RCA solid state video switching system, TK-42 color cameras, a TK-27 color film chain, a new AM transmitter for WAVY, a TP-66 film projector system and a TR-5 mobile TV tape recorder.

Scripps-Howard stations to install color gear

As part of a planned effort to emphasize color-TV programming in its markets, the Scripps-Howard Broadcasting Co. announced it is installing equipment to present color film and slides on WCPO-TV Cincinnati, WEWS-TV Cleveland, WMCT-TV Memphis and WPTV-TV Palm Beach, Fla.

The equipment has been ordered from RCA, according to a company spokesman, and costs "hundreds of thousands of dollars." He said company stations currently are equipped to telecast network color programs and added that S-H is exploring the use of color in local live studio programming.

He said S-H will be purchasing color feature films and programs that can be projected with its new equipment.

INTERNATIONAL

Britons keep protesting ban

The complete ouster of cigarette advertising from Great Britain's TV (BROADCASTING, Feb. 15) continues to draw criticism from agencies, advertisers and commercial broadcasters. Among the reactions:

J. G. Wynne-Williams, managing director of Masius, Wayne-Williams Ltd.,

a leading London agency, said that the ban would mean a loss to agencies they could not fully recoup. He contended the government's action weakened the position of all British agencies which were engaged against heavy and well-organized American opposition.

George Cooper, a director of ABC Television Ltd., one of Britain's major TV companies, commented that the TV companies would be able to regain the lost \$16.8 million revenue but that it would take time and would have the effect of slowing down the companies'

growth.

Earle Adler, chairman of Philip Morris and Co. Ltd., London, said that the TV decree might well create a precedent for curtailing cigarette advertising in other media and thus impose an almost complete ban on information about one of the United Kingdom's major consumer products.

Brian F. MacCabe, president of the Institute of Practitioners in Advertising, declared that the public is entitled to know what brands are available and manufacturers are entitled to advertise and sell their individual brands.

West Berlin papers want ban on TV ads

Publishers of West Berlin's main newspapers have asked Mayor Willy Brandt to ban advertising on TV station Freies Berlin. They claim the TV advertising has taken a large part of the newspapers' income.

Some newspapers, said the publishers in a joint letter to the mayor, are already unable to exist without outside support and even the most important papers are threatened.

They claim that the promise not to



air more than 20 minutes of commercials a day has been violated. Freies Berlin TV advertising revenue is \$5,040,000 a year which is more than the total sales of the city's 10 daily papers.

The station's management has rejected all the publishers' allegations. Freies Berlin TV is controlled by representatives of the West German provinces (Lander) and by other political and public bodies.

Fifth Montreux contest scheduled

The fifth annual "Golden Rose of Montreux" contest, promoting international exchanges of radio and television programs, will be held in Montreux, Switzerland, from April 29 to May 8. The contest is sponsored by the European Broadcasting Union in cooperation with the Swiss Radio & Television Corp.

Contest participation is restricted to licensed broadcasting organizations from countries that are members or associate members of the International Telecommunication Union.

Abroad in brief . . .

Canadian commercials ■ Elektra Films, New York, and Lesser Studios Ltd., Toronto, have joined forces to produce Canadian television commercials. Creative work and preliminary meetings will be handled at Elektra's New York headquarters while filming and finishing will be done in Lesser studios in Canada, it was reported. Sam Magdoff is president of Elektra Films and Mort Lesser heads Lesser studios.

Appointed ■ Whirlpool Corp., Benton Harbor, Mich., has appointed Kenyon & Eckhardt International, New York, as its Latin American advertising agency, effective immediately.

Records for Caroline ■ Roulette Records has been signed to an exclusive two-year advertising contract with Radio Caroline, Great Britain's offshore commercial radio station. Trans-Atlantic Entertainment Corp., New York representative for Radio Caroline, reported Roulette represents the first major account to be secured for the station through TAEC in New York.

Financial report ■ Canadian Marconi Ltd., Montreal, with CFCF-AM-TV Montreal, among its operating assets, had record earnings in 1964 of \$2,023,544, compared with \$1,709,043 in 1963. The company sells radio and television receivers and transmitters and components. Its sales were up 3.5% over the previous year to \$53,055,000. Earnings

were 44 cents a share compared with 37 cents in 1963. Part of the increased profit was due to reduction of interest payments on debt from \$795,000 in 1963 to \$490,000 last year.

U. S.-Canadian rep named ■ British TV Corp. announced the appointment last week of Communications Services, New York, as U. S. and Canadian sales representative for its stations in Wales and West of England. W. M. Fromm, formerly director of new business for NBC Spot Sales until his resignation last year, is president of Communications Services, which has offices at 341 Madison Avenue, New York 10017.

Radio Caroline may move sales office to U.S.

One of Britain's major unlicensed offshore commercial radio stations, Radio Caroline, is prepared to move its time sales office to New York if legislation curtails its business in London.

Meanwhile that station and Britain's other major offshore outlet, Radio London, expect to continue broadcasting regardless of any legislation aimed at forcing them off the air following the recent Council of Europe agreement to outlaw unauthorized stations.

Spokesmen for both stations said that they will attempt to circumvent and not violate any laws.

The Council of Europe agreement will not be fully effective until all signatory countries have enacted legislation giving force to their respective government's decision. When this happens the two floating radio stations will not lawfully be able to obtain fuel, food, equipment, program material and other supplies from several West European countries.

However, several sources for these items would still remain. Spain, which is not a signatory to the agreement, is one likely source because of its relatively convenient location. Dozens of commercial stations using "unauthorized" frequencies operate from that country.

The spokesman said program material would be available from the U.S. while United Kingdom legislation could only prevent some advertising from being placed with the stations. Probably only 100% British-owned companies would be barred from buying time. International companies could buy time through their offices outside of Britain. This explains Caroline's readiness to move its time sales unit to New York.

The British government has suggested to the Isle of Man that it stop aiding Caroline's Irish Sea transmitter ship. The government of the island off the

northwest coast of England, however, has been reluctant to comply. The island, constitutionally a semi-autonomous part of the United Kingdom, is always anxious to assert its independence.

The House of Keys, the island's legislature, is possibly upset at the British government's refusal to allow Radio Manx, Britain's only licensed commercial station, to operate on anything but what the station considers to be a very awkward frequency and at very low power. Word is that the island's government would be more willing to act against Caroline North, as the offshore floating station is called, if limitations on Radio Manx were less stringent.

CBC-TV buys Wolper specials

The second group of six one-hour Wolper-UA-TV *Specials of Our Times* has been bought by Canadian Broadcasting Corp. Television Network for showing on its full network, it was announced last week by M. J. (Bud) Rifkin, United Artists TV executive vice president in charge of sales. Sponsors for the entire six hours of programming, he said, are Procter & Gamble, Sterling Drug, Imperial Tobacco and the Gillette Safety Razor Co.

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FATES & FORTUNES

BROADCAST ADVERTISING

Charles J. Allen, president of John W. Shaw Advertising, Chicago, named board chairman. **Norman R. Anderson**, executive VP, becomes president. Other officers in agency which becomes Allen, Anderson, Niefeld & Paley, effective March 15, are **Jaye Niefeld**, executive VP, and **Arnold Paley**, senior VP. First three had acquired firm from founder John W. Shaw in mid-1963. Mr. Paley joined them later that year.

Matthew Middleton, cosmetics consultant at Foote, Cone & Belding, New York, named account supervisor for new Clairol products, Clairol Inc., subsidiary of Bristol-Myers, New York. **Thomas D. Kirmayer**, account executive at J. Walter Thompson, New York, joins FC&B as account executive on Clairol account.

Peter Pih, assistant manager of market and media research for General Mills, Minneapolis, joins Broadcast Communications Group Inc., New York, as director of research and marketing.

E. C. Semel, account executive for Morse International Inc., named assistant account supervisor, New York.

Richard E. Sklar, with Merchandising Programs Inc., subsidiary of Norman, Craig & Kummel Advertising, New York, named assistant to general manager of Kudner Agency's new sales promotion and merchandising division, that city.

Frank L. Callahan, account executive at Erwin Wasey Inc., Chicago, named account executive at Young & Rubicam, that city. He is replacing **Robert S. Bashaw**, who was promoted to senior account executive at Y&R.

John V. Matthews, founder, executive VP and creative director of Carpenter, Matthews & Stewart Inc., New York advertising agency, joins Al Paul Lefton Co., Philadelphia, as account executive.

Jack Payne, salesman at WKJK Granite Falls, N. C. named sales manager at WJOE Port St. Joe, Fla.

Joseph R. Fife, VP and general manager of KYOK Houston, named general commercial manager of WVJS and WSTO (FM) Owensboro, Ky.

Raymond F. Gomber, senior VP of Klau-Van Pietersom-Dunlap, Milwaukee, elected president and chief executive officer succeeding **George J. Callos** who died Feb. 18 (BROADCASTING, March 1). **Stanley E. Wolkenheim**, senior VP, promoted to executive VP.

David A. Wallace, VP and copy chief at Wallace-Blakeslee Inc., Grand Rapids, Mich., advertising agency, elected president, succeeding **Oliver A. Wallace**, founder of company in 1936, who becomes chairman of board. **Daniel B. Wallace**, secretary, takes on added responsibility as secretary-treasurer.

Ralph L. Atlass, president of KIUP Durango, Colo., named account executive for John L. McGuire Co., regional radio and TV representative in Denver.

Kenneth G. Manuel, president of D. P. Brother & Co., Detroit, elected board chairman, succeeding late **Doran P. Brother**, founder.

Robert Geissler, **Robert Nelson** and **Richard Zahn**, account executives at Kastor, Hilton, Chesley, Clifford & Atherton, New York, named VP's.



Mr. Karol



Mr. Fagan

John Karol, VP and director of special projects for CBS Television Network Sales, adds duties of business manager. Mr. Karol will take over many of assignments previously handled by **William J. Fagan**, who has retired after more than 30 years with network. Mr. Fagan organized first network sales department in 1930.

William M. Clark, product manager, new products for Gillette's toiletries sales division, Boston, named assistant director of advertising for company.

Jack Bell, sales manager for KEZY Anaheim, Calif., named to similar capacity at KWIZ Santa Ana, Calif.

Ralph Turner, VP and account supervisor at Chirurg & Cairns Inc., New York, named account director at McCann-Erickson, that city.

Thoren Schroeck, with sales staff of KMOX-TV St. Louis, named account executive at Chicago office of CBS Television Stations National Sales.

Frank R. Hussey, with CBS National Sales, New York, named account executive for CBS Television Network Sales, that city.

Max Sherman, VP sales at WWDC-AM-FM Washington, named senior VP sales, there.

Jay Carter, veteran food and drug merchandising executive, joins KBIG

(FM) Los Angeles, in charge of expanded food and drug merchandising department.

Stan Marinoff, producer-director for Temple University, Philadelphia, joins Ball Associates, that city, as copywriter and public relations man.

Robert F. Whiteley, national sales representative for WMAL-TV Washington, named general sales manager for WMAL-FM, that city. Mr. Whiteley has served with The Evening Star Broadcasting Co. (WMAL-AM-FM-TV) for past 10 years.



Mr. Whiteley

Robert P. Geary, director of television and radio at Mathisson & Co., Milwaukee, elected VP and director of company.

Norris Kalar, formerly account executive at WITH-AM-FM Baltimore, returns there to resume his old position.

Franklin S. Browning Jr., treasurer of Badger and Browning & Parcher Inc., Boston, elected president succeeding **Clifford P. Parcher**, president for 16 years who now becomes chairman of board. Mr. Browning will continue as treasurer at advertising agency.

Nevin W. Meredith and **Harold E. Allen** join Leo Burnett Co., Chicago, as account executives. Mr. Meredith was with Gardner Advertising, St. Louis, and Mr. Allen was with Maxon Inc., Detroit.

Henry I. Sherry, account supervisor, Edward H. Weiss & Co., Chicago, named VP.

Richard Ullman Jr., coordinator of local media for Lennen & Newell, New York, joins New York sales staff of Metro Radio Sales division of Metro-media Inc.

John A. Serrao, general manager of WKBD(TV) Detroit, has been made VP-sales of Kaiser Broadcasting Corp., New York, in corporation's new East Coast headquarters.



Mr. Serrao

John B. Bourne, formerly with advertising staff of *Detroit Free Press*, named account representative at WJBK Detroit.

Harold J. Grainger, VP and account supervisor at Lennen & Newell and general manager of Compton Advertising, both San Francisco, named gen-

eral manager and account supervisor in San Francisco office of Recht & Co., advertising agency. **Mary Petr**, media director of Campbell-Mithum, Chicago, joins Los Angeles office of Recht & Co. as media director.

James Von Brunn, executive commercial producer at Ted Bates, New York, named to commercial production staff of N. W. Ayer, New York. **Marianne T. Guglielmo**, media director at Ted Thomas Associates, Philadelphia, joins copy research department at Ayer in Philadelphia. **William T. Ternay Jr.**, freelance artist, joins Ayer, Philadelphia as sketch artist.

Jack K. Carver, account executive, elected VP and account supervisor at Lennen & Newell, New York.



Mr. Georgas



Mr. Goldberg



Mr. Hamilton

John Georgas, Leslie H. Goldberg, and John J. Hamilton, all account supervisors at J. Walter Thompson Co., New York, elected VP's. Mr. Georgas joined JWT in 1964 following 13 years with General Foods Corp. Mr. Goldberg joined agency in 1964 from Benton & Bowles, New York. Mr. Hamilton joined JWT in 1950 and has been in account work since 1956.

Oliver Trittler, manager of Los Angeles office of Blair Television for past two years, elected VP of company. He joined Blair in 1956.

Robert W. Bacon, for past five years owner of advertising agency in Hartford, Conn., and formerly with WTRC, that city, named sales promotion manager of WSPR Springfield, Mass.

Burr McCloskey, executive VP of E. H. Russell, McCloskey & Co., Chicago, has resigned. Agency name becomes E. H. Russell & Co.

William D. Buckley, manager of radio-TV department of Norman, Craig & Kummel, New York, joins J. Walter Thompson, that city, as broadcast supervisor.

Alan W. Crandall, copy supervisor, Guild, Bascom & Bonfigli, San Francisco, appointed account executive for Foremost milk and cottage cheese, and for Foremost Industrial Division, while **Robert L. Hodges**, recently account ex-

ecutive, Meldrum & Fewsmith Advertising, Cleveland, becomes account executive for Foremost ice cream and Foremost frozen products. Also at GB&B, **Carol Liu**, with company since 1962, promoted from media assistant to media buyer on Ralston Purina account.

Richard E. Taylor, for three years on local sales staff of WMAQ-TV Chicago, promoted to NBC Spot Sales office there, replacing **Gene Bohi** who moves to NBC Spot Sales in New York.

Don Staley, formerly account executive with The Katz Agency, named national director of Recording For The Blind Inc., New York.

James D. Curran, salesman with Edward Petry Co., New York, joins TV sales staff at H-R Television, same city.

Zallo Loston, account supervisor at Recht & Co., Beverly Hills, Calif., joins Cooke & Leavitt, Los Angeles, in same capacity.

Ralph A. Kever, advertising manager in chain supermarket in Albany, N. Y., named marketing manager of WTRY Troy, N. Y.

Gilbert R. Kahn, formerly VP at Grey Advertising, New York, named senior VP and member of plans board at Edward M. Meyers Associates, New York advertising and public relations firm.

Edith Hawkins, copywriter, Foote, Cone & Belding, New York, since 1963, promoted to copy supervisor on Menley & James Laboratories account.

Hugh Martin, formerly partner with Marketing Catalysts, Chicago, and once head of his own marketing consulting firm there, joins WIND Chicago in newly created post of marketing and research director.

John D. McQuaide, territorial manager for International Milling Co., Jacksonville, Fla., joins WJXT(TV) Jacksonville, as national sales coordinator.

Lyle Nelson, formerly account executive for wow Omaha and KSOO-AM-TV Sioux Falls, S. D., joins KETV(TV) Omaha in similar capacity.

Tony Kohn, in copy department of Monroe Greenthal Co., New York, named executive copy director at Bliss/Grunewald Inc., that city.

THE MEDIA

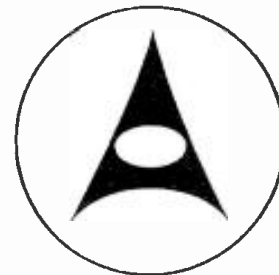
Perry Samuels, WPTR Albany, N. Y., elected president of New York State Broadcasters Association. Other officers elected at annual spring meeting: **Robert Dreyer**, Metromedia Inc., New York, VP; **Elliot Stewart**, WIBX Utica,

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IRTS's new officers

Thomas J. McDermott, VP at N. W. Ayer, nominated as president of International Radio & Television Society beginning May 5. Others selected by nominating committee: **Edward P. Shurick**, VP at H-R Representatives, first VP; **Julius Barnathan**, VP and general manager of ABC-TV and **Howard S. Meighan**, formerly of Videotape Productions, VP's; **Clifford A. Botway**, VP-associate media director of Ogilvy, Benson & Mather, secretary, and **Thomas S. Murphy**, president of Capital Cities Broadcasting Corp., treasurer. All are from New York.

secretary, and **John B. Lynch**, wwsc Glens Falls, treasurer.

Kenneth DeVaney, administrative assistant to president of Crowell-Collier Broadcasting Co., named general manager of KHJ-AM-FM Los Angeles, succeeding **Ira Laufer**, who headed station for less than two months (BROADCASTING, Dec. 7, 1964). Mr. DeVaney has also served as managing director of California Broadcasters Association.



Mr. DeVaney

David Horowitz, Far East correspondent for NBC News, named director of public affairs for WMCA New York.

Robert Palmerton, director of budgets at CBS Laboratories, Stamford, Conn., named controller at WCBS-AM-FM New York.



Mr. Lynagh

James T. Lynagh, program manager of WKBD(TV) Detroit, named station manager. **Ted Perry**, with Kaiser Engineers Division overseas, appointed assistant controller for Kaiser Broadcasting Corp., New York, as well as business manager for its WKBS(TV) Philadelphia, scheduled to go on air this summer.

Ralph Amatrudi, designer for Norcross Greeting Cards, named director of art and advertising at WNJU-TV Linden-Newark, N. J., scheduled to go on air this spring.

Bill Russell, KTUL(TV) Tulsa, named president of Oklahoma Telecasters Association. Others elected include: **Ben K. West**, KOCO-TV Oklahoma City, VP;

Tom Parrington, WKY-TV, Oklahoma City, secretary-treasurer, and past President **Jacques DeLier**, KWT(TV) Oklahoma City, to board.



Mr. Hurley

New York, NBC and ABC.

Stan Doyle, promotion director and community relations director of WPTV (TV) West Palm Beach, Fla., named to newly created post of administrative assistant to general manager. Replacing him is **Sip Taylor**, women's editor of station.

Tom Mulvey, formerly with KOA and KHOW, both Denver, named station manager of KZIX-AM-FM Fort Collins, Colo., succeeding **Phyllis Lovejoy**, who continues as commercial manager and also becomes administrative assistant for Les Ware station group.



Mr. Dunne

Robert Dunne, director of talent and program administration, NBC-TV New York, named director, news and sports, talent and program administration. He joined network's talent and program department in 1960 and became manager in 1962. Prior to that he had been with RKO Picture Corp. and CBS Radio.

Louis E. Mahla, assistant manager and sales manager of WNCO-AM-FM Ashland, Ohio, named general manager.

Jim Young, sales manager of KHAK-AM-FM Cedar Rapids, Iowa, named general manager succeeding **Gene Koehn**, appointed general manager of KWEB Rochester, Minn.

Neil J. Murphy, manager of administration for NBC-TV network operation, New York, named controller of WCKT-TV Miami.

Don E. Hague, assistant manager and account executive at KXEO Mexico, Mo., named general manager of KLIX Twin Falls, Idaho.

David C. Drew, station manager of WCNH Quincy, Fla., named general manager of WJOE Port St. Joe, Fla.

J. H. Clawson, board chairman and chief executive officer of Puget Sound Power & Light Co., Seattle, named to board of directors of KIRO Inc. (KIRO-AM-FM-TV), that city.

PROGRAMMING

William G. Mulvey, general sales manager of KFRE TV Fresno, Calif., named director, Triangle Program Sales, West Coast, that city.

William H. Terry, VP-production at Sturgis-Grant Productions Inc., New York, named executive VP. **William T. Moeller**, in charge of live action camera work and film editing, named production supervisor.

Philip Barry Jr., producer of *DuPont Specials* on NBC-TV, New York, joins programming staff of ABC-TV Western Division, Los Angeles.

Tom Breneman Jr., with KBIG(FM) Los Angeles sales staff, named director of video tape sales at KCOP(TV), that city.



Mr. Collier

Chet Collier, executive producer of *That Regis Philbin Show*, *The Steve Allen Show* and general manager of WBC Productions, West Coast, division of Westinghouse Broadcasting Co., named executive producer for WBC's *The Merv Griffin Show* to be syndicated for late-night programming.

Philip E. Sherck, national sales manager for last nine years at WJIM-TV Lansing, Mich., named program operations manager in addition to sales duties.

John O'Donoghue, baseball pitcher for Kansas City Athletics, named sports director for KUDL Fairfield, Kan.

Sam Riddle, KFVB Los Angeles personality and host of nationally syndicated *Hollywood a Go Go* (RKO General-Four Star) and KHJ-TV's *9th Street West*, also Los Angeles, will leave KFVB due to TV and film commitments.

Knowles Robertson, former announcer for KGO and KCBS, both San Francisco, has formed Knowles Robertson Enterprises, that city, to create, write and produce custom radio programs especially for institutional advertisers.

Joe Scully, in casting department at 20th Century-Fox Television, Beverly Hills, Calif., assigned as casting director of *Peyton Place* (ABC-TV, 9:30-10 p.m., Tues. and Thurs.).

David L. Wolper, president of Wolper Productions, division of Metromedia Inc., Hollywood, named VP of Metromedia.

Frank Price, executive producer of Universal Television's *The Virginian* (NBC-TV, Wed., 7:30-9 p.m.), named executive producer of new *Convoy* series which is scheduled for NBC-TV this

fall. Replacing him on *The Virginian* is **Norman Macdonnell**, producer and creative executive at Universal TV, both Hollywood.

Bob Stewart, president of Bob Stewart Productions Inc., joins Filmways Inc., as head of audience participation and game show division, Hollywood.

Bob Landers, air personality at WNEW New York, resigns, being replaced by **Jim Tate**, WIP Philadelphia announcer. Both stations are owned by Metromedia.

Farrell Smith and **Jim Turner**, both air personalities at wwox Charlotte, N. C., named director of community relations and sports director, respectively.

Rich Pauley, newsman and weatherman at WTVT(TV) Tampa-St. Petersburg, Fla., named air personality and newscaster at WFBC-AM-FM-TV Greenville, S. C.



Mr. Grant

Willis Grant, director of research projects for NBC, New York, joins Screen Gems Inc., that city, as head of newly created department of research and planning. Mr. Grant has also worked in research

capacities for Young & Rubicam and Ted Bates Co.

John Doremus, air personality on WMAQ Chicago, joins WAIT there, as host of 6-10 a.m. period.

Rick Nelson, announcer at WJBO Baton Rouge, named announcer of all-night show at WAVY Portsmouth, Va.

Hermione Baddeley, co-star of pilot of *Camp Runamuck*, new half-hour comedy series which Screen Gems is producing for NBC-TV in fall, has

WSTV-TV

WHEELING-STEUBENVILLE

A RUST CRAFT STATION

asked for release from series because of prior film and TV commitments.

John Carr, VP and general manager of KASK-AM-FM Ontario, Calif., named sales representative for Pepper Sound Studios Inc., Memphis.



Mr. Johnson

Jerome K. Johnson, producer-director for WMAL-TV Washington, named producer-director of public affairs at station. Mr. Johnson has produced and directed documentaries for station's *Close Up* series since it began

in 1962.

Kent Swicegood, air personality at wDIG Dothan, Ala., named announcer-engineer at wJOE Port St. Joe, Fla. **William F. Lyles**, announcer at wJOE, promoted to program director.

Harry Sanger, regional sales manager for Mark Century and Ullman, appointed VP-sales, responsible for Southeast, at Woroner Productions, Miami. **Herb Berman** and **Joey Levin**, both regional sales managers for Mark Century, join Woroner as VP's responsible for sales in Northeast U.S. and eastern Canada.

Douglas Crane, screen cartoonist, has joined graphic arts department of NBC, Los Angeles.

NEWS

Joseph C. Harsch, NBC News chief, London, for past eight years, will return to U. S. later this year to become NBC News diplomatic correspondent in Washington. **Elie Abel**, now NBC News diplomatic correspondent, will replace Mr. Harsch as London bureau chief, effective July 1.

John Deignan, writer for wCBS's *Jack Sterling Show*, New York, joins WERE Cleveland as newswriter and newscaster.

Gene Tuttle, manager of branch office of Photographic International Inc., Grand Haven, Mich., named to news staff of wJIM-TV Lansing, Mich., covering Flint area news.

George Sprout, news director of wMUU Greenville, S. C., elected chairman of Associated Press Broadcasters in South Carolina, succeeding **Lamar Caldwell**, of wHSC Hartsville.

Tom Danaher, KWMT Fort Dodge, elected chairman of Iowa Associated Press Radio-TV News Association. **Mel Grummert**, KXIC Iowa City, elected vice chairman of association.

Bob Roberts, formerly with KGU and KGMB-AM-TV, both Honolulu, named chief editorial writer at KVI Seattle.

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NOW ON THE AIR IN 93 MARKETS!
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FANFARE

Frank Goodman, partner in public relations firm of McFadden, Strauss, Eddy, Irwin & Goodman, New York, withdraws to form his own firm, Frank Goodman Associates, that city.

Robert Karr, formerly with Rogers & Cowan, Los Angeles, named publicity director of KCOP-TV Los Angeles.

Hilda C. Woehrmeyer, public relations manager at wowo Fort Wayne, Ind., retires after 35 years with station. She intends to remain in public relations.

EQUIPMENT & ENGINEERING

Gene Hill, WKBD(TV) Detroit, chief engineer, named director of engineering of Kaiser Broadcasting Corp. **James S. Parent** replaces Mr. Hill at WKBD(TV).



Mr. James

offices at 4008 McClain Lane, NW, Huntsville, Ala.

George F. James, eastern regional sales manager for Ameco, CATV manufacturers and CATV multiple owners, named south-eastern sales manager for Entron Inc., Silver Spring, Md., CATV manufacturers, with

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Mr. Mulcahy

William F. Mulcahy, VP and general manager of Telepro Industries Inc., subsidiary of Defiance Industries Inc., Cherry Hill, N.J., elected president.

Robert R. Schuster, manager program development, acoustics

and magnetic department, promoted to newly created post of midwestern manager of program development, CBS Laboratories, Stamford, Conn.

ALLIED FIELDS

Richard J. Glaspell, production control manager for American Research Bureau, Beltsville, Md., named to newly created post of manager of client services and is responsible for coordination of services available to clients at ARB's home office. He is replaced by **William F. Grovermann**, former systems and procedures analyst in production control department. **Joe Adams**, assistant manager of promotion department, named assistant manager of advertising and sales promotion. **Maurice C. Barkley**, technical director of local market reports, named assistant manager for local market TV reports.



Mr. Glaspell

Howard W. Coleman, in charge of sales promotion for A. C. Nielsen Co.'s local TV audience measurement service, named director of press relations. Mr. Coleman will remain in New York.

Charles J. Robertson has become associated with law firm of Dow, Lohnes & Albertson, Washington. Mr. Robertson received his law degree from George Washington University Law School, Washington, in June 1964. He was with Dow, Lohnes & Albertson while attending law school.

Thomas T. Johnson, with Telesystems Corp., Glenside, Pa., named director of sales and promotion activities in CATV operations at Daniels & Associates Inc., Denver CATV brokers and consultants.

INTERNATIONAL

Robin Dix, director of Garland-Compton, London, named director of continental operations for Compton Advertising Inc. in Europe. Compton's European operations include Publi-Synthese & R. L. Dupuy S. A., Brussels; Contact-Compton, Paris; Compton-Cueto, Rome and Garland-Compton GmbH, Frankfurt, West-Germany.

Charles C. Hoffman, who resigned last month as president of Canadian

Radio Sales Bureau, Toronto, has been named VP and managing director of Niagara International Centre Ltd., Niagara Falls, Ont., new trade and tourism project.

DEATHS

Mrs. Grayce Kerr Flynn, 64, widow of late Senator Robert S. Kerr (D-Okla.), died March 3 of cancer. She held minority interests in KVOO-TV Tulsa, KOCO-TV Oklahoma City; WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, in addition to her part of estate of Senator Kerr which held 50.6% of WEEK-TV and WEEQ-TV, and 13.1% of KVOO-TV (BROADCASTING, Jan. 7, 1963). She married Olney Flynn, Tulsa oilman, last August. She is survived by her husband, three sons and one daughter.

Edward Weiss, 52, president of Edward Weiss Advertising Agency, New York, died Feb. 24 at his home. Mr. Weiss had worked in several advertising firms before forming own agency 13 years ago. He is survived by his wife, Sylvia; son, Michael; daughter, Linda; his father, Jacob, and his brother, Harold, executive VP at agency.

John C. Roberts, 67, one time general manager of KXOK St. Louis, and former VP of old St. Louis Star Times, died March 2 in St. Louis.

Jack Sorelle, 59, transmitter engineer for wsb-tv Atlanta, died Feb. 23 at his home following heart attack. Mr. Sorelle joined wsb in 1931 as radio transmitter engineer. In 1954 he was transferred from wsb to wsb-tv. He is survived by his wife, Evelyn, and son, Jack Jr.

Bruce Beemer, 62, who played title role in radio's *The Lone Ranger* for 13 years until radio version was terminated in 1954, died at his home in Oxford, Mich., following heart attack. Mr. Beemer began his radio career in Indianapolis in 1922, joined wxyz Detroit, 10 years later and became Lone Ranger following death in 1941 of Earle Glaser, another "Ranger." He was not connected with TV or motion picture versions of "Ranger" except to dub in famous, "Hi-yo Silver, away!" He came out of retirement early this year to do commercials for Chrysler Corp., with Lone Ranger theme (BROADCASTING, Feb. 15). He is survived by his wife, Leta, daughter, three sons and seven grandchildren.

Frank B. Bradley, 41, announcer-newsman at wkzo-tv Kalamazoo, Mich., died Feb. 20, after long illness. Mr. Bradley had been employed by Fetzer Broadcasting Co. for 13 years as radio and television reporter-personality. He had been child actor in early years of wkzo. He is survived by his wife, Marjorie, and three sons.



"...in
Broadway's
history book,
they'll have a
chapter...or two
...or three."

Five years ago, Jerry Bock and Sheldon Harnick illuminated the world of a little man in a big hat—and *Fiorello!* became a classic in the American Musical Theater. This year, Bock & Harnick have rekindled the world of a Yiddish writer from Kiev, and *Fiddler on the Roof* exploded into a magical hit. Brought together by a music publisher in 1957 ("and shoved toward a piano") Jerry and Sheldon quickly developed a rapport that brought them the Antoinette Perry Award, Drama Critics Circle Award and the Pulitzer Prize. BMI bows to Bock & Harnick and to the many other brilliant composers and lyricists whose music we license for performance.

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Among the memorable Bock & Harnick collaborations are the scores for:
My Beautiful, Fiorello!, Tenderloin, She Loves Me, Fiddler on the Roof.



BROADCAST MUSIC, INC.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 25 through March 3 and based on filings authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

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. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

*Olney, Ill.—Southern Illinois University. UHF channel 16 (482-488 mc); ERP 1,000 kw vis., 500 kw aur. Ant. height above average terrain 1,000 feet, above ground 1,062.6 feet. P.O. address Southern Illinois University, Carbondale, Ill. Estimated construction cost \$707,780; first year operating cost \$75,754. Studio and trans. locations both near West Liberty, Ill. Geographic coordinates 38° 52' 32" north latitude, 88° 08' 39" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen; consulting engineer George P. Adair, both Washington. Principal: board of trustees. Southern Illinois University is licensee of WSIU(FM) and WSIU-TV. Ann. Feb. 26.

Hammond, Ind.—Aben E. Johnson Jr. UHF channel 56 (722-728 mc); ERP 261 kw vis., 144 kw aur. Ant. height above average terrain 452 feet, above ground 500 feet. P.O. address 635 Hillcrest Drive, Bloomfield Hills, Mich. Estimated construction cost \$244,253; first year operating cost \$135,000; revenue \$140,000. Studio and trans. locations both Gary, Ind. Geographic coordinates 41° 33' 49" north latitude, 87° 19' 56" west longitude. Type trans. GE TT-25A, type ant. GE TY-25E. Legal counsel Lauren A. Colby, Washington; consulting engineer E. H. Munn Jr., Coldwater, Mich. Mr. Johnston has 65% interest in Ironside Manufacturing Corp., Pontiac, Mich., firm which manufactures chemical coatings for marine use. Ann. Feb. 25.

*Chapel Hill, N. C.—University of North Carolina. UHF channel 18 (494-500 mc); ERP 575 kw vis., 115 kw aur. Ant. height above average terrain 1,545 feet, above ground 284 feet. P.O. address Consolidated Office,

Chapel Hill. Estimated construction cost \$382,716; first year operating cost \$317,948. Studio location Chapel Hill, trans. location Linville, N. C. Geographic coordinates 36° 03' 47" north latitude, 81° 50' 33" west longitude. Type trans. GE TT-57A, type ant. RCA TFU-25G. Legal counsel Pierson, Ball and Dowd, Washington; consulting engineer Alan B. MacIntyre, Chapel Hill. Principal: board of trustees. University of North Carolina is licensee of WUNC-TV and WUNC (FM) Chapel Hill, and WUAG(FM) Greensboro, N. C. Ann. Feb. 26.

Existing TV stations

ACTION BY FCC

WDBJ-TV Roanoke, Va.—Granted mod. of CP to make slight move of trans. location and change ERP from 316 kw vis. and 158 kw aur. to 218 kw vis. and 109 kw aur. Commissioners Bartley and Lee dissented. Action March 3.

New AM stations

APPLICATIONS

Lakeport, Calif.—Lake County Broadcasting Co. 1270 kc, 500 w, D. P.O. address 1470 Pastel Lane, Novato, Calif. Estimated construction cost \$19,046; first year operating cost \$42,000; revenue \$50,000. Principals: Hugh E. Turner, Juanita Louise Turner, Donald J. Emerson and Dorothy J. Emerson (each 25%). Mr. Turner has 25% interest in KTIM-AM-FM San Rafael, Calif. Mr. Emerson has interest in golf course and real estate in Cable, Calif., and vicinity. Ann. Feb. 23.

Newport Beach, Calif.—Balboa Broadcasting Co. 1250 kc, 1 kw unl. P.O. address 1086, Newport Beach. Estimated construction cost \$50,775; first year operating cost \$72,000; revenue \$84,000. Principals: William A. Loudon (31 2/3%), John J. Latham (31 2/3%), N. A. Astor (31 2/3%), Z. H. Astor (2.5%) and O. W. Richard (2.5%). Mr. N. A. Astor is resident partner and manager of Los Angeles radio and TV representative firm. Mr. Z. H. Astor is attorney. Mr. Latham is news broadcaster for NBC. Mr. Loudon is manager of NBC TV Spot Sales, Burbank, Calif. Mr. Richard owns market. Ann. Feb. 23.

Ayden, N. C.—John C. Hall. 1070 kc, 1 kw, D. P.O. address 1306 Howard Street, Kinston, N. C. Estimated construction cost \$21,510; first year operating cost \$30,000; revenue \$36,000. Mr. Hall is employed by Coastal Home Improvement Co., Kinston. Ann. Feb. 18.

Kettering, Ohio—Kittyhawk Broadcasting Corp. 1140 kc, 1 kw, D. P.O. address Box 2263, Kettering. Estimated construction cost \$37,590; first year operating cost \$85,835; revenue \$109,200. Principals: John A. Kemper (32%), E. Raymond Arn (17%), Kenneth D. Caywood (17%), Robert Frame (17%), John H. Pearce (9%) and Victor J. Cassano (8%). Mr. Arn owns Film Associates Inc., Dayton, Ohio. Mr. Frame owns advertising agency in Dayton with other business interests in Kettering. Mr. Kemper owns 40% interest in brokerage firm. Others have

business interests in Dayton and vicinity. Ann. Feb. 18.

New Castle, Pa.—Lawrence County Broadcasting Corp. 1140 kc, 5 kw, D. P.O. address c/o Robert Purcell, 436 Wyatt Building, Washington. Estimated construction cost \$57,071; first year operating cost \$60,000; revenue \$75,000. Principals: Peter Macchia (30%), Raymond E. Rohrer (16 2/3%), Thomas W. Fletcher (33 1/3%), Robert L. Purcell (16 2/3%) and Robert Nocera (3 1/3%). Mr. Macchia owns restaurants in Geneva-on-Lake, Ohio, and real estate in New Castle. Mr. Rohrer owns Rohrer & Associates, Washington consulting engineers. Mr. Fletcher is attorney. Mr. Purcell is associated with Rohrer & Associates. Mr. Nocera is teacher in New Castle. Ann. Feb. 18.

Pickens, S. C.—Pick Radio Co. 1540 kc, 1 kw, D. P.O. address 210 Pecan Street, Johnston, S. C. Estimated construction cost \$14,995; first year operating cost \$33,600; revenue \$40,000. Principals: Frank D. Ferguson Jr. (75%) and Franklin D. R. McClure (25%). Mr. McClure is 25% owner of Edgefield-Saluda Radio Co., licensee of WJES Johnston, and is general manager of station. Mr. Ferguson is attorney. Ann. Feb. 18.

Existing AM stations

ACTIONS BY FCC

By order, commission granted application by Brainerd Broadcasting Co. for review of Oct. 12, 1964 decision of review board which denied as inconsistent with Sec. 73.24(b) of rules Brainerd's application to change operation of KLIZ, Brainerd, Minn., on 1380 kc, from 1 kw, D to 5 kw, unl., DA-N, and change trans. site; afforded parties to file briefs by March 29 and replies by April 12, and scheduled oral argument on May 3. Chairman Henry and Commissioner Bartley dissented. Action March 3.

By separate order in above proceeding, commission denied application by Broadcast Bureau for review of Feb. 8 action of review board which denied Bureau's petition for reconsideration of Oct. 12, 1964 decision insofar as it left certain issues unresolved. Action March 3.

By memorandum opinion and order, commission denied petition by Major Market Stations Inc. for waiver of Sec. 73.37 of overlap rules and dismissed application to increase daytime power of KREL Corona, Calif., on 1370 kc from 1 kw to 5 kw, and change from DA-N to DA-2, continued nighttime operation with 500 w; dismissed as moot petitions by John Brown Schools of California Inc. (KGER), Long Beach, Calif. Commissioner Hyde dissented. Action March 3.

New FM stations

ACTIONS BY FCC

Escondido, Calif.—Palomar Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain minus 56.4 feet. P.O. address 316 Hale Avenue, Escondido. Estimated construction cost \$11,093; first year operating cost \$9,000; revenue \$12,000. Principals: Dean V. and Floyetta Kiner and Alan B. and Nancy Skuba (both 50% jointly). Palomar Broadcasting is licensee of KOWN Escondido. Action Feb. 24.

Pratt, Kan.—KWNS Inc. Granted CP for new FM on 93.1 mc, channel 226, 29 kw. Ant. height above average terrain 120 feet. P.O. address Box 486, Pratt. Estimated construction cost \$25,000; first year operating cost \$10,000; revenue \$15,000. Principal: Wilmer E. Huffman. Mr. Huffman is licensee of KWNS Pratt and is seeking transfer of control of facility. Action Feb. 25.

Amherst, Mass.—College Radio. Granted CP for new FM on 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain minus 100 feet. P.O. address Box 503, Amherst. Estimated construction cost \$12,900; first year operating cost \$12,000; revenue \$18,000. Principal: Augustine L. Cavallaro Jr. Mr. Cavallaro owns WTTT Amherst. Action Feb. 25.


Alamogordo, N. M.—Fred Kaysbier. Granted CP for new FM on 94.3 mc, channel 232, 500 w. Ant. height above average terrain minus 1,000 feet. P.O. address 719 10th Street, Alamogordo. Estimated construction cost \$3,256; first year operating cost \$15,000; revenue \$20,000. Mr. Kaysbier was general

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manager of KQDI(FM), sales manager of KRAC and program director of KALG, all Alamogordo. Action Feb. 26.

APPLICATIONS

Gadsden, Ala.—Gadsden Broadcasting Co. 103.7 mc, channel 279, 57 kw. Ant. height above average terrain 480 feet. P.O. address 306.5 Broad Street, Gadsden. Estimated construction cost \$25,040; first year operating cost \$8,000; revenue \$15,000. Principal: Charles F. Boman (100%). Mr. Boman owns WJBY Gadsden. Ann. March 1.

Fairfield, Ill.—Wayne County Broadcasting Co. 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 197 feet. P.O. address Box 72, Fairfield. Estimated construction cost \$13,000; first year operating cost \$10,000; revenue \$10,000. Principals: Thomas S. Land and Bryan Davidson. Wayne County is licensee of WFTW Fairfield, Ill. Ann. Feb. 23.

Morganfield, Ky.—Union County Broadcasting Inc. 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 79.3 feet. P.O. address Box 178, Morganfield. Estimated construction cost \$4,900; first year operating cost \$6,500; revenue \$7,300. Principals: J. B. Crawley and W. B. Kelly (each 50%). Messrs. Crawley and Kelly each have 50% interest in WCND Shelbyville. WMSK Morganfield, 33½% interest in WPHN Liberty all Kentucky, and 25% interest in WPTN Cookeville, Tenn. Ann. Feb. 26.

Petoskey, Mich.—Midwestern Broadcasting Co. 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 246 feet. P.O. address Paul Bunyan Building, Traverse City, Mich. Estimated construction cost \$10,000; first year operating cost \$1,500; revenue \$5,000. Principals: Les Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15%) and Fred Zierle (16.25%). Midwestern is licensee of WTCM and WPBN-TV Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord, and WTOM-TV Cheboygan, all Michigan. Ann. Feb. 24.

Franklin, N. C.—Radio Station WFSC Inc. 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain minus 327 feet. P.O. address Box 470, Franklin. Estimated construction cost \$18,080; first year operating cost \$7,500; revenue \$6,000. Principals: Henry G. Bartol Jr. and Gertrude S. Taylor (each 50%). H. G. Bartol and G. S. Taylor each have 50% interest in WYTN Tryon, and WFSC Franklin, both North Carolina. Ann. Feb. 25.

***Geneva Falls, Pa.**—Geneva College. 88.3 mc, channel 202, 15 w. Ant. height above average terrain 240 feet. P.O. address c/o David Eshelman, Geneva College, Beaver Falls. Estimated construction cost \$7,550; first year operating cost \$3,850. Principal: board of trustees. Ann. Feb. 26.

Marshfield, Wis.—Clarkwood Broadcasting Corp. 106.5 mc, channel 293, 27.5 kw. Ant. height above average terrain 210 feet. P.O. address 1710 North Central Avenue, Marshfield. Estimated construction cost \$22,200; first year operating cost \$3,500; revenue \$5,000. Principals: Judith S. Scofield (50%), Hartley L. Samuels (25%) and Margery S. Samuels (25%). Clarkwood Broadcasting is licensee of WDLB Marshfield. Ann. Feb. 19.

Ownership changes

ACTIONS BY FCC

WMAI-FM Panama City, Fla.—Granted relinquishment of positive control of licensee corporation, Mus-Air Inc. from John T. and Jimmy T. Patronis (51.02% jointly before, 50% jointly after), to Bay County Broadcasting Co. (48.98% before, 50% after). Consideration \$600. Action March 2.

KSNM Pocatello, Idaho—Granted transfer of control of licensee corporation, Pocatello Broadcasting Co., from Daniel C. Libeg and Thomas Thompson (each 50% before), to Daniel C. Libeg (100% after). Consideration \$30,000. Action Feb. 25.

WSDR Sterling, Ill.—Granted transfer of control of licensee corporation, Blackhawk Broadcasting Co., from Sam Bartlett (50.1% before), to Sam and Lillian Bartlett (50.1% jointly, after). No financial consideration. Action March 1.

WLOB-AM-FM Portland, Me.—Granted assignment of license from Casco Broadcasters Corp. owned by Melvin L. Stone (25%) and Sherwood J. Tarlow (75%), to Portland Broadcasting Corp., owned by Atlantic States Industries Inc., which is owned by Robert Price (33%), Theodore R. Kupferman (19%), Frank Mehan (3%) and others. Consideration \$263,000. Atlantic States owns 99% of WTSA Brattleboro, Vt., and through subsidiary, Pensacola Broadcasting Corp., owns WNVY Pensacola. Action Feb. 24.

92 (FOR THE RECORD)

WIRD Lake Placid, N. Y.—Granted transfer of control of licensee corporation, WIRD Inc., from WIRY Inc., owned by Charles B. Britt (75%), Donald L. Pelkey (10%), Jeanette B. Britt, Margaret R. Hall and Joe H. Britt (each 5%), to Lincoln F. Dixon (40%), Donald A. Nardiello (40%), Carol Dixon (10%) and Kathryn Nardiello (10%). Consideration \$40,000. Mr. Nardiello is station manager of WIRD. Mr. Dixon is engineering supervisor of WPTZ-TV Plattsburg, N. Y. Action March 1.

KFJZ-AM-FM Fort Worth—Granted assignment of license from Texas State Network Inc., owned by Sid W. Richardson (62.07%), Gene L. Cagle (19.59%), Perry R. Bass (15.76%) and others, to Radio Fort

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ **Columbia, N. C.**—University of North Carolina; \$120,517 to activate channel 2 in Columbia thus enabling station to rebroadcast programs from WUNC-TV Chapel Hill; total project cost \$241,034.

■ **Bethlehem, Pa.**—Lehigh Valley Educational Television Corp.; \$200,000 to activate channel 39 in Allentown, Pa.; total project cost \$448,917.

■ **Tampa, Fla.**—State board of regents of Florida; \$295,538 to activate channel 16 in Tampa; total project cost \$534,180.

Worth Inc., owned by Pyrometer Company of America Inc. (44%), Arnold Malkan (41%), Stanley E. Wilson (10%) and Jimmy R. Phillips (5%). Consideration \$1.1 million. Mr. Malkan is chairman of board of Pyrometer Co. Mr. Wilson is vice president and director of Texas State Network, and is manager of KRIO McAllen, and KFDA-TV Amarillo, both Texas. Action March 2.

APPLICATIONS

WALA College Park, Ga.—Seeks acquisition of negative control of licensee corporation, Metro Atlanta Broadcasting Inc., by Bernard S. Lipman (38.33% before, 50% after), Paul Jones (28.33% before, 40% after) and Mrs. Paul Jones (10% before, 10% after), through purchase of stock from Arthur P. Jackson (23.33% before, none after). Consideration \$2,332. Ann. March 1.

KCIJ Shreveport, La.—Seeks acquisition of negative control of licensee corporation, Universal Broadcasting Corp., by Lawrence Brandon (21% before, 50% after), through purchase of stock from KREB Inc. (29% before, none after). Mr. Brandon has 50% interest in KREB Inc. Consideration \$5,000. Ann. March 1.

Hearing cases

DESIGNATED FOR HEARING

Radio Station WKEU and Telerad Inc., Griffin, Ga.—Designated for consolidated hearing applications for new FM on channel 249 (97.7 mc); ERP 3 kw—Radio Station WKEU with ant. height 300 feet; and Telerad with ant. height 254 feet.

INITIAL DECISIONS

■ **Hearing Examiner Millard F. French** issued initial decision looking toward granting application of Elmira Heights-Horseheads Broadcasting Co. for new class A FM on channel 232A (94.3 mc) in Elmira, N. Y. Action Feb. 26.

OTHER ACTIONS

■ **By order, commission granted petition** by Edwin R. Fischer and vacated stay imposed on July 11, 1961, initial decision which looked toward granting application of Tidewater Broadcasting Inc. for new AM on 940 kc, 10 kw, D in Smithfield, Va., and which denied Fischer's application for same facilities in Newport News. Stay had been imposed because of interference problems between applications and application for new AM on 940 kc in Catonsville, Md., which is no longer pending. Record in proceeding on Fischer and Tidewater applications was reopened on April 22, 1964, and issues were enlarged to determine whether grant of Tidewater's proposal would be in contravention of Sec. 73.35(a) of multiple

ownership rules and, if so, whether circumstances exist which would justify waiver of rule; proposed findings have been filed by parties and supplementary initial decision is awaited. Action March 3.

■ **Commission, by tie vote, denied petition** by KTVO Television Inc. (KTVO, ch. 3), Kirksville, Mo., for reconsideration of Nov. 18, 1964 grant, without imposing program non-duplication conditions, of applications of Ottumwa Area Translator System Inc. for two new UHF-TV translators on channels 74 and 76 to rebroadcast programs of KCRG-TV (ch. 9) Cedar Rapids, and WHO-TV (ch. 13) Des Moines, respectively, to serve Ottumwa, Iowa. Chairman Henry and Commissioners Lee and Cox voted for reconsideration. Action March 3.

■ **By order, commission granted petition** by Veterans Broadcasting Inc. for dismissal with prejudice of application for new TV on channel 9 in Syracuse, N. Y. This is pursuant to commission's action of Feb. 10 which granted transfer of control of WROC-AM-FM-TV Rochester, N. Y., from Veterans Broadcasting to Rust Craft Broadcasting of New York Inc. conditioned upon Veterans dismissing application for new TV in Syracuse and withdrawal of participation in interim operation on channel 9 currently being conducted by Channel 9 Syracuse Inc. prior to consummation of transfer of control. Action March 1.

Routine roundup

ACTIONS BY REVIEW BOARD

■ **By memorandum opinion and order** in proceeding on applications of Robert J. Martin and Talton Broadcasting Co. for new FM in Selma, Ala., in Doc. 15741-2, denied joint petition for approval of agreement whereby latter would partially reimburse Martin for expenses incurred in connection with prosecution of application in return for dismissal. Members Stone and Pincock abstained from voting. Action March 1.

■ **In proceeding on AM applications of** Abacoa Radio Corp. (WRAI), Rio Piedras, and Mid-Ocean Broadcasting Corp., San Juan, P. R., in Doc. 14977-8, granted petition by Mid-Ocean to extend time to March 4 to file responsive pleadings to Abacoa's petition to enlarge issues. Action Feb. 26.

■ **Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to extend** time to March 19 to file reply brief to exceptions and brief in support thereof to initial decision in proceeding on AM application. Action Feb. 26.

■ **In 1110 kc, Pasadena, Calif., area proceeding** in Doc. 15751 et al., granted joint petition by Pasadena Broadcasting Co. and Bible Institute of Los Angeles Inc. to extend time to March 8 to file replies to California Regional Broadcasting Corp. opposition to Pasadena Broadcasting and Bible Institute petitions to enlarge issues as to California's application. Member Nelson not participating. Action Feb. 26.

■ **By memorandum opinion and order** in proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM in Cozad, Neb., in Doc. 15679-80, (1) denied petition by Tri-Cities to enlarge issues as to Dawson, and (2) granted Tri-Cities motion to supplement original petition. Action Feb. 26.

■ **Scheduled oral argument for March 30** in following proceedings: Hartford County Broadcasting Corp. for additional time to construct WRYM-FM New Britain, Conn.; and applications of Saul M. Miller and A-C Broadcasters for new AM in Kutztown and Annville-Cleona, Pa., respectively. Action Feb. 26.

■ **By memorandum opinion and order (1)** granted joint petition by College Radio and Pioneer Valley Broadcasting Co. for approval of agreement whereby College application would be dismissed; (2) dismissed latter's application for new FM in Amherst, Mass., and (3) granted Pioneer Valley application for new FM on channel 257 (99.3 mc), in Northampton, Mass. Member Nelson not participating. Action Feb. 25.

■ **By memorandum opinion and order** in proceeding on applications of Midwest Television Inc., to change facilities of WMBD-FM Peoria, Ill., from channel 223 (92.5 mc), to channel 227 (93.3 mc), etc., and Peoria Journal Star Inc. for new FM on channel 227 in Peoria, in Doc. 15745-6, granted joint request for approval of agreement whereby Midwest will partially reimburse Journal Star for expenses incurred by latter in connection with preparation and prosecution of application; Journal Star agreeing to amend pending application to specify operation on channel 295 (106.9 mc). Action Feb. 24.

BROADCASTING, March 8, 1965

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 3

	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				for new stations
AM	Lic. 4,007	CP's 53	CP's 71	407
FM	1,234	77	220	285
TV	550 ¹	42	96	205

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 3

	VHF	UHF	TV
Commercial	509 ²	164	673
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1965

	AM	FM	TV
Licensed (all on air)	3,968	1,212	558
CP's on air (new stations)	42	72	27
CP's not on air (new stations)	73	202	84
Total authorized stations	4,083	1,486	669
Applications for new stations (not in hearing)	189	184	79
Applications for new stations (in hearing)	80	47	63
Total applications for new stations	269	231	142
Applications for major changes (not in hearing)	195	51	32
Applications for major changes (in hearing)	26	3	9
Total applications for major changes	221	54	41
Licenses deleted	2	0	0
CP's deleted	0	1	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Charles J. Frederick to serve as presiding officer in proceeding on AM applications of Charlottesville Broadcasting Corp. (WVNA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2; scheduled prehearing conference for March 16 and hearing for April 19. Action Feb. 26.

■ Designated Examiner Forest L. McClenning to serve as presiding officer in proceeding on applications of Radio Station WKEU and Telerad Inc. for new FM in Griffin, Ga., in Doc. 15849-50; scheduled prehearing conference for March 16 and hearing for April 14. Action Feb. 26.

By Hearing Examiner Thomas H. Donahue

■ Denied petition by Broadcast Bureau for extension of time from March 1 to March 15 to file proposed findings in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action Feb. 26.

■ Granted motion by United Broadcasting Co. of New York, and others, to extent of continuing hearing in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn. and, on own motion, continued Feb. 24 hearing to March 18; scheduled oral argument for March 5 on applicant's petition for leave to amend. Action Feb. 23.

By Hearing Examiner Charles J. Frederick

■ In proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga.; WDMG Inc. for renewal of license of WDMG Douglas, Ga.; WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted petition to extend time from March 8 to March 22 to file proposed findings and from March 22 to April 5 for replies. Action March 1.

By Hearing Examiner Millard F. French

■ In San Diego TV channel 51 proceeding, in Doc. 15824-5, upon oral request of Gross Broadcasting Co., and with consent of other parties, continued March 2 prehearing conference to March 8. Action March 1.

■ Formalized by order certain agreements reached and rulings made at Feb. 25 prehearing conference in proceeding on appli-

cations of John N. Traxler and Alvera M. Traxler, Sunshine Broadcasting Co., WLOD Inc. and Boca Broadcasters Inc. for new FM in Delray Beach and Pompano Beach, Fla., in Doc. 15803-6; scheduled certain procedural dates and rescheduled March 29 hearing for May 18. Action Feb. 25.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Midwest Television Inc. to change facilities of WMBD-FM Peoria, Ill., and Peoria Journal Star Inc. for new FM in Peoria, in Doc. 15745-6, granted Peoria Journal's petition for leave to amend application to specify operation on channel 295 (106.9 mc) in lieu of channel 227 (93.3 mc), returned amended application to processing line, and retained in hearing Midwest application; by separate order, on own motion, rescheduled for March 4 hearing on Midwest application, and cancelled prehearing conference originally scheduled for Jan. 21 but postponed without date. Action March 1.

■ Granted petition by Hall County Broadcasting Co. for acceptance of appearance in proceeding on application and that of Southern Broadcasting Co. for new FM in Gainesville, Ga. Action Feb. 26.

■ On own motion, corrected in various respects transcript of hearing in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Feb. 26.

By Hearing Examiner H. Gifford Irion

■ Pursuant to agreement at Feb. 26 prehearing conference in proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont., in Doc. 15815-6, continued March 31 hearing to April 28. Action Feb. 28.

■ In proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash., in Doc. 15303-4, granted request to extent of extending time to March 23 to exchange hearing exhibits and continuing Feb. 26 hearing to April 2. Action Feb. 25.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at March 1 prehearing conference in Houston TV channel 29 proceeding, specified certain procedural dates and scheduled hearings for April 1

and May 26, respectively, for Warner Bros. Pictures Inc. and parties to offer into evidence exhibits directed to certain issues in proceeding and for entertaining any objections thereto. Action March 1.

■ Formalized by order certain agreements reached and rulings made at Feb. 24 prehearing conference in Chicago, TV channel 38 proceeding in Doc. 15668 et al., and continued date for exchange of exhibits from Feb. 25 to March 2, specified March 22 for Chicagoland TV Co. to submit, among other things, list of witnesses who will testify orally with respect to issue added Jan. 22 by review board, and scheduled hearing for April 6 on that issue in Chicago at address to be specified by subsequent order. Action Feb. 24.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp., for new AM in Cozad, Neb., in Doc. 15679-80, on unopposed oral request of Tri-Cities, further extended time from Feb. 25 to March 2 to exchange remaining direct affirmative written cases of applicants, from March 3 to March 12 for notification of engineering witnesses, and March 15 to April 12 for hearing. Action Feb. 25.

By office of opinions and review

■ Granted petition by Quality Broadcasting Corp. and Radio Americas Corp., to extend time to March 8 to file exceptions to initial decision in matter of revocation of licenses of Quality Broadcasting for WKYN and WFQM(FM) San Juan, and Radio Americas Corp. for WORA-FM Mayaguez, P. R. Action Feb. 26.

■ Granted Broadcast Bureau request to extend time to March 5 to file reply to petition for reconsideration and grant in proceeding on applications of Lompoc Valley Cable TV Inc for operational fixed stations in Business Radio Service. Action Feb. 26.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of March 1

WANN Annapolis, Md.—Granted license covering changes in daytime directional ant. pattern; specify type trans.

WVCG Coral Gables, Fla.—Granted license covering change in frequency, increase in power, and installation of DA-D; delete remote control operation; specify type trans.; condition.

WNIL Niles, Mich.—Granted license covering changes in ant. system.

WTTL Madisonville, Ky.—Granted license covering change in hours of operation, and installation of new trans. and DA-N; condition.

WAYB Waynesboro, Va.—Granted license covering use of old auxiliary trans. as auxiliary daytime and alternate main nighttime trans. at main trans. site, with remote control operation.

*WNIC(FM) DeKalb, Ill.—Granted license covering increase in ERP and ant. height; changes in frequency and ant.-trans. location; and installation of new trans. and new ant.; specify ant. height as 260 feet.

*WWHI(FM) Muncie, Ind.—Granted license covering changes in ant. system, and installation of new ant.; specify type ant.

■ Granted licenses for following AM's and specify type trans.: WPSL Monroeville, Pa.; WBME Belfast, Me., and specify main studio location, and delete remote control operation; KWXY Cathedral City, Calif., and specify main studio location.

■ Granted licenses for following FM's: KBOC Ogden, Utah, and specify ERP as 20 kw; WJIZ Albany, Ga., and specify type trans. and type ant.

■ Following were granted extensions of completion dates as shown: WABR Winter Park, Fla., to April 15; KXIC Iowa City, to Sept. 15; WXLN Potomac-Cabin John, Md., to Sept. 1; WFOA San Juan, P. R., to April 30; *WSLU (FM) Canton, N. Y., to May 31; WPIN-FM St. Petersburg, Fla., to Sept. 8; WWJC-FM Superior, Wis., to Sept. 1; WTTM-FM Trenton, N. J., to Sept. 1; WSWN-FM Belle Glade, Fla., to May 17; WCME-FM Brunswick, Me., to April 1.

WHP Harrisburg, Pa.—Granted license covering use of old main trans. as alternate main trans., using DA-N, at main trans. site; remote control permitted, while using non-DA.

WEEB Southern Pines, N. C.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WDBL Springfield, Tenn.—Granted license

Continued on page 99

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 - DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
 - All other classifications, 35¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If tapes, films or packages larger than No. 10 envelope submitted, \$1.00 charge for mailing (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern New York—Experienced manager with sales experience—top salary & benefits—send photo & full particulars. Box B-185, BROADCASTING.

Small market Ohio station offers great opportunity for ambitious young man who is ready for management responsibility. Strong sales experience required. Box C-51, BROADCASTING.

Manager-Salesman remote studio city of 6,000 established fulltime AM and maximum power FM, plus multiplex music. Not a one man operation. Experience fulltime news help already established. Box C-86, BROADCASTING.

General manager for midwest medium market net affiliate. Must have successful background in sales management. Outstanding opportunity. Send complete resume, picture, recent earnings. Box C-155, BROADCASTING.

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

Our 3 account execs. do very well. All are former managers. We'd like to add one more. If you can sell you can make big money with us. Send resume to Manager, WPGC, Washington 19, D. C.

Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box B-214, BROADCASTING

Want a permanent position? Metropolitan two station market, South Plains, has opening for salesman. Desire a good strong personality who can keep accounts serviced and sold. No uphill sales job, station is recognized and respected. Manager needs more free time. Salary, commission, expenses. Box B-306, BROADCASTING.

Radio salesman. One of the largest stations in growing Southeastern New England metro area. Proven sales, creativity, alertness a must. Salary plus commission. Incentive plans. Send resume Box C-10, BROADCASTING.

We swamp the competition in this market, a beautiful medium sized community where our top professional people enjoy selling and enjoy living. A good salesman can live well here, recognized, appreciated, and making money. Box C-80, BROADCASTING.

Salesman: station in Southwestern Ohio—salary plus commission—good account list—extremely good working conditions. Box C-93, BROADCASTING.

Phila. based salesman to cover Phila. agencies on full or part time basis for Salty South Jersey coastal station. Box C-100, BROADCASTING.

Salesman with strong small market experience. Chance to quickly become sales manager, then station manager if you prove yourself. Progressive station in deep South market. Must have good credit references. Replies confidential. Send resume and past billings to Box C-101, BROADCASTING.

New station in expanding chain now developing sales staff. Want men interested in permanency and who have management potential. Southern New England, location. Our staff know of this ad. Box C-108, BROADCASTING.

Sales—(Cont'd)

Aggressive selling sales manager wanted by Central Illinois station with above average air sound and good community acceptance. Send salary requirements and references first letter. Box C-114, BROADCASTING.

Are you an experienced broadcaster able to handle local sales in return for secure position with a well established Virginia station in a growing market? If so, forward photograph and resume. Box C-135, BROADCASTING.

Country music salesman wanted for Eastern Pa. C&W station. Box C-139, BROADCASTING.

We like to write big commission checks. Immediate opening. KSMN, Mason City, Iowa.

Saleswoman for station featuring women's programs, WOMN, Salary (open) and commission. Write to Suite 426, Decatur Federal Building, Decatur, Georgia.

Need sales manager for growing station in metropolitan market. Some announcing and production of spots-monthly. Salary and commission can easily be in four figures—wonderful opportunity for experienced man who likes radio and doesn't mind hard work. Possibility future part ownership to right man, Ervin Parks, Jr., Radio station WRCK, Tusculmbia, Ala.

Vermont. A wonderful State to live in and a great place to make money! Sell radio time in the Champlain Valley and make \$8,000—9,000 a year clear—after we have paid your ordinary car operating expenses. It's hard work—not for clock watchers—but what good job isn't? Call today 518-585-2869 ask for Mrs. Craigie.

See Broadcast Sales Specialist ad on Page 97.

Announcers

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Desire sales experience? If you want an opportunity to develop in sales and are willing to learn, Southwest metropolitan station has an opening for you. Must have previous radio experience. Write Box B-306, BROADCASTING.

Good mature voice for good music format—must have first phone, excellent pay. Send tape and particulars immediately. Box B-310, BROADCASTING.

Newsman, qualified through experience or schooling, wanted for long established full-time klowatter, strong in news coverage. 3 newsmen on staff, new mobile unit in operation. Pleasant, prosperous, Illinois city. Better than average situation as to pay, working conditions, extra benefits and opportunity. Give details of experience, training, references to Box B-327, BROADCASTING.

Immediate opening for experienced announcer to work at long established Penna. station. Must have good news background and board experience. Send salary requirements, news & dj audition tape and references in initial correspondence. Box B-329, BROADCASTING.

DJ with third class ticket, good sound, and a taste for good music. Security and salary for daylight station. Experienced in remote work and production. Send tape, resume to Box C-19, BROADCASTING.

Urgent that I locate James Slusser (Jim Jay). Please reply to Box C-46, BROADCASTING.

Announcers—(Cont'd)

Young, ambitious announcer-salesman for small single station market. Up state New York. Must be reliable and willing to work. No stars or prima donnas. Box C-56, BROADCASTING.

Talent - talent - talent; if you've got it, we want you. Top personality station, great future. Box C-81, BROADCASTING.

Interested in combo-announcer—1st class engineer who can do maintenance—good opportunity. Metro, Northeast market. Box C-96, BROADCASTING.

Looking for announcer who now realizes that to make money in small market radio, he must look to sales. We offer a guaranteed salary and a commissionable list of on-air accounts. Take the place of salesman-announcer who just won promotion in our young three station organization. Be a part of young growing group. Upper Midwest. Box C-98, BROADCASTING.

Wanted . . . Two experienced men. One salesman with experience, also one announcer with play-by-play sports ability. Wonderful opportunity. Pleasant working conditions in one of the best smaller towns in Northern Minnesota. Send tape and full particulars. Box C-115, BROADCASTING.

First ticket announcers. Pacific Northwest. Excellent conditions. Tape, resume and picture required. Box C-133, BROADCASTING.

Country music station wants "up-town" personality to announce and sell. Must be good. Send tape, references, photo, sales experience, etc. To: Box C-138, BROADCASTING.

First phone for maintenance and air shift. Small 2 station market on Southeast coast. Send references, resume, tape, photo, and salary requirements . . . first letter. Box C-145, BROADCASTING.

Upstate New York. Engineer-announcer for single station market. Will pay up to \$120 per week for top man. Write or wire today. Box C-154, BROADCASTING.

We are seeking a man who has an outstanding adult voice, an excellent knowledge of better music, and a top flight flair for writing, production and news presentation. 1st ticket a must. Only written applications and tapes accepted. KGMS, Sacramento, California. Dick Kline, Program director.

Immediate opening for young single announcer with third class license, experienced or with training. KVVM AM & FM, Showlow, Arizona.

Announcer-experienced in adult format with third class license. Good opportunity and good pay in South's fastest growing market with well established, successful station. Send tape, photo and resume to John Garrison, WFLX, Huntsville, Alabama, 35804.

Top announcer for top station in market . . . We want a professional on his way up . . . looking for a stepping stone to better things. We will give you the experience and training . . . in return for a better than average voice. Send tape to Roger Carter, WGKV, Charleston, West Virginia.

Opening for mature, experienced announcer on 5 kw regional station. Middle road format. 3rd class ticket with endorsement required. Stable job in Northern Michigan vacation country. Send tape, photo, resume to H. Bregé, WHAK, Rogers City, Michigan.

Announcers—(Cont'd)

Immediate opening for a bright, mature, morning personality, on one of the leading top 40 stations in Florida. Send air check and resume to Bob Hughes, Program director, WHEW, P. O. Box 2905 West Palm Beach, Fla.

Wanted: Double threat happy personality for middle music station opportunity to double in sales. Solid station in two station 150,000 market. Al Bishop, WJLL, Niagara Falls, New York.

Announcer with mature voice for good music station with adult format. No drifters or drinkers wanted. Send complete resume and tape with first reply to Irv Laing, WQTE, Detroit, Michigan 48214.

Experienced man for sign-on shift. The more tricks you have in your bag the more we can pay you. Write all to WTWA, Thomson, Georgia.

Announcers—1 for AM, 1 for FM. Strong on news & commercials. WVOB, Liberty, N. Y.

Deejays! Two new manuscripts! Ad libbing technique, self-confidence, how to increase popularity, quips, gags, fill-ins etc. \$1 copy. Information "J" free. Fisher, 678 Medford, Patchogue, New York 11772.

Looking for a job? You'll get better, faster results if FACTOR transfers your 15 minute demonstration tape to LP records. Five records of your tape only \$22.95. Send air-mail for overnight service. Factor, Pawleys Island, S.C.

Technical

Chief engineer experienced for Southeastern New York station—excellent pay—send information immediately. Box B-186, BROADCASTING.

Chief engineer for closed-circuit TV operation at State University. Plans for expansion to broadcasting. Commercial or educational TV experience. E. E. degree or equivalent training. Box C-106, BROADCASTING.

1st phone man for transmitter watch. Opportunity for announcing later on . . . depending on ability. Station WAMD, Aberdeen, Md.

Chief engineer-announcer. Also, announcer-salesman. Good pay plus commissions and gas. College town. WOOW, Greenville, North Carolina.

5,000 watts, top 40. 7th largest Southeastern metro market has immediate opening for first class engineer, top 40 dj. No maintenance required. Station offers contract to right man. Mail 1 tape to John Prince, Program director, WRDW Radio, Augusta, Ga.

Immediate opening for engineer-announcer, 5 kilowatt. Phone 606-474-5144.

See Broadcast Sales Specialist ad on page 97.

NEWS

New York City suburban station needs combo man with heavy accent on news. Must have first phone. Resumes quickly please to Box C-70, BROADCASTING.

Young, ambitious newsman with dedication to truth and willingness to dig-for leg and research work and as on-air substitute for crusading commentator based in Wisconsin's capitol city. Send biography, photo, references, salary required to P.O. Box 3097, Madison, Wisconsin. Phone (608)-244-1394.

Newsman to gather, edit and voice news only for news minded station. Send tape and resume to WOMN, Suite 426, Decatur Federal Bldg., Decatur, Georgia.

Production—Programing, Others

New York area news oriented, non-top forty station wants astute program director. Must know logging, FCC requirements. Will pull part time air shift. Great opportunity with growing chain. Immediate opening. Rush replies to Box C-71, BROADCASTING.

Production—Programing, Others

Continued

Experienced radio & TV copywriter able to handle dept. Able to contact clients. Permanent position. Paid vacations. Hospital benefits. Advertising Agcy. Box C-142, BROADCASTING.

Wanted: Professional news administrator. To operate five man news department in market of 13,000. Big station. Beautiful facilities. Talk format. Four station owned news cruisers. FX lines. You must be familiar with weather, sports, and farming, and experienced managing other newsmen gathering local and area news. This is a big job for good pay. Dale Low, KWIX, Moberly, Missouri.

Production—Virginia's leading Top 40 operation wants an experienced production man well versed in format promotions and capable of turning out above average work for an above average salary. Don't telephone, but send non-returnable tape and resume to Roger Clark, Program Director, WGH, Norfolk, Virginia.

Women's director and traffic. Send sample scripts and tape to WOMN, Suite 426, Decatur Federal Building, Decatur, Georgia.

Two Wisconsin stations seeking several employees; two news directors, experienced salesman, continuity writer, and two combination announcer-engineers. No floaters, please. Send complete resume, and tape to WMIR, Lake Geneva, or WSWW, Platteville.

Situations Wanted—Management

Twenty years experience in small, medium and large radio markets . . . the last ten in management. Strong local and national sales background. Have thorough knowledge of good music and popular music operations. Would like permanent management position with growing concern. Can provide excellent local and national references. Family man—age 38. Box C-48, BROADCASTING.

Major market GM 13 years experience. National and local sales expert. Best references NYC to La. Former talent and programing. Box C-52, BROADCASTING.

Top 40 GM major market 9 years. Broadcast pioneer at age 39. Proven record sales and programing. Ten years national sales. Best references. Box C-53, BROADCASTING.

Caught in the profit squeeze? Bring costs down, revenue up. Experience, hard work, integrity, can pay off for you. Florida, West coast or Southwest. Box C-87, BROADCASTING.

General manager, \$15,000 minimum. Experienced, capable, strong on sales and programing. Available now. Box C-92, BROADCASTING.

Well Known Midwest and West former radio owner/general manager. Former general manager Television. Now representing large industry firm. Desirous of ceasing heavy travel and returning to station management. Highly respected for outstanding ability in all phases of management and administration. Let's meet at NAB Convention. Box C-118, BROADCASTING.

Highly competitive and successful general manager with proven history of upgrading losers to profit earners—producing strong number one ratings. Top-flite in personal selling, sales training and direction. Astute administrator. Will relocate with best offer. Box C-128, BROADCASTING.

Sales

Invest in Midwest station, plus selling, 7 years experience, 33, journalism degree. Box C-122, BROADCASTING.

Announcers

DJ, news and sports. College graduate, third phone, some experience. Box B-304, BROADCASTING.

Announcer-newscaster married, dependable, run tight board, will relocate. Personable. Sales experience. Box C-13, BROADCASTING.

DJ/announcer, tight board, good news, commercials, sound. Box C-63, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Mature announcer, 34, with low key, quality delivery, network oriented, who is presently news editor of metro size station in major middlewestern market, is looking for immediate move Eastward. Box C-90, BROADCASTING.

Hard working top forty personality type with five years experience would like to move up to a good stable top forty operation in West or Southwest. Presently employed as program director in Southwest top 40 station. Air check & Resume on request. Box C-91, BROADCASTING.

Top announcer-salesman. Want early morning show, afternoons free for sales. Seasoned radio veteran. Friendly, easy adult personality. No shouter. Not high pressure. Can write, produce own commercials. Eight years present job, Northeast. Native Southerner. Must have good base salary plus commission. Box C-94, BROADCASTING.

Announcer-chief engineer, first phone, 6 years experience, college graduate. Box C-97, BROADCASTING.

DJ-newscaster tight production, good references, personable, not a floater. Box C-99, BROADCASTING.

Announcer-operator. First phone. 18. Single. Short on experience long on aspiration. Anywhere. Box C-103, BROADCASTING.

1st phone, 3 years experience. Must have evening shift. Oklahoma preferred. Box C-109, BROADCASTING.

Music "know-how", adult approach, good solid housewife appeal or night time sound. Interested? Experienced dj-announcer would like to relocate with top station in major market. Past 7 years spent with middle-of-road station in large Midwest market. Programing and production background. Looking for attractive spot with prestige operation. Married, stable—would like to make the right move. Box C-116, BROADCASTING.

Country, top forty announcer. Tremendous acceptance, has third. Box C-119, BROADCASTING.

Young man seeks start. Endorsement, college background, vocally trained. Reliable, hard worker. Box C-120, BROADCASTING.

DJ—wants to swing. Two years middle of road experience. Single, Box C-121, BROADCASTING.

Family man 31, 5 years radio/TV experience seeks position with reputable station offering sound future and benefits. Preferable sports. Top references. Box C-123, BROADCASTING.

First phone announcer—two years experience, age 39, any format—will consider sales—no audition tape. 30 day trial basis. Lets talk terms. Box C-124, BROADCASTING.

College graduate, first class ticket. Five years experience. Disc-jockey, play-by-play. Fa., Jersey area preferred. 215-452-6635 or Box C-126, BROADCASTING.

Announcer-newsman. 2 years experience. Morning-man. Play-by-play. Production minded. College. Army discharge. Available immediately. Box C-131, BROADCASTING.

Radio/TV 15 years experience. Mature voice seeks a move up with right organization. Box C-143, BROADCASTING.

Major market jock—humorous—uses voice impressions—family . . . Box C-146, BROADCASTING.

DJ—pop, standard and contemporary experience. Will swing or sway—Box C-148, BROADCASTING.

Top 40 or middle road, announcing graduate 29. 3rd ticket. capable sports, TV. Box C-150, BROADCASTING.

DJ—Newscaster. Bright sound R&B, single, 3rd phone, will relocate. Box C-151, BROADCASTING.

Young Negro dj, announcer, newscaster. Good sound, bright personality. No floater or prima donna. 3rd phone. Will relocate. Box C-152, BROADCASTING.

Announcers—(Cont'd)

Sportsman—strong play-by-play, 6 years experience—also announce and news. Single, 27, college graduate. Stable, honest, hard worker with leadership qualities. Box C-156, BROADCASTING.

Experienced in all formats including "talk show". Looking for good station, or chance at television. Young, excellent following in last position, great with public relations. Third class license. Prefer Pennsylvania. Box C-158 BROADCASTING.

Experienced dj-newsman with 1st phone. Good top 40 production and dependable. Can take on PD or assistant duties. Prefer Midwest. Phone 515-843-4221. 10 a.m.-5 p.m.

Young man desires first full time announcers job. Don Martin trained, slightly experienced part time FM combo news. Good voice, 3rd phone endorsed. Ambitious, dependable, single, relocate. Mike Kittredge, 5348 Newcastle Ave., Encino, Calif. Phone 213-881-3541.

Young man desires chance!! Announcing experience and desire to make future as radio announcer . . . fast learner and will work hard!! Have to start somewhere . . . Will you give me the chance? Can start immediately or for summer job . . . Write or if job chances look good phone collect. Robert Piel, 615 Alpha Dr., Tempe, Arizona. Phones: 987-9861, 987-9973.

Available: Experienced top forty announcer. Third phone. Enjoy reproduction. Happily married. Tom Charles, 135 Valley Street, Lewistown, Penna. Phone 248-3489.

Announcer, tv-radio, college trained, 9 years experience including armed forces television. Married. Wants Northeast. Available December 1965. Write Donald Hill, 6835 Murray Street, Riverside, California.

Gal dj/announcer . . . sales . . . news-gathering . . . womens program . . . traffic . . . dependents . . . unemployed . . . Please call 814-677-4465 . . . Write, Apt. 308, 501 E. 2nd St., Oil City, Pa.

Situations Wanted—Technical

Experienced radio chief, young and ambitious, desires challenging position with future. Box C-95, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box C-112, BROADCASTING.

First phone engineer, young with some college, wants position in Middle West. Can handle light announcing. Box C-127, BROADCASTING.

Chief engineer. Experienced: construction, maintenance AM-FM, directionals, proofs, to 50 kw. C-157, BROADCASTING.

Radio school graduate—first phone—some air-engineering experience eager to learn—married, prefer Southwest—Call after 5:00 PM—EM 3-7387, 3112 Rosedale, Dallas, Texas.

NEWS

Current cutback leaves topfite in depth newsman with sports background available. Rocker and good music stations. Presently employed in 14 station market. "You can call my boss". Family, steady, and wants to work. Box C-37, BROADCASTING.

Production—Programing, Others

Production man available specializing in money making commercials. My audition speaks sales. Box B-277, BROADCASTING.

Program director, jock. Top ratings. Ohio or neighboring states. I know and love this business. Prefer live audition. Box C-22, BROADCASTING.

Five minute woman's program (female voice). Fashion, food, homemaking. Exclusive availability. Box C-80, BROADCASTING.

Mature Virginia broadcaster seeking programmer—morning man. Stations operations position. Married, 29, 12 years experience, programmer, morning man, newsman, award-winning newscaster, continuity, limited sales. References excellent. Box C-132, BROADCASTING.

Production—Programing, Others

Continued

Good music & news format preferred. Experience AM & FM 3 years. Degree radio production & management Lt. USNR 3 years. Carl Hoffommer, 20135 Hathaway Ave., Hayward, Calif.

TELEVISION

Help Wanted—Announcers

TV announcer-personality. Experienced man with good voice and pleasing appearance to fill staff announcer slot at top-ranking network affiliate in midwest medium market. You will handle TV staff announcing plus some FM radio work at first, but you should be prepared to step into TV personality assignment within a short time. Please rush resume and photo to Box C-27, BROADCASTING.

Staff announcer wanted: Experienced television announcer for KENS TV, San Antonio, Texas. Send tape, resume to Al Dulnig, KENS-TV.

WSBT-TV respected leader in the area has attractive staff opening for young man with some experience wanting to establish his career with good music, prestige station. Prefer man in Indiana or neighboring states with no military obligation. Consider working with professional staff, excellent insurance, health care and pension benefits. Send resume, tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Technical

Engineering supervisor, major Midwest TV station. Requires exceptional individual to operate modern, unionized shop. Technical knowledge and supervisory experience essential. Starting salary \$10,000. Box E-289, BROADCASTING.

First class engineers (3 needed) for exceptional opportunity to work and grow in all phases of television, FM and FM stereo broadcasting at top-ranking, network affiliated station in the Midwest. Your family will thrive in this medium market community with the "metropolitan" air. They will enjoy the finest of schools, churches, shopping and fine homes plus wonderful recreational facilities at nearby lake regions. You will be given an opportunity to broaden your own experience and advance with a solid broadcast group operation which believes in promoting from within. This is a career opportunity for an ambitious, experienced and enthusiastic engineering "pro" who is not a floater. Please rush your resume to Box C-25, BROADCASTING.

Have opening for first class engineer—TV transmitter work—no announcing. Michigan station. Box C-72, BROADCASTING.

Experienced TV engineer to teach college accredited communications course, plus limited assignment ETV station operation. Box C-88, BROADCASTING.

Experienced VTR man needed immediately for supervisory position at major tape center. Located at large Midwest university. Minimum salary \$8,000 to competent man. RF experience helpful. Box C-134, BROADCASTING.

NEWS

Newsman—strong newscaster to deliver important evening newscast in sunny Southwest city. Must be able to supervise newsroom operation during afternoon and evening. Send resume and tape. Box C-36, BROADCASTING.

Newsman. B. J. or experience accepted. Duties include air work, reporting, film editing, camera work and scripting. Must be able to read sports copy intelligently. Send resume, photo and audio tape to Box C-104, BROADCASTING.

Production—Programing, Others

Film editor also opportunity to work into Television cameraman position. Include full details with wage required in original application. Box B-307, BROADCASTING.

Production—Programing, Others

Continued

Production manager-director for top-ranking network affiliate in midwest medium market. Must be "shirtsleeves" type with solid background in all phases of TV production. You will be working with the latest types of solid state switcher, special effects generator and all-new studio cameras. The man we need must be strongly creative with the ability to produce and direct programs and commercial spots himself while, at the same time, assuming the complete supervision and development of others on his staff. This is a challenging opportunity with a group TV-radio operation with room for advancement and solid fringe benefits. Tell us all about yourself, detailing experience, in first letter. Box C-26, BROADCASTING.

Wanted: Experienced TV sports-announcer must have good booth announcing voice. Send resume & tape to Al Rowe, P. D., WRBL TV, Columbus, Ga.

Situations Wanted—Management

General manager with 16 years TV experience wants to relocate. Now employed. Knows both UHF & VHF. Box C-107 BROADCASTING.

Announcers

Announcer/newsman—video tape on request. 1st phone—family—highest recommendation from present employer. 7 year television and radio background. Box C-181, BROADCASTING.

Technical

First phone—RCA Inst. grad. Limited experience radio—eager to learn—studio and control preferred. Box C-149, BROADCASTING.

NEWS

News director. Newscaster (with top major market ratings) who is also a first rate newsfilm photographer (with several awards to prove it). Extensive special events and public affairs programing experience. Box C-137, BROADCASTING.

Newsman—23, journalism grad.—reporter, editor, good references—desires opportunity to break in on the air. Box C-141, BROADCASTING.

Announcer/news: Masters radio/TV speech & broadcast journalism, 1st phone, 7 years commercial radio, 3 years on-camera ETV. Married, vet, 26, 4006 S. 139th Seattle, 208-243-8227.

Production—Programing, Others

Producer-director. Experienced ETV & commercial television. College degree. Box C-85, BROADCASTING.

Radio & TV major, college grad., draft free, seeking start in production department. Has motivation and imagination—not afraid of hard work. Eastern U. S. Box C-102, BROADCASTING.

Perfect combination—ability-ambition. Versatile announcer, newscaster, sportscaster. NBC news/monitor correspondent, news director, emcee. Excellent references NBC and present employer. Immediate availability. Please, rush first letter details. Box C-113, BROADCASTING.

Experienced in: Weather girl, children shows, telethons. Single, former alt. Miss Wisconsin, professional model. Appeared in Nat'l TV, movies. Box C-125, BROADCASTING.

Motion picture photographer now employed by large University wants commercial situation. 5 years experience, Master's degree. Now operating motion picture and still lab on university campus. Experienced in news photography and newswriting with a working knowledge of television production. Married, age 25. Call 812-339-2040, or Write Box C-129, BROADCASTING.

A creative director-announcer who likes hard work? Impossible! Well, not quite. Call 319-852-3144.

Announcers

YOU'RE AMONG THE FIRST TO HEAR . . .
of this drive time opening on one of the nation's great stations. Major Mid-east market. Number one, exciting, mature, personality sound Professional **RADIO ENTERTAINERS** only. All replies confidential. Rush tape and details . . . opening is NOW!

Box C-130, BROADCASTING

Technical

STRIKE IN EXISTANCE ENGINEERS WANTED

Permanent positions first class licenses:

Contact:

Richard Anderson
Chief Engineer
KLAC
Los Angeles 36, Calif.

News

RADIO NEWS DIRECTOR

For more than a year, we've been hunting for a man to take direction of our five-man news staff so that our present director can devote himself full time to public affairs projects. The man we seek writes with verve and color. He has a flair for editing. He wants to guide others in the pursuit of enterprise stories. He automatically sees local angles in national stories. He believes that his first responsibility is to provide the public with the information it most eagerly demands; stories that excite the public interest are stories to which he gives his primary attention. But he believes also that he must give the public information which the public does not seek—information on subjects related to city, state, and federal government, for example. You can see that we're looking for a man who's at least as much of a newsmen as he is a radioman. Does all this fit you? Then send us a letter, a resume, and writing sample. (No tapes for now thank you.) We're in no hurry; you'll probably continue to see this ad for quite some time.

Roy Wetzel, Radio Station WBBF,
850 Midtown Tower, Rochester,
New York 14604

ACCOUNTANT

ACCOUNTANT TO \$7,800

Staff Assistant to Controller-New England area AM-TV Station. Heavy experience budget analysis, cost control, statistics, I.B.M. Procedures. State experience, education and past earnings.
Box C-110, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Announcers—(Cont'd)

ANNOUNCER; DIRECTOR

All standard programming—news, spots, all types of commercials; continuity, copy. Foreign experience. Through experience all phases classical music—broadcast, tape, live; MA, music. 5 languages (and accent work for voice-over). Extensive experience, drama; art, military. AFTRA: past member AEA, AGMA, AGVA, SAG, AFM.
Box C-147, BROADCASTING

Production—Programing, Others

MARKET RESEARCH ANALYST

wanted by major West Coast television station. Knowledge of broadcasting helpful, but not essential. Write giving full details:

General Manager, KPX
2655 Van Ness Ave.
San Francisco, Calif.

FILM PROCESSOR

FILM LABORATORY EXPEDITER

Supervisory opportunity in network film operation for man with thorough knowledge of black and white and color film processing. Should be familiar with all phases and types of equipment used in laboratory for both printing and developing. Please send resume indicating salary requirements to:

Box C-105, BROADCASTING

BUSINESS OPPORTUNITY

RADIO-TV TIME SALESMAN EARN \$1,200 MONTHLY ABOVE PRESENT INCOME

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Channel 4, 5

on the ground, may be inspected

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Rupert Bogan, Director of Engineering

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JE 6-1981

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Sixty miles from Washington, D.C. Chesapeake Bay area of Maryland 5000 Watts day—1000 watts night Low Freq. \$150,000 Please no brokers Substantial buyers only.

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AUSTIN, TEXAS 78756

Continued from page 93

covering change in ant.-trans. and studio location, increase in ant. height, and change in ground system.

WSEI(FM) Olney, Ill.—Granted license covering increase in ERP, and installation of new trans.

WRIG-FM Wausau, Wis.—Granted license covering increase in ERP.

KBOC(FM) Ogden, Utah—Granted license covering changes in transmitting equipment; and specify ERP as 29.2 kw.

Actions of Feb. 26

Mercer County Board of School Directors, Greenville, Pa.—Granted CP for new UHF-TV translator on channel 83 to rebroadcast programs of WQED (ch. 13), Pittsburgh.

■ Granted renewal of licenses of following main and co-pending auxiliaries: WCSJ Morris, Ill., and WMBC Macon, Miss.

WRHC Jacksonville, Fla.—Granted CP to replace expired permit to change ant.-trans. and studio location, and make changes in ground system.

K72BW Madras and Culver, Ore.—Granted CP to replace expired permit for new UHF-TV translator.

K09AN Valier, Mont.—Granted CP to replace expired permit for new VHF-TV translator.

K74AB Madras, Ore.—Granted CP to replace expired permit to make changes in UHF-TV translator.

KNWS-FM Waterloo, Iowa—Granted mod. of CP to change type trans. and type ant. KHCD(TV) Santa Rosa, Calif.—Granted extension of completion date to Sept. 7.

Actions of Feb. 25

WDXR Paducah, Ky.—Granted increased daytime power on 1560 kc, from 1 kw to 5 kw, continued nighttime operation with 1 kw; change from DA-1 to DA-2; remote control permitted nighttime only; conditions.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KCFM (FM) and SCA St. Louis; KCHR Charleston, Mo.; KRIB Mason City, Iowa; WAAK Dallas, N. C.; WACA Camden, S. C.; WIBV Belleville, Ill., and WSUX Seaford, Del.

KPAR-TV Sweetwater, Tex. — Granted mod. of license to reduce aur. ERP to 30.7 kw.

WPTZ(TV) North Pole, N. Y.—Granted CP to install auxiliary trans. at main trans. and ant. location.

WNEW-TV New York—Granted CP to install new alternate main driver to main trans., and reduce aur. ERP to 5.5 kw.

*KOAC-TV Corvallis, Ore.—Granted mod. of CP to reduce aur. ERP to 2.95 kw.

■ Granted renewal of licenses of following TV translators: K07DU, K07DV, K09DW, K09EA, K11ED, K11EE, K70AT, K73AH, K75AF, K78AE, K80AI, K83AD, White Pine Television District No. 1, Mill and Murry Street Canyon area, Ely, Ruth and McGill, Nev.

■ Granted licenses covering changes for following. *KPEC-TV Lakewood Center, Wash.; KLZ-TV Denver; KPLO-TV Reliance, S. D.; KTWO-TV Casper, Wyo.

■ Granted licenses for following UHF-TV translators: K77BO, KTIV Television Co. O'Neill and Inman, Neb.; K78BQ, K79BD, KRIO Inc., Edmonds and Richmond Beach, Seattle, Renton and Kenndydale, Wash.

■ Granted licenses for following VHF-TV translators: K10FA, Plentywood Translator

FOR SALE—Stations

Continued

Tenn.	single	profitable	\$130M	terms
Ala.	medium	power	70M	29%
M.W.	metro	AM & FM	650M	cash
S.E.	metro	fulltime	SOLD	SOLD
N.E.	large	power	750M	cash

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2. ROCKY MOUNTAIN. Full time. \$50,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Corp., Plentywood, Antelope, Medicine Lake and Wanco, Mont.; K10EZ, K11GS, North Platte Television Inc., Curtis and Grant, Neb.

■ Granted licenses covering changes for following UHF-TV translators: W70AK, WBJA-TV Inc., Conklin, Dickinson and southside Binghamton, N. Y.; K78AU, Maupin Television Corp., Maupin, Ore.

Actions of Feb. 24

■ Remote control permitted for following: WNSM Valparaiso-Niceville, Fla.; KEXO Grand Junction, Colo., and WMOP-AM-FM Ocala, Fla.

WHEB-FM Portsmouth, N. H.—Granted CP to move ant.-trans. location; ERP 5.7 kw; condition.

WSAL-FM Logansport, Ind. — Granted mod. of CP to change type ant.

WRVM-FM Rochester, N. Y.—Granted request to cancel CP; delete call letters.

Action of Feb. 19

WMCR Oneida, N. Y.—Remote control permitted.

Call letter changes requested

■ Salinas, Calif.—Roy A. Eaton. Requests KERR.

■ Santa Fe, N. M.—Ivan R. Head, Requests KSNM.

■ WQIK-FM Jacksonville, Fla.—Rowland Broadcasting Inc. Requests WALZ-FM.

■ North Atlanta, Ga. — North Atlanta Broadcasting Co. Requests WAAW.

■ Adrian, Mich.—Lenawee Broadcasting Co. Requests WLEN.

■ Struthers, Ohio—Struthers City School District. Requests WKTL.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WMSG Oakland, Md.—Oakland Radio Station Corp. Requests amendment of rules to make following changes in FM table of assignments: Oakland: delete channel 244A, add 243; Fairmont, W. Va. delete 261A, add 285A, and Keyser, W. Va.: delete 240A, add 261A. Received Feb. 18.

■ WBHT Brownsville, Tenn.—Brownsville Broadcasting Co. Requests amendment of rules to make following changes in FM table of assignments: Corinth, Miss.: delete channel 237, add 232A. Received Feb. 23.

■ WMNC-AM-FM Morganton, N. C. — Nathan J. Cooper. Requests amendment of rules to make following changes in TV table of assignments: Morganton: add channel 39; Shelby, N. C.: delete 39, add 70, and Newberry, S. C.: delete 70, add 71. Received Feb. 23.

■ Washington — National Association of Broadcasters. Requests amendment of rules to permit remote control operation of VHF TV broadcast stations on channels 2-13. Received Feb. 24.

Processing line

■ Application listed below is mutually exclusive with application, File No. BR-851, of licensee of WAMV East St. Louis, Ill., for renewal of license. Proposal is for identical facilities of this class TV station. Therefore, FCC this date accepted application for filing. Similarly, FCC will accept any other applications for consolidation which meet requirements of rules which govern acceptance of applications. East St. Louis, Ill., East St. Louis Broadcasting Inc. Rep: 1490 kc, 250 w, 1 kw-LS, unl. Accordingly, notice is hereby given that above application is accepted for filing and that on April 7 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591 (b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on April 6 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on April 6 or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Action Feb. 24.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 1. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Cullman, Ala.—B. C. Eddins, owner of WFMH-AM-FM, Cullman, has been granted a 30-year nonexclusive franchise. The city will receive 0.5% of gross receipts for the first year and the right to adjust the scale up or down.

Mobile, Ala.—G. T. Inc. of Mobile, Toulmin Greer, president, and Clear Vision TV Co. Inc., a multiple CATV owner in Meridian, Miss., have been granted a 20-year franchise.

Bakersfield, Calif.—Trans-Video Corp., operator of CATV systems in San Diego, Calif. and Chanute, Kan., has been awarded a franchise. The firm is 20% owned by Cox Cablevision Corp., subsidiary of Cox Broadcasting Corp., radio-TV group owner. Continental Cable Co. and Kern Cable Co., both Bakersfield, had also applied for the franchise.

Beverly Hills, Calif.—Jack Kent Cooke Inc., through its American Cablevision Co., has purchased the CATV systems of Wentronics Inc., Casper, Wyo.; Perryton, Tex.; Moab, Utah; Gallup, N. M.; Independence, Kan.; Berlin and Ocean City, both Maryland. The systems serve 13,000 subscribers and were sold for \$4.25 million (see story this issue and CHANGING HANDS).

Marysville, Calif.—Oroville Communications Inc. of Oroville, Calif., has been granted a franchise. Midvalley Cable TV of Marysville was the rival applicant. Both firms proposed to charge \$25 installation and \$5 per month.

Santa Maria, Calif.—KCOY-TV Santa Maria and KEYT-TV Santa Barbara, Central California Communications Corp., Salinas, Calif., have joined with the H & B American Corp. in applying for franchises to serve the Santa Maria, Orcutt and adjoining Santa Barbara county area. Earlier, H & B, through Lompoc Valley Cable TV Inc., had applied for the franchise as Santa Maria Valley Cable TV Inc. H & B is the largest owner of CATV systems. The proposed combination will represent an investment approaching \$1 million, and already has about 9,000 customers.

Seaford, Del.—The city council has dropped its threat to revoke the franchise of Diamond State CATV Corp. after agreeing that service has improved materially.

Collier county, Fla.—Three firms have applied for a county-wide franchise: Gulf Coast TV, which has a system in Naples, Fla. and is owned by Palmer Broadcasting Co., Des Moines, Iowa; a company associated with Mackle Bros., a real estate development firm, and a third unidentified company.

Dalton, Ga.—Multivision Cable Co. of Dalton Inc. has been granted a franchise. **Thomasville, Ga.**—The applications of Clearview of Georgia Inc., a wholly owned subsidiary of Westinghouse Broadcasting Co., and Georgia Industrial Gas Corp. are pending.

Berea, Ky.—Berea Cablevision Inc. has been granted a 20-year franchise for \$4,500. Other companies which sought a franchise were Madison County Cablevision Inc. and Kentucky Cable TV Inc. of Glasgow, Ky.

Central City, Ky.—Central City council has issued a "stop work" order to Guy Drake Jr. forbidding further construction of a CATV system until he complies with regulations of the council. The council claims Mr. Drake failed to insure the construction and that he has not given the council advance plans showing type and location of construction sites.

Fulton, Ky.—Twin City Cable-Vision Co. has applied for a franchise. The company is owned by Charles W. Stratton (WNGO-AM-FM Mayfield, Ky.) of Mayfield, Ky. and Kenneth Turner of Fulton. The company would charge \$10 for installation and \$5 monthly.

Russell, Ky.—Multi-Channel TV Cable Corp. of Portsmouth, Ohio, has applied for a franchise. Eight TV signals would be provided.

Bogalusa, La.—Columbia Television Inc.

has been purchased by UNILOY Community Antenna Inc. of New Orleans. The system will be rebuilt to provide eight TV signals plus a weather service.

Lafayette, La.—All Channels TV Inc., a Lafayette group headed by Henry Bush, has been granted a 25-year franchise. A second applicant, Lafayette Cable Vision Inc., was turned down.

Oakdale, La.—Wendell Powell of the Ferri-day Video Co. has asked for a franchise.

Greenfield, Mass.—Puritan TV Cable Inc. of Greenfield has been granted a franchise. Other firms holding franchises in Greenfield are the LP Cable Corp. of Springfield, a wholly owned subsidiary of the Springfield Television Broadcasting Co. (WWLP-TV) Springfield, Mass., Greenview TV Cable Co. and Pioneer Valley Cable Vision Inc.

Leominster, Mass.—A franchise application by Eastern Cable Vision Co., a New Hampshire-based firm, has been rejected.

Montague, Mass.—Puritan TV Inc. of Greenfield, Mass. has applied for a franchise. One franchise is now held by Pioneer Valley Cablevision Inc., owned by Albert J. Ricci, Keene, N. H.

Turners Falls, Mass.—Pioneer Valley Cablevision Inc., owned by Albert J. Ricci, Keene, N. H., is installing a system scheduled to be completed by May 1. Installation is being supervised by Telesystems Inc., of Glendale, Pa. The system will provide seven TV signals including an educational network and a sports network.

West Springfield, Mass.—Puritan TV Cable Inc. of Greenfield, Mass., has applied for a franchise. Other applicants include the Seemore Transmission Corp., the L.P. Cable Corp. of Springfield (a wholly owned subsidiary of the Springfield Television Broadcasting Co. (WWLP-TV) Springfield, Mass.), Pioneer Valley Cablevision Inc. of Keene, N. H.; Telecolor Corp. and Bernard L. Grosly, representing the Springfield Newspapers Trust Fund.

Marshall, Mich.—Triad Stations Inc. has been granted a 10-year franchise.

Muskegon Heights, Mich.—The city council has rejected a bid by Booth Broadcasting Co. This is the second CATV application to be denied by the council.

Chisholm, Minn.—Mid-Video Inc., Minnesota All-Channel Cable Vision Inc. and Range TV Cable Co. have applied for franchises.

California, Mo.—Cal.-Mo. Cable Co. Inc. is being formed to apply for a franchise, John L. Beatty, president. The company will offer signals KYTV(TV) and KTTS-TV, both Springfield, KMBC-TV, KCMO-TV, and WDAF-TV, all Kansas City, KMOS-TV Sedalia, KOMU-TV Columbia and KRCG (TV) Jefferson City. In addition to these one channel will carry the weather, public service announcements and FM music. The company would offer the city 3% of gross receipts. Installation charge would be \$5.95.

Kennett, Mo.—Kennett Cablevision Co., a wholly owned subsidiary of Meredith-Avco Corp., is constructing a system.

Tarkio, Mo.—Ray Blackman, Tarkio has applied for a franchise. The system would bring in eight TV and four FM radio signals.

Dover, N. H.—The Community TV Corp. of Laconia, N. H., has applied for a franchise.

Salem, N. J.—Garden State Television Corp., Bridgeton, and Sunbeam Publishing Co., Salem, both New Jersey, and Telesystems Inc., Glenside, Pa., have applied for franchises.

Amsterdam, N. Y.—Amsterdam TV Cable Co., an affiliate of Jerrold Electronics Corp., Philadelphia, has announced it will put a system in Amsterdam, pending FCC approval of a microwave application. The system will carry from seven to nine signals. Installation fee is \$25 with a monthly fee of \$5.

Buffalo, N. Y.—Frontier Television Inc. is applying for a franchise for Buffalo, Erie and Niagara counties, all New York. The system would carry the following signals: WGR-TV, WBEN-TV, WKBW-TV and WNED-TV (noncommercial), all Buffalo; CBLT-TV and CFTO-TV, both Toronto; CHCH-TV Hamilton, Ont.; WNEW-TV, WOR-TV and WPIX(TV), all New York, and a weather and time channel. Installation fee would be approximately \$25 with a monthly fee of \$4.50 to \$6.50. There would be no charge to private and parochial schools. Alfred E. Ansonbe is president of the company; Bert E. Espersen, treasurer and Neil R. Farmelo, secretary.

Hudson, N. Y.—Eastern Cablevision Co. has been granted a franchise. The system,

which will be ready this summer, will carry eight or more TV signals. Installation fee will be approximately \$20 with a monthly charge of \$4.95. George I. Reynolds Jr. is president of Eastern Cablevision.

Hyde Park, N. Y.—Better TV Inc. of Dutchess County has applied for a franchise. The installation fee would be approximately \$20 with a monthly fee of \$5.

Malone, N. Y.—Malone Telegram Inc. has applied for a franchise. It would use New York Telephone Co. lines. The installation fee would be approximately \$25 with a monthly fee of \$4.95. The system would eventually carry 12 signals. Newhouse Broadcasting Corp., Syracuse, N. Y., has already been granted a franchise there (BROADCASTING, Feb. 1).

New Paltz, N. Y.—Russell Bogie of R. J. R. Inc. has applied for a franchise.

Oswego, N. Y.—Unicable Inc. of Utica, N. Y., has been granted a franchise. Cost of installation is \$10 for the first cable outlet plus \$5 for each additional; the monthly fee is \$5 for the first outlet, \$1 per additional. The company is giving the city \$1,000 the first year, \$1,500 or 4% of gross income the second, and \$2,000 or 4% the third.

Putnam county, N. Y.—Bernard Kilbaner of Stamford Conn., has applied for five-year exclusive franchises in several Putnam county towns. Installation fee would be approximately \$10 with a monthly fee from \$3.50 to \$3.90.

Walden, N. Y.—M & K Television of Sullivan county has applied for a franchise. Installation would cost \$25; monthly service would be \$4. Also applying is Better TV of Orange County Inc., owned by Albert J. Ricci, Keene, N. H., operator of other CATV systems.

Westfield, N. Y.—C & E Communications has been granted a franchise. Cost of installation would average between \$15 and \$25 with a monthly service charge of approximately \$5.

Bessemer City, N. C.—Carolina Cablevision Co. has been granted a franchise.

Conover, N. C.—Newton-Conover Cablevision Inc., has asked for a 25-year franchise.

Lenoir, N. C.—Georgia TV Cable Co. of Fitzgerald, Ga., has been granted a franchise. Monthly charge will be \$4.95 plus \$1 for each additional set.

Mount Holly, N. C.—Cablevision Inc. of Gastonia, N. C., has been awarded a 25-year nonexclusive franchise. The franchise calls for payment of 3% of gross receipts to the city.

Southern Pines, N. C.—United Telephone Co. has applied for a franchise.

Williamston, N. C.—Cablevision Inc. of Gastonia, N. C., has applied for a 20-year nonexclusive franchise.

Dallas, Pa.—Back Mountain Telecable Co. has been granted a franchise. Samuel Gillis is president of Back Mountain.

East Deer, Pa.—Gateway Broadcasting Enterprises Co. has applied for a franchise. Gateway Broadcasting is licensee of WKPA and WYDD(FM) New Kensington, Pa.

Falls Township, Pa.—Jerrold Electronics Corp., Philadelphia, and Lower Bucks Associates, Falls Township, have applied for franchises.

Freeport borough, Pa.—Gateway Broadcasting Enterprises Co. has applied for a franchise. Installation would be about \$50 and monthly charge of about \$3.75. Gateway Broadcasting is licensee of WKPA and WYDD(FM) New Kensington, Pa.

Grassflat, Pa.—Bumbarger TV Service has been granted a franchise. Signals will include: KDKA-TV, WTAE(TV) and WIIC(TV) all Pittsburgh; WJAC-TV Johnstown; WFBG-TV Altoona, and an educational station, all Pennsylvania.

Kenhorst, Pa.—TV Service Co., Reading, Pa., has been granted a franchise.

Saxton, Pa.—Better View TV Cable Co., Huntingdon, Pa., was granted a one-year franchise.

Shiremanstown, Pa.—Perfect TV, Harrisburg, and TV Cable, Carlisle, both Pennsylvania, have been granted franchises providing they can negotiate successfully with the Pennsylvania Power and Light Co. and Bell Telephone Co. for use of their poles.

Upland, Pa.—Jerrold Electronics Corp., Philadelphia, has applied for a franchise. Maximum installation fee would be \$25 and monthly charge, \$5. At least eight TV signals would be carried.

Clover, S. C.—Melvin L. Roberts of York, S. C. has applied for a franchise. Applicant was erroneously listed Jerrold Electronics Corp. BROADCASTING, March 1.

ONCE during his high school days at Wheaton, Ill., football's Red Grange ripped his pants and went out of play. A teammate was called in to substitute, of course, and the game continued.

But Charley Gates, the substitute, recalls that from that moment his respect for true talent matured tremendously. The experience of comparing performances had scored its point too.

Now vice president and station manager of WGN Chicago, Mr. Gates has had full opportunity to put his understanding of the varied functions of teamwork and individual abilities to the test. That he has been successful in balancing them in the most productive manner is evident in the continuing story of WGN's business and programing success as one of the nation's most prominent independent radio stations.

WGN last year grossed a record total of \$6 million in national and local billings, "a figure greater than any other station west of the Hudson River," Mr. Gates observes, and which puts WGN in radio's top three category. Billings for January and February this year are running ahead of the same months last year as well.

Lion's Share ■ This volume by WGN represents nearly one-fourth of the approximately \$25 million radio pie in the Chicago area. More than 30 AM and FM stations in the market compete for a bite.

WGN's billing volume has risen to new highs each year of the six years under Mr. Gates' stewardship, first as sales manager and later station manager, up from an equally impressive \$4 million total in 1959. His goal from the start: "to make WGN easy to do business with."

But Mr. Gates declines personal credit for the achievement. Instead he prefers to cite the combined efforts of the 135 people who now make up the radio staff as well as the overall leadership policies of Ward L. Quaal, executive vice president-general manager, WGN Inc. These embrace the equally successful WGN-TV as well as WGN.

"Where do you go from up?" is the challenge Mr. Gates appears to have met most easily each year although he admits it's the toughest to face. He points out that "programing is the only product we have for sale" and for this reason he has always emphasized the importance of the sales and program departments in working together as closely as possible. Most simply, he says, this is giving the listeners what they want and selling it.

But this does not mean developing only programs that are commercial, he explains. Rather it means providing a careful balance of all types from sports to barn dances to operas and including news, public affairs and farm service

Matchmaker of people, shows and audience

features as well. Mr. Gates is most proud of the fact that WGN has won wide audience and advertiser acceptance without using "formula" formats.

The Spenders ■ "We strive for the kind of programing that attracts the kind of people we want," Mr. Gates continues, "adults and young adults, the people who control the purse strings and give our advertisers the proper field in which to sow their seed."

Only a fortnight ago WGN once again was a George Washington honor medal winner at the Freedoms Foundation, Valley Forge, Pa., for a study series on the U. S. Constitution and the American way of life (WGN-TV was a medal

winner too). WGN has been an Alfred P. Sloan highway safety award winner five times, among its numerous other public service recognitions. A broadly representative panel of midwestern leaders helps guide WGN's community services.

Mr. Gates admits that WGN's claim to being the "most respected call letters in broadcasting" has helped profitably in the advertising side of the business, but he stresses to his staff that a reputation such as this must be continuously earned to be retained. He noted WGN doesn't hesitate to invest in the necessary facilities for the best performance of the staff, recalling, in conjunction with WGN-TV, the opening of a Washington news bureau.

Mr. Gates had already served more than a decade with the *Chicago Tribune's* advertising staff when in 1940 he moved to WGN's sales staff—a switch he won in competition with a number of other applicants.

Case of Oversell ■ "I was so darned positive I wanted to get into radio then despite the security of the *Tribune*," he remembers, "because I saw the possibilities of the newer medium." His first major radio sale proved to be too effective, however, he relates, because the new account ended up as a music show sponsor on a regional network rather than local and for this reason he lost the commission.

"Radio was more of an entertainment medium then," Mr. Gates says, "and it's more of a service medium today." Then you sold programs and adjacencies to popular programs, he added, "while today you sell personalities."

Mr. Gates has worked hard to build the identity of WGN's personalities in recent years. He urges them "to inject something of themselves into the programs. We want these people to be more personally identified with the listeners when they are invited into their homes, not mere announcers of music and news."

He also stresses there must be a definite continuity of programing from show to show, "to keep a smooth flow moving," no mean feat since WGN has such a wide range of program types over the total schedule.

More Night Dollars ■ Another activity has been a steady upgrading of the commercial potential of night programing by replacing spot carriers with program sponsorships. The all-night show has been sold to the same single sponsor since he introduced it in 1959.

Stripping public service shows each night instead of Sunday only has been Mr. Gates' method for enhancing the listenability of such programs as well as the entire Sunday evening period. He also has put emphasis upon merchandising and research activities at WGN, especially the auto radio market.

WEEK'S PROFILE



Charles Eugene Gates—VP-station manager, WGN Chicago; b. Aug. 26, 1905, Wheaton, Ill.; B.A., 1927, Beloit (Wis.) College; classified advertising department, "Chicago Tribune," 1927-29, and Tribune's retail advertising staff, 1929-1940; joined sales staff of WGN in 1940, becoming western sales manager 1952 and radio sales manager 1959; named WGN station manager June 1961 and VP May 1964; m. Virginia Riester of Wheaton, March 28, 1936; three married children—Philip E., James R. and Mrs. Richard L. Anderson; past board member, Broadcast Advertising Club of Chicago; member—Broadcast Pioneers, Tavern Club and Mid-American Club; hobby—golf.

Something to talk about

THE FCC, it now turns out, got more than it bargained for when it hired Dr. Martin Seiden, an economist, to act as a consultant on community antenna television policy. Dr. Seiden, as is reported elsewhere in this issue of BROADCASTING, has told the FCC that its CATV problems are less likely to be solved by CATV regulation than by a revision of the commission's basic philosophy of television station distribution.

In effect Dr. Seiden has told the FCC that its Sixth Report and Order which established the present TV station allocations in 1952 has failed to meet the public's demands for television service. Considering the sanctity in which the Sixth Report has been held since it was brought down from the limestone mount on Pennsylvania Avenue, Dr. Seiden's appraisal is nothing short of radical. He might as well have told Norman Vincent Peale that love conquers nothing.

Dr. Seiden reasons that it is in markets where fewer than three television stations operate that CATV systems are most likely to proliferate and to endanger the survival of local stations. In such markets, he says, the public yearns for the full services of all three television networks. We have no doubt that he is right. His recommendations to correct the situation, however, raise more questions than they answer.

Dr. Seiden proposes that the television coverage areas of the smaller markets be extended so that the total potential audience will be big enough to support three stations. The extension of coverage would be brought about, according to his plan, by the strategic placement of translator stations that act as slaves to carry the originating stations' signals beyond the range of the main transmitter.

Dr. Seiden has worked it out neatly according to economic theory. He reasons that a single station needs to cover between 22,000 and 25,000 television homes to break even. If one station already exists in, say, Two Sticks, Mont., a second station can be added if it and the original station string translators out far enough to cover between 44,000 and 50,000 homes, and a third can go in if all three stretch their translator patterns to encompass between 66,000 and 75,000 homes. In sparsely settled regions of the country, Dr. Seiden's system, it is obvious, would entail the scattering of many translators at great ranges from the originating points. Dr. Seiden leaves it to the engineers to figure out whether the erection of translators in the numbers necessary to make three-station markets out of one-, two- or no-station markets could be managed technically. An off-hand, lay opinion suggests the possibility of interference that might turn all three network program services to hash.

Assuming that Dr. Seiden's plan were proved to be technically feasible, its central rationale is open to debate. What he wants is a system of three networks, and he shows no interest in creating the conditions that might produce a fourth. In any consideration of a reallocation of television broadcasting (which, in a way, is what Dr. Seiden suggests), the FCC must provide the physical opportunities for the broadcasting structure to grow beyond the three-network dimensions that confine it now.

Still, Dr. Seiden's work must be taken seriously. It provides more economic information on CATV than has heretofore been collected in one volume. It advances a critical appraisal of the present system's deficiencies that cannot be ignored. It puts CATV into a more sensible context than it has occupied in some earlier appraisals. For the last reason alone, the Seiden report is worth the public's money.

The age we live in

THE cabinet of The Netherlands gets in Dutch and resigns because it couldn't cope with the problem of commercial radio and television.

An American TV network president resigns over a weekend, and it is front page news in every New York daily and elsewhere in our broadcast-oriented land.

The *Christian Science Monitor*, a distinguished newspaper, changes its makeup and its editorial style to accommodate the rising role of radio and TV in the swift handling of news, in depth as well as spot.

Other newspapers and the press associations which serve them (along with broadcasting stations) have revised their styles and methods of news-handling because of the shifting values which have made radio and television the pre-eminent and predominant news media.

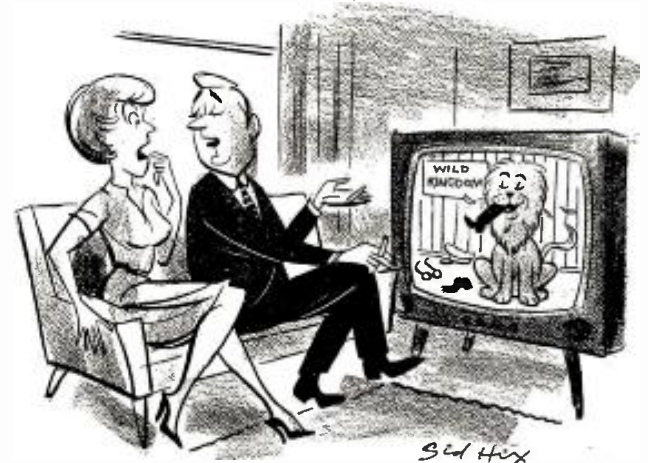
Radio and television have vaulted to the forefront of mass media because they get there "fustest with the mostest", thereby serving the public need in the age in which we live.

Both radio and television are intrinsically newsworthy in newspapers and periodicals because of public demand. They can't be denied recognition, no matter what the predilections of publishers, when the average home views television an average of six hours per day, and radios are tuned wherever people go all day long and, all night through. The best-read features of most newspapers are the program logs.

This is not to say that newspapers or magazines are outmoded and doomed to go to the way of the dodo, bustles or high button shoes. We agree with the illustrious editor of the *Monitor* that the "printed word is here to stay." But there must be different treatment of the printed word to compete with the "speed and vividness" of radio and television. That is why the *Monitor* wisely changed its typographical dress and its editorial approach to emphasize interpretive and background reporting rather than spot news.

These concessions to the journalistic functions of radio and television will become more pronounced with the passage of time. That's the way competition works in a democracy.

And in time the roadblocks which thwart the broadcaster from exercising his full journalistic function will be removed with the repeal of Section 315 and the expunging of Canon 35. Action is overdue.



Drawn for BROADCASTING by Sid Hix

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broadcast standards, and is compatible with all quadruplex recorders. It has the same transistorized modular design as RCA's deluxe machine and delivers the same high quality pictures.

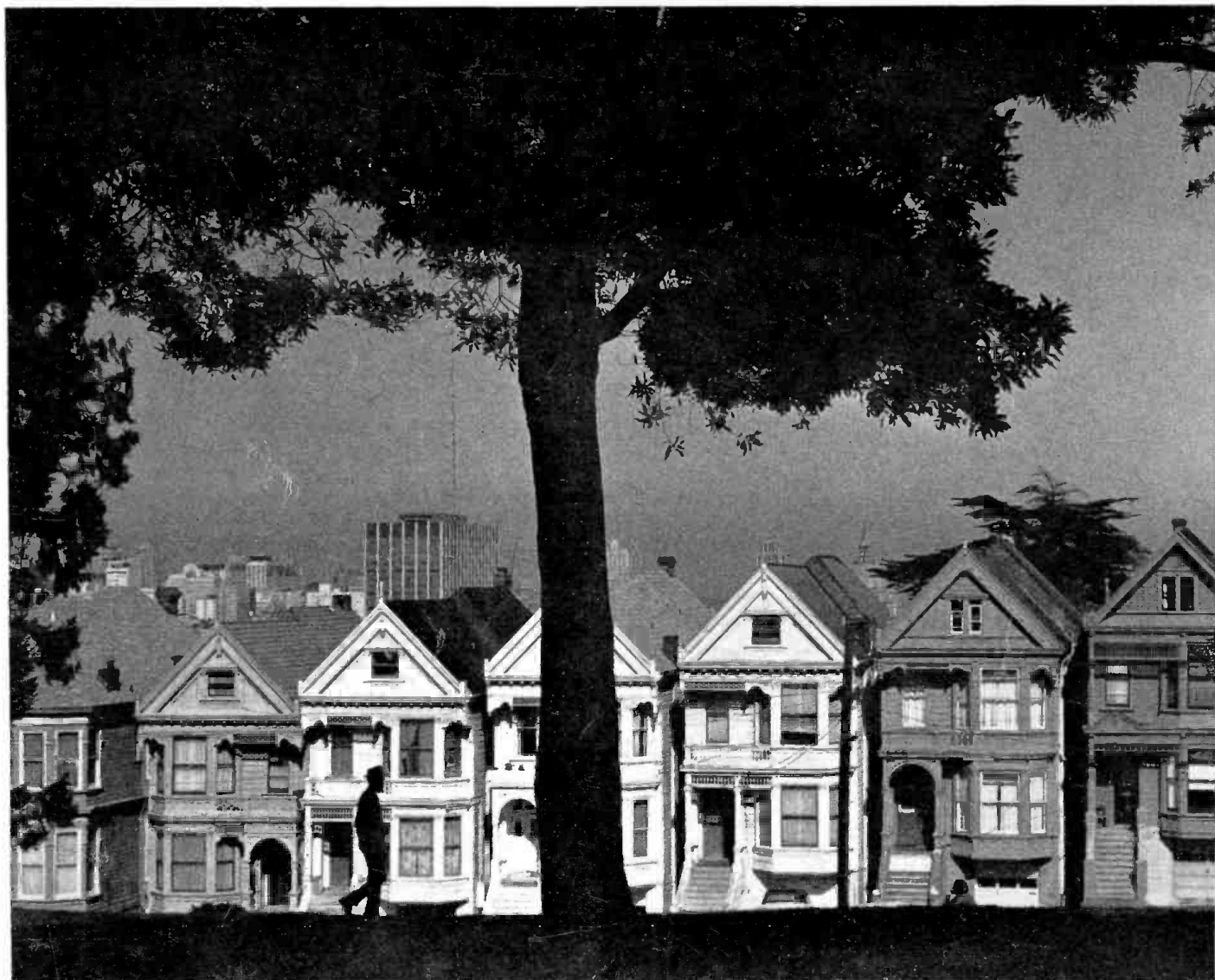
Only 66 inches high and occupying barely two square feet of floor space, the Player is mounted on casters for use in a fixed location or a mobile unit. Modern styling and two-tone blue finish make the unit as attractive as it is useful. And even the most deluxe operating features are available as plug-in accessories, such as pixlock, automatic picture control, color, and remote operation.

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