



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NAB overhauls time standards of TV code. p32
Soccer and an old refrain: TV's a villain. p56
CATV charges AMST with pressure tactics. p44

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Give the gang our best.

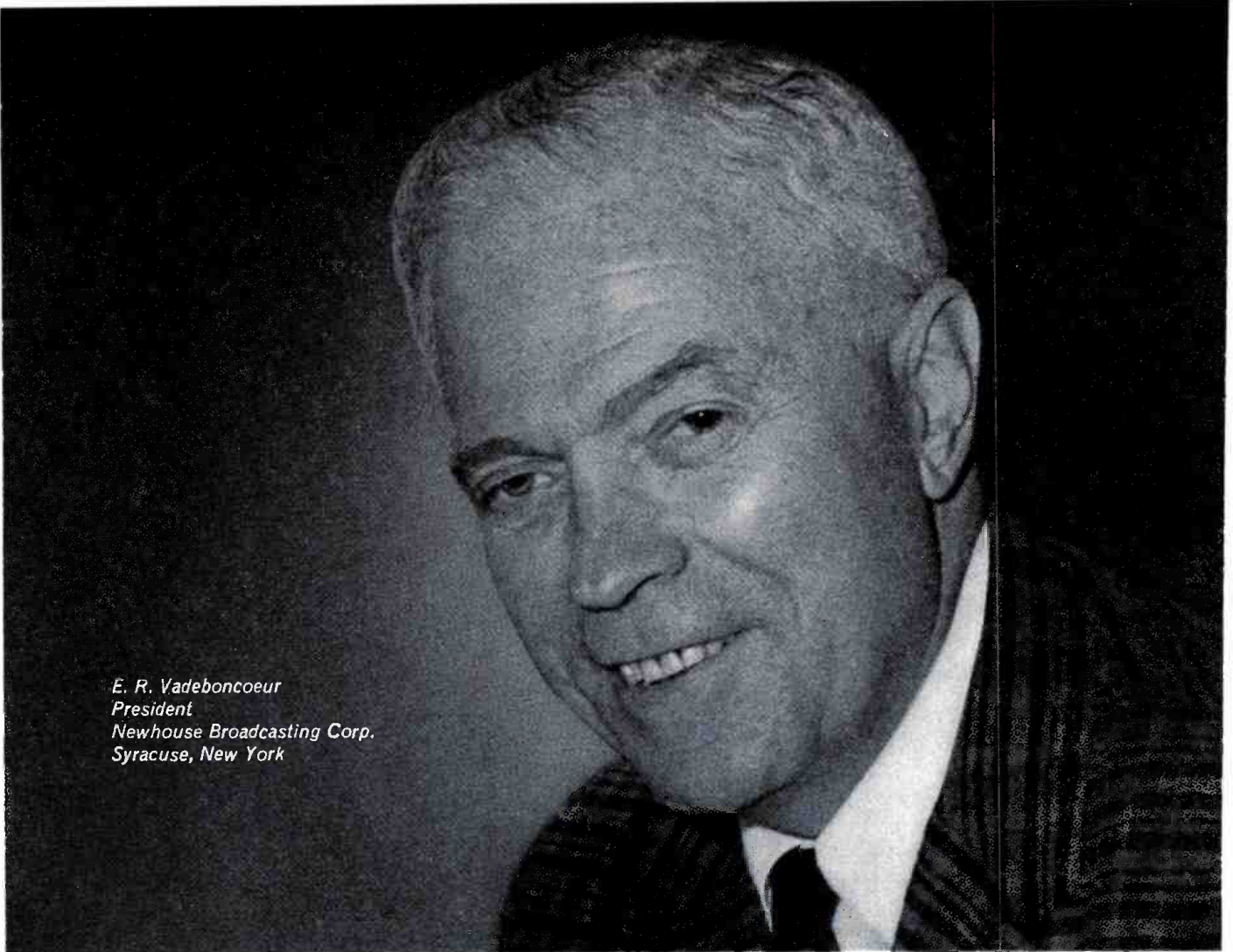
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5/22/67



EDWARD FEITY & CO.
National Representatives

"Courtesy of Canada Dry Corporation"



*E. R. Vadeboncoeur
President
Newhouse Broadcasting Corp.
Syracuse, New York*

"CATV broadens broadcasting by offering more program choices"

"CATV has made a revolutionary contribution to the public interest by sweeping away the traditional restrictions on program choices normally associated with TV broadcasting. In many communities, television viewers now enjoy up to 12 channels of high picture quality, with unprecedented variety, through their CATV system. Soon these same viewers will have 20 channels available to them.

"All of this is accomplished by CATV without the slightest interference to the orderly use by broadcasters and viewers of the nation's television channels.

"The most important public consideration in television should be the availability to every viewer of the widest choice of channels that the state of the art affords. CATV accomplishes exactly that. Few developments in the remarkable history of broadcasting have done so much to broaden the enjoyment and enlightenment of the public."

E. R. Vadeboncoeur

This statement courtesy of Newhouse Broadcasting Corp.

JERROLD ELECTRONICS CORPORATION

JERROLD



9 out of 10 time buyers who buy the CBS Owned radio stations are wildly successful with women.

And with media directors. Because they get results with our special brand of talk radio. We keep our listeners so involved they just can't tune out when the commercial comes on. And that makes for wildly successful time buyers.

THE CBS OWNED RADIO STATIONS
Audience Involvement Radio

WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEL Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.
Represented by CBS Radio Spot Sales.

SUMMER DOLDRUMS IN TELEVISION VIEWING?

***NOT ON KRLD-TV,
DALLAS-FT. WORTH!***

According to the Feb./March 1967 ARB Television Audience Estimates, there were 74,200 homes and 105,200 viewers per average quarter-hour, 9:00 a.m. to 6:30 p.m., Monday through Friday tuned to the leading station in the market, KRLD-TV.

BUT, the June/July 1966 ARB Television Audience Estimates show that KRLD-TV delivered 5,700 more homes and 22,300 more viewers per average quarter-hour in the comparable period during the summer months.

Contact your H-R representative for complete details on the increased summer viewing on KRLD-TV and choice 60-second availabilities.

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

United's struggle

Fledgling United Network, which opened with nightly two-hour *Las Vegas Show* May 1, has had disappointing sales experience since kick-off week, and officials have been looking around for new capital—which would be second infusion since concept originated as Overmyer Network. Authoritative reports last week indicated some investors who took over majority ownership from D. H. Overmyer had balked at putting up more money, but other reports, equally authoritative, reflected confidence that some other present investors would invest more and probably bring in new money too.

Mood clearly appeared to brighten as week wore on, and one possible reason—as well as indication of way earlier sales had been going—was seen in "special offer" circulated among prospective advertisers. Although UN's announced rate for each of its 16 commercial minutes per night was \$6,000, special offer for advance orders was per-minute price of \$2,500 for commercials from May 17 through June 2, \$3,000 in June 5-16 period, \$3,500 in June 19-30 period and \$4,000 between July 3 and Sept. 29. Special offer was to expire last Friday (May 19); if it generated spurt of orders—and spokesman said Friday that "substantial number from several blue-chip advertisers and agencies" had come in—some pressures would be relieved.

Coach Kluge

Metromedia's next acquisition, possibly to be consummated this week, will be internationally famous Harlem Globetrotters. Transaction, being negotiated with estate of late Abe Saperstein, founder of professional basketball group, would be second major entertainment-sports acquisition, first having been \$5 million purchase of Ice Capades in 1963. While no price has been mentioned, it's presumed Globetrotter purchase would run something less than Ice Capades.

Staggers's fan mail

Chairman Harley Staggers (D-W. Va.) of House Commerce Committee has at least one fan at FCC. Commissioner Robert T. Bartley wrote him last week to applaud his militant stand on station sales. Mr. Staggers,

CLOSED CIRCUIT[®]

in speech before West Virginia Broadcasters Assn., was critical of many aspects of broadcast operations, including what he considered commission's undue freehandedness in matter of transfers; he felt licenses are being treated as private property (BROADCASTING, April 29). Commissioner has long urged stricter policy, particularly where proposed buyer is multiple owner—fact he pointed out in letter to congressman.

Success story

20th Century-Fox, thanks greatly to its television success, is riding remarkable four-year turnabout in financial fortunes. In 1962, Fox, dying on vine, reported deficits of \$13.60 per share. Since then company, now leading producer of TV series, has successive annual profits of \$3.44 per share in 1963, \$3.84 in 1964, \$4.10 in 1965 and \$4.28 in 1966 (see page 69). While no predictions were made at last week's annual meeting as to earnings for this year, some brokerage houses are forecasting net of between \$4.85 and \$5.10.

FCC's big day

Signs point to June 14 as important day at FCC. It will be next meeting day (Wednesday) at which all seven commissioners will be present; it will also be one of last until November. What's more, staff is said to be readying for action three important rule-makings: top-50 rule, which would limit to three (no more than two of them VHF's) number of stations that entity could own in top 50 markets; 1% rule, designed to deal with situations in which financial houses technically violate multiple ownership rule when they acquire 1% or more interest in two or more group owners and antenna farm rule, which would provide for grouping all new towers above 1,000 feet in antenna farms.

After June, commissioners scatter. Commissioners Lee Loevinger and Robert T. Bartley will be absent most of July, former at world law conference in Geneva, latter on vacation. Commissioner James J. Wadsworth plans to take most of August off. Commissioner Bartley, again, will be gone most of September and October at international meeting on maritime mobile services in Geneva. This

doesn't mean major issue of ABC-ITT won't be decided soon. Special meeting on that is expected before July.

More Broadcast Bureau power

Broader guidelines and delegation of authority to Broadcast Bureau, to relieve FCC of considerable time-consuming detail, is currently under consideration and likely will come to bat at next full commission meeting—June 14. New guidelines, proposed by Broadcast Bureau Chief George S. Smith, when implemented, would authorize bureau to institute rulemaking affecting reassignments of FM and UHF channels, if uncontested, among other delegations.

On transfer cases, rule-of-thumb now is that any transaction exceeding \$1 million must go to FCC for approval. Under revised guidelines, uncontested cases where policy is already established would be handled by bureau irrespective of amount involved. Excluded, of course, would be transfers to and from multiple owners, those having "concentration of ownership" implications and others where policy questions might be involved.

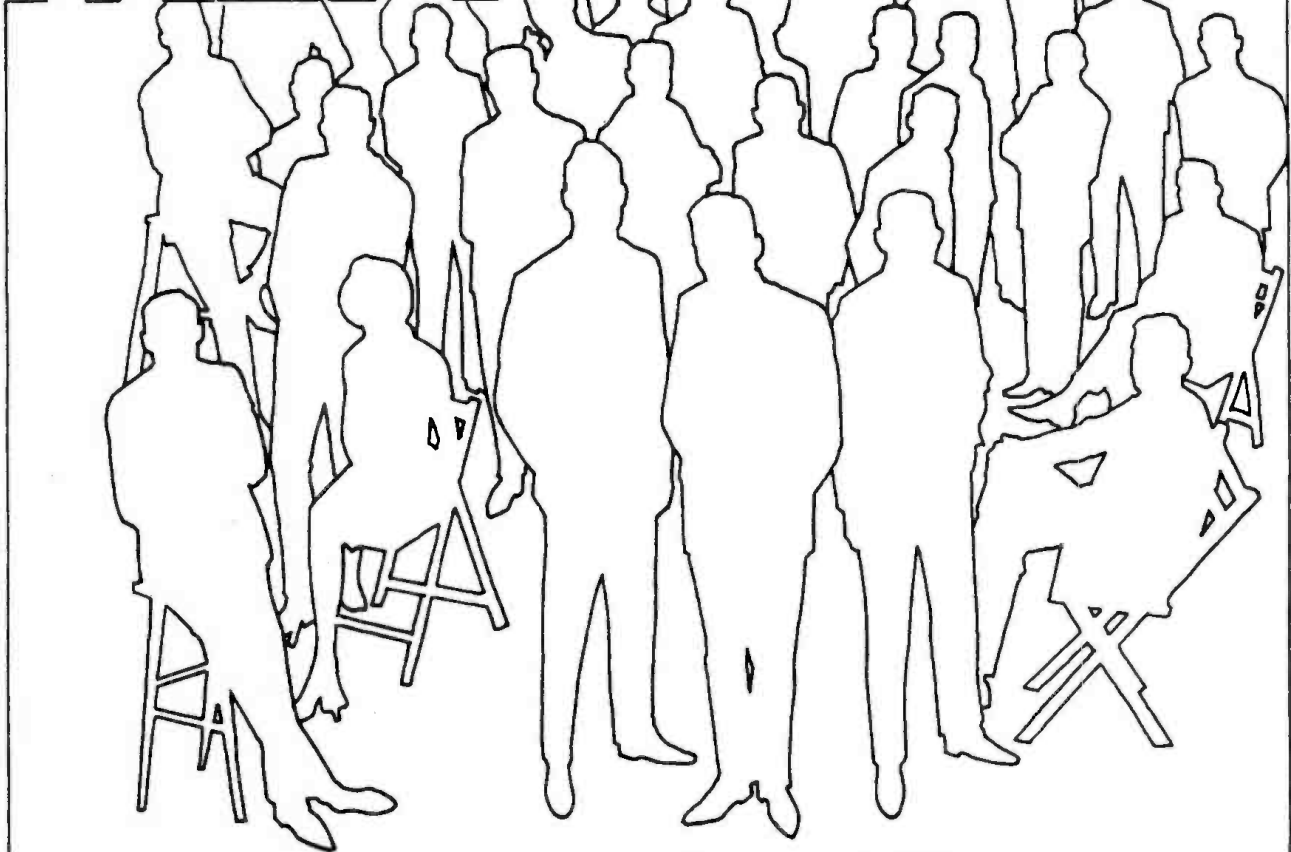
Sky high

Move of nine TV transmitters from Empire State Building to proposed World Trade Center in New York by 1971 will cost net of \$5-6 million in out-of-pocket expenses, according to early estimates. Who pays that bill will depend also in part on what experts decide value is of "unexpended useful life" of stations' equipment now at Empire State.

Benton's laugh

Quietly enjoying administration drive toward noncommercial TV is William Benton, chairman of Encyclopaedia Britannica Inc., former assistant secretary of state and former senator from Connecticut, who in 1951 passionately advocated federal advisory board to control programming. His idea popped up afterward in several ill-starred projects, among them plan advocated by former FCC Chairman Newton N. Minow in 1963. Mr. Minow's former law firm was counsel for Mr. Benton before his FCC stewardship and he now represents Encyclopaedia Britannica.

THE INVISIBLE MEN



They've made WJW-TV Cleveland's leading news station. They're the hard-nosed newsmen (and one newswoman) who make up our News Department—one of the larger news staffs in the business.

Not all of them are seen every day, but they are all really on camera constantly. For it's they and the news they report that make every minute of our WJW-TV day stronger. Talk with us when you want to talk with Cleveland. We turn each other on.

WJW-TV CLEVELAND
We're turned on

LOS ANGELES KGBS	PHILADELPHIA WJRG	DETROIT WJRK	MIAMI WGRS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WJHN	DETROIT WJBL-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	BOSTON WGBL-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

TVB starting \$500,000-plus long-range research program to help advertisers use TV more effectively. See 'endless' program as insurance policy for industry's future. Non-members may be asked to chip in. See . . .

LONG LOOK . . . 25

Senator Magnuson again introduces bill requiring tar-and-nicotine content in all cigarette advertising. Edward Kennedy supports bill, but goes beyond; wants regulation of cigarette advertising. See . . .

MORE CONTROLS . . . 30

New NAB TV time standards are based on total non-program time and number of commercial interruptions, provided TV board agrees. Code board foresees more program time; gives up fight against piggybacks. See . . .

SHAKEUP FOR TV CODE . . . 32

Spot radio takes it on chin as R. J. Reynolds pulls back campaigns on all stations below top-50 markets; reduces schedule in major markets and cancels all network radio spending. See . . .

RADIO HIT . . . 34

CPB bill speeds through Senate on way to House. One lone voice from Thurmond is recorded against measure. Next obstacle is House Commerce Committee, which is tied up with railroad problems. See . . .

SENATE RUSHES CPB . . . 38

CATV operators and AMST square-off over charges that AMST is illegally attempting to influence FCC in its consideration of numerous CATV cases. Latest tiff grows out of visit by AMST delegation to FCC. See . . .

RENEW THEIR BATTLE . . . 44

Land-mobile use of TV space is in sight, says Hyde. He foresees UHF reassignment and sharing of unused VHF channels in major cities. Channel 6 sharing-venture test begins in Washington. See . . .

USE TV SPACE . . . 50

Soccer referee's statements that he called 11 fake fouls for commercial insertions starts flap that runs through newspapers, networks and Congress. CBS says it didn't order referee's action. See . . .

BEEP, BEEP, BEEP . . . 56

Consumer media picks up fair trial-free press issue so citizens can argue, too. ABC-TV and WBBM-TV explore subject on TV specials. Lawyers, judges, newsmen continue to debate topic. See . . .

FAIR TRIAL . . . 57

Linked communications satellites will deliver first global live telecast from 42 locations to 30 receiving nations. Two-hour 'Our World' will be handled by NET in U.S. with 77 stations taking live feed. See . . .

AROUND THE WORLD . . . 71

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What is an *influencible*®?



Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

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KXOK St. Louis
(RAR, Inc.)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

AM rate cutting shortchanging FM

"Quick-buck shenanigans" of AM radio have all but killed FM radio, broadcasters in Salt Lake City were told in fiery speech Friday (May 19). Frank McIntyre, vice president, KLUB-AM-FM Salt Lake City, angrily admonished industry for giving its product away and such other transgressions as double billing, time bartering, expedient rate practices and permitting salesmen to set station policy.

Speaking to 76 broadcasters from 10 states attending first of National Association of Broadcasters' program clinics, Mr. McIntyre, contending that "AM will never be cleaned up," asked for "fresh . . . bright new day for FM."

In other speeches during two-day session, Edward J. (Pat) Patrick, KAVI Rocky Ford, Colo., said that to make his small-market station work, he found it necessary to get business from just about every merchant and retailer in town. Philip Nolan, national program manager, Westinghouse Broadcasting Co., explained there's no magic formula for attracting and holding audience, it's matter of getting good people on air and working hard to do best job possible.

Opening presentation, given by Sherril Taylor, NAB vice president for radio, was smorgasboard of program sounds (excerpts on tape from 30 stations), making up today's radio.

Teleprompter-BSF suit settled out of court

Teleprompter Corp. announced Friday (May 19) it had settled its lawsuit against BSF Co. over Teleprompter stock warrants, had moved ahead on its estimated \$5 million sale of 20% of its stock to Hughes Aircraft Co. and was negotiating to acquire one other company and effect some "business combination" with another—both unidentified.

Lawsuit sought to prove BSF, subsidiary of Defiance Industries, illegally obtained warrants for 97,561 shares of Teleprompter stock, exercisable at \$5.125 per share, at time of \$500,000 BSF loan to Teleprompter in 1963. BSF-Defiance officials subsequently moved to gain control of company but were defeated in proxy fight.

Although terms of settlement were

not disclosed, it was understood Teleprompter acquired challenged shares at fraction of current market price of Teleprompter stock, which closed Friday at 32 $\frac{3}{8}$, down $\frac{5}{8}$ from 33 $\frac{1}{2}$ Thursday.

Completion of agreement with Hughes aircraft covered previously reported purchase by Hughes of 198,000 Teleprompter shares. Price reported unofficially at about \$5 million.

FCC asked to reconsider Baker issue in L.A. case

California Regional Broadcasting Corp. has appealed FCC's review board order adding contingent issue involving Bobby Baker to comparative hearing in which 11 applicants are seeking 1110 kc frequency in Los Angeles (BROADCASTING, May 15).

Issue requires determination of facts surrounding financial contributions by Regional principals William and Howard Ahmanson to or through former Democratic Senate aide in 1962, and whether those facts reflect on Regional's qualifications. Issue won't be reached unless examiner holds that comparative qualifications of Regional are of decisional significance.

Regional asked commission to set aside order and direct general counsel to obtain views of Department of Justice as to whether facts alleged, and those in its possession, indicated violation of criminal statute. Regional said review board erred in ignoring Regional's earlier requests—in opposition to enlarge issues filed by the five competing applicants—that matter be referred to Justice.

Regional takes position that Justice Department is in possession of all facts surrounding contribution and that its failure to seek indictments requires conclusion that conduct was not in violation of law.

GM snacks to WRG

General Mills Inc. has assigned three products from its Snack Division (Bugles, Whistles and Daisys) to Wells, Rich, Greene, New York, replacing Knox Reeves Advertising, Minneapolis. Products bill approximately \$4 million, of which estimated \$3.3 million is allocated to TV-radio. Knox Reeves will continue to handle two products now in test markets (Buttons, Bows) and has been given another new product assignment.

Orders second look at Conn. CATV grant

Connecticut Public Utilities Commission has had second thoughts about one CATV franchise it granted last March. It has issued show cause order against Outlet-BT Co., granted permit for Groton, Stonington (except Pawtucket), Ledyard, North Stonington with population of 60,000.

Outlet-BT Co. is jointly owned by Outlet Co., Providence, R. I., department store and licensee of WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla., and Blonder-Tongue Laboratories Inc., Newark, N. J., manufacturer of CATV equipment.

PUC's action came almost a month after appeals against grants were filed by Triangle Publications Inc., group broadcaster; Connecticut TV Inc., (WHNB-TV New Britain-Hartford, and Ducci Electric Co. (BROADCASTING, March 27). Appeals by Triangle and Connecticut TV were aimed at decision of PUC to eliminate local broadcasters from consideration.

In show cause order, PUC said it had reconsidered and had found that Outlet Co.'s Providence TV signals would enter communities involved. It scheduled oral argument for June 12 to determine whether grant should be rescinded, revoked or amended.

Sterling registers for \$1.5 million offering

Sterling Movies U.S.A. Inc., New York, parent corporation of Sterling Information Services Inc., has filed registration with Securities and Exchange Commission for sale of 200,000 shares of common to be offered at \$7.50 per share maximum offering. It is expected to raise \$1.5 million.

Sterling Information Services, 50% owned by Time-Life Broadcast Inc. (group broadcast and CATV owner), holds franchises for lower Manhattan and communities on Long Island (see page 43).

Proceeds from sale will be used to retire notes and as working capital.

Sterling Information's total assets as of March 31 are \$1,530,459, and current liabilities \$824,586. Sterling Movies U.S.A. has 500,000 common shares outstanding.

—more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Mercer



Mr. Knode

Donald J. Mercer, director, NBC station relations since 1955, elected VP, station relations, succeeding **Tom Knode**, who becomes consultant on affiliate relations for network. Mr. Mercer has served NBC in various promotional, sales and station relations posts since 1937. Mr. Knode has been with NBC since 1938, except between 1955 and 1957 when he was VP and general manager of television, Edward Petry & Co. He had served NBC as executive in news, press and station relations department, becoming VP, station relations in 1957.

Frederick D. Sulcer, assistant to president, Needham, Harper & Steers, named director of New York division and elected executive VP. He succeeds **Paul Belknap** who will assume other corporate duties. **Edmund Burke**, general manager of New York division, named special assistant to agency chair-

man **Paul C. Harper Jr.** in charge of new business. **Herbert Zeltner** and **Irving Stone**, senior VP's, named deputy directors of New York division.

Norman Grulich, executive VP, Papert, Koenig, Lois Inc., New York, elected president and chief executive officer. He replaces **Julian Koenig** who becomes chairman of newly established executive committee consisting of Mr. Grulich; **George Lois**, vice chairman and first VP of agency; and **Frederic Papert**, board chairman.

Charles Bludhorn, chairman, Gulf & Western Industries, becomes chairman, president and chief executive officer of subsidiary Paramount Pictures. **Martin Davis**, Paramount executive VP, named chief operating officer, and elected to board of Gulf & Western. Mr. Bludhorn succeeds **George Weltner**, retiring Paramount president and **Barney Balaban**, retiring chairman, who will continue as director of Paramount.

Lee Rich, president of Mirisch-Rich Television Productions Co., joins Leo Burnett Co., Chicago, as VP in charge of media services, newly created position, effective June 1. Responsibilities will include media, program, and broadcast business departments. Earlier he had been at Benton & Bowles.

William J. Moore, VP and director of business, TV department, BBDO, New

York, named assistant to advertising director **Philip H. Cohen** at American Tobacco Co., New York. He'll be responsible for coordinating services of company's advertising agencies. Mr. Moore's past posts included consultant to government TV in United Arab Republic and Lebanon; director of TV operations, Benton & Bowles, and program supervisor, NBC.

Michael P. Mallardi, treasurer, Straus Broadcasting Group since 1965, named VP-general manager of group (WMCB



Mr. Mallardi

New York; WTLB Utica, N. Y.; WGVA Geneva, N. Y. and WALL-AM-FM Middletown, N. Y.). Mr. Mallardi will continue as group's chief financial officer in addition to performing his new duties as its operating head. Mr. Mallardi, 33, joined ABC as assistant internal auditor in 1956. In 1961 he became location auditor for Metro-Goldwyn-Mayer. He then joined Radio Press International, former Straus Broadcasting Group division, as business manager in 1961. In 1965 Mr. Mallardi became group's treasurer.

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

Toiletries to Mathes

Caryl Richards Inc., Jersey City, N. J., has appointed J. M. Mathes Inc., New York, to handle estimated \$1 million billings for "Just Wonderful" hair spray, "Happy Hair" set, "By George" men's toiletries, and other products. Plans include radio and TV.

Account moved last April from Al Paul Lefton Co., Philadelphia, when Lefton acquired \$3 million Mem Co. business from Young, Smith & Dorian, New York. (Mem's first spot TV drive starts in June in top 25 markets in pre-Father's Day campaign for its men's toiletries).

Seeks order on FCC

Unable to get "prompt ruling" it asked FCC to provide in October 1966, Warrensburg Cable Inc., CATV company in Warrensburg, Mo., has filed U.S. District Court suit to force com-

mission action "within 20 days."

Dispute centers on alleged obstructionist tactics of United Telephone Co. of Missouri that Warrensburg Cable says served to aid competitor, affiliated with phone company, to gain edge in market. Commission was asked to rule on legality of phone company's action in constructing lease-back facilities for its affiliates.

Got a little list

Gencoe Inc. has asked FCC to obtain and furnish to interested parties full membership list of Association of Maximum Service Telecasters—list that association does not make public.

Gencoe, group CATV owner, made request in adding its voice Friday (May 19) to those of other CATV interests protesting what they say are "ex-parte" representations that AMST spokesmen made to commission members two weeks ago (see page 44).

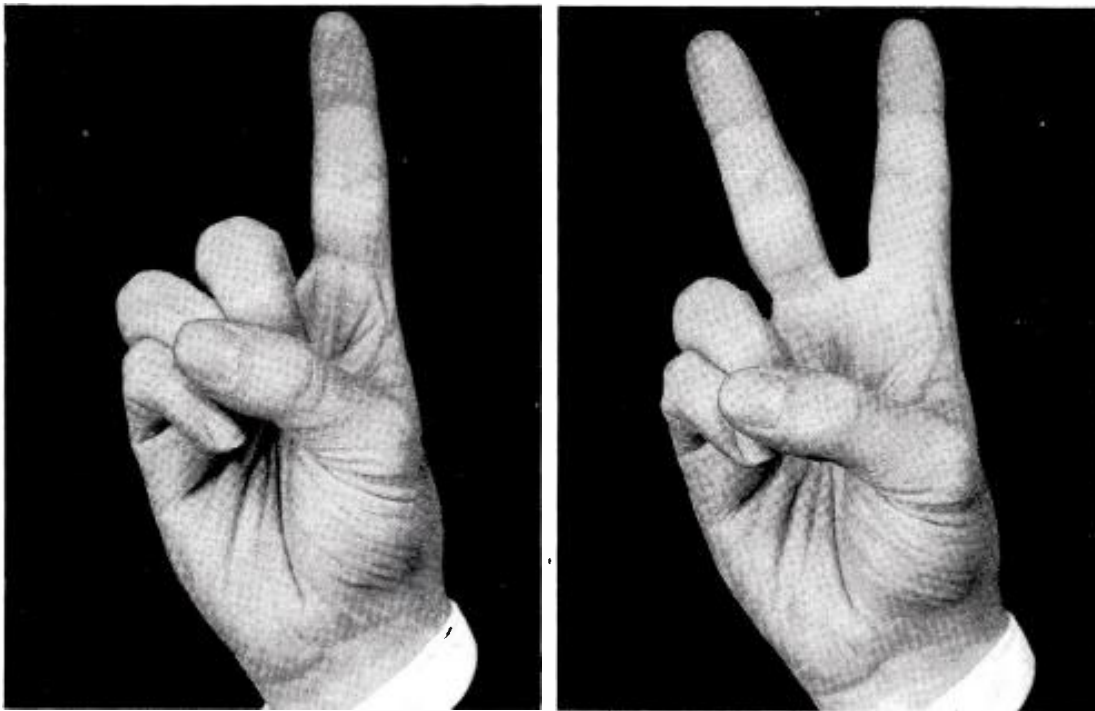
Gencoe, which operates or has financial interest in CATV systems in seven states, asked commission to "disavow and discredit" AMST's representations concerning agency's administration of CATV policy.

Chancellor leaving VOA

Resignation of John Chancellor as director of Voice of America was reported as imminent Friday (May 19). Former NBC White House correspondent is expected to return this summer to NBC News in Washington for assignment.

Mr. Chancellor, named VOA director in September 1965, 11 months after becoming White House correspondent for NBC, is news veteran. He's covered several presidential campaigns and political conventions for NBC and served in New York and Chicago, as well as other cities after joining NBC News in 1950 as midwestern correspondent.

Can a TV Station in Metro New York be One and Two?



Of course! Channel 47 is!

Here we are, just celebrating our second birthday on May 16th, and already in the number one spot among Spanish-language advertising media in the market. Perhaps in the entire country.

We have the research and numbers. But, better than that, we have the testimony of a pleasantly expanding sponsor list that boasts many of the nation's largest and most sophisticated advertisers.

These advertisers and their agencies know about the booming market here of 1.5 million or more Spanish-speaking residents. They know how this market has been researched for Channel 47 with more than 100,000 telephone coincidental calls. They know most of all that our sensational programming, personalities and ratings deliver this market more effectively for them than any other medium.

If you'd like to know what our sponsors know, write or call our sales manager in New York for a free, hot-off-the-press copy of "SPECIAL DELIVERY . . . The Story of Channel 47 in the Metro New York Spanish-Speaking Market."

Next year we'll be Three, but we'll still be One!



NEW JERSEY TELEVISION BROADCASTING CORP., 1020 BROAD ST., NEWARK, N. J.
Tel.: (201) 643-9100

NEW YORK SALES OFFICE, 743 FIFTH AVENUE, NEW YORK CITY, NEW YORK
Tel.: (212) 233-6240

HOW THE "BIG TUBE" IMPROVES





COLOR TV PICTURES



"BIG TUBE"

RCA TK-42 and TK-43 Color Cameras use a 4½-inch diameter pickup tube in the luminance channel—all other 4-tube color cameras use a 1¼-inch diameter tube—and, of course, some color cameras don't even have a luminance channel pickup tube.

NOTE: New Type 4536 tube gives longer life, eliminates burn-in problems. With new field-effect transistorized preamplifiers and other circuit improvements, it provides a dramatic reduction in noise level.

ACCURATE COLOR

In the RCA 4-tube camera, three special 1-inch vidicon tubes concentrate on color reproduction. These three tubes carry the chrominance (color) information, while the big 4½-inch image orthicon tube carries the luminance components of the picture. This lessens the possibility of registration errors spoiling the color picture, and leads to more accurate color reproduction.

HIGH-DEFINITION PICTURE

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

SNAP AND SPARKLE

The big 4½-inch tube operates over a large contrast range, adding snap and sparkle to the color picture. The "knee"

of the I.O. is inherently responsive to scene brightness changes, acting as an automatic control to limit the effects of extreme brightness, still permitting detail in highlight areas to be captured. It also makes possible color pictures in simulated night scenes and other low-key lighting.

FAITHFUL REPRODUCTION

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

For more facts about TK-42, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.



The Most Trusted Name in Electronics

Facts in focus...

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The 12th annual presentation of summarized estimates of the size and characteristics of the television audience in this country.

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DATEBOOK

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

■ Indicates first or revised listing.

MAY

May 22-23—National Foreign Policy Conference for Editors and Broadcasters sponsored by the Department of State. Speakers include the secretary of state and other high ranking government officials. Department of State, Washington. Any domestic newspaper, magazine, radio or television network or station or other information medium engaged in informing the general public about foreign affairs may request an invitation to one or all of these conferences for its bona fide representative by writing to the Director, Office of Media Services, Department of State, Washington 20520.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26 — 5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 22-29—Executive council meeting of the Inter-American Association of Broadcasters. Buenos Aires.

■ May 23—Luncheon meeting of the New York Broadcasters Promotion Association. Speakers include Art Heller, Ted Bates & Co., and Maurie Webster. CBS Radio Spot Sales. Warwick hotel, New York.

May 24—Spring meeting of the New York State Community Television Association. Hotel Syracuse, Syracuse, N. Y.

May 25—Monthly luncheon, Federal Communications Bar Association. James O'Connell, director of telecommunications, Office of Emergency Planning, and telecommunications adviser to President. Willard hotel, Washington.

■ May 25—Committee for the Full Development of All-Channel Television holds meeting with agenda including discussions of CATV, ratings, land mobile services' use of spectrum, FCC, affect of group station ownership on program purchasing, possible national ETV effect on UHF. Overseas Press Club, New York.

■ May 25—Luncheon meeting of the New York Financial Advertisers. Speaker will be Carl J. Ally, chairman of Carl Ally Inc. Advertising. 60 East Club, New York.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Robert Pauley, president of ABC Radio and Vincent Wasilewski, president of the National Association of Broadcasters; Michael Dann, senior vice president, CBS-TV; Bill Michaels, executive vice president, Storer Broadcasting Co.; Francis Martin Jr., president, Blair Television. Carrousel Inn, Cincinnati.

May 25-27—Annual spring meeting and engineering conference of the Alabama Broadcasters Association. Sheraton Inn, Huntsville.

May 26—West Coast seminar of the National Association of FM Broadcasters. Mark Hopkins hotel, San Francisco.

May 26—Annual meeting of the UPI Broadcasters of Pennsylvania. Marriott motor hotel, Philadelphia.

■ May 26—Stockholders meeting, Bartell Media Corp. Pfister hotel, Milwaukee.

May-26-28—Annual convention of Pennsylvania News Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; David Schoenbrun, foreign correspondent, and Tom O'Brien, vice president for news of ABC Radio. Marriott motor hotel, Philadelphia.

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

May 22—Schine Ten Eyck hotel, Albany, N. Y.

May 26—Sheraton Barringer hotel, Charlotte, N. C.

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

May 27—Regional news seminar of the Radio-Television News Directors Association. Speakers include John H. DeWitt Jr., president of WSM Nashville; William Monroe, Washington director of NBC News; Ernst Wildi, Paillard Inc.; Elmer Lower, president, ABC News; and Joe Dembo, director of news, CBS Radio, New York. Studios of WSM-TV, Nashville.

May 27-28—Annual meeting of Louisiana-Mississippi AP Broadcasters Association. Royal Orleans hotel, New Orleans.

May 29-June 3—Assembly meeting of the Inter-American Association of Broadcasters. Buenos Aires.

JUNE

June 1—First annual Golf Open sponsored by the Broadcasting Executives Club of New England. Framingham Country Club, Framingham, Mass.

■ June 1-2—Briefing conference on copyright law revision sponsored by the Federal Bar Association and the Foundation of the Federal Bar Association in cooperation with the Bureau of National Affairs Inc. Sessions are included on the revision bill and educational television and on the revision bill and community antenna television. The Commodore hotel, New York.

■ June 2-3 — Meeting of the Florida AP Broadcasters Association. Holiday Inn, Cocoa Beach.

■ June 2-3—Annual Wyoming AP Broadcasters meeting. Frontier hotel, Cheyenne.

June 4—Nineteenth annual Television Academy Awards sponsored by the National Academy of Television Arts and Sciences. Hosts will be Joey Bishop and Hugh Downs. (ABC-TV 9-11 p.m. EDT) Century Plaza hotel, Hollywood, and Americana hotel, New York.

June 5-6—Annual spring meeting of Washington State Association of Broadcasters. Bayshore Inn, Vancouver, B. C.

■ June 5-7—Board of directors meeting, National Community Television Association. Sahara Tahoe, Lake Tahoe, Nev.

■ June 5-8—Annual convention, Electronic Industries Association. Continental-Plaza hotel, Chicago.

■ June 6—Annual stockholders meeting, MCA Inc. Sheraton-Blackstone hotel, Chicago.

June 6-7—The 1967 general conference of CBS-TV network affiliates. Speakers include John A. Schneider, CBS/Broadcast Group president; Stuart T. Martin, chairman of affiliates association; Thomas H. Dawson, president of CBS-TV network; Michael H. Dann, senior vice president-programs; David Blank, vice president-economics and research, CBS/Broadcast Group; William B. Lodge, vice president-affiliate relations and engineering, CBS-TV; Richard S. Salant, CBS News president; Walter Cronkite, CBS News correspondent; Carl Ward, vice president-affiliate relations, CBS-TV. Hilton hotel, New York.

June 6-8—Annual convention, Armed Forces Communications and Electronics Association. Speakers will be Major General William B. Latta, commanding general, U. S. Army Electronics Command; Robert W. Galvin, chairman, Motorola Inc.; Leonard

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NAB RADIO PROGRAM CLINICS

- May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
- May 25-26—Skirvin hotel, Oklahoma City
- June 4-5—Holiday Inn, Nashville
- June 6-7—Sheraton Cadillac, Detroit
- June 8-9—Marriott motor hotel, Philadelphia

Jaffe, director, space applications programs, National Aeronautics and Space Administration. Panel on "Digital Communications—the Challenge," concerning television among total digital communications, is one of several scheduled sessions. Sheraton-Park hotel, Washington.

■ June 8—Annual banquet and entertainment of the New York chapter of the Broadcast Pioneers. Americana hotel, New York.

June 8-9—Combined convention of Alaska Broadcasters Association and Alaska AP membership (including newspapers). Speakers include FCC Chairman Rosel H. Hyde. Travelers Inn, Fairbanks.

June 8-10—Annual spring meeting of South Dakota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Madison.

June 8-10—Summer broadcasting conference on "The professors and the professionals in broadcasting" sponsored by Memphis State University. Memphis State University, Memphis.

■ June 8-10—Radio-television institute conducted by the Episcopal Radio-TV Foundation, Atlanta. Institute theme is "The Communication Gap." Speakers include Don Elliot Heald, general manager, WSB-TV Atlanta; Elmo Ellis, general manager, WSB Atlanta; Dr. Gerhart D. Wiebe, dean, school of public communication, Boston University, Boston; Roy Danish, director, Television Information Office; and Fred A. Niles, president, Fred A. Niles Communications Centers Inc., Chicago. Cathedral of St. Phillip, Atlanta.

June 8-11—Convention of the National Association of Farm Broadcasters. Chateau Frontenac, Quebec City, Que.

June 9-10—Annual spring meeting of North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes, Minn.

June 10—Annual meeting of the California AP Radio-Television Association. Century Plaza hotel, Los Angeles.

June 10-14—Annual convention of the eastern and central region of the American Advertising Federation. Speakers include Edward L. Bond Jr., president and chief executive officer, Young & Rubicam, New York. Shamrock-Hilton hotel, Houston.

June 11-12—Ninth annual meeting of the American Academy of Advertising. Theme of the conference is: "Problems in Advertising Manpower." Shamrock hotel, Houston.

June 11-14—Annual summer meeting of Florida Association of Broadcasters. Speakers include William Carlisle, NAB vice president for station services. Americana hotel, Miami Beach.

June 11-14—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Waslewski, president of National Association of Broadcasters. Rivera hotel, Las Vegas, Nev.

June 12-13—Eighth Chicago spring conference on broadcast and television receivers sponsored by the Institute of Electrical and Electronics Engineers. O'Hare Inn, Des Plaines, Ill.

June 12-14—Third International Conference

■ Indicates first or revised listing.



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Photo of type 2 UFO over Brazil
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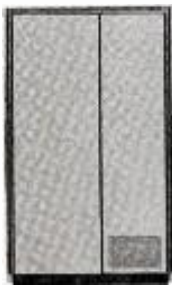
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on Communications sponsored by the Institute of Electrical and Electronics Engineers. Leamington hotel, Minneapolis.

June 12-14—Second annual Television Audience Measurement Seminar sponsored by the School of Journalism of the University of Nebraska. Speakers include Gale Metzger, research director, and Joseph Matthews, western sales manager, A. C. Nielsen; R. R. Ridgeway, vice president, production, and C. A. Kellner, vice president station services, American Research Bureau; Howard Mandel, research director, National Association of Broadcasters; Mark Munn, manager, media and program analysis, Leo Burnett Co.; and Dr. John Thayer, research director, Peters, Griffin, Woodward Inc. Nebraska Center for Continuing Education, Lincoln, Neb. For further information contact University of Nebraska, School of Journalism, Room 319, Nebraska Hall, Lincoln, Neb.

June 13—Annual stockholders meeting of ABC. New York.

June 13—Annual meeting, Federal Communications Bar Association. Election of officers and of delegate to American Bar Association. Willard hotel, Washington.

June 13-14—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

June 14-16 — Annual spring meeting of California Association of Broadcasters. Mark Hopkins hotel, San Francisco.

June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Speakers include William Walker, NAB director of broadcast management. Marriott Twin Bridges motel, Arlington.

June 16—Annual meeting of Vermont Association of Broadcasters. Marble Island Country Club, Colchester.

June 18-18—Summer meeting of the Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Lyn Christian, WPIX-FM New York. Holiday Inn, Callaway Gardens.

June 19-24—14th International Advertising Film Festival, to be held in Cannes, France, sponsored by Screen Advertising World Association. International cinema and television commercials will be judged. Information may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 25-28—Consumer Electronics Show sponsored by the Electronic Industries Association. Americana and New York Hilton hotels, New York.

June 25-29—Annual convention and board of directors meetings, National Community Television Association. Palmer House, Chicago.

June 25-29—Western region convention of the American Advertising Federation. Lafayette hotel, Long Beach, Calif.

June 25-July 1—Summer board meeting of the National Association of Broadcasters. Williamsburg Inn and Lodge, Williamsburg, Va.

June 25-July 1—First radio, television and film festival and seminar sponsored by the public relations section of the American Library Association. San Francisco.

June 27-29—World Advertising Conference 1967. Speakers include S. K. Kooka, commercial director of Air India, and William Bernbach, president of Doyle Dane Bernbach, New York. Royal Festival Hall, London.

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*Reg. U. S. Patent Office
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on the SPOT

The photographs above, published the same day in a prominent Miami newspaper, show unidentified WLBW-TV newsmen in the thick of the action, filming their stories – one a manhunt, one a warehouse fire. Every day – WLBW-TV NEWS gets the picture. More news, more pictures, the best color.



WLBW-TV

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AFFILIATED WITH WCKY
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Network radio: Wynn's solution to product awareness

A good radio show, a good creative approach, and some good breaks. This is the story about a happy combination of these three things and how they accomplished an advertising objective.

It's the story of Wynn Oil Co.'s current radio advertising. Wynn, in Azusa, Calif., makes a complete line of products to prevent and correct automobile problems from radiator to gas tank. Recently, Wynn appointed a new advertising agency, Needham, Harper & Steers Inc., Los Angeles. We found from research an immediate need to build awareness of Wynn's products among the general public—and also among an important segment of its market, sports and race car enthusiasts.

We mentioned some good breaks. One of the best ones was a new show on the ABC Radio network, *The World of Wheels*. It brings to radio listeners across the country all the latest information on auto racing. From the drag strip to the Grand Prix circuit, twice each Saturday and Sunday, the show presents the fabulous, always moving world of racing. Helping it decide to produce the new five-minute series, ABC Radio determined that 38 million people entered motor-track gates in 1966 making it the second most popular spectator sport in the country. Produced in cooperation with the Petersen Publishing Co., *The World of Wheels* probably is the most informative and immediate motor-sports program on radio today.

The World of Wheels on ABC Radio obviously would provide a great opportunity for exposing Wynn to auto fans. But our good breaks started happening even before we learned of the new racing show.

Right Name ■ The first occurred when we were looking for an appropriate Wynn spokesman. Thinking of our objective to build awareness, we asked ourselves: "Is there someone who is well known, someone who could provide rub-off values and help spread the Wynn name more quickly?" There is—the well-known actor, Keenan Wynn. No relation, but his name is spelled the same as the Wynn Oil Co.'s name.

At the very moment we were developing ideas for the use of Keenan Wynn, he offered his services to us. It seems that the same idea had occurred to Mr. Wynn. Because of the identical name, wouldn't he be the ideal spokesman for Wynn's products?

Then one more break: Keenan Wynn is a racing enthusiast himself, has been

an actual participant in racing and is known in racing circles.

In the subsequent creative development, we followed up on these happy happenings by asking ourselves "what would happen if?" kinds of questions. What would happen if we created the Wynn Oil Co. chorale? And, considering Wynn's home city is Azusa, what would happen if the chorale were directed by John Phillip Azusa? What would happen if this combination of people including Keenan Wynn tried to get across the idea that Wynn's products are all designed to "keep your car going strong?" And what if the whole business were introduced in the well-modulated tones of Les Tremayne?

The Results ■ Some pretty unusual, attention-getting radio commercials happened. Keenan Wynn tries to explain that he did not get his job as narrator because he's related to the Wynn Oil Co. people. The chorale punctuates his main points as well as the words "Wynn's," "Azusa," product names and ends the commercials with a stirring "Azusa, Azusa, Cal-i-fornia—the keep-your-car-going-strong capital of the world! Wynn's!"

There are four commercials in the series. Keenan Wynn's denials of nepotism become successively stronger and culminate in the final commercial. He interviews "John Phillip Azusa" who doesn't believe him either. "Mr. Azusa," by the way, is really the gifted vocal arranger Alan Copeland, who also directed the chorale.

Next step: the presentation of the new media plan, commercials, and *The World of Wheels* to those all-important people, the Wynn Oil Co. distributors. In the proceedings, Keenan Wynn roared into the elegant Century Plaza

hotel, Los Angeles, on his orange-and-black motorcycle. This was followed by an off-key musical skit and the introduction of ABC Radio's Keith Jackson, who is the talent and anchorman on *The World of Wheels*. The Wynnsmen loved everything: Keenan Wynn, the commercials, Keith Jackson, and *The World of Wheels*.

This was our very first and very positive result. Distributor support of Wynn's advertising is a very important thing, and we had it 100%.

Expanded Schedule ■ How about the general car owner? How are we reaching him? Again, the best answer we found, all things considered, is network radio. Wynn's schedule in addition to *The World of Wheels* includes ABC Radio's regular weekend news and sports, NBC's *Monitor*, and CBS's weekend news and *Dimension*. Advertising was concentrated on weekends when male radio listening, automobile listening and the opportunity to buy Wynn's products are higher.

The same commercials running on *The World of Wheels* also run on the other regular weekend network radio programs, reaching the general family car owner. In this market as well, the same objective of building Wynn's awareness applies with full force. And the commercials with changes fit this market perfectly.

We had one other final good break. After the new commercials were on the air only a few weeks, we checked with distributors for any possible evidence of success. They reported immediate signs that the new network radio advertising is building favorable awareness, inviting lots of comment and is paving the way for sales. Looks as if our luck is still holding out.



Jim Condon is copy supervisor of Needham, Harper & Steers/West (as the Los Angeles office of the Chicago-based agency is now called). His current responsibilities are concentrated on Needham's two West Coast located clients, Wynn Oil Co. and Continental Airlines. Previously, he held creative posts at the agency's Chicago headquarters on such accounts as Kraft Foods, Morton Salt, Lever Bros., State Farm Insurance and Household Finance.

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Data Sources: *Census of Agriculture, 1964 — **SRDS, 1966

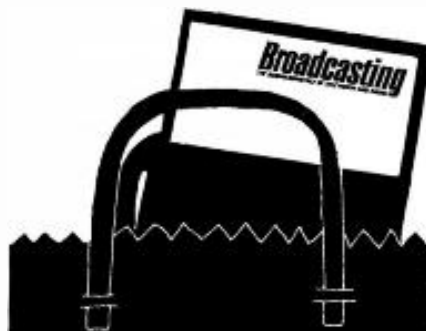
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Qualifier to NBC News

EDITOR: I certainly agree with your May 8 editorial "Talent, truth, energy," but NBC maintains *only* that NBC News is the world's largest "broadcast" news organization.—*William R. McAndrew, president, NBC News, New York.*

(The qualifying word, "broadcast," was omitted from the editorial, which advocated the modernization of the Pulitzer prizes to include broadcast achievements.)

McIntire reproduces article

EDITOR: THANK YOU FOR YOUR WRITE-UP AND OBJECTIVE REPORTING [of the picket and rally against the FCC's fairness doctrine, BROADCASTING, May 15]. MAY I HAVE PERMISSION TO PHOTOGRAPHICALLY REPRODUCE THE ARTICLE IN MAY 18 ISSUE OF MY NEWSPAPER GIVING FULL CREDIT TO BROADCASTING.—*Carl McIntire, 20th Century Reformation Hour, Collingswood, N. J.*

(Permission granted.)

Pirates hurt audience research

EDITOR: I would like to use your extensive forum of both stations and agencies to speak out on a problem that is injurious to the long range benefit of our industry—the problem of pirated audience measurement reports. . . .

Let's face some economic facts. The only way the research firms are going to be able to give us the kind of research and improved methodology we want is through considerable investment on their part. And this money comes from agency and station subscribers whose research budgets also represent no small investment.

The pirate, then, is not only stealing from the research companies; he is stealing from those of us who are willing to put our money where our mouth is and support better research. There are at least three areas where responsibilities should be met to end these irresponsible acts:

1. The research companies should get tougher with the violators of their copyrighted material, even though responsibility for such acts is hard to pin down and the court actions are long, expensive and creators of ill will.
2. The agencies should not only jealously guard their own copies of reports but refuse to accept data quoted by a station salesman out of a Xerox copy of an audience report. At minimum, they should take into consideration the character of the station that uses pirated data when evaluating the stations on which they are about to

make a dollar commitment.

3. The stations that operate in this fashion should search their conscience and realize the detrimental effect such practice will have on the long range benefits of better research for the industry. . . . —*Walter F. Bouché, national sales manager, WWL New Orleans.*

Doggedness gets the story

EDITOR: We are flattered by the complimentary remarks on the Burnett time-standards proposal reported in your current (May 15) issue, and that your fine magazine devoted so much space to the ideas we developed for consideration by the National Association of Broadcasters' code board.

In addition, we salute your staff on its diligence, penetration, capability and doggedness.

The document was prepared and submitted for board consideration with the clear and complete mutual understanding that there would be no external release of it. And, as you know, the agency did not issue any external copies beyond the board's membership.—*Gene Accas, vice president, Leo Burnett Inc., New York.*

Defective issue is replaced

EDITOR: I am enclosing the May 1 issue of BROADCASTING, most of which I have been unable to read because of the condition of the issue from page 44 on almost to the last pages.

I am calling this to your attention so that you may take steps to correct a situation which I am sure has affected many other subscribers who wish to read their copies of BROADCASTING from start to finish and who must have been as frustrated as I by this issue.—*Sylvester L. (Pat) Weaver Jr., Wells, Rich, Greene, New York.*

(Mr. Weaver has been sent a replacement. His original copy, a freak, contained a form that had been smeared on the press.)

Yearbook aids flying safety

EDITOR: Please send us your latest *Yearbook*, listing the various broadcasting stations and frequencies. We use this to home-in-on when caught in bad weather with the company plane. It is not only an extreme safety assistance, but most pleasant to tune in the various stations when flying over the country.—*J. W. Thompson, president, The Peoples Bank, Eastman, Ga.*

(1967 BROADCASTING Yearbook en route. Additional copies available at \$5 from Publications Department, 1735 DeSales St., N.W., Washington, D. C. 20036)



Color General Electric "gutsy" at NAB.

Five ways the PE-250 outperformed every other live-color camera.

It didn't take guts to do what you saw. Just confidence in the finest live-color camera available—the PE-250. And a desire to show you in 11 short minutes how this camera can work for you.

Starting cold: All PE-250s were shut down each night. One of 3 show cameras was turned off after every demonstration. You saw it turned on at the start of each show. More than 65 times in 4 days. (And, these PE-250s were right off our production line.)

Demonstrating color: The PE-250 performed amid a wide range of colors you didn't see anywhere else at NAB.

After all, isn't that why you were there?

Remote zoom: The PE-250 didn't rely on "safe" close-ups for the demonstration. Our remotely operated zoom camera showed you long shots, wide shots and close-ups. All in true color, with true flesh tones.

The shakes: An operating PE-250 ran 15 hours on a shake table. More than 400 separate demonstrations. It was mounted on a vibration testing machine operating at 25 cycles per second, exerting .7g force during each cycle. That's stability; built-in ruggedness.

Special effects: Nobody knows if the PE-250 outperformed other cameras

in black-light conditions, Chroma-Key demonstrations, Polarized Light, or remote outdoor pick-up—because nobody else tried these special effects. (We're convinced it will outperform them all.)

Gutsy? Not really. Just our way of showing you how the PE-250 can perform for you. You're sincerely invited to see why the PE-250 is the finest camera available. Have your GE representative make arrangements to visit us in Syracuse. General Electric Company, Visual Communication Products, Electronics Park, Syracuse, New York 13201. GE-45

GENERAL  ELECTRIC



LES MAY goes to WAR

Ex-model, actress, even cycle rider, 23-year-old Les May takes on a new challenge — the bristling war-fronts in Vietnam. Her reports reflect the first sensitive reactions and emotions of a young woman caught up in a world of young men — a world torn with war.

An exclusive, provocative woman's-eye-view of "The Ugly War" by an adventurous beauty from the leafy, half-lit jungles of Vietnam.

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A long, deep look into TV

Major TVB research project will at last probe those unexplored inner workings of TV advertising—and may even find out whether McLuhan is right

A long-range and wide-ranging program of research aimed at helping advertisers understand and use television more effectively will be set in motion shortly by the Television Bureau of Advertising.

Regarded as one of the most ambitious sales-oriented research programs ever undertaken by an advertising medium, it will explore such unknowns and little-knowns as consumer attitudes and responses to color, the influence of commercial length and positioning on sales effectiveness, and also the influence of different programs—and of the different media themselves—on the effectiveness of the messages they carry.

Just incidentally, it may also provide the first practical test of Marshall McLuhan's famed dogma: "The medium is the message."

Better liaison between buyers and sellers, new tools to help advertisers buy television more judiciously and a new look at the audiences of advertising generally are also on the far-reaching agenda, which is designed to provide a coordinated rather than piecemeal approach to fundamental research on advertising effectiveness.

Developed in close cooperation with the TVB board's research committee under Eugene Katz of The Katz Agency and the TVB research advisory committee under James Rupp of Cox Broadcasting, the project has been approved by TVB's full board. Detailed blueprints are currently being prepared under the direction of Dr. Leon Arons, TVB vice president in charge of research.

The program is so far-reaching that TVB officials refer to the timetable as "probably endless" and so basic that they say the first findings in many projects will merely indicate where the real work has to be done.

Expensive Project ■ There have been reports that the program will cost well over \$500,000 over a five-year period, but TVB officials will say only that "it'll cost a lot."

But they regard it as an "insurance policy" of such importance to all of television that broadcasters who are not members of TVB will be asked to help share the costs with members.

"Box-car numbers are no longer enough in selling—or buying—television," according to TVB President Norman E. Cash. "We've established the numbers. Now we must help the advertiser use television better than ever before."

"The higher the costs of advertising, the greater the need to know and understand what advertising does and can

do—and the more expensive that understanding becomes. The advertiser and his agency are making decisions, and if a medium wishes these decisions to be based on research fact, it has the responsibility for finding and presenting these facts.

"TVB's long-range research program, therefore, is a reflection of the television industry's desire to know more about itself and willingness to pay to know so that advertisers and their agencies may better employ the medium we represent.

"It is an insurance policy to assure



Mr. Katz

Mr. Cash

Dr. Arons

The men behind TVB's new research program

Key figures in the Television Bureau of Advertising's far-reaching new research program, perhaps the most sophisticated ever undertaken by an advertising medium, are (l to r) Eugene Katz of the Katz Agency, chairman of the TVB board's research committee; Norman E. Cash, TVB president, and Dr. Leon Arons, the bureau's vice president in charge of research. A staff director will be

named, under Dr. Arons, to supervise day-to-day work on the project.

A video-tape recording featuring Mr. Katz, with introduction and closing by Mr. Cash, has been prepared by TVB to help explain the program and its importance to broadcasters. TVB officials consider the project so vital that nonmembers as well as members of TVB will be asked to help underwrite it.

A LONG, DEEP LOOK INTO TV continued

our industry's future, and I feel confident all segments of the television industry, whether TVB members or not, will recognize the value of paying their share of the premium. It will cost all of us more if we do not."

To help explain the program and its importance, a video-tape recording featuring Mr. Katz has been prepared by TVB for showing to broadcasters.

Mr. Cash stressed that, "broad as this program may seem," it is "not designed to answer all the questions everyone has about media and their use." But, he said, "we sincerely believe that a first step must be made and we have planned our first step to be as inclusive as possible."

The magnitude of the program is suggested by the fact that a detailed study of "message environment," which encompasses all of the basic questions in the controversy over the effects of "clutter" on sales effectiveness and then raises a few new questions of its own, is only one part of an eight-part research evaluation of "the message," which in turn is only one of a half-dozen broad areas scheduled for exploration.

Effectiveness ■ The study of message environment will undertake to find out, among other things, how the effectiveness of a given commercial may be influenced by the number, length and position of adjacent messages, and whether and to what extent it may gain or lose in effectiveness in an environment of contrast with (or similarity to)

the subject, approach and other characteristics of the adjacent messages.

In addition this phase will seek to determine whether commercial effectiveness is influenced by positioning—as between different positions within a program and between these in-program positions and station-break positions—and will also consider the "rub-off" advantages or disadvantages that program content as well as adjacent messages may bestow.

This phase also will embrace commercials having different emotional approaches and such other variants as stills, slow-motion and stop-motion effects; size at which the product is pictured; and positive-vs.-negative; logical-vs.-emotional, and direct-vs.-indirect approaches.

Other facets may provide insights into the relative values of hard and soft sell.

Messages will also be studied in terms of different lengths, repetition with different degrees of frequency, and structural organization.

The different contributions that media themselves make to the messages they carry will be examined as an extension of TVB's earlier "Media Dynamics" study, which showed that people have developed different habits and different values in response to different media.

"The medium thus is not a neutral carrier of advertising messages," Dr. Arons explained. "The message comes to the consumer with a media character of its own. The character of the medi-

um is part of the advertising message."

This modified McLuhanism, Dr. Arons added, is not an easy one to prove in terms of identifying the components that go to make up media character.

Tentatively, he proposes to look for them in two places: first, in the "intrinsic aspects" of media, which for television include such characteristics as intrusiveness, realism, immediacy and intimacy; and, second, in the "extrinsic aspects," dealing with how a medium is used and regarded by the consumer and with how these practices and attitudes affect his thinking about a television advertising message or its sponsor.

Advanced Thinkers ■ "For example," Dr. Arons said, "there is evidence which suggests that advertisers using television for their messages are more apt to be considered modern, more interested in research and larger, relative to the other media."

The TVB program also envisions close work with advertising agencies in an effort to get a better understanding of buyers' marketing needs and to develop better ways to meet them.

This phase is expected to go considerably beyond the nuts-and-bolts stage of targeting audiences. For instance, if an advertiser has a product with narrow marketing goals, efforts may be made to broaden the range of prospective users.

The only short-term project in the program is development of a new version of TVB's 1963 "Selectroniscope," an audit of the audiences and costs of spot television, based on special compilations which are made by the A. C. Nielsen Co.

A format for the new version, documenting the basic dimensions of spot in terms of size, costs, reach, frequency and cost-per-thousand for different types of spot buys, is currently being developed. It is being brought up to date to conform more precisely with current agency needs.

Development Underway ■ The broad scope of the program and much of the methodology are being developed now by Dr. Arons and his TVB associates, but for the most part the field work will be commissioned to independent research organizations.

A special staff director will be named to supervise day-to-day work, reporting to Dr. Arons.

Members of the TVB board's research committee (in addition to Chairman Katz) are: Joseph Dougherty of Capital Cities Broadcasting and TVB chairman; A. W. Dannenbaum Jr. of Westinghouse Broadcasting; William R. Brazzil of WTVJ(TV) Miami; H. Peter Lasker of Broadcast Communications Group and, from the TVB staff, President Cash, Dr. Arons and George G. Hunt-

TVB membership continues to increase

Eleven U. S. television stations, six educational organizations and two foreign stations have joined the Television Bureau of Advertising this year, President Norman E. Cash reported in an announcement being released today (May 22). They bring the bureau's membership to 253 U. S. stations and the three U. S. TV networks, 47 station groups, 12 station representation firms, 11 international members and 17 educational institutions.

"The continuing expansion of the bureau's membership in a wide range of markets reflects the universality of our materials and other services," Mr. Cash said. "It is highly gratifying that our efforts in the promotion of the television medium are considered equally useful in the country's smallest and biggest television

markets, and overseas as well."

Newest member is a Hong Kong station that has the bureau's initials in its call letters: HK-TV. The other foreign station added this year is TVQ Brisbane, Australia.

New U. S. members: KARK-TV Little Rock, Ark.; KBMT(TV) Beaumont, Tex.; KGNC-TV Amarillo, Tex.; KLAS-TV Las Vegas; WCIV(TV) Charleston, S. C.; WNDU-TV South Bend, Ind.; WSBK-TV Boston; WZZM-TV Grand Rapids, Mich.; WIRL-TV Peoria, Ill.; WPHL-TV Philadelphia, and KVAL-TV Eugene, Ore.

New additions to the educational group are the National Catholic Office for Radio and Television, the University of Kentucky, Staten Island (N. Y.) Community College, Ohio University, The University of Illinois and Fordham University.

How does the advertiser select best media audience?

Media researchers were challenged last week to begin working on a new approach to advertising and to their jobs, in which they would try to find out how media work together in a "communications system" of advertising instead of touting one medium against the others.

The challenge came from Melvin A. Goldberg, vice president for planning and research at John Blair & Co., station representative, in a speech prepared for delivery Saturday (May 20) at a meeting of the American Association for Public Opinion Research at Bolton Landing, N. Y.

Radio, television, newspapers and magazines are becoming more and more specialized and their audiences more and more selective, and the trends will undoubtedly continue, Mr. Goldberg said. And, he added, when the time comes that all four media are delivered into homes electronically, "how then shall we differentiate one from another?"

Advertisers, he noted, "recognize the existence of all media" and seek the combinations that will best reach their marketing objectives.

"What the advertiser is seeking, and what we media researchers should be working on," he said, "is a 'communications system' approach to advertising. How do each of the media relate to each other—and how do they fit into the total communications system? In this communications system, what are the synergistic



Mr. Goldberg

effects of each of the media with any combination of the others?"

Mr. Goldberg said he didn't know how long researchers would be able to continue to look at media research from the "narrow point of view" of advancing their own media and avoiding or playing down research that shows competitors in a good light. If current technological trends continue, he said, the time will come when "media research, as we know it, will be a thing of the past."

Selective Attitude ■ Specialized programming in television is being speeded not only by technological

advances and growth in the number of stations and multi-set homes, Mr. Goldberg said, but also by an increasingly selective approach by advertisers in choosing programs to pinpoint target audiences. And broadcasting, he suggested, is fomenting change in reading habits.

"I'd like to see more research on this subject," he said, "but from the little I've seen, newspapers are now being read for the details of events learned about on radio and/or TV. Perhaps more important, newspapers have to be thought of in a new light. If we consider the newspaper as a medium unto itself, providing different kinds of reading material, then we must recognize the separate sections and pages as parts of the medium which appeal to different people. . . .

"Some read the headlines, some prefer sports. Some read the fashion pages—some the murder stories—some read only the department store ads—some just browse. But each member of the newspaper audience really 'programs' the paper for himself and complementary to his use of other media as well."

Mr. Goldberg suggested that "to keep up with times and possibly to do a better selling job for themselves," newspapers "may be forced to provide page and section ratings, with demographics, to make them comparable to individual program ratings provided by radio and television."

ington, executive vice president and general manager, and Harvey Spiegel, vice president for sales and marketing.

Members of the research advisory committee (in addition to Cox's Mr. Rupp) are: Daniel Denenholz of the Katz Agency; Dr. John Thayer of Peters, Griffin, Woodward; Mrs. Mary McKenna of Metromedia; Jay Eliasberg of the CBS-TV network; William Rubens of NBC and Theodore W. O'Connell Jr. of CBS-TV Stations division.

TVB's interest in long-term research is not new. Among other projects it sponsored a 1958-60 program in cooperation with Pennsylvania State University to encourage basic research in mass communications. It followed this with an international competition for work on TV research problems, with the winning papers published in a collection now being used as a textbook for students in a number of colleges and universities.

BROADCASTING, May 22, 1967

Business briefly . . .

Atlantic Richfield Co., Los Angeles, through Hixson & Jorgensen, same city, has started what is said to be the most aggressive advertising campaign in the company's history. Emphasis will be on Richfield's new premium grade gasoline Imperial Boron. Campaign theme stresses "how new Richfield Imperial Boron unlocks the extra mileage in your car." Media include more than 60 radio stations, multiple television stations, outdoor and print, in Richfield's six-state western marketing area.

Sea & Ski Co., division of Botany Industries, Milbrae, Calif, through Foote, Cone & Belding Inc., San Francisco, has started a multimedia campaign aimed at teen-age and pre-teen-age audiences. To run through mid-August, it primarily will involve network television, complemented by radio, news-

papers, magazines, outdoor and point-of-purchase displays. Minute and 30-second spots will be used on eight ABC-TV and nine CBS-TV prime time shows. At least four company brands, suntan lotion, dark tanning oil, dark tanning foam and indoor/outdoor tanning lotion, will be promoted.

Alberto-Culver Co., Chicago, through Knox Reeves Advertising, Minneapolis, is making heavy buys of network and spot television for national introduction of a new product, Alberto Vo5 Lemon Creme rinse.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty Inc., New York, will test market "super king" Salem menthol cigarettes beginning first week in June. New brand is 100 mm long and will be marketed in addition to regular-length Salems. Officials said location of test markets and nature of ad campaign was con-

BAR network billing report for week ending May 14

BAR Network TV dollar revenue estimates—week ended May 14, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended May 14	Cume May 1-14	Cume Jan. 1-May 14	Day parts	Networks	Week ended May 14	Cume May 1-14	Cume Jan. 1-May 14
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	46.4	116.2	2,694.0
Sign on 10 a.m.	CBS-TV	\$95.5	\$188.9	\$2,380.6	6-7:30 p.m.	CBS-TV	153.8	307.7	5,212.3
	NBC-TV	315.1	630.1	5,627.1		NBC-TV	30.0	108.0	3,712.8
	Total	410.6	819.0	8,007.7		Total	230.2	531.9	11,619.1
Monday-Friday	ABC-TV	1,288.6	2,603.2	28,055.4	Monday-Sunday	ABC-TV	3,972.3	9,004.5	104,361.9
10 a.m.-6 p.m.	CBS-TV	3,051.2	6,107.2	64,602.9	7:30-11 p.m.	CBS-TV	5,020.1	10,000.7	115,806.0
	NBC-TV	1,707.1	3,371.8	33,917.5		NBC-TV	5,049.3	9,939.0	119,007.7
	Total	6,046.9	12,082.2	126,575.8		Total	14,041.7	28,944.2	339,175.6
Saturday-Sunday	ABC-TV	516.6	1,408.3	17,353.9	Monday-Sunday	ABC-TV	479.5	703.0	3,400.4
Sign-on 6 p.m.	CBS-TV	411.2	1,321.5	18,953.4	11 p.m.-sign-off	CBS-TV	34.4	251.1	1,078.1
	NBC-TV	503.7	997.8	9,388.1		NBC-TV	386.9	789.1	7,319.2
	Total	1,431.5	3,727.6	45,695.4		Total	900.8	1,743.2	11,797.7
Monday-Saturday	ABC-TV	306.7	696.2	5,831.0	Network totals	ABC-TV	6,610.1	14,531.4	161,696.6
6-7:30 p.m.	CBS-TV	499.9	999.3	11,963.3		CBS-TV	9,266.1	19,176.4	219,996.6
	NBC-TV	559.9	1,119.8	11,284.9		NBC-TV	8,522.0	16,955.6	190,581.3
	Total	1,366.5	2,815.3	29,079.2	Grand totals				
					All networks		\$24,428.2	\$50,663.4	\$571,950.5*

*Adjusted from previous reports.

fidential, but indicated a heavy schedule of television commercials has been set.

J. B. Williams, New York, through Parkson Advertising, that city, has bought sponsorship in 11 NBC-TV prime-time color series: *The Saint*, *Run for Your Life*, *Tuesday Night at the Movies*, *The Virginian*, *I Spy*, *Daniel Boone*, *Star Trek*, *The Dean Martin Show*, *The Man from U.N.C.L.E.*, *La-redo* and *Saturday Night at the Movies*.

Soft drinks switch to radio in New York

Everything seemed to be coming up beverages and radio in the greater New York area last week.

Solow/Wexton Advertising has launched a regional radio and print campaign for No-Cal beverages, sweetener and flavor syrup. The campaign is titled: "The savers—we've lost the calories but saved the flavor."

Begun in April, the radio campaign runs in flights of 33 60-second spots around shopping days on WNEW, WPAT, WNBC, WINS, WHN and WOR in the greater New York area, supplemented by franchised bottlers' radio spots in Atlantic City; Bridgeport, New Haven and Hartford, all Connecticut; Poughkeepsie, Hyde Park, Kingston and Binghamton, all New York, and Scranton, Pa. The radio budget is in excess of "a couple of hundred thousand dollars," according to Adrian Price, S/W executive vice president.

Originally, TV advertising was considered, but in line with the S/W

philosophy, (BROADCASTING, April 17) that for small advertisers radio penetration is more important than television impact, the broadcast budget has gone into radio.

A by-product of the campaign will be the release, "within a month or two," according to Mr. Price, of a single record of the campaign theme music, "The No-Cal Suite."

The 11-county New Rochelle, N. Y., franchise area of the Royal Crown Cola Co. will be sponsoring a summer-long Diet-Rite cola Forest Hills Music Festival and promoting the event with more than \$100,000 in radio and print. New York area stations chosen by D'Arcy Advertising for the campaign, beginning today (May 22), are WABC, WMCA, WNEW, WHN, WPAT, WVNJ, WOR-FM, and WTFM(FM).

White Rock beverages, Brooklyn, N. Y., will begin a three-month saturation radio campaign May 25 using the song "Georgy Girl" to promote its White Rock girl trademark. The campaign, mounted by Venet Advertising, will run in the New York area through Aug. 27.

Merger in Portland

Morton, Stanton, Eakin & Cain Advertising Agency, Portland, Ore., has been formed through the merger there of Morton, Stanton & Eakin and John Cain Advertising. Offices in the Terminal building will be expanded to accommodate the larger staff. John Cain will be account supervisor for all accounts formerly handled by his agency, and Richard K. Stanton, Henry J. Morton and Stewart B. Eakin will continue to supervise account groups.

Ad tax again threatens, this time in Illinois

A proposal to make advertising subject to an existing sales tax has been introduced in the Illinois state legislature and is being opposed vigorously by the mass media and advertising interests there, James Beach, a vice president of Foote, Cone & Belding and president of the Chicago Advertising Club, reported last week.

The proposed tax would be 4% of an agency's gross advertising billings. The bill was introduced by state Senators James Loukas (D-Chicago), Thomas McGlooin (D-Chicago) and Alan Dixon (D-Bellefonte). Mr. Beach said the Advertising Federation of America is assisting in fighting the bill.

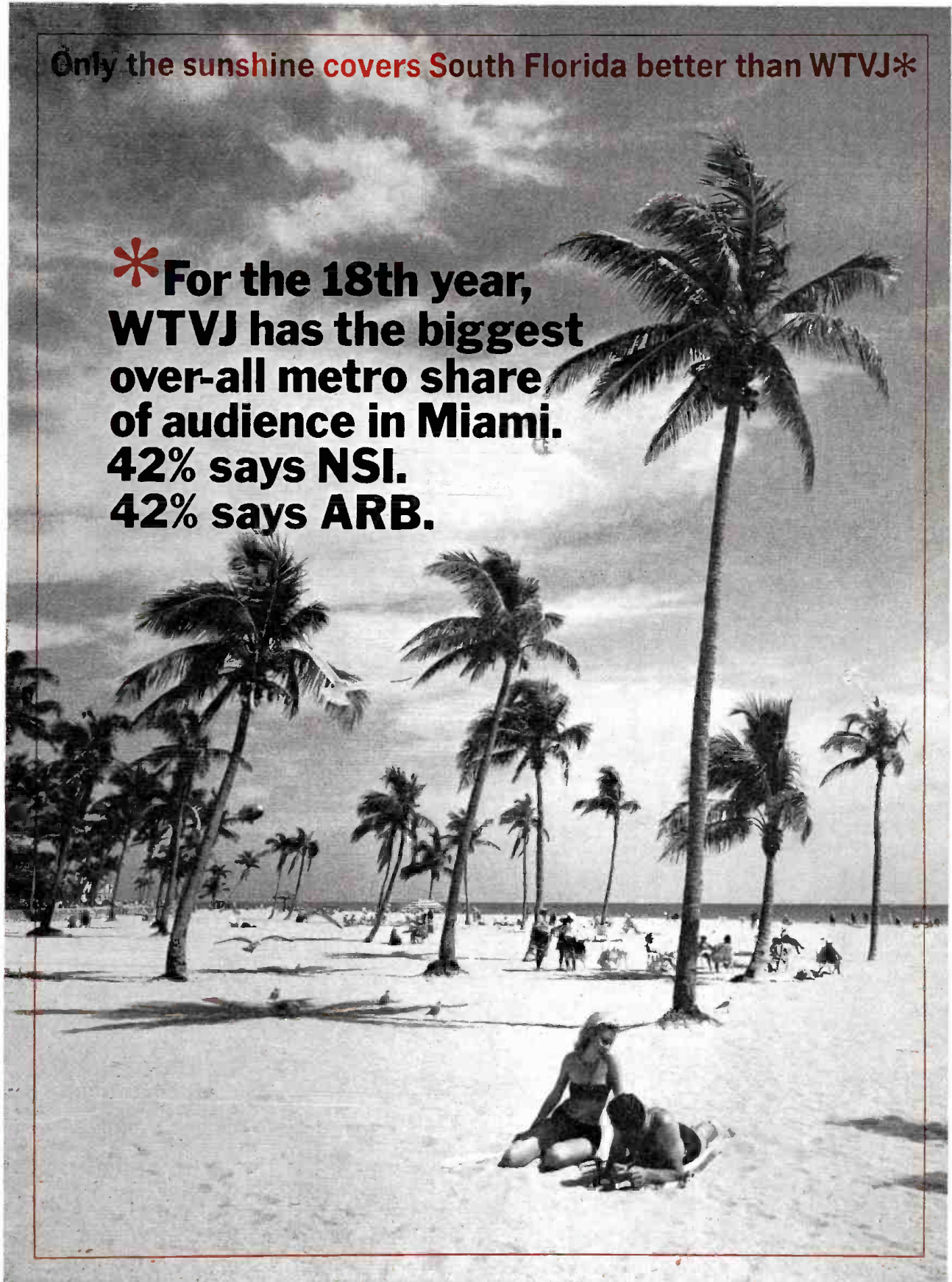
Computers aid ad judgment

The use of computers and improved research are permitting agencies to make "tremendous strides" in media judgment, Paul Roth, vice president media, Kenyon & Eckhardt, told a meeting of the Media Research Directors Association in New York last week.

He agreed with recent criticism that mathematical forecasting techniques such as used by K&E, generally do not predict high and low extremes of TV shares. But he stressed that the direction of the share estimate is the important consideration. He contended that "thorough and sound computer tabulation of reasonably reliable data has brought areas of judgment into better focus."

Only the sunshine covers South Florida better than WTVJ*

* For the 18th year,
WTVJ has the biggest
over-all metro share
of audience in Miami.
42% says NSI.
42% says ARB.



NSI and ARB for Miami, February-March, 1967; NSI metro share of audience 7 AM to 1 AM; ARB metro share of audience sign-on to sign-off; Sunday through Saturday. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate



More controls on cigarette ads?

Magnuson again offers bill to disclose the tar-nicotine content

A bill that would require all cigarette advertising to clearly state the amounts of tar and nicotine present in the mainstream smoke of the advertised brand was introduced last week in the Senate by Commerce Committee Chairman Warren Magnuson (D-Wash.). Cigarette packages would also be required to carry the information under the terms of the legislation.

The bill is similar to a measure Senator Magnuson offered late in the last Congress. It would require tar and nicotine figures to be determined according to criteria set up by the Federal Trade Commission. In addition, the FTC, after consultation with the Public Health Service, is to define as "incriminated agents" any substance, other than tar and nicotine, that "tends to contribute to the hazard of smoking." These agents would have to appear in advertisements and on the packages as well.

The bill does not specifically mention broadcast advertising, but states that "any advertisement" shall be accompanied by tar and nicotine ratings. But Senator Edward M. Kennedy (D-Mass.), who joined with Senator Magnuson as co-sponsor of the bill, had some specific things to say about control of advertising on radio and television.

Senator Kennedy recommended four points of action for an antismoking crusade. First was passage of the Magnuson bill. Second, he said, "we simply must begin to regulate cigarette advertising." In his judgment, he added, the advertising and broadcasting industries "have done an unsuccessful job of self-regulation."



Sen. Magnuson



Sen. Kennedy

FCC Action ■ The senator describes the advertising and broadcasting codes as "inadequate." He said he thought

"it was time the FCC started showing an interest in this matter." The commission has the power, through license renewals, to "prevent or limit the advertising of products that are harmful to health," the senator stated; the commission can insist that stations operate in the public interest.

Senator Kennedy also said the FCC should "require the acceptance of advertising detailing the hazards of cigarette smoking" under the fairness doctrine. At the very least, he said, the FCC should pressure the industry to improve its self-regulation. Liquor advertising has been kept off the air, he noted.

The senator warned that if the FCC has not taken action by the end of the year, and if the industry has not taken steps to strengthen its codes, he plans to introduce legislation that would experimentally ban for one year all cigarette advertising on radio and television. Great Britain has had such a law on the books since August 1965, he observed.

For a third strategy in countering smoking's appeal, the senator suggested an expansion of educational activities with increases in federal appropriations for this purpose.

Senator Kennedy's fourth point was a proposal for a sliding tax on cigarettes, "so that higher taxes are paid for cigarettes that contain more tar and nicotine." He said he planned to introduce legislation to this effect "in the near future."

WCOA assurances erase condition from renewal

One of the first stations given a conditional renewal of its license in the FCC's new method of policy over-commercialization has managed to free itself of the condition that had been imposed.

WCOA Pensacola, Fla., was one of five stations whose licenses were renewed in March on the condition that they file a report on their commercial practices halfway through their license period.

The commission at the same time decided to follow that procedure in cases where stations propose to exceed the commercial time limits of the National Association of Broadcasters' codes—18 minutes per hour for radio, 16 for television—without what the commission considered adequate justification (BROADCASTING, March 6).

WCOA subsequently filed a letter with the commission as well as a petition for reconsideration of the commission's action (BROADCASTING, April 24). And in its letter the station said it would normally observe a ceiling of 18 min-

utes of commercial matter in any hour.

It was learned last week that the commission told the station two weeks ago that, under those circumstances, "the occasion for the report no longer exists and the commission's request . . . is withdrawn." At the same time, the commission dismissed the petition for reconsideration as moot.

The commission said its request for the midpoint report had been based on the understanding that the station had proposed "a higher ceiling without sufficient indication as to the basis on which you had determined that the higher ceiling was consonant with the discharge of your responsibility to meet the needs and interests of the community."

Ad-government dialogue sought by adman

An appeal for a "more meaningful dialogue" between the advertising industry and government was made last week by Edward G. Wilson, executive vice president of the J. Walter Thompson Co., in a talk to the biennial Congress of the International Chamber of Commerce in Montreal.

Mr. Wilson suggested that much "misguided legislation and regulation" might be avoided if such a dialogue existed. As examples of positive steps already taken, Mr. Wilson cited a book written by Dr. Jules Backman of New York University under a grant from the Association of National Advertisers ("Advertising and Competition") and a report prepared in Canada by Professor O. J. Firestone and submitted to a parliamentary investigating committee ("Economic Implications of Advertising").

Commercials firm opens

The formation of Berger-Taubman Productions, New York, to serve as a producer of television and radio commercials was announced last week.



Mr. Berger

The principals are Alfred Paul Berger, formerly vice president and associate creative director of Mogul, Williams & Saylor (now Mogul Baker Byrne Weiss) and Paul Taubman, musical conductor and composer on TV-radio programs. The company has established offices at 555 Madison Avenue, New York.

ARE YOU LOSING NINE COUNTIES?
Not when you buy WHIO-TV



REPRESENTED BY PETRY

AVERAGE DAILY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV Advantage
TOTAL WEEK	376,900	321,400	+55,500
DAYTIME	242,300	178,800	+63,500
EARLY EVENING	207,200	156,800	+50,400
PRIME TIME	247,500	220,600	+26,900
LATE EVENING	80,700	68,200	+12,500
STATION CIRCULATION	42 counties	33 counties	+9 counties

Source: ARB Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.



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

A shakeup for the TV code

New NAB time-standards section will be based on total nonprogram time and number of commercial interruptions, if TV board agrees

The time-standards section of the National Association of Broadcasters television code got overhauled last week and the result, if the television board agrees, will be standards based on total nonprogram time and number of interruptions.

In a day-and-a-half session in Washington (May 17-18), the TV code board proposed new standards that, for the most part, agree with the recommendations made by Howard Bell, Code Authority director (BROADCASTING, May 15). The new language (see page 33) still must be adopted by the parent television board at its meeting June 28 in Williamsburg, Va.

Essentially, the code is adopting broad standards and getting rid of "minutiae." Included in this latter category are the multiple-product announcements.

Since 1956 the code office has been fighting against piggyback spots. Now, after two-and-a-half years (since September 1964) of classifying 1,673 multiple-product spots, the code is giving up the ghost.

However, Mr. Bell noted the code office will continue to monitor and classify MPA's as either integrated or piggyback until the new time standards go into effect.

The new standards, Mr. Bell said, "are no longer just designed for network-affiliated stations." Eliminating the amount of commercial time on a station break, particularly, he pointed out, could be more beneficial to the independents than to an affiliate that must work against the commercial time left to it by a network.

More Program ■ In one sense, the new standards will increase program time since the over-all allowable per-hour time for nonprogram elements is being reduced in prime time from 10-minutes, 20-seconds to 10 minutes, and from 16-minutes, 20-seconds to 16 minutes in all other times.

The new standards call for:

A limit on the number of interruptions in a prime-time half-hour program to two, and in one-hour prime-time program to four. In nonprime time, four interruptions will be allowed in a half-hour and eight in an hour.

■ Station breaks within a program will be counted as interruptions.

■ There will be no limit on the num-

ber of commercials or other nonprogram elements that can be run in any one interruption.

■ All credits—pre and post, above and below the line—will be counted as nonprogram time.

■ In all times, one interruption will be allowed for a five-minute program; two interruptions for programs of five to 30 minutes.

■ News, weather, sports programs and special events will be excluded from the interruption standards, but not from the total time standards.

■ Billboards will be allowed only for fully, alternate or co-sponsored programs.

■ Public-service spots will not be counted as a nonprogram element in all times. Currently they are counted in prime time.

■ Promos for the same program will not be counted as nonprogram; all other promos will be counted.

■ The standards will go into effect January 1968.

Commenting on the revisions, Clair McCollough, Steinman Stations, Lancaster, Pa., code board chairman, said they will "make the code more realistic both from an industry and public standpoint."

The code board's action last week

came almost a year after the code authority began studying the advisability of reworking the time standards. In February, the code board told the staff to move ahead on the project at full speed (BROADCASTING, Feb. 27).

The code authority's proposal had set September 1968 as the effective date for the new standards. But the code board felt they should be made operative as soon as possible, hence the January 1968 date.

However, it is unlikely that all programs in January will be following the new interruption format. The code authority feels it will have to grandfather in programs that are already in the can and would have to undergo extensive and expensive cutting and splicing to the new standards.

In the area of late-night programing, either live or live on tape, the code office expects several of these, particularly NBC's *Tonight Show* and ABC's *Joey Bishop Show* to face more extensive reformatting than half-hour or hour series or feature films.

The new standards define an interruption as being "any occurrence of nonprogram material within the main body of the program."

Translation ■ As translated by the



For some members of the NAB's television code board last week's meeting in Washington was a shirt-sleeve session. Attending the meeting were (l-r): Robert E. Schmidt, KAYS-TV Hays, Kan.; Reeve Owen, WTVC(TV) Birmingham, Mich.; Harold P. See, KRON-TV San Francisco; Mike Shapiro, WFAA-TV Dallas-Fort Worth; Ernest Lee Jahncke Jr., NBC, New

York; Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman; Howard H. Bell, NAB Code Authority director; Douglas A. Anello, NAB general counsel; Bill Michaels, Storer Broadcasting Co., Miami Beach; William Tankersly, CBS-TV, New York; Vincent T. Wasilewski, NAB president, and Alfred R. Schneider, ABC, New York.

Text of the code board's recommendations

(The following is the suggested new language on time standards, as proposed by the TV code board. It would replace the current Section XIV [pages 19-22] of the TV code.)

XIV. TIME STANDARDS FOR NONPROGRAM MATERIAL

In order that the time for nonprogram material and its placement shall best serve the viewer, the following standards are set forth in accordance with sound television practice:

1. Nonprogram material definition: Nonprogram material, in both prime time and all other time, includes billboards, commercials, all credits and promotional announcements. Public-service announcements and promotional announcements for the same program are excluded from this definition.

2. Allowable time for non-program material:

A. *In prime time*, nonprogram material shall not exceed 10 minutes in any 60-minute period.

Prime time is a continuous period of not less than three consecutive evening hours per broadcast day as designated by the station between the hours of 6 p.m. and midnight.

B. *In all other time*, nonprogram

material shall not exceed 16 minutes in any 60-minute period.

3. Program interruptions:

A. Definition: A program interruption is any occurrence of nonprogram material within the main body of the program.

B. In prime time, the number of program interruptions shall not exceed two within any 30-minute program, or four within any 60-minute program.

Programs longer than 60 minutes shall be prorated at two interruptions per half-hour.

C. In all other time, the number of interruptions shall not exceed four within any 30-minute program period.

D. In both prime time and all other time, the following interruptions standard shall apply within programs of 15 minutes or less in length:

5-min. program—1 interruption

10-min. program—2 interruptions

15-min. program—2 interruptions

E. News, weather, sports and special-events programs are exempt from the interruption standard because of the nature of such programs.

4. The use of billboards, in prime time and all other time, shall be con-

find to programs sponsored by a single or alternate week advertiser and shall be limited to the products advertised in the program.

5. Reasonable and limited identification of prizes and donors' names where the presentation of contest awards or prizes is a necessary part of program content shall not be included as nonprogram material as defined above.

6. Programs presenting women's services, features, shopping guides, fashion shows, demonstrations and similar material provide a special service to the public in which certain material normally classified as nonprogram is an informative and necessary part of the program content. Because of this, the time standards may be waived by the Code Authority to a reasonable extent on a case-by-case basis.

7. Gratuitous references in a program to a nonsponsor's product or service should be avoided except for normal guest identification.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trademark or slogan should be used only incidentally and should not obtrude on program interest or entertainment.

code office, if a program opens with opening credits and a commercial, that does not constitute an interruption. If the show opens with a teaser, prologue or lift-out—regardless of length—and then comes in with a commercial and/or credits, that will be counted as one interruption.

In a one-hour prime-time program, for example, one interruption could come 10 minutes into the show, the second interruption could come at the 20-minute mark, the station break and any adjacent commercial material would be the third break, and the fourth break could come at any time in the last half hour.

The code authority had proposed limiting the amount of commercials in any one interruption or break to three, but this was dropped by the code board. However, the board told the code staff to continue studying this area with an eye towards setting a specific number of nonprogram elements per interruption at a later date.

How Many? • It would be possible under the new standards to put three, four, five or more spots in any one interruption. The decision will be left to

the networks and the stations.

Under the present code standards, station breaks are restricted to 70 seconds in prime time and 130 seconds in other times. The prime-time is limited to two commercials, plus station ID, public service or promo. The nonprime break is limited to two commercials plus a sponsored ID or three commercials.

The new standards don't spell out how long a break should be, how much commercial or noncommercial material it should contain. The code board feels this will be a help to the independent station that possibly needs more time in the break than the code has allowed.

Tightening Up • The Code Authority's proposal to count all post-show credits longer than 30 seconds in nonprogram time was tightened by the code board, which said that all credits, before and after the program, will be counted in the nonprogram total.

Currently the code says only below-the-line credits are counted as nonprogram. However, the Code Authority, the code board and the industry generally—to say nothing of the public—were having an increasingly difficult

time figuring out just what below-the-line credits are.

As defined by the Code Authority in a 1965 interpretation, they are "for technical and physical services and facilities as distinct from generally recognized artistic and creative services such as those performed by cast, writers, directors, producers and the like."

Marketing study outlines Negro buying in Chicago

A detailed study of the buying habits and brand preferences of the 250,000 Negro households in Chicago has been completed by wvov there and is being offered to advertisers and agencies as the most comprehensive of its kind to date. It was done by Dr. John Wright and Carl M. Larson, marketing professors at the University of Illinois.

The study finds that 25% of all Negro families in Chicago own their own homes while 54% own cars. Almost 28% have family income between \$5,000 and \$8,000 and 3¼% have family

income over \$15,000. The average is \$5,750.

The WYON study also shows that 12% will purchase wine in a 30-day period, for example, and Mogen David is the choice in three of four instances. Of all products, soup, macaroni, headache remedy and bottled soft drinks lead in incidence of purchase substantially above all other product categories.

Radio hit with big tobacco cut

Reynolds drops all stations below top-50 markets, reduces rest of schedule

A multimillion-dollar cutback ordered in radio advertising by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., left station reps and network salesmen gasping last week but no wiser as to whether this move, coupled with others, signified a wholesale change in broadcast strategy by major cigarette companies.

The Reynolds decision affects a large chunk of radio spot and all of its network radio. The tobacco firm, whose network sponsorships are in news and sports mainly, spent over \$2 million in network radio last year. Its cancellations take effect in late May or in June.

The Reynolds announcement on spot was made to station reps on May 12. Authorities at various rep firms said last week it was difficult to pinpoint the extent of budget to be affected but some estimates were that the cuts represented a total of about \$50,000 per week (or, on the basis of Reynolds placement of 52-week schedules, \$2.6 million).

There were rumblings of a stepped-up withdrawal of Reynolds business in spot radio beyond the extent announced. The tobacco firm, according to Radio Advertising Bureau computations, spent more than \$9.5 million in spot radio in 1966.

The Reynolds move came almost simultaneously with reports of a minor shuffling in spot TV by Liggett & Myers Tobacco Co., New York.

It was recalled that another major cigarette advertiser, American Tobacco, New York, early in the year had effected a multimillion-dollar exit from spot radio (CLOSED CIRCUIT, Jan. 9).

A Readjustment ■ Reynolds told reps it would spend less in spot radio (all markets below the top 50 in metropolitan population rankings have had spot radio schedules canceled, effective

May 27) because of a "temporary readjustment for media evaluations for the balance of the year." In addition to the blanket cut below the top 50 markets, there were partial or full cancellations of spot radio in some of the leading 50.

The tobacco firm's agencies are William Esty Co. and Dancer-Fitzgerald-Sample (mainly the Camel account). It was indicated that Winston and Prince Albert, both handled through Esty, will remain in radio at least for the time being.

The modification by Liggett & Myers apparently doesn't immediately affect radio as an L & M brand (L & M Menthol) is not a main user of spot radio. Spot TV is being reduced, however, in most every market where schedules are now running, except in the Southeast. It was said that these changes were being made known by the J. Walter Thompson Co., New York.

Not mentioned was the connection, if any, the new evaluation might have with an apparent shift in strategy in broadcast placement because of the health scare. Two weeks ago, Reynolds, in compliance with the voluntary Cigarette Advertising Code, said it would discontinue its advertising on the *Beverly Hillbillies* on CBS-TV, effective with the end of the current season (BROADCASTING, May 15). Reynolds said the action related to the code regulation that a code member should not advertise cigarettes on a TV program series if more than 40% of its audience is under 21 years of age.

RAB reviews gains, plans harder selling

A progress report on advances made in various phases of radio broadcasting during the past year was given by top officials of the Radio Advertising Bureau last week during the semiannual meeting of RAB's board of directors in New York.

President Miles David told the May 15-16 meeting that more progress was achieved in moving nonusers of radio back into full-scale use and testing of the medium during the past year than during any previous 12-month period. He pointed out that RAB has stepped up its activity in working with large retailers and cited appearances by bureau executives before groups representing the supermarket industry and other key retail establishments.

Mr. David stressed that despite the growth in radio business in the past year, there is "no justification for complacency," and he urged the industry to keep "driving hard to attract added advertisers and to increase progress among

existing accounts."

Robert H. Alter, executive vice president, RAB, presented the bureau's new slide-and-sound presentation that is being given to auto executives in Detroit, and M. E. (Doc) Fidler, vice president, sales, provided highlights of the RAB sales clinics.

The board of directors unanimously adopted a resolution commending Mr. David and the entire RAB staff for the "scope and vigor of its activities."

RAB's membership committee convened at the end of the board meeting and agreed that membership drives would be launched experimentally in several states. Membership in RAB exceeds 1,000, according to a spokesman.

Commercials in production . . .

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

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

Industrial National Bank, Boston (savings); three 20's for TV, on tape, color. Lenny Levin, director. Agency: Hoag & Provandie, Boston. Richard V. Lombardi, account executive.

Oil Heat Association of Maryland, Baltimore (oil heat); three 60's for TV, on tape, color. Lenny Levin, director. Agency: Torrieri/Myers, Baltimore. Peter Torrieri, account executive.

Pantomime Pictures Inc., 3487 Cahuenga Boulevard, Hollywood 90028.

Union Oil Co. of California, Los Angeles (gasoline), one 60, one 20 for TV, live, color. Fred Crippen, production manager. Agency: Smock/Waddell Inc., Los Angeles. Warren Deasy, agency producer. Approximate cost: \$15,000.

Anheuser-Busch Inc., St. Louis (St. Louis Cardinals); eight 60's for TV, animation, color. John Alden, production manager. Agency: Gardner Advertising, St. Louis. Gene Murray, agency producer. Approximate cost: \$20,000.

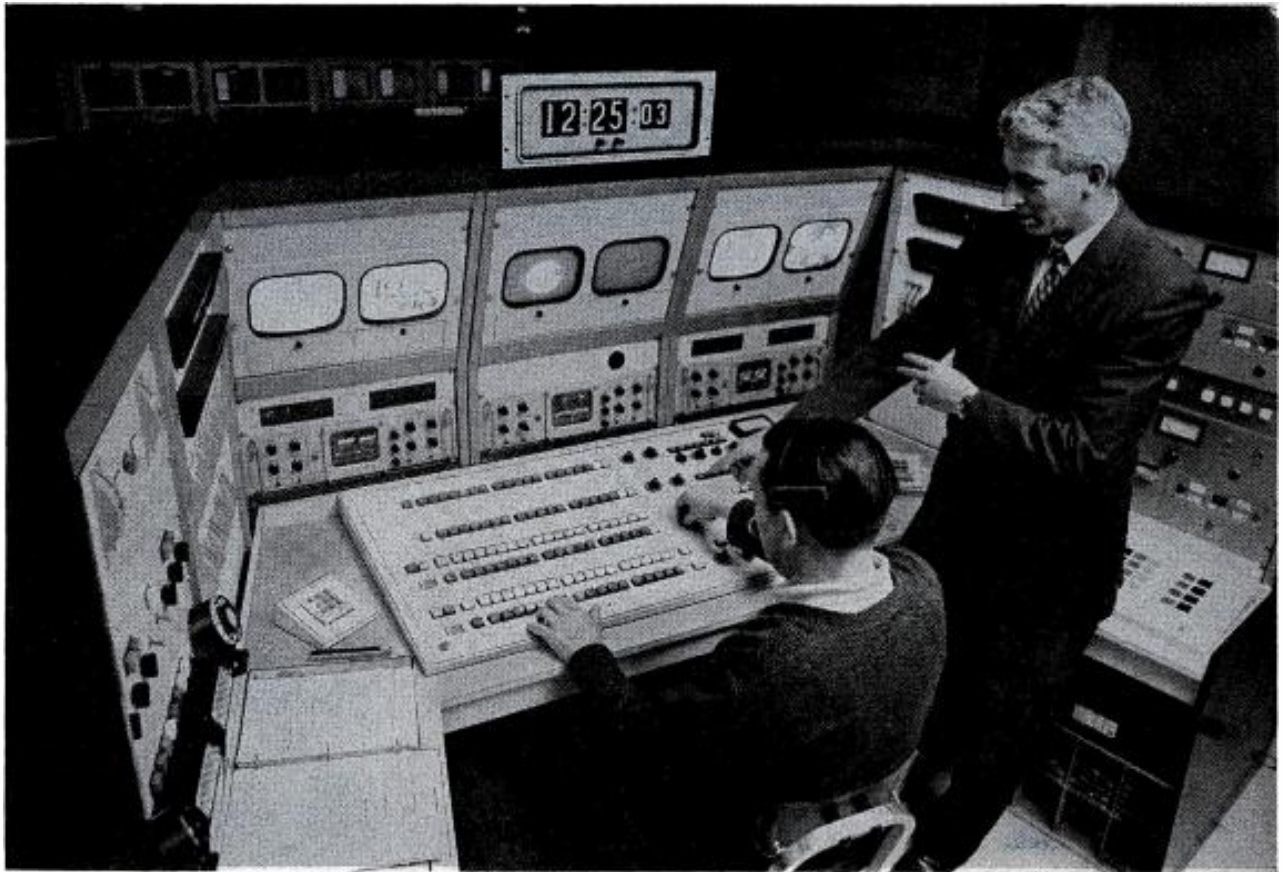
Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

Chevrolet Division, General Motors, Detroit (cars); one 120 for TV, live on film, color. Jere Chamberlin, production manager. Agency: Campbell-Ewald, Detroit. Arthur Mele, agency producer.

Tele-Tape Productions, 234 West 44th Street, New York 10036.

Hamilton-Beach, Racine, Wis. (electric knife); one 60 for TV, live on tape, color. Lou Lessard, production manager. Agency: Clinton E. Frank Inc., Chicago. Donald H. Wallace, agency producer.

Buick Motor Division, General Motors, Flint, Mich. (bargain days); one 60 for TV, live on tape, color. William Aucolin, production manager. Agency: McCann-Erickson, Detroit. Woody



Typical of the customized concept in Visual solid-state Video Switchers is this system installed at WHYY-TV, Philadelphia. Used for switching Channels 12 and 35 WHYY's Master Control Switcher incorporates preset 16-event store, audio-follow-video and audio breakaway facilities, independent switcher busses to five VTRs, program and preview feeds, full machine control, and audio-video monitoring and preview facilities.

CUSTOMIZED SOLID-STATE MODULAR VIDEO SWITCHERS

another key to better color

The key to Visual Electronics' unquestioned leadership in advance-design video switching systems is our belief that there is no such thing as a "packaged" switching system in today's complex color broadcasting operation. Instead, your system is *customized* to your exact requirements. Your *customized* system is completely solid-state, including FET (Field Effect Transistor) mixing and clamp circuitry of modular design — for long, minimum-maintenance operation, unlimited accessibility, and flexibility for future expansion. Regardless of the program complexity, the number of input sources and switchable feeds, or the previewing and monitoring facilities required . . . your *customized* solid-state Visual Video Switcher is designed to meet those needs!



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356 west 40th street • new york, n.y. 10018 • (212) 736-5840



Station reps honor three media buyers

The Station Representatives Association last week presented its annual advertising awards to Sam B. Vitt, senior vice president and director of media and programing, Ted Bates & Co., New York; Sally S. Reynolds, broadcast media buyer, William Esty Co., New York, and Mary Alice Crisafulli, timebuyer at Clinton B. Frank Advertising, Chicago.

Mrs. Reynolds, named the "Silver-nail" timebuyer of the year and Mr.

Vitt, winner of SRA's Gold Key award for "outstanding leadership in advertising," are flanked by (1) Frank Martin, president of John Blair & Co. and SRA awards luncheon chairman, and Edward P. Shurick, president of H-R Television and president of SRA, during ceremonies in New York.

Miss Crisafulli, winner of the Chicago timebuyer of the year award, was honored at a separate luncheon in that city.

Walters, agency producer.

Singer Co., New York (various products); eleven 60's for TV, live on tape, color. S. J. Cox, production manager. Agency: J. Walter Thompson, New York. Bob LaChance, agency producer.

P. Ballantine & Sons, Newark, N. J. (beer); five 60's for TV, live on tape. William Aucoin, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Ben Berenberg, agency producer.

Werthmann Faulkner Inc., 261 McDougal, Detroit.

Lincoln-Mercury Division, Ford Motor Co., Dearborn, Mich. (Lincoln Continental); one 60 for TV, on tape, color. R. Dawson, production manager. Agency: Kenyon & Eckhardt, Detroit. Sandy Forsythe, agency producer.

Also in advertising . . .

For market planners ■ RKO General Broadcasting's fifth annual *Television Market Planner* is available for distribution to advertising and broadcast executives at \$8 per copy. The 1967 edition contains 50 pages of TV audience data based upon the ARB survey of all U.S. markets in November 1966 and includes rankings based upon 16 demographic groups during early-evening, prime and late-evening viewing hours.

Commercial music-maker ■ The East

with a number of TV and radio commercials to his credit, will provide music for agencies and commercial production houses.

Shortened ■ Carlyle, Garb & Heston Inc., New York, became Carlyle-Heston Advertising, effective May 1. Agency is now at 6 East 39th Street.

Moves to 54th ■ In a move to centralize, EUE/Screen Gems has moved its sales and administrative offices to its main New York studios at 513 West 54th Street, where the film division of Screen Gems maintains its New York production facilities.

Moving soon ■ Station representative Hal Walton & Co., New York, has moved to new offices. The larger quarters are at 50 East 42nd Street (New York 10017). Rep was at 220 Madison Avenue, New phone number: (212) 661-8130.

Weiss moves ■ Edward H. Weiss & Co., Chicago, has opened new office in Los Angeles at 1801 Avenue of the Stars, Century City. Phone: 879-9601. Office manager is Louis H. Beres, vice president and account supervisor on Purex.

Agency appointments . . .

■ Royal-Glove Insurance Co.'s., New York, has named Ted Bates & Co., that city, to handle estimated \$750,000 account, with possible billing in radio-TV. R-G was formerly with Lennen & Newell, New York.

■ Stop & Save Trading Stamp Corp., New York, (distributors of Triple-S Blue stamps) has named Carlyle-Heston Advertising, New York, to handle its advertising.

Coast advertising scene has a new music-maker for TV and radio commercials. He is composer-arranger-conductor Al Ham, who has formed Al Ham Productions, with headquarters in New York. Mr. Ham, already

A great first quarter for TV networks

Billing by the television networks in the first quarter of the year rose to a record \$403,265,000, up 13.8% over last year's comparable period,

the Television Bureau of Advertising reported last week.

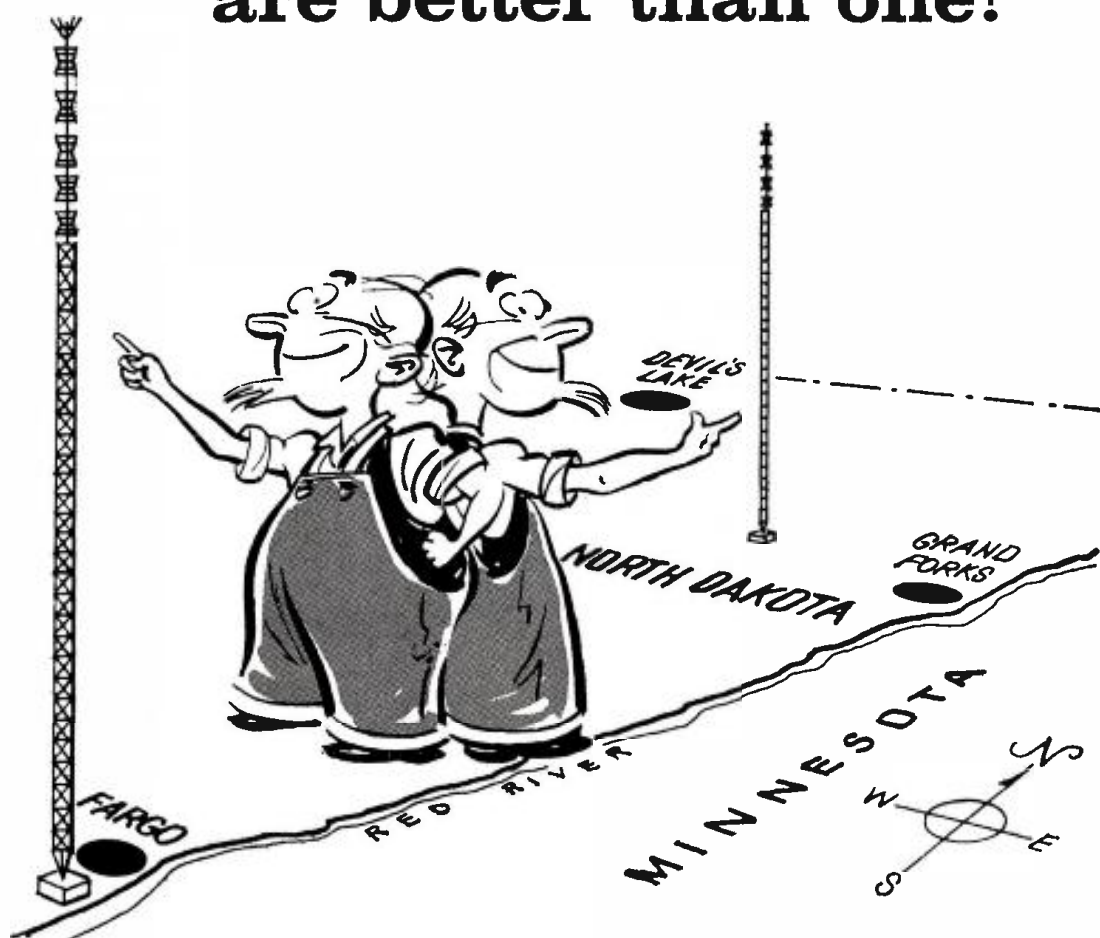
A network billing record of \$138.6 million was registered for March.

Network Television Net Time and Program Billings by Day Parts and by Network (add 000)

	MARCH			JANUARY-MARCH		
	1966	1967	% Chg.	1966	1967	% Chg.
Daytime	\$ 37,597.4	\$ 44,495.5	+18.3	\$108,788.0	\$133,606.6	+22.8
Mon-Fri	29,960.4	35,056.2	+17.0	77,841.5	99,291.6	+27.6
Sat-Sun	7,637.0	9,439.3	+23.6	30,946.5	34,315.0	+10.9
Nighttime	85,314.8	94,192.3	+10.4	245,716.6	269,658.9	+ 9.7
Total	\$122,912.2	\$138,687.8	+12.8	\$354,504.6	\$403,265.5	+13.8
1967	ABC	CBS	NBC	Total		
*January	\$37,932.9	\$55,896.2	\$46,819.6	\$140,648.7		
*February	35,639.1	47,593.2	40,696.7	123,929.0		
March	40,263.7	53,209.2	45,214.9	138,687.8		

*January and February figures adjusted as of May 10, 1967.) Note: 1967-LNA; 1966-LNA/BAR

Two heads..er, TOWERS... are better than one!



NOW WDAZ at Devils Lake is on the air *with* WDAY-TV — two towers totalling 2,667 feet in height instead of WDAY-TV's 1,206 feet alone — covering 35,370 *new, extra, unduplicated homes* — bringing NBC to the Northern Red River Valley — putting a City Grade picture into Grand Forks, North Dakota's No. 2 market — making our Hayseed an *extra head and shoulders* above any and all "competition"

out here, by covering the ENTIRE Red River Valley!

Actually, this means a lot more than just 31% (35,370) more new, extra, unduplicated Grade B homes. It means that thousands of *other* fringe-area families, whom we've hitherto reached with only a medium-grade signal, are now getting *the best picture available*, from WDAY-TV.

Ask your PGW Colonel to brief you!

WDAY-TV + WDAZ-TV

THE "HEAVENLY TWINS"

Covering All of Eastern N.D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

Senate rushes CPB to the House

Voice vote passes bill with one recorded dissent;

Staggers's committee tie-up delays House action

Although the timetable for House consideration of the bill establishing a Corp. for Public Broadcasting is still a matter of conjecture, in the Senate it's now finished business. With only two voices raised against the measure in debate, the Senate gave its approval to the bill, with one amendment, only a week after the Commerce Committee voted to send it to the floor.

Passage came five weeks after the Senate Communications Subcommittee began its hearing on the legislation (BROADCASTING, April 17, May 1). Senator John O. Pastore (D-R.I.) had the first word and almost the last word on the bill. As subcommittee chairman, he made the opening statement at the hearing, and, after shepherding the measure through subcommittee and full committee consideration, guided the bill to a final vote on the floor of the Senate.

The last word on the bill was delivered by Senators Mike Mansfield (D-Mont.), majority leader, and Ralph Yarborough (D-Tex.) after almost unanimous passage of the measure by

voice vote. They joined in praise of the measure and Senator Pastore's diligence in steering the bill to passage.

The only vote recorded in opposition was that of Senator Strom Thurmond (R-S.C.), who specifically asked to be recorded against the bill. Senator Carl T. Curtis (R-Neb.) also spoke against passage. Both senators took objection to the bill's Title II, the section that would charter the Corp. for Public Broadcasting advocated by the Carnegie Commission of Educational Broadcasting as means for strengthening noncommercial programming.

Senator Curtis criticized an aspect of Title I as well. He objected to an increase in the percentage of federal support for facilities and equipment purchases by educational stations from 50% under current law to 75% provided for in the bill. Title III, funding a study of instructional radio and television needs, escaped criticism entirely in the floor debate.

Domestic Propaganda ■ Voicing a concern that was aired many times during the hearing on the bill, Senator

Thurmond warned of the dangers of promoting federally financed propaganda for domestic consumption. At one point he even noted that there was a parallel between financial support of publications by the Central Intelligence Agency and the federal funding of programming as envisioned in the legislation.

"The bill," he noted, "provides maximum protection from the interference of Congress, but it provides none at all from the manipulations of the executive branch, or worse yet, from capture by an ideological minority opposed to the programs of both." Although presidential control was the likelier possibility, he said, independence of the board members could also pose a threat.

"Once the directors are selected," he continued, "they are completely free agents, answerable to no man or group of men." In fact, he concluded, "everything that guarantees so-called independence guarantees a potential for irresponsibility."

Senator Norris Cotton (R-N.H.), a subcommittee member who had heard much of the testimony presented on the bill, told Senator Thurmond that at first he and other committee members shared the same reservations, but that as the hearing progressed, "we became satisfied—and the unanimous report indicates we were satisfied—that there is no grave danger of government-slanted public educational television because of this bill."

Senator Cotton took issue with Senator Thurmond's contention that the corporation's directors would be beyond control. If abuses are detected, he said, "we instantly and immediately can do something about it. First, we can make very uncomfortable, and give a very unhappy experience to, the directors of the corporation." Then, he continued, through the appropriations process of Congress, "we can shut down some of their activities."

Directors Appointments ■ During committee consideration the bill had been amended to circumscribe the President's power to appoint directors in a response to criticisms similar to those raised by Senator Thurmond. In the draft legislation the President was to appoint all 15 of the corporation's board members. As the bill appeared before the Senate, only nine directors were to be presidential appointees, and six would be elected by the presidential nine (BROADCASTING, May 8).

Suggestions had been made to control the board's makeup further by specifying that some or all of the directors should be recruited from the ranks of educational broadcasters, but the bill as reported had no such provision. The

Will CPB perform for political campaigns?

During debate on the administration bill to set up a Corp. for Public Broadcasting, Senator William Proxmire (D-Wis.) raised a side issue: the high cost of campaigning on radio and television. He wanted Senator Pastore to explain why Section 315 of the Communications Act could not be suspended to permit free time for candidates in races where only the candidates of the two major parties would appear on the ballot, thus sidestepping third-party complications.

In the process, he commented that TV stations do not, in some cases, at least, even want campaign advertising. "Television stations are peculiarly profitable and do not need this political advertising revenue," he said.

"Many owners of television stations have told me," he continued, "that political broadcasting, even if the revenue is substantial, is a headache for them, something they would

like to get rid of, something they do not want."

Senator Vance Hartke (D-Ind.) chimed in urging complete abandonment of Section 315, with a reliance, instead, on the fairness doctrine. Senator John O. Pastore (D-R. I.) replied that he "would hope we could work out a system whereby some of the burden could be shared by the public. How we do it is the dilemma of our time."

At one point, Senator Warren Magnuson (D-Wash.), Commerce Committee chairman and sponsor of the public broadcasting bill under consideration, interjected to suggest to Senator Proxmire that a remedy may evolve from that very legislation. "As the senator will recall," he said, "we are trying to get educational TV up to a point where we can evaluate these things, and maybe they can perform a service politically."

General Motors is people making better products for people.

Paul Meyers runs a finishing school. For mechanics.

Paul Meyers doesn't make new GM cars. But he does know how to keep them running like new. He also knows that today's mechanic has to run faster than ever just to keep up.

That's why, when his students finish Paul's classes, they're

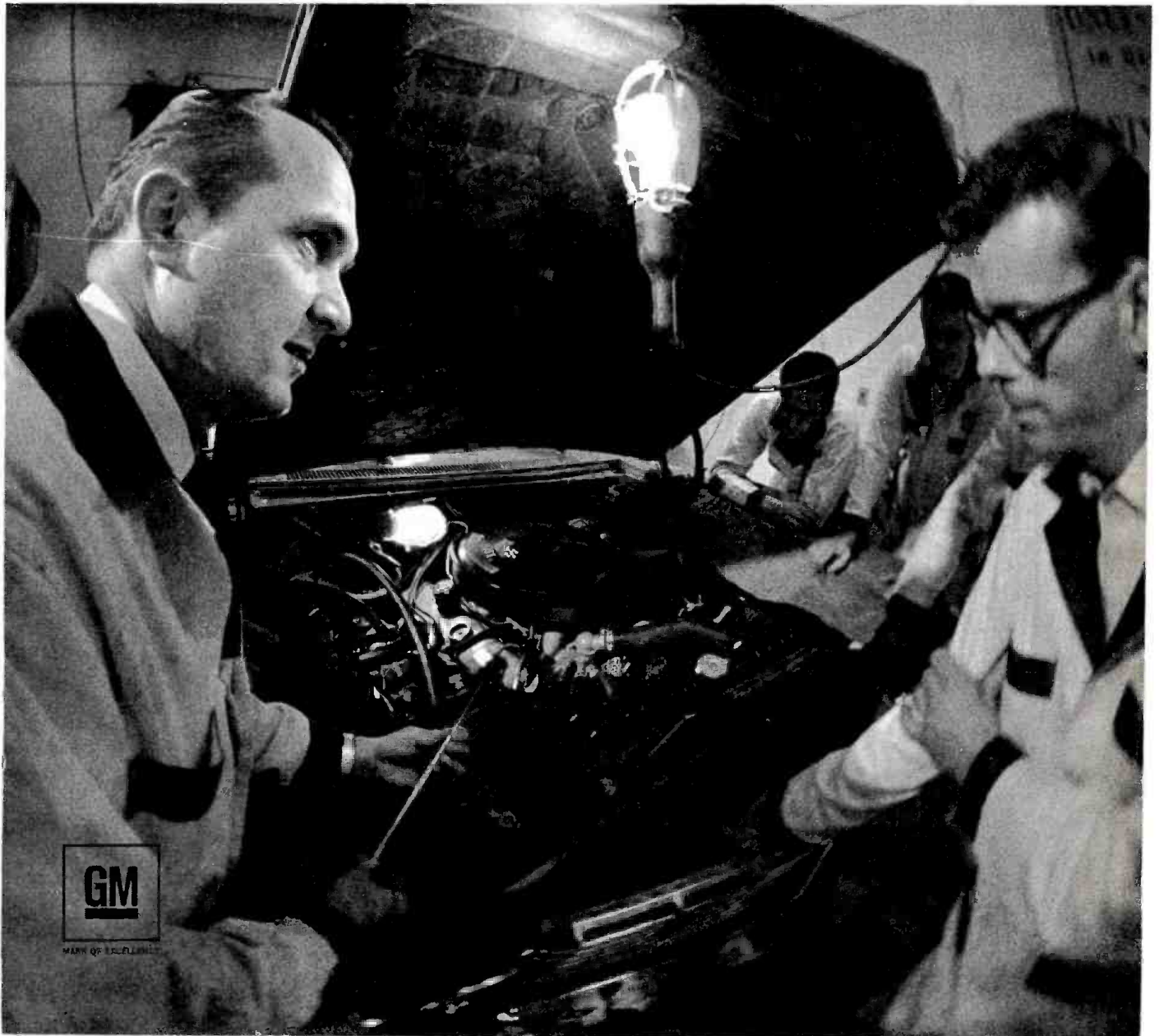
polished technicians, armed with the special skills it takes to take better care of your GM car.

Last year, thanks to Paul Meyers and his fellow-instructors, 116,000 men completed almost 2.5 million man-hours of instruction at the 30 GM Training Cen-

ters from coast to coast . . . the largest automotive training network in the world.

It's another reason why you get a better buy in a General Motors car. When it comes to service, General Motors is doing something about it.

Paul Meyers, instructor, GM Training Center, Warren, Michigan



only change made in the text of the bill during floor action was the adoption of an amendment submitted by Senator Vance Hartke (D-Ind.), also a subcommittee member, providing that three of the board members "shall be associated with the operation of non-commercial educational radio and television stations."

The Hartke amendment was adopted by voice vote after Senator Pastore said that he could accept the change.

The Senate action cleared the way for House consideration of the measure. Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, said earlier that he would not schedule a hearing on the bill until it had gained Senate approval. He also noted that his committee had to complete work on some unfinished business before tackling the ETV legislation.

For the past few weeks Chairman Staggers's committee has been embroiled in a hearing on the President's proposal for emergency railroad-strike legislation. The hearing is expected to continue throughout this week at least.

After the railroad problems have been dispensed with, the chairman has said, the committee should return to consideration of health measures that were interrupted by the strike issue. Given the need for committee deliberations after conclusion of the hearings in question, committee staff members are reluctant to hazard a guess as to when the panel could turn to the public broadcasting bill.

Memphis State sessions to emphasize radio-TV

A lineup of top names in broadcasting will participate in the Memphis State University 1967 Summer Communications Conference, June 8-10, to discuss radio, television, film and general media.

David Yellin, director of broadcasting at Memphis State, has announced that the panels will include such names as Robert E. Button, director of policy planning, Communications Satellite Corp.; actor Howard da Silva; Gordon Tubbs, director of educational marketing division, Eastman Kodak; Sid Darion, executive producer of *The Peter Jennings Show*; movie critic Judith Crist; Miles David, president, Radio Advertising Bureau; TV-radio editor Lawrence Laurent, and FCC Commissioner Robert E. Lee.

Local participants include M. E. Greiner Jr. vice president and general manager, WMC-AM-FM-TV, Harold Krelstein, Plough Broadcasting president; Howard Holst, managing director, WKNO-TV Memphis noncommercial, and

Killian looks ahead

"Public television will tend to change the taste of the listeners in this country—and they will begin to look to commercial television for the kinds of programs that they have been finding only on public television." That prediction of competition between public and commercial TV was voiced by Dr. James R. Killian Jr., chairman of the Carnegie Commission on Educational Television, in an interview on *Youth Wants to Know*, syndicated tape TV show produced by Theodore Granik.

Discussing the development and direction of public television Dr. Killian said with the growing audience for this kind of programming he anticipated that the commercial networks would compete for programs if they proved to be successful on public TV. He also foresaw a drop in the networks' Nielsen ratings if first-rate public TV programs were neglected by commercial TV.

Dr. Killian further said public TV would be a training ground for new talent. Television, he said, "is the kind of medium that uses talent up very fast. But it seems that we ought now to begin to plan to do the kind of recruiting, the kind of training, the kind of development of new talent . . . that [this kind of] television is going to require."

Bert Ferguson, executive vice president and general manager, WDA Memphis.

Registration forms may be obtained from Department of Conferences and Institutes, Memphis State University, Memphis 38111.

Pa. ETV network gets boost from governor

Pennsylvania noncommercial television was moved a step closer to state networking last week by Governor Raymond P. Shafer's formation of a committee for public television.

Albert J. Nesbitt, chairman of non-commercial WHYY-TV Philadelphia, and Joseph D. Hughes, vice president-general counsel of T. Mellon & Sons, Pittsburgh, were appointed co-chairman of the new committee.

Its goal of "the creation of a statewide public television network as soon

as possible" shortens considerably the perspective held by Pennsylvania non-commercial broadcasters as recently as last month. Warren G. Kraetzer, executive vice president and general manager of WHYY-TV, said then that as badly as it was needed, "state networking is not likely within the next few years."

The need for a state ETV network has been repeatedly underlined by the exclusion of four Pennsylvania stations from National Educational Television interconnection projects. WHYY-TV and WITF-TV Harrisburg were included in the series, but the only way WLVT-TV Allentown was able to participate was to take the Philadelphia signal off the air and rebroadcast it. And the Pennsylvania State University station, WPSX-TV Clearfield, was able to carry nightly summaries of the recent public television hearings before the Senate Communications Subcommittee only by paying for its own interconnection.

More or less in desperation, a microwave "demonstration project" had been planned between WITF-TV and the university station, to impress state legislators with the advantages of interconnection.

With Governor Shafer's support, however, the new committee's proposals are expected to be "welcomed" by legislators, according to Mr. Kraetzer.

The committee will also "examine the desirability and feasibility of establishing a [state] corporation for public television."

House passes increase of \$1.1 million for FCC

The House took up the Independent Offices and Department of Housing and Urban Development of Appropriation Bill, 1968, last week, and although debate was voluminous and amendments filled the air, the FCC came through unscathed with an appropriation that was \$1,147,700 larger than the amount voted last year.

During arguments about rent supplements and the model cities program, the FCC got scant attention by the members on the floor.

The allotment for the FCC under the House action was only \$100,000 less than the \$19.1 million recommended by the Budget Bureau. The House panel knocked the figure down to an even \$19 million. Before the commission can actually lay claim to the money, however, the Senate must concur with the House action.

The commission's appropriation for the current fiscal year, passed last year, was \$17.8 million.

The bill also provides funds for the Telecommunications Office of the Office

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of Emergency Planning, which was granted a \$345,000 increase over last year. The office received, however, \$300,000 less than was asked for. The total voted by the House group for the office was \$1,945,000.

In granting the increase for the FCC, the committee report that recommended the amounts passed took note of the fact that the "communications industry in recent years has been one of the most rapidly expanding segments of the economy and several new areas of regulation have come within the purview of the commission."

TV told to program more local specials

Television stations last week were urged to "increase the tempo and number" of locally produced specials and documentaries and to "feature as many of them as possible in prime time—even at the expense of pre-empting regular network fare."

The nudge came from Roger LaReau, vice president and TV group sales manager of Edward Petry & Co., New York, in a speech to the Pennsylvania Association of Broadcasters.

Increasing the number of "creative,

live local specials," he said, will do more than just counter the ever-increasing number of network specials. It will provide agencies and advertisers "with an increasing number of opportunities for full program sponsorship, and short of that, minute participations in the important prime-time periods."

Maurie Webster, vice president and general manager of CBS Radio Spot Sales, New York, told the PAB that today there is a need for more understanding of what makes radio advertising effective. He suggested forming commercial workshops "where agency professionals and independent producers can share ideas of new ways to sell persuasively by radio."

The progress of FM was highlighted by Edward Meehan Jr., vice president and general manager of WPBS(FM) Philadelphia. He noted that there were 13.4 million sets with FM sold in the U. S. last year compared with 12.2 million TV sets.

He also pointed to Electronic Industries Association estimates that 52% of all dollars spent on purchase of radio sets went on sets with FM. Equating this figure with the Radio Advertising Bureau's estimate of \$1.8 million spent on radio receivers in 1966, he estimated that \$931 million was spent on sets with FM.

UHF's plan busy week in New York

UHF broadcasters are assembling in New York this week for two unrelated, though UHF-oriented meetings.

The first meeting takes place Wednesday night (May 24) in the initial organizational session of a proposed new UHF association (BROADCASTING, April 10 et seq). About 18 broadcasters will meet on the establishment of a new "corporation." Their agenda includes the selection of a formal name for the organization, naming of committees, and the financing and public relations of the new group. Also open for discussion are the proposed Corp. for Public Broadcasting, CATV and programming.

This session, which will include dinner and run into the evening, will be attended by invitation only to permit "a work session," Robert Adams, a UHF broadcast consultant, said last week.

The government-industry Committee for the Full Development of All-Channel Television meets the next day at the Overseas Press Club. Sessions there will continue the dialogue on CATV and will explore several other topics including a "minority report" on pay TV, discussion of ratings, FCC criteria on

all-channel tuners, the use of the TV spectrum by land-mobile services, group-owner purchases of programs and the possible "adverse effects" of UHF on the Corp. for Public Broadcasting.

Several weeks ago the committee, meeting in New York, voted down a proposed stand in favor of FCC approval of pay television (BROADCASTING, April 17).

FCC hearing to clear Houma CP issues

St. Anthony Television Corp., which has not yet built the Houma, La., television station for which it received FCC authorization in 1958 and which now wants to assign its construction permit to Delta Teleradio Corp., must undergo a commission hearing on issues growing out of the various applications it has filed with the FCC over the years.

The commission last week designated for a consolidated hearing St. Anthony's applications for modifications of the CP to provide for a new site and for changes in power and antenna height; for the assignment to Delta Teleradio Corp.; and for an extension of time in which to construct the station.

The commission acted on the petitions of WBRZ(TV) and WAFB-TV, both Baton Rouge, and made them parties to the proceeding. A petition to deny filed by Romac Baton Rouge Corp., an applicant for channel 33 in Baton Rouge, was dismissed for lack of standing and as untimely filed.

St. Anthony three years ago won commission permission, without a hearing, to change its site to a point 47 miles from Houma and 18 from Baton Rouge, even though the new location was short-spaced to WTOK-TV Meridian, Miss. (BROADCASTING, April 20, 1964). However, that decision was overturned by the U. S. court of appeals.

St. Anthony later asked that the application for a site change be dismissed, and filed a new proposal which would provide for a site 31 miles from Baton Rouge and 40 from Houma. This application, which meets all mileage-separation requirements, is the one to be considered in the hearing.

The application for assignment of the CP was filed Nov. 30, 1965, before the applications for changes in the CP were submitted. The agreement with Delta provides for payment of \$181,538.04.

The president and 13% owner of St. Anthony, Denver T. Brannan, is 50% owner of Delta. St. Anthony notified the commission on Jan. 11, 1965, that Mr. Brannan had acquired his 13% interest. Mr. Brannan also owns WLUX Baton Rouge, KCIL Houma, WDLP-AM-



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FM Panama City, Fla., and WYNR-AM-FM Brunswick, Ga.

The remaining 50% of Delta is held by Norfolk Broadcasting Corp., which owns WNOR-AM-FM Norfolk, Va.

The issues on which the hearing was ordered include questions as to whether St. Anthony made misrepresentations to the commission regarding the status of construction and ownership of land; whether St. Anthony will construct in accordance with its present authorizations if the pending applications are not granted; whether the proposed sale involves "trafficking," and whether the proposed move constitutes a de facto reallocation of the channel from Houma to Baton Rouge.

Long Island CATV system proposal

One of the largest CATV operations in the country—serving all of Long Island in the outskirts of New York City—is projected by Inter-County TV Enterprises for late next year. But before the enterprise can begin, FCC approval is necessary; the group plans to bring in Philadelphia, Providence and Connecticut TV stations as well as the New York stations.

I-C TV Enterprises is a partnership between the Inter-County Television Corp. of Mineola (85% owned by Sterling Movies Inc.) and Community Communications of Nassau County Inc., both New York.

The three towns of Nassau county—Hempstead, North Hempstead and Oyster Bay—have signed agreements with the two companies for the construction of 1,500 miles of cable to service 150,000 homes. Subsequently, Nassau's 64 incorporated villages will be approached for similar approval.

In Suffolk county, the town of Babylon and the villages of Lindenhurst and Amityville have granted local franchises. East Hampton, part of the Babylon franchise, is the only part of the projected system currently in operation, serving 1,100 subscribers. It is operated by Sterling Movies.

If the joint operation is able to secure FCC approval and that of the remaining incorporated villages in Nassau, and the towns and villages of Suffolk, it will have locked up a population of 1.7 million.

Financial Arrangements — I-C TV Enterprises' overall investment will be on the order of \$20 million. Towns and villages are being offered 3% of the profits from their areas. The cost to the subscriber is \$25 installation, plus \$5 per month.

The 15% ownership of Inter-County TV Corp. of Mineola remaining from Sterling Movies' interest is held by

Richard Flynn of the law firm of Goldwater & Flynn; Saul Turrell, a producer for MGM, and Jack Retallia, a Babylon businessman.

Interest in Community Communications of Nassau County are held by Leonard Hall, former Republican national committee chairman, and William Casey, a vice president of Capital Cities Broadcasting and a partner with Mr. Hall in the law firm of Hall & Casey; Lionel Goldberg of Goldberg & Flynn, and Mr. and Mrs. Peter Benziger. Mr. Benziger owns a chain of weekly community newspapers.

NAB seeks CATV delay

The National Association of Broadcasters has asked the FCC to extend until July 24 the deadline for filing comments regarding a commission inquiry into CATV ownership. The association said the June 6 deadline gives insufficient time to prepare comments and provide meaningful information on the host of complex questions that have been raised—including multiple ownership, duopoly, program origination and concentration of control.



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CATV and telecasters renew their battle

Cable systems charge that AMST pressured four commissioners to tighten the CATV rules

The smoldering feud between CATV forces and the Association of Maximum Service Telecasters flared anew last week amid charges by cable operators that AMST representatives had attempted illegally to influence members of the FCC in their consideration of CATV cases.

The charges grew out of trade-press reports that a five-man delegation from AMST had called on four commissioners two weeks ago in an effort to persuade them that, by granting "numerous waivers" of its CATV rules, the commission was "eroding" its basic CATV policy (BROADCASTING, May 15).

Multivision Northwest Inc., which operates a CATV system in Dalton, Ga., that is now in a hearing seeking permission to import distant signals, said the AMST officials had committed "unlawful ex parte representation," and called on the commission to enforce its rules requiring full disclosure in such cases.

Four CATV systems in the San Diego, Calif., area that are also in a hearing involving the question of distant signals, said "a serious question" has been raised as to whether an ex parte contact has been made that could influence the outcome of their proceeding. In a letter to Max Paglin, commission executive director, they asked that they be fully informed as to the content of the written and oral representations AMST officials had made.

AMST Denial ■ AMST executive director Lester Lindow promptly issued a statement asserting that the charges are "wholly without foundation." He made available to the press and for the commission's files copies of two papers—both expressing concern over the "erosion of the distant-signal rule"—that the AMST representatives had left with the commissioners they visited.

Mr. Lindow said that AMST would file shortly "a full response to the charges" which will demonstrate that

the meetings "were fully consistent with the letter and spirit of the commission's rules."

For the present, he said: "Our meetings with the commissioners last week were for the purpose of discussing basic CATV policy questions. We made clear at the outset to each commissioner that our discussions were intended to be limited to questions of overall policy and that we did not propose to discuss the merits of any pending case and we did not do so."

Multivision, however, said that the AMST representation was an "indefensible" effort to persuade the commission "behind closed doors" to deny "most if not all" of the "hundreds" of waiver requests filed by CATV systems in both restricted adjudicative and non-adjudicative cases.

No Distinction ■ "Decision-making commission personnel," Multivision added, "are not equipped with an electronic shutter which automatically shuts such presentations out when they are considering a restricted adjudicative case."

Multivision said the commission's failure to enforce its ex parte rules in the AMST case would have a grim result: "The adjudicative proceedings infected by this poison of unauthorized presentations will pollute the commission's quasi-judicial process and result in interminable court appeals to the detriment of the commission's tasks and of the public weal."

The CATV operator said the association should make its arguments against the grant of waivers in a petition for

CATV's don't ignore Washington cocktail circuit

When CATV operators contend that they represent the grass roots, they aren't kidding.

In the last four months, three state cable associations have been making hay with their congressional delegations by holding receptions in Washington. CATV spokesmen claim they know of no other such meetings scheduled, although they admit they're not sure.

CATV's principal concern currently is with pending copyright legislation. The House already has passed a revised copyright bill that places full copyright liability on CATV systems (BROADCASTING, April 17). The Senate is considering copyright legislation that CATV opposes.

Also of concern to cable owners

is congressional legislation confirming and possibly amplifying the jurisdiction of the FCC in dealing with CATV. A bill along these lines was recommended last year by the House Commerce Committee, but never reached a vote on the floor.

Latest Washington meeting was held last week by the Pennsylvania CATV Association. The one-evening affair was in honor of the Pennsylvania congressional delegation. Eight congressmen and 10 congressional assistants were present, together with about 50 Pennsylvania cable operators, plus a dozen Washington lawyers and others. Pennsylvania has 27 congressmen and two senators in its delegation.

Early this month, the Virginia CATV Association held a three-day

meeting in Washington, at which visits with congressmen, as well as a reception for the state Hill delegation, were the most significant elements.

And in February, following the seminar on copyright legislation sponsored by the National Community Television Association, the West Virginia CATV Association entertained its congressmen, one of whom is House Commerce Committee Chairman Harley O. Staggers.

Aside from the socializing with their congressmen, last week's Pennsylvania meeting included demonstrations of video-tape recording and a forecast by association president, James R. Palmer, C-Cor Electronics Inc. (manufacturing) and Centre Video Corp. (multiple CATV owner), both State College, Pa. Mr.

rulemaking, to which CATV systems could reply, or should seek to be made a party to pending restricted adjudicative proceedings.

The AMST group making the visit to the commission was composed of Jack Harris, president, KPRC-TV Houston; C. Wrede Petersmeyer, Corinthian Broadcasting; Laurence E. Richardson, Post-Newsweek stations; Mr. Lindow, and Ernest W. Jennes, counsel. They called on Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Kenneth A. Cox and Nicholas Johnson.

Relief Requested ■ Multivision said that, in accordance with the ex parte rules, "the unauthorized written ex parte communications" should be placed in a public file associated with all of the adjudicative proceedings involving a request for waiver by a CATV system or for special relief by television stations, and that the executive director should call such matters to the attention of all parties in those proceedings.

Multivision also said that the commissioners and any other decision-making personnel contacted by the AMST group should report the details of such contacts to the executive director, along with a brief statement of the substance of the matters discussed.

And it said that "AMST, its officers or members, or any person making the unauthorized presentation, who is a party to a restricted proceeding involving a CATV system, be disqualified from further participation in that proceeding or that alternative or additional sanctions be imposed as the public interest requires."

Palmer stated that 9.6% of all Pennsylvania TV households now receive TV programs via cable and that in two to three years 75% of all CATV systems in the state will be equipped to transmit programs on video tape to their subscribers. This, he added pointedly, means that congressmen can reach their constituents directly on a local basis.

The association had two operating video-recording systems on display: one by Ampex, and the other by Sony. The Pennsylvania group has been active in this field; in February it sponsored a video-tape recording by Representative Fred B. Rooney (D-Pa.) that was distributed to his constituents via the cable system in Easton, Pa. (BROADCASTING, Feb. 13).

This could have a wide effect. An AMST board member, Carter Parham, is executive vice president and general manager of WDEF-TV Chattanooga, which is opposing Multivision's request for permission to import distant signals.

The four San Diego systems, in their letter, point out that one of the companies represented in the talks with the commissioners, Corinthian, "has opposed approximately 10 separate waiver petitions filed by CATV systems, and has initiated at least four proceedings requesting restrictions and limitations on the growth and operation of CATV systems."

Midwest's Man ■ They also noted that Mr. Jennes is counsel for Midwest Television Inc., which has initiated "at least two" cases, including the one in which they are involved, seeking to restrict the growth of CATV systems, and "has opposed approximately seven separate waiver petitions filed by CATV systems."

The four systems represented in the letter to the executive director are Southwestern Cable Co., Mission Cable TV Inc., Pacific Video Cable Co. and Trans-Video Corp.

The cable companies' filings and the AMST papers made public by Mr. Lindow recalled the bitterness of the controversy that raged before the commission, in March 1966, adopted the order in which it asserted jurisdiction over all CATV systems and promulgated rules for their regulation.

Multivision, in reference to the leading role AMST played in urging a tough CATV policy, said: "It is inconceivable that AMST and its officers, officials and members who have succeeded in obtaining crippling regulations against the CATV industry through the Second Report and Order should not abide now by the usual administrative process and allow the commission, in its unfettered discretion, to decide adjudicative cases upon the merits."

AMST's Concern ■ But AMST's argument, as expressed in the two papers left with the commission—one of three pages, the other of six—is that the commission has permitted the erosion of the distant-signal rule contained in the Second Report and Order. "This erosion must be curbed," one paper said, "or the damage to existing and future free broadcasting will be beyond the power of the commission, or even Congress, to repair."

The rule requires that CATV systems in the top-100 markets prove in an evidentiary hearing that the importation of signals beyond their grade B contours will not jeopardize present and future local broadcasting. But AMST's paper said that the commission has "summarily waived the rules in numerous cases to permit importation of distant

signals into what cumulatively are hundreds of thousands of homes. . ." (Sol Schildhouse, chief of the commission's CATV task force, says the number of such waivers is 15.)

Both papers expressed particular concern over the fact that the waivers are being granted before any of the cases in the hearing have been completed. They also stressed the view that the commission has found a variety of reasons, some of them conflicting, for granting waivers to major-market CATV systems while denying requests of television stations in markets below the top 100 for relief against the importation of distant signals.

One paper foresaw these end results of current commission "inaction": The commission's basic allocation policy and the aims of the all-channel receiver bill will be frustrated; "cumulative fragmentation in many markets, largely ignored at present, will discourage establishment of new local stations and stifle the growth of existing free television; many communities will receive little or no local broadcasting, and the chances for independent stations, a fourth network and for regional networks will be jeopardized, if not eliminated.

The paper also vigorously disputed the view—known to be shared by a number of the commissioners—that pending copyright legislation, if enacted, will ease the commission's regulatory burden in the CATV field.

"Copyright clarification will not eliminate need for the distant-signal rules any more than the prohibition in Section 325 [of the Communications Act] on unauthorized rebroadcasts eliminates the need to regulate the use of translators or satellite stations," the paper said.

Leaving the matter to the market place—as some feel the copyright legislation will make possible—"assumes a free market place." But CATV systems would have an advantage, according to the paper. It said commission rules impose limits on television broadcasters—the area their stations can serve, the number and location of the outlets they may own and, if their station is a network affiliate, the area of its program exclusivity under its network agreement. CATV systems, on the other hand, "can freely operate and expand without such limitations."

The paper added that "even with CATV copyright liability, a hybrid CATV-pay television operation could come into being." It noted that the plans or potential of proposed CATV operations for pay television was one of the matters the Second Report and Order said would be explored in the distant-signal hearings which the commission "is now waiving or refusing to institute."

Cox fears sleeper in CATV proposal

A proposed amendment to the FCC's CATV rules that the commission is considering could lead to situations in which a cable company is permitted, or required, to carry the signals of stations separated by hundreds of miles.

FCC Commissioner Kenneth A. Cox puts this interpretation on the proposed rule in a dissenting statement which was published last week, along with the text of the proposal. The commission announced issuance of the proposed notice of rulemaking two weeks ago (BROADCASTING, May 15).

As proposed, the rule says that "a CATV system in a community within the predicted grade B contour of any station in a market as defined by the American Research Bureau may carry any other operating stations assigned to a community within that area." The commission wants comments on whether the rule should be permissive or mandatory.

Reasoning for Change ■ The aim of the proposal, the commission said, is to equalize competition between UHF and VHF stations in the same markets. Under present rules, a CATV may only

carry into major markets the signals of those putting a grade B contour over its community. And frequently, a UHF finds its signals falling short of a CATV's community while those of a competing VHF station get in. Distant signals can only be relayed into major markets with commission permission.



Mr. Cox

ice areas and from fragmenting the audiences of the stations in the CATV system's community.

Furthermore, he said the proposal is "stated too broadly." As he reads it, the proposal "encompasses all stations within the predicted grade B area of any station providing a grade B signal to the CATV community." He cited Stroudsburg, Pa., as an example: Since three New York stations put a grade B contour over the community, the

local CATV system would be permitted—or be required—to carry all of the stations in New York, plus those in New Haven and Bridgeport, both Connecticut; Asbury Park, N. J.; and Patchogue and Bay Shore, both Long Island, N. Y.

Similarly, since some Philadelphia signals are received in Stroudsburg, the proposal would apply to all of the stations in that city, as well as those in communities served by Philadelphia stations—Lancaster and Lebanon, both Pennsylvania; and Vineland and New Brunswick, both New Jersey.

Even More ■ And since Stroudsburg, is within the grade B contours of Scranton-Wilkes-Barre stations, he continued, the proposal would apply to them, "and through them to the three stations in Binghamton."

If the proposal is adopted in mandatory form, the commissioner said, it's obvious that the system would be required to expand its 12-channel system. But if the permissive form is used, "the cable operator will have a much wider range of signals to choose from, without any requirement that he make a selection" that would equalize VHF-UHF competition in the distant markets—the stated objective of the proposed rule.

Changing hands . . .

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

■ **WEBB** Baltimore: Sold by Ben Strouse, Mathilda W. Feldman and Leon Back to Norman Fischer and Robert C. Doyle for \$630,000. Mr. Fischer is former owner of KUKA San Antonio; Mr. Doyle is director of television for National Geographic Society, Washington. Mr. Strouse and family sold WWDC-AM-FM Washington to Avco Broadcasting Corp. in 1965 and, with sale of WEBB, has disposed of all his broadcast interests. He is continuing ownership interest in Broadcast Electronics Inc., Silver Spring, Md., equipment manufacturer. WEBB is 5-kw daytimer on 1360 kc. Broker: Blackburn & Co.

■ **WJNO** West Palm Beach, Fla.: Sold by George H. Buck Jr. and others to Robert M. Weeks for \$450,000. Mr. Weeks is president of WMFJ and of permittee of WMFJ-FM, both Daytona Beach, Florida. WJNO is fulltime on 1230 kc with 250 w.

■ **KRCB** Council Bluffs, Iowa: Sold by Abe Slusky and associates to James Conroy for \$200,000. Mr. Conroy is retired attorney and has been associated with radio and television in past. KRCB is daytimer on 1560 kc with 1 kw. Broker: R. C. Crisler & Co.

■ **Wwgo** Erie, Pa.: Sold by Thomas R.

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Bromely and others to John Laubach Jr. and Robert Burstein for \$200,000. Mr. Laubach owns WESA Charleroi, Pa. and is an attorney. Mr. Burstein is Pittsburgh businessman. Wwgo is daytimer on 1450 kc with 1 kw. Broker: Blackburn & Co.

■ **KBMS(FM)** Los Angeles: Sold by Harry R. Gillespie and associates to Howard Grafman, George A. Collias and others for \$194,100. Mr. Grafman is president and Mr. Collias, vice president, of **KSHE(FM)** Crestwood, Mo., **KMAP(FM)** Dallas, **WABX(FM)** Detroit and **WFMF(FM)** Chicago. **KBMS** operates on 105.9 mc with 18 kw.

■ **KQMS** Redding, Calif.: Sold by Ralph E. Welch and associates to Ray Johnson for \$130,000. Mr. Johnson is executive president of **KMED-TV** Medford, Ore. **KQMS** is fulltime on 1400 kc with 250 w. Broker: Blackburn & Co.

APPROVED ■ *The following transfers of station interest were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 75).*

■ **WBRY** Waterbury, Conn.: Sold by Kenneth A. Wood Jr. and others to Danny Stiles for \$225,000. Mr. Stiles is radio personality with **WNJR** Newark, N. J. Mr. Wood will continue as general manager of **WBRY**. **WBRY** operates fulltime on 1590 kc with 5 kw.

■ **WKIK** Leonardtown, Md.: Sold by James L. Bittner to Richard A. Myers of Alexandria, Va., for \$100,000. **WKIK** is daytimer on 1370 kc with 1 kw.

WDTV(TV) joins CBS-TV

The affiliation of **WDTV(TV)** Weston, W. Va., with **CBS-TV**, effective June 4, was announced last week. The station operates on channel 5 and is now an **ABC-TV** affiliate. An **ABC** spokesman said the network will have a secondary affiliation in the area with **WBOY-TV** (ch. 12) Clarksburg, W. Va., which has a primary affiliation with **NBC-TV**.

WNOK joins CBS Radio

WNOK Columbia, S. C., an independent station on 1230 kc with 1 kw day and 250 w night, becomes an affiliate of **CBS Radio** on June 5. The station is owned by Palmetto Radio Corp., which also owns **WNOK-TV**, an affiliate of **CBS-TV**, and **WNOK-FM**.

Sevareid says no

CBS News commentator Eric Sevareid, mentioned as a 1968 Senate candidate, has announced to his would-

be supporters that he does not choose to run. In a telegram to Democratic party officials in North Dakota, Mr. Sevareid said he felt he should "stick to the work I know best." Representative Durward Hall (R-Mo.) had complained earlier that the offer, not then denied by Mr. Sevareid, had established publicly the commentator's political sympathies, raising questions about Mr. Sevareid's news objectivity (**BROADCASTING**, May 15).

KHJ-TV files opened to its opposition

Fidelity Television Inc. has been given **FCC** permission to search the commission's complaints file on **KHJ-TV** Los Angeles in connection with **Fidelity's** effort to take the channel 9 station away from **RKO General Inc.**

Fidelity, which is engaged in a comparative hearing with **KHJ-TV**, asked for permission to search the files covering the station's Dec. 1, 1962-Nov. 30, 1965, license period in hopes it can uncover complaints to rebut the favorable material **KHJ-TV** has placed in the record concerning its past programming.

The commission noted that the review board had denied **Fidelity's** request for addition of a comparative

programming issue in the hearing. As a result, the commission said, rebuttal was all **Fidelity** had to offer in connection with the programming question.

The commission said the request is justified and that "in the circumstances" of the case, complaints about the station and **KHJ-TV's** responses should be made available to provide opportunities for cross examination in the hearing.

The order provides for control over the admission of the complaints. Those offered as evidence will be subjected to rulings by the examiner as to their relevance, materiality and competence.

Fidelity, which wants authorization to build a station on channel 9 in Norwalk, Calif., a Los Angeles suburb, is composed of a group of Los Angeles area businessmen. If successful in its contest, **Fidelity** would be the first applicant to take a television frequency away from an operating telecaster.

Jerrold wants dormant UHF in Philadelphia

The **Jerrold Corp.** threw its hat into the **UHF** ring last week, notifying the **FCC** that it intends to apply for ch. 23 Philadelphia, if that channel is made available to new applicants. **Jerrold**, a **CATV** manufacturer-supplier and mul-

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tiple owner, urged that the channel be opened to new applications because the holder of a permit for the facility has never constructed a station.

Currently ch. 23 is assigned to Bernard Rappaport who has held the CP since 1961, but has failed to execute the permit for reasons of ill health. In 1966 Mr. Rappaport made two efforts to transfer the CP: first unsuccessfully to Edwin Cooperstein and others owners of WJNJ-TV Linden-Newark, N. J., and then to Seven Arts Broadcasting. Seven Arts is a wholly owned subsidiary of Seven Arts Associates, New York, TV film syndicator, whose parent company has a one-third interest in Warner Brothers Pictures Corp. Sale of ch. 23 to Seven Arts would be for \$12,000 and is still pending before the FCC.

A pending extension of the CP filed in 1963 brought a competing application from MG-TV Broadcasting Co. in January. MG asked why the channel should not be declared open to new applicants and, in effect, called for a hearing on the CP extension, the proposed sale of the CP and its application for the facility.

The Jerrold application is its first in the broadcast field. The corporation presently owns CATV systems in Indiana, Illinois, Texas, New Jersey, Virginia and Pennsylvania, and was given one of six franchises to operate in Philadelphia.

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Friendly words for Fred

Fred Friendly, TV consultant to the Ford Foundation, was presented the American Jewish Committee Institute of Human Relations award for 1967 by R. Peter Straus, president of WMCA New York, at the AJC annual meeting in New York Thursday May (18).

Mr. Straus called Mr. Friendly "a gadfly, idealist, nuisance, nag, conscience of broadcasting, pointing out the pitfalls of profit, pointing out that the real end of broadcasting's power and profit must be to benefit and inform the public."

According to Mr. Straus, Mr. Friendly's book "Due to Circumstances Beyond Our Control . . ." is "a blanket condemnation that causes broadcasters to rise to the defense, and then in private admit that it is true and to the point."

Mr. Friendly thanked him for his praise, remarking: "Mr. Straus is a station manager. There are very few station managers that will talk to me any more, let alone talk about me nicely."

Mr. Straus was recently appointed by President Johnson as an official of the Agency for International Development.

Satellites and computers usher in new era

NBC's Thomas W. Sarnoff took measure of the future last week and found that computers and satellites will do most of the shaping. Appearing as the featured speaker at the seventh annual brotherhood testimonial dinner of the Santa Monica, Calif., chapter of the National Conference of Christians and Jews, Mr. Sarnoff paid particular respect to the development of the electronic computer. "Just as television has extended human sight across the barriers of time and distance," he said, "so the computer extends the power of the human intellect across barriers no less formidable."

NBC's staff vice president, West Coast, also said that the combination of satellites and computers are the beginning of a new era in communications. According to Mr. Sarnoff, it will be "one in which the physical barriers of time and space will be abolished and in which global systems of sight and sound will link people everywhere," and where billions of people will be able "to watch the same program, at the same time, with automatic language translators providing instant comprehension of the program's content."

FCC gets tough with top-100 markets rule

So far as the FCC's distant-signal rule in CATV cases is concerned, a station's grade A contour is that which is computed exclusively by the regular prediction method specified in the rules. Supplemental showing won't be accepted.

The commission handed down the ruling last week in a case in which it ordered Valley Vision Inc., of Placerville, Calif., to cease-and-desist from importing the distant signals of stations in San Francisco, Modesto and Chico.

The distant-signal rule requires CATV systems to obtain commission permission in a hearing before importing signals beyond their grade B contour into a community "within the predicted grade A contour" of a station in any of the top 100 markets.

At issue in the Valley Vision case was the method of predicting whether Placerville is within the grade A contour of any station in the Sacramento-Stockton market, which is ranked 27th.

The commission's Broadcast Bureau had held that the CATV system is within the grade A contour of three Sacramento stations, KXTV(TV), KVIE(TV) and KOVR(TV). The bureau employed the standard calculations prescribed by the rules in predicting the stations' signal strength.

However, Valley Vision maintained that, because of terrain conditions in the area, the conventional method of predicting signal strength does not accurately reflect existing conditions. The system argued that it was, therefore, entitled under the rules to make a supplemental showing.

Which Contours ■ On the basis of an additional showing it did make, Valley Vision said its system fell within the grade A contour only of KVIE, a noncommercial station. And the system said the distant-signal rule doesn't apply to such stations.

The commission said it wasn't necessary to reach the question of the applicability of the rule to noncommercial stations, "since 'the predicted grade A contour' to which the reference is made . . . contemplates a contour computed exclusively by the regular prediction method. . . . The purpose in specifying the predicted grade A contour was to provide a clear, definite, and readily available standard for determining which communities would be subject to the hearing requirements of the rule."

Accordingly, the commission held that Valley Vision was in violation of the distant-signal rule, and directed it to comply.



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Among the difficult situations the U.N. faced this year, one closest to the United States was the war in Vietnam. Also especially pertinent were the conduct and accomplishments of Arthur J. Goldberg during his first year as Representative of the United States to the United Nations.

For his coverage of these and other stories, Mr. Louis B. Fleming of the Los Angeles Times has been awarded the 1967 Sigma Delta Chi U.N. Award.

This annual award, sponsored by International Telephone and Telegraph Corporation, is given by the Deadline Club of Sigma Delta Chi for distinguished United Nations correspondence.



Land mobile to use TV space

FCC Chairman Hyde promises additional space will come from UHF reassignment and unused VHF in the cities

The FCC, for almost a year lurching a bit as it attempted to grapple with the problem, is in the starting stalls ready to be off and running on the vexatious scarcity problem in the land mobile services. The word came last week from no less a personage than FCC Chairman Rosel H. Hyde.

The results, a pot pourri of better management of existing land mobile frequencies and more spectrum space, is expected to affect TV in two ways:

- The reassignment of UHF television frequencies to the land mobile users, and

- The sharing of unused VHF channels in major cities where the land mobile jamup is worst.

Just how many UHF channels may be lost to TV isn't known, but land mobile users over the last few years have suggested two (channels 14 and 15) and more recently, seven from chan-

nels 70 to 83. There's even been a suggestion that if they can't have the seven top frequencies, the land mobile services may settle for sharing the lower seven UHF channels.

The VHF-sharing venture is expected to begin next month, when a test of the double use of channel 6 in Washington gets underway. The survey starts June 5, and again the announcement was made by Chairman Hyde.

For the land mobile users, and there are said to be 5 million transmitters in the three bands allocated for those services, all sorts of concepts are on the verge of being proposed. They range from the relatively simple idea of channel splitting (reducing channels from 50 mc to 25 mc, for example, as the FCC already has ordered in the 450-470 mc band) to more sophisticated conceptualizations such as engineering each system so that it meshes with others, thus gaining a tighter allocation basis.

Mr. Hyde's announcements were made to the board of directors of the powerful National Association of Manufacturers together with the NAM's telecommunications policy committee—that additional spectrum space must be allocated to the land mobile services, and that they are going to come from television.

But Mr. Hyde's remarks were only one of several indications of the path on which the FCC is treading as it moves to succor the congested land mobile operators. Last month, the commission formally organized a new committee with the specific charge of finding more space for the land mobile services. And, from other sources, it is learned that the long-awaited report on land mobile problems from a subcommittee of the presitigious Joint Technical Advisory Committee is due soon.

Some of JTAC's findings were hinted at last week by an FCC engineer. William L. North, engineering assistant to Commissioner Kenneth A. Cox, told a Washington broadcast chapter of the Institute of Electrical and Electronic Engineers, that unless additional spectrum space is found within the next 10 years for the land mobile services, they would come "to a screaming halt."

Also due soon, possibly next month, is another long-awaited report: the final recommendations of the FCC-

sponsored Advisory Committee on Land Mobile Services, established in 1964 under the leadership of Mr. Cox. But this will be concerned solely with the better management of the frequencies already allocated to those services.

Broadcasters are not, however, off guard. Earlier this year, at the convention of the National Association of Broadcasters, they were told to be prepared for the worst—the elimination of some of TV's UHF channels—by both Dwight Martin, WDSO-TV New Orleans, chairman of the association's Future of Broadcasting Committee, and by Lester W. Lindow, executive director of the Association of Maximum Service Telecasters.

Hyde Promises ■ In his speech to the NAM board, Chairman Hyde made three principal points: that the congestion in the land mobile frequencies "is real, is serious, and is growing at an alarming rate"; that mobile users must make more effective use of the spectrum bands now assigned to them, and that additional space must be allocated to them.

Mr. Hyde delighted his audience by telling them that the tests on the feasibility of sharing unused TV VHF channels would begin June 5 in Washington, using channel 6.

He said that that was the date when the study crews were to begin their orientation, and that on June 6 the very first tests—on adjacent channel interference—would begin. Tests on co-channel interference are due to begin one week later, he said.

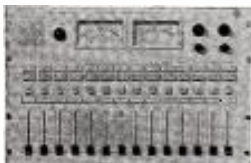
Originally, the land mobile users suggested a sharing test in New York. This was later amended to Los Angeles, but early this year it was found impracticable due to the lack of cooperation by Mexico, whose XETV(TV) Tijuana operates on channel 6. Washington was finally chosen as the test city.

Mr. Hyde added: "All of us, of course, look to the successful conclusions of studies being made looking toward shared use of broadcast frequencies and the reallocation of some frequencies in the high or low UHF bands for the land mobile services."

He also discussed various proposals aimed at tightening up mobile usage of the three bands presently assigned for those services, including the use of computers to find "fairly substantial new availabilities"; channel splitting; use of band edges of existing services for one-way paging on narrow channels; increasing use of 1-w "flea power" installations for remote control of cranes, earth moving machinery, and similar equipment.

More Efficiency ■ Mr. North's dissertation was aimed principally at the

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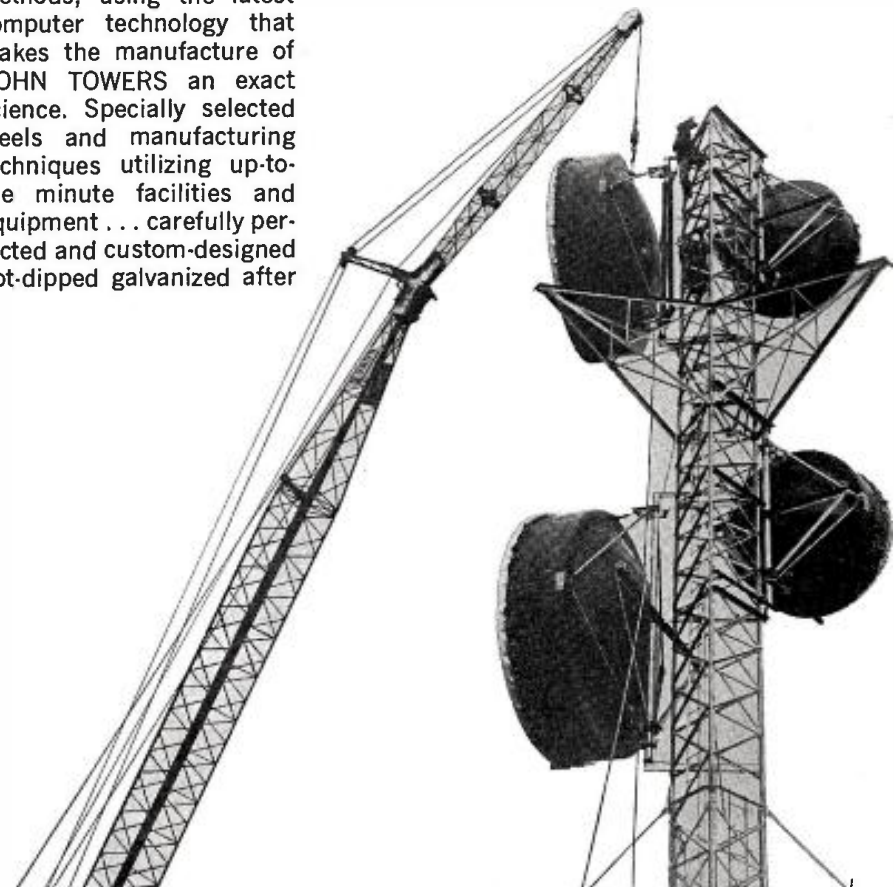
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Color only bright spot in EIA report

Color television sales by distributors to dealers continued up in March, bringing first quarter totals to 23.3% over the performance in the first quarter of 1966, the Electronic Industries Association reported last week.

All other categories, however, showed a decline for the quarter and for the month, according to EIA's marketing services department: black and white TV sales, down 30.9%; home radios, off by 18.8%; FM ra-

dios, drop of 8.3%; auto radios, down 11.6%.

Distributors sales for three months ended March 31:

TELEVISION			
Period	Color	Monochrome	Total
Jan.-Mar. 67	1,161,461	1,369,895	2,531,356
Jan.-Mar. 66	941,984	1,983,219	2,925,203

RADIO			
	Home	(with FM)*	Auto
Jan.-Mar. 67	2,651,980	861,770	2,149,914
Jan.-Mar. 66	3,264,467	939,893	2,433,012

*Excludes auto FM

possibilities for more efficient management and use of those frequencies already assigned to the land mobile services. Disclaiming his comments as the official JTAC view, he nevertheless acknowledged that he had seen the JTAC report and that his exposition in part stemmed from it.

Among the specific remedies that Mr. North suggested as possible solutions to the land mobile problems, he emphasized five:

- Establish channel-loading factors, permitting possibly greater sharing of

channels. This would lead to less interference and more efficient service.

- Use computers to assign channels. By storing present assignments in the computer, the computer could design new assignments that would be most compatible with existing use. Or, let the FCC design an overall, predetermined assignment pattern, as it has for UHF television, and let the computer select the proper channel when queried.

- For the 150 mc band, additional channels might be found by a possible conversion to two-frequency operation, together with some sort of grid allocation plan. Although the cost of the conversion by existing users would be "enormous," most equipment is replaced every five to 10 years anyway and this could be the transition period.

- Better utilization of existing channels is seen by combining a two-frequency system with cooperative use of base stations. At present, all users are permitted to operate their own base stations, choose their own effective radiated powers and antenna heights. This creates a large number of "incompatibilities" within each channel.

- Standardize effective radiated power and antenna heights within single channels to overcome disparities and complications. Some channels could be designated wide area, others small area.

The JTAC report to which Mr. North referred is expected to be issued soon. The subcommittee on electromagnetic compatibility was established two years ago and is headed by Richard P. Gifford, GE. A. Hiebert, Rand Corp., is chairman of the study on urban area spectrum usage.

Besides the observations by Mr. North, other suggestions known to have been studied by the JTAC group included the use of multiplexing of base station transmissions and the use of frequencies above 890 mc for additional spectrum space.

JTAC itself in 1965 in its "Radio Spectrum Utilization," a 272-page re-

view of the radio spectrum, made a number of recommendations for the relief of other services, most notably the land mobile users. And, its most drastic suggestion was the possibility of reducing TV bandwidths in order to provide additional channels.

In addition to the advisory committee run by Mr. Cox, and the TV channel-sharing committee, chaired by Ralph J. Renton, FCC's chief engineer, the third and most recent committee was established only last month. This bears the wartime-echo name of Land Mobile Frequency Relief Committee, and is also headed by Mr. Renton.

Here, however, he is joined by the top layer of the FCC's staff who are enjoined to look at the whole land-mobile picture with special attention to obtaining more space for the jam-packed users. These members are James E. Barr, chief of the Safety and Special Radio Services Bureau; George S. Smith, chief of the Broadcast Bureau; Bernard Strassburg, chief of the Common Carrier Bureau; Mr. North; Robert G. Weston, engineering assistant to Commissioner Robert E. Lee; Henry Geller, general counsel, and Max Paglin, executive director.

Looming above all these is the FCC \$19-million budget for fiscal 1968 awaiting Senate approval. In that budget is a \$300,000 provision as a start for a full-scale study of the radio spectrum. That sum is considered the beginning of what may total \$2 million in the next five years.

N.Y., L.A. differ on IATSE 'peace' vote

The results of a referendum conducted among dissident locals of the National Association of Broadcast Employees and Technicians revealed last week that members in New York approved a proposal to close the breach with the union's international while Los Angeles rejected it.

The mail vote showed that the New York local overwhelmingly favored the "peace" move by a 510-to-118 margin while Los Angeles vetoed it by a 211-to-191 count. It could not be ascertained whether Los Angeles would go along with the cumulative vote which is solidly in favor of the proposal, formulated by executive boards of the locals and the international.

The New York and Los Angeles locals have been embroiled in a dispute with the international for almost three months over NABET's management of affairs at NBC and ABC. The rift widened this spring when rebel leaders filed petitions with the National Labor Relations Board to affiliate with

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a new union (Broadcast Employees Union), and NABET removed key officials from office and placed the locals under a trusteeship (BROADCASTING, March 13).

A rapprochement was effected several weeks ago when leaders of locals and the international met and worked out an agreement under which the network locals in New York and Los Angeles would have a stronger voice in negotiations and, in return, the locals would drop their petitions to the NLRB. The agreement thereupon was put up to the members for ratification.

The schism within NABET developed while the union was negotiating a new contract with NBC and ABC. The duration of the contract was extended from last March 31 until Aug. 31 to provide sufficient time for the establishment of clear-cut bargaining units for engineers and technicians and other workers employed at the networks.

Value of U.S. TV exports up 17%

The U.S. Department of Commerce has announced that U.S. exports of television receivers and chassis to other countries were up from \$34.2 million in 1965 to \$40 million in 1966, an increase of 17.1%.

Principal markets for U. S. receivers and chassis were Canada, \$17.5 million; Venezuela, \$3.2 million; Mexico, \$2.5 million, and Ireland, \$1.6 million.

Although there was a \$6 million increase in the export of television receivers and chassis in 1966, the number of exported units dropped from 810,000 in 1965 to 706,000.

Exported television receivers and chassis, 1965-1966 by units were:

- Television broadcast receivers: down from 181,000 to 168,000.
- Television tuners: down from 504,000 to 375,000.
- Television chassis and unassembled television kits: up from 125,000 to 163,000.

Sales of electron tubes rose from \$57.4 million in 1965 to \$72.8 million in 1966, an increase of 26.8%. Receiving tubes and television picture tubes accounted for more than 40% of the total exports of electron tubes, amounting to 19.4 million units.

Television picture tubes showed a greater rate of increase than receiving tubes in 1966, rising from \$9.8 million in 1965 to \$16 million last year, or up 62.5%. Exported receiving tubes rose only 25.8% from \$13.5 million in 1965 to \$16.9 million in 1966.

Principal markets for television picture tubes were Canada, \$10.1 million; the European Economic Community,

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\$1.8 million; Venezuela, \$1.2 million, and the United Kingdom, \$200,000. Principal markets for receiving tubes were Canada, \$5.2 million; the European Economic Community, \$2.7 million; Mexico, \$1.1 million, and Brazil, \$1 million.

U.S. exports of all electronics products hit a record of \$1.2 billion in 1966, the Department of Commerce reported.

Newell shows recorder for home color-TV

A West Coast electronics firm announced last week the development of a home color-TV recorder that records 16 channels on 1/4-inch tape and which will, it said, ultimately sell for under \$500 on a mass production basis.

The development was made by Newell Associates, Sunnyvale, Calif. The company is headed by Chester W. Newell, formerly associated with Ampex Corp.

Also announced by the Newell company at the National Telemetry Conference in San Francisco was a new tape reel for home audio recorders capable of carrying 44 minutes playing time. The reel measures less than two

inches in diameter, is played on an automatic tape changer and is self-threading. The company said that it should be competitive with LP phonograph record prices when quantity-produced for the consumer market.

The principle element of the new approach to both the color TV and audio tape is what Mr. Newell termed "an extremely simplified tape transport using only three basic rotating parts." Recorders using the Newell development need no cartridges or flanged reels, it was said.

Licenses for the new development have been issued to IBM, Borg-Warner and Electronic Engineering Co., and to "major consumer electronics corporations," the company said. Mr. Newell declined, however, to identify any of the consumer companies.

GE takes safety step with 90,000 TV sets

The General Electric Co. announced last week plans to modify as a safety precaution about 90,000 large-screen color television sets sold across the country.

The GE announcement said tests showed that some of the sets manufactured between June 1966 and February, 1967 "may emit soft X-radiation in excess of desirable levels."

Company spokesmen also said that "nationally recognized radiological health experts have confirmed that emissions have not been sufficient to cause harm to viewers."

Black-and-white sets and portable color sets will not be involved in the modification program.

It was estimated that the program would be completed by the end of July.

FCC moves FM monitor deadline back 9 months

A small electronics company has won its point with the FCC. Belar Electronics Laboratory, Upper Darby, Pa., had petitioned for a 90-day postponement of the June 1 effective date of an FCC order requiring all stereo FM stations to have a type-approved modulation monitor (BROADCASTING, April 24). If the postponement were not effected, Belar argued it would suffer serious economic damage because of difficulties in receiving type-approval for several of its monitors.

In granting the request the FCC extended the date from June 1 to Sept. 1 and, on its own motion, the commission extended the required date for installation of subsidiary communications authorization (SCA) modulation monitors from June 1 to March 1, 1968.

Empire State towers ticketed for more

A New York broadcasters group and the Port of New York Authority agreed in principle last week to relocate nine TV station transmitters from the top of the 102-story Empire State building to the top of the proposed 110-story World Trade Center on or about Oct. 1, 1971.

The agreement, according to the authority and the TV broadcasters all-industry committee, should result in "optimum television reception" for viewers in New York and New Jersey areas. The Empire State building is in mid-Manhattan; the proposed new skyscraper trade center would be in lower Manhattan.

Approval for the move was given after engineering consultants reported that the placement of TV antennas atop the 1,350-foot Trade Center would result in optimum reception and avoid the TV interference that would result from the Trade Center's twin towers if the transmitters remained on the Empire State. The relocation plans are now subject to approval of the individual stations and also of the FCC.

The Port Authority said it would construct masts on its first (north) building tower to accommodate TV and FM antennas, allowing the broadcasters space for transmitters and equipment above the 100th floor, equivalent to that now occupied in the Empire State building.

Under the agreement broadcasters would pay for new equipment but the Port Authority would reimburse them for the relocation costs "on the basis of an agreed-upon formula which measures the unexpended useful life of the existing equipment, and will reimburse each broadcaster for certain direct out-of-pocket expenses in connection with the relocation." The broadcasters in turn would transfer title of their existing units at the Empire State to the Port Authority for "such use, sales and disposal as may be practical."

The offer of free rental space through the time when the broadcasters' current leases expire with the Empire State (on April 30, 1984) has been included in the new agreement (BROADCASTING, March 13). The Port Authority has also allowed the broadcasters similar renewal options at the trade center as now exist with the Empire State, and extended in successive periods to 1999.

The TV committee said that the interference problem would still exist during construction of the trade center, but that the Port Authority "has agreed to cooperate in minimizing the time during which interference will occur."

Construction Problem - FCC Chairman Rosel H. Hyde, however, has

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warned that the interference problem will mount in intensity as the framework of the trade center building rises, and that during the two years construction is expected to take, "no practical solution [to the interference problem] appears to be feasible."

The chairman had written to the governors of New York and Connecticut and to affected congressmen in those states several days before the announcement that the stations had agreed to move. He said that, when completed, the trade center building would cause interference to signals broadcast from the Empire State building that would be "significant and sometimes totally destructive severity."

He also has pointed out that a move to the trade center building would cause further problems. "Receiving antenna adjustments will be required, in many cases, to reorient to the new site," resulting in additional expense and inconvenience to the viewers, he said.

Chairman Hyde based his observations on two engineering studies, one that had been prepared for the New York stations, the other for the Port Authority. They generally agreed on the interference problems that the trade center building would create. However, they also indicated, as Chairman Hyde said, that once the antennas had been moved, reception service would be "somewhat better" than it is now.

The chairman, with the concurrence of his colleagues, took the unusual step of offering his unsolicited views in the belief that it would be wiser to put the affected political figures on notice in advance instead of waiting until after they began forwarding complaints about interference problems.

Still pending is disposition of a suit filed in April by the operators of the Empire State building against the Port Authority, charging the latter with attempting "to take over and control its broadcast tenants (BROADCASTING, April 24).

TV stations affected by the agreement to relocate to the trade center are WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WPIX(TV), WOR-TV, WNYC-TV, all New York; WNJU-TV Linden-Newark, N.J.; WNDT(TV) Newark, N. J.-New York.

Technical topics . . .

New lighting distributor ■ Strand Electric Inc. has opened new offices at 3201 North Highway 100, Minneapolis, to handle distribution of theatrical lighting equipment and controls for TV studios and stages, supplied by Strand Electric & Engineering of London.

Editor and adapter ■ Available from Sony Corp. of America, Industrial Division, Inglewood, Calif., is an electronic editor that records scenes after

or between the prerecorded scenes on a video tape and plays them back without interruption for broadcasting purposes. The VTE-2 is part of a systemized Sony BV-120 Videocorder that can be erased and new scenes can be inserted. Sony also has the color adapter system for EV-200 which can record and play back video tape in color and can be used with any helical scan machine. The adapter will be available for \$1,200 in the latter part of this year.

In focus ■ Zolomatics Corp., Hollywood, announces the availability of an extra fast, 10 to 1 zoom lens for television cameras. The lens has a focal range of 80 mm to 800 mm (3.2 inches to 23 inches), with a relative aperture of F/4.5 throughout the zoom range. The lens can be supplied either with push-rod or rotary controls and is adaptable for color or black and white.

NAB backs contour change for UHF's

The National Association of Broadcasters last week gave its support to UHF stations that have asked the FCC through a proposed rulemaking, to alter the present method of determining a TV station's field-intensity contours. At

the same time, the NAB proposed that any new rule should not apply to VHF's.

The proposed rule change specifies that the power in the pertinent vertical direction shall be used to predict the distance to a station's grade A and grade B contours. It was prompted by WKBN-TV Youngstown, Ohio, which claims the present restriction operates to the "serious disadvantage" of UHF's. The present rule states that only the horizontal power is to be used in predicting contour distances (BROADCASTING, April 24).

The NAB said it was in complete accord with the proposed change, which will afford all stations the greatest degree of coverage. The association, however, expressed concern with the rule since it would affect VHF coverage calculations as well.

In most instances, the NAB said, the differences between the vertical and horizontal angles of radiation are less in the VHF portion of the band; therefore it is inappropriate to apply the proposed rule to VHF's. As a counterproposal the NAB suggested that the new rule should apply only to UHF's or to all TV stations using antenna systems in which horizontal plane measurements would not truly reflect the station's field-intensity contours.

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Beep, beep, beep: 'And now a word . . .

SOCCER REFEREE BLOWS HIS WHISTLE ON ALLEGED TIMEOUTS FOR TV

"I get three beeps on the radar thing and then I hear the producer saying, 'A commercial is coming up,' so I have to get the play stopped." Those few words, attributed to a soccer referee last week, produced a brouhaha that roared through sports pages to the glee of columnists, down New York's canyon of TV networks to the consternation of vice presidents, and up to Capitol Hill where an irate congressman wanted to amend the Communications Act to ban the rigging of sports contests.

Peter Rhodes, the referee, was quoted by the AP as having made the statement and others—including telling players to feign injuries so he can get a commercial in—in Toronto after the May 14 game between the Toronto Falcons and Pittsburgh Phantoms, which was televised by CBS-TV.

On the heels of Mr. Rhodes's statement, officials of the National Professional Soccer League said the referee had declared he had not called any false fouls . . . "it would violate

the laws of the game and would be dishonest."

The English-born referee was reported to have said originally that 11 of the 21 fouls he called in the game had been false so that CBS could get in its commercial quota. CBS officials wouldn't comment on the charges of fake injuries, saying it was a matter for the league, but the network did stress that interruptions for fouls are not used for commercials.

Players, Too ■ While all the officials, league and network were denying any foul play, three members of the Pittsburgh team got into the act and said referee Rhodes had urged the players to feign injuries. One player, Manfred Rummel, was quoted by UPI as saying: "The referee came to us, one by one, in the dressing room and told us every nine minutes we must stay down."

CBS's policy, according to William McPhail, CBS Sports vice president, is to run five one-minute spots in each half, two spots before the game and two after the game. The spots, he added, are run "only during legitimate injuries or for a goal kick."

Since the referee is supposed to put the ball back in play immediately following a foul call, he added, those stops in action are not used for commercials.

In addition to CBS's claim of innocence in the rhubarb, Ken Macker, league president, said the incident had "crystallized our thinking" on the subject and that in the future the referee will call commercial breaks by signalling both the spectators and the TV audience.

"These time outs," he said, "will be rigidly limited as originally conceived by the NPSL and CBS and to those periods when a ball has been kicked out of bounds . . . or when a player has been legitimately injured . . . at no time has CBS asked us to do otherwise."

However, all the league promises and CBS statements did not still the wrath of Representative Richard L. Ottinger (D-N. Y.), who said he was drafting legislation to prohibit the rigging of professional sports events to allow working in of commercials. He said he had learned that CBS had ordered the referee to call a time out every nine minutes.

Denials ■ Mr. McPhail denied that allegation and said he'd like to know

where the congressman got his information. But the Ottinger office was keeping mum. All it would say was: "This information was given to us by what we consider an unimpeachable source we have to protect."

The congressman, a member of the House Communications Subcommittee, apparently was out for bigger game than just the CBS eye. He said he hopes his bill, which may be offered this week, would spark "a thorough investigation of the extent to which the radio and television networks are influencing the conduct of professional sports at the expense of the viewer or listener."

A member of his staff later amplified this to mean a hope that the bill will set off an inquiry into broadcast ownership of sports teams.

As for the other networks—not involved in soccer—Carl Lindemann, NBC Sports vice president, said he was "bored by charges of manipulation" of sports by TV. However, he acknowledged that soccer does not present logical commercial breaks and fitting them

Local contracts signed

The United States Soccer Association—the league without a network TV contract—in negotiations on a local level, has already come up with a number of radio and TV contracts. The New York Skyliners is the only team without a broadcast contract.

Contracts either in preparation or signed are: Boston Shamrock Rovers, WKBG-TV Boston; Chicago Mustangs, WFLD-TV Chicago; Cleveland Stokers for FM radio and color TV on WEWS(TV) Cleveland; Dallas Tornados, KTVT(TV) Fort Worth-Dallas; Detroit Cougars, WJR Detroit; Houston Stars on 14 radio stations in Mexico and a TV outlet in Mexico City; Los Angeles Wolves, KTLA(TV) Los Angeles; San Francisco Golden Gate Gales, KBRG(FM) San Francisco; Washington Whips, WWDC Washington; Toronto City, CFTO-TV Toronto, and Vancouver Royal Canadians, CKNW and CHAN-TV, both Vancouver.

Soccer a VOA exception

The Voice of America, which does not regularly cover U. S. sports for feeds to its overseas audiences, is making exceptions on America's new-found game, soccer, which is "the" sport everywhere else in the world.

When the Cruzeiro, Brazil, team played the Eintracht team of Frankfurt, Germany, in an exhibition game in Washington recently, VOA carried the game live in Portuguese to Brazil. In addition, interviews with the players were later carried by 17 other VOA language services, and the interviews were then made available to some 3,000 foreign stations by the U. S. Information Service.

Present planning of VOA is to cover as many soccer games as possible that originate in Washington and New York, among the 12 teams of the United Soccer Association.

The "minileague" season is to start on May 28.

in does cause a problem.

Roone Arledge, vice president executive producer of ABC Sports, called the sports-commercial question "an overblown and overdiscussed issue that has no substance." Sports writers, he added, "love to criticize TV in sports" and they may be "motivated by a feeling that TV isn't good for sports, or by whatever they're motivated by."

Standing quietly on the sidelines of the whole affair has been the United Soccer Association, the league that has official sanction but does not have a TV network contract. Right now its officials are satisfied with what it has: local radio and TV contracts for most of its 12 teams (see page 56).

NAB radio clinics get more speakers

Four speakers have been added to the lineup of participants in the National Association of Broadcasters radio program clinics. The clinics opened in Salt Lake City last Thursday and Friday (May 18-19), are continuing in Palo Alto, Calif. today and Tuesday (May 22-23), and will go to Oklahoma City on Thursday and Friday (May 25-26).

After a week break, they will pick up in Nashville, June 4-5; Detroit, June 6-7, and Philadelphia, June 8-9.

The new speakers and their topics are: "How to Be Humorous on the Air", John Barrett, KRLA Pasadena, Calif., in Palo Alto and Oklahoma City (at the latter meeting he will be joined by Allan Page, KGWA Enid, Okla.); "Finding the FM Niche", Robert J. Somerville, KFOG(FM) San Francisco, at Palo Alto, and Durward Tucker, WRR-FM Dallas, at Oklahoma City.

Daytime changes at ABC-TV

ABC-TV, which circulated reports in New York last week purporting to show impressive gains in audience for *The Newlywed Game* (Monday-Friday, 2-2:30 p.m.), will enter a related game show in the lineup on June 16. *The Family Game*, which will be formatted similarly to *Newlywed* but uses the family unit instead of the just-marrieds, will replace *One in a Million* in the weekday schedule at 11:30 a.m.-noon. ABC today (May 22) replaces *Supermarket Sweep* at 11-11:30 a.m. with *The Honeymoon Race* (Talent Associates produced "Scavenger Hunt" game show). According to network sources, ABC also has daytime rights to *Bewitched* in the wings as a weekday strip entry in early 1968.

Fair-trial issue goes to public

ABC-TV news special and WBBM-TV program probe for public's interest; lawyers and judges continue debate

Fair trial-free press, which has become a heated professional issue since the American Bar Association's Reardon committee issued its proposed curbs on crime trial coverage last fall, is becoming a popular subject in the consumer media as well. The media indicate the issue is vital to the citizen so he had better get into the argument too.

ABC-TV explored the subject in a color news special Thursday night featuring a discussion among legal and news experts here and in England. The program used the Early Bird satellite and employed Frank Reynolds as interviewer.

Last Tuesday CBS-owned WBBM-TV Chicago aired a half-hour color special on fair trial-free press, also in prime time, which included retiring U. S. Supreme Court Justice Tom Clark. Justice Clark affirmed his view that trial judges can take care of assuring a fair trial under present rules (BROADCASTING, May 15). However he added that a code of ethics between the news media and the courts should be worked out.

Retiring Chicago Police Superintendent O. W. Wilson said on the WBBM-TV program that merely arresting a criminal is not enough—he must be convicted. "I would be in favor of giving all information to the press," he said, "if it would not be what some people call jeopardizing a fair trial."

At the conclusion of the program, sponsored by Household Finance Corp. through Needham, Harper & Steers, WBBM-TV's Fahey Flynn advised the public of its stake in the issue. "The flow of information to the press and to the public is being curtailed," he commented. "The purpose is to protect the right of fair trial, but questions remain. Is it really necessary?" he asked.

"Must our protection of the right of fair trial be at the expense of the public's right to know? It isn't just for the lawyers and judges to debate. It affects us all," Mr. Flynn reminded his viewers.

Dangerous Solution ■ Meanwhile the lawyers and judges and newsmen continue to debate. A fortnight ago in Detroit Judge George Edwards of the U. S. Sixth Circuit Court of Appeals called the ABA committee's proposed restrictions "a dangerous scheme." A Milwaukee judge now concurs with him.

Milwaukee Family Court Judge Robert W. Hansen told a Midwest

meeting of the Radio-Television News Directors Association in Chicago May 13 that the proposed curbs "violate the constitutional guarantee of a public trial." Newly elected chief of the Wisconsin state supreme court effective next January, Judge Hansen said the current debate "overlooks a third dimension, the right of the public to know what is going on."

Judge Hansen, who still allows cameras and television in his court and has done so for the past six years if participants don't object, felt that "in twentieth-century America the camera is as important as the typewriter in news dissemination." He contended the trial court "is in the best position to balance the constitutional rights of the accused and the rights of the press without depriving the public of information that the public is entitled to have under the Constitution."

At the same RTNDA meeting U. S. District Judge James B. Parsons, a Negro jurist who recently served on the President's Crime Commission, indicated it is only a question of time before the TV cameras make their reappearance in the courtroom. "The law needs the mass media more than the mass media need the courts," he said, explaining how TV could help improve public confidence in the judicial system.

Broadcasters, however, must improve their gear and their courtroom conduct considerably if they want to be accepted, he noted. He observed for instance that radio and TV are "over selective" in their news coverage "and can make monsters faster and bigger" than the older media.

"I saw Stokely Carmichael too much," Judge Parsons said, "and he wasn't worth that much."

Legal Reform ■ Courtrooms presently are not adapted to unobtrusive TV or radio coverage, Judge Parsons said, but the evolution of legal reform ultimately must include these facilities because communication is at the heart of this reform. One step may be adoption of video tape recording as part of the official reporting of trials, he thought, since the demeanor of witnesses and other visual factors are vital to proper judicial review and are not possible in the written-word system so long in use.

"Technological advice is the important factor left out of the current discussions," Judge Parsons said. He called upon the broadcast media to

take the initiative in bringing technical experts into the bar-media meetings which he thought are overloaded with lawyer-management types.

Philip Kurland, law professor at the University of Chicago, told the RTNDA meeting that if broadcasters want back in the courtroom with their gear they will have to begin covering trials big and small, day by day, in an orderly manner instead of aiming just for the bizarre. "Some real display of responsibility will get the cameras back in court," he said.

This view was echoed by another University of Chicago law professor, Harry Kalven Jr., who also is an expert in the jury system. He noted though that this lack of routine coverage isn't peculiar to the broadcast media. He said that of 11,000 felony cases in New York last year only 41 produced stories of any significance in the newspapers.

Mr. Kalven indicates studies show that little really is known about whether pretrial publicity prejudices a jury and he doubted it could ever be proved. He affirmed this view as a guest on the WBBM-TV special.

Don Reuben, Chicago attorney, pointed out to the RTNDA that the proposed guidelines of the ABA committee if adopted are like any other court guidelines: "They are court orders, and like recipes, they get more complex as they are repeated." He felt that the Richard Speck case (Speck was convicted of murdering eight student nurses in Chicago) was the classic case of guidelines gone awry, noting they were set without ever consulting the news media.

Mr. Reuben said trial judges have the ability to assure fair trials without such guidelines. "Guidelines are based on the false assumption that the average man is stupid and dishonest," he said, and if the guideline theory is valid then "the jury system is no longer any good."

Small points contribute to television's

Wolper's sales jump

Wolper Television Sales reported last week that sales for the month of April rose by 150% over those for the same month last year to more than \$500,000. Wynn Nathan, general manager, syndication division, said that more than 80 new sales were made during April for *Truth or Consequences*, *The Alan Burke Show*, *My Favorite Martian*, *The Ray Coniff Christmas Special* and *The Mean Mr. Firecracker*.

poor image in trial coverage, Mr. Reuben suggested. Among these are flubs made by personality-types obviously reading the news on camera from a prompter, he indicated, which hurt viewer confidence. Another image breaker, he felt, is the conduct of the "piano movers" who lug TV's heavy equipment about at news coverage sites. "They might take a shower," he said, "and use some deodorant. Also, they could stop shoving and cursing at people."

Another inch on fairness

FCC extends rule

to include transcript of attack as well as notice

A station that broadcasts an attack on an individual must do more than inform him that a "controversial" program is to be carried if the licensee is to meet his obligations under the personal-attack principle of the fairness doctrine. This is true, the FCC said last week, even if the notice contains an offer of time for reply and an offer of a tape of the broadcast.

The commission, in a letter to KTYM Inglewood, Calif., said that stations must inform the person or group involved that an attack has been or is about to be made and include a transcript or tape, or a summary if no transcript is available.

The commission issued its ruling in connection with a complaint that the Anti-Defamation League of B'nai B'rith filed against the station. The complaint involved a Dec. 28, 1966, broadcast that attacked the Institute for American Democracy and five of its officials including Dore Schary, who is national chairman of ADL. IAD was established last November to oppose extremists of left and right.

Procedure ■ The commission said its investigation of the complaint indicated that the station has established a procedure under which an employe monitors programs to determine whether they contain personal attacks. When a program does contain an attack, a form notice is sent to the individual concerned notifying him that a "controversial radio broadcast" will be made and offering time for reply. The notice also says that further information and tapes may be obtained from the station.

"Certainly the monitoring of such programs before broadcast is desirable," the commission wrote. "But, the form

notice itself does not constitute compliance with the personal-attack principle." The station was given 15 days to notify the commission of the measures being taken to insure compliance with the requirements of the personal-attack principle.

The commission at the same time dropped an investigation of the ADL complaint that KTYM had not served any notice on those individuals who were attacked in the Dec. 28 broadcast. KTYM has claimed that it did send its form notices to the persons involved.

Impasse ■ The commission said its investigation indicated that the notices "were placed in the mail addressed to IAD but, due to some inadvertence, not received, or record of their receipt misplaced or lost." Under the circumstances, the commission said, "it would not serve any useful purpose to continue this investigation."

Commissioner Kenneth A. Cox opposed dropping the investigation. In a dissenting statement he said that a number of factual issues are involved in the matter of whether or not notices were dispatched and that a hearing is needed to resolve them.

ADL had filed its complaint in a supplemental petition for reconsideration of the commission's decision to renew the station's license without a hearing. ADL had claimed the station carried programs that contained anti-semitic material.

The commission denied reconsideration, but said it would check into the supplemental complaint (BROADCASTING, Jan. 23). ADL has since appealed to the U. S. court of appeals the commission's refusal to hold a hearing on the license-renewal application.

Judge hopes own ban will be challenged

A circuit court judge in Madison, Wis., reluctantly has turned down a request by WHA-TV, the noncommercial outlet there, to televise a civil trial.

The trial is based on a taxpayers' suit against local officials and seeks to stop Madison from carrying out a contract made with the Frank Lloyd Wright Foundation to design a community center.

WHA-TV has offered to telecast the entire trial, either live or on a delayed basis to "provide a demonstration that television in a civil suit can inject itself without interfering with a fair trial" (BROADCASTING, Feb. 27).

In a 45-minute dissertation Monday (May 15), Judge Edwin M. Wilkie said he denied the request "with some reluctance," and all but pleaded to have

his verdict appealed. WHA-TV officials said it was doubtful that the University of Wisconsin, licensee, would appeal, but he hoped commercial broadcasters might challenge.

Estes Precedent ■ Judge Wilkie said that judges "must respect standards that have been laid down by appellate courts. . . . Were I to exercise my discretion, which I do not feel I have, I would go ahead and permit" the telecast. The denial, he said, was his compliance "with what I conclude to be the law."

The judge based his refusal primarily on the U. S. Supreme Court's 1965 decision in the Billie Sol Estes case in which the high court said Estes did not receive a fair trial, in part due to television coverage.

Judge Wilkie said he was "obliged under the law" to reject the WHA-TV proposal, which had been supported by the taxpayers filing the suit. But he added "it does not seem reasonable that we blind ourselves" to advancements made in technology, science and to "social responsibilities."

If the public is to be governed by rule of law, he said, the public "must be informed of its worth." How, he asked, can the public pass judgment on government if it doesn't know what the government is doing?

He doubted that the Estes decision, which has been acting as a stumbling block to future trial coverage, provided enough answers to TV-in-the-courtroom questions. "We have not had sufficient experience in the laboratory to say absolutely yes or no" to such coverage, he said.

Opposing the TV coverage request was the Wright Foundation, and the civic officials of Madison. Last week at its regular meeting, which has been carried live for many years by WMFM (FM), the city council voted to oppose TV coverage of the trial.

PBL rents NBC facilities for show

The cloud of conjecture around the Public Broadcast Laboratory's plans for its two-to-three-hour Sunday show lifted somewhat last week:

■ It was learned that 26 shows are planned between the Oct. 29 premiere and next May. Beyond that point, plans for 1968 political convention and election coverage during summer and fall "are as yet unresolved."

■ Membership of the PBL editorial policy board, headed by Dean Edward W. Barrett of the Columbia Graduate School of Journalism, was announced.

■ A two-year, estimated \$600,000



Dean Barrett



Mr. Rogers



Mr. White



Mr. Fischer



Mr. Bowen



Mr. Hofstader



Mr. Dumpson



Mr. Cremin



Mr. Cousins



Mr. Hoving



Mr. Kusch



Mr. Mennin

contract with NBC Telesales for production facilities and personnel is to be announced today (May 22).

The agreement with NBC provides for Saturday and Sunday use of a large studio, control room, video-tape machines and 16mm and slide projectors, as well as engineering, lighting and production personnel for the "assembly and airing" of the weekly shows. The cost for NBC's facilities for each broadcast and each of "two or three dry runs" was said to be "in excess of \$10,000."

In the announcement, Av Westin, PBL director, praised NBC's "marvelous cooperation, extended through the negotiations," said to have begun three months ago.

In addition to NBC facilities, the laboratory will rely extensively on local production by National Educational Television (NET) affiliates, independently rented equipment for its "flying remote units," and pretaping and editing.

This week, for example, the laboratory will be taping a pilot with "a distinguished guest seminar" format, with Walter Lippman and six graduate students. The show may be included in

the Sunday series, but it is intended mainly as "an experiment with a cross-generational seminar format," which may be used in the series with several other guests. Tape equipment was rented from Tele-Tape Productions Inc., New York.

White Named ■ The PBL is "a virtually autonomous unit" of NET, whose President John F. White was one of PBL editorial policy board members named last week. Dean Barrett was named chairman of the editorial policy board after his election to the NET board of directors. The board's other members as announced by NET Chairman Dr. Everett Case:

John Fischer, 57, retiring in July as editor-in-chief of *Harper's* magazine; Richard Hofstader, 57, self-described historian of political thought, Pulitzer prize winner in 1956 and 1964; William P. Rogers, 54, former attorney general of the U. S., senior partner in the law firm of Royall, Koegel, Rogers and Wells of New York and Washington.

Also, James R. Dumpson, 48, former New York welfare commissioner, currently dean and professor of sociology at Fordham University; Norman Cou-

So, who was left to watch the parade?

"If broadcasters only knew the power of their medium."

That's what James Mudd, manager of WRAM Monmouth, Ill., said last week after his station turned out 8,000 of the city's 10,000 people to march in a support-our-boys-in-Vietnam parade Thursday afternoon (May 18) that had been merely suggested on the air Monday morning.

Mr. Mudd has a telephone show on WRAM and during the program Monday he began talking to listeners about the claimed 250,000 New Yorkers who had marched the previous Saturday. Why that was only a tiny fraction of the big city, he observed boasting Monmouth could turn out maybe 50%.

Then it began phone calls deluged WRAM. Everyone came up with suggestions and enthusiasm.

Show the world America isn't a nation of draft-card burners and flag stamper. Americans aren't a bunch of patsies. Americans are dedicated people. Ring all the church bells Thursday at 4 p.m. and march together to the park to pray. Simple. Sincere.

Monmouth did. Some 8,000 of them, "maybe 10,000 counting those who flocked in from out of town too," Mr. Mudd said. So did the national news media, including ABC and NBC crews and newsmen from Midwest TV stations.

Every station in the country should repeat this event, Mr. Mudd said late Thursday night. "I actually believe it could help shorten the war by showing the Communists we mean business and support our fighting men," he said.

sins, 55, editor of the *Saturday Review*; Dr. Polykarp Kusch, 56, nuclear physicist, winner of the 1955 Nobel Prize for physics, Columbia University professor; Lawrence A. Cremin, 41, direc-

tor of the Institute of Philosophy and Politics of Education at Columbia University.

Also Peter Mennin, 44, president of the Juilliard School of Music; Thomas P. F. Hoving, 36, former New York parks commissioner and now director of the Metropolitan Museum of Art, and Dr. William G. Bowen, 33, Princeton University professor of economics and public affairs.



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Curtain drops on Jackson hearing

The FCC hearing on the renewal application of WLBT(TV) Jackson, Miss., ended last week after Negro leader Charles Evers told it he felt that the station's news coverage contributed to the murder of his brother in 1963.

Mr. Evers, who succeeded his brother Medgar as state field secretary for the National Association for the Advancement of Colored People, said he felt the atmosphere "contributed to" by WLBT had a "lot of bearing" on Medgar's death. He said the episode involved a reply by Medgar Evers to a television appearance by Jackson Mayor Allen Thompson.

Charles Evers said the station "kept talking about it, kept talking about it . . . until they almost needed the National Guard for his appearance."

Within a month, Charles Evers said, Medgar was shot from ambush.

Mr. Evers said he twice protested

station announcer Alon Bee's use of the words "nigger and negra" but said it did not change anything.

Mr. Evers gave his testimony on Friday (May 12), and on Wednesday (May 17), Hearing Examiner Jay Kyle gavelled the hearing in Jackson to a close.

The examiner's decision is expected in the fall. The parties were given 60 days to file proposed findings and another 30 days to file reply findings.

The United Church of Christ and others have asked the commission to deny renewal of the WLBT license on the ground that the station discriminated against Negroes in its programming.

TV series sales . . .

Dylan Thomas (Seven Arts TV): KRDO-TV Colorado Springs-Pueblo; WGHP-TV High Point-Greensboro-Winston-Salem, N. C.; WHIO-TV Dayton, Ohio; WWNV-TV Carthage-Watertown, N. Y.; WTMJ-TV Milwaukee; KHJ-TV Los Angeles; WTTV(TV) Bloomington-Indianapolis; KUED(TV) Salt Lake City, noncommercial, and San Diego Educational Authority.

Holiday Storybook of Fables (American International Television): WGN-TV Chicago; KWGN-TV Denver; WTTV(TV) Bloomington-Indianapolis; WBNS-TV Columbus, Ohio; WTOP-TV Washington; KYW-TV Philadelphia; WNAC-TV Boston; WTMJ-TV Milwaukee; WTAE-TV Pittsburgh; WREX-TV Rockford, Ill.; WSBT-TV South Bend, Ind.; WHAS-TV Louisville, Ky.; WSB-TV Atlanta; WKZO-TV Kalamazoo, Mich.; KOVR(TV) Stockton-Sacramento, Calif.; KONO-TV San Antonio, Tex.; KGMB-TV Honolulu; WGAN-TV Portland, Me.; WDSU-TV New Orleans; WABC-TV New York, and KTVO (TV) Kirksville, Mo.-Ottumwa, Iowa.

High Noon (National Telefilm Associates): WEAU-TV Eau Claire, Wis.; KBTV(TV) Denver; KLFT-TV Lafayette, La.; KGMB-TV Honolulu; WISH-TV Indianapolis; WANE-TV Fort Wayne, Ind.; KTVN(TV) Reno; WOR-TV New York; KWTV(TV) Oklahoma City, and WVEC-TV Norfolk, Va.

Color Features (National Telefilm Associates): KSL-TV Salt Lake City; KHFI-TV Austin, Tex.; KTUL-TV Tulsa, Okla., and KTRK-TV Houston.

David Susskind Show (National Telefilm Associates): WUSF-TV Tampa, Fla.; KWSC-TV Pullman, Wash.; WTHTV-TV Miami, all noncommercial, and KHTV(TV) Houston.

The Play of the Week (National Telefilm Associates): KLRN-TV Austin, Tex.; WGTV(TV) Athens, Ga., and WTHTV-TV Miami, both noncommercial.

Dominant 10 (American International

al TV): KCRA-TV Sacramento, KTTV (TV) Los Angeles, KTVU(TV) Oakland-San Francisco, and KFRE-TV Fresno, all California; WTCN-TV Minneapolis-St. Paul; KGMB-TV Honolulu; WHIC-TV Pittsburgh, WFBG-TV Altoona, WHP-TV Harrisburg and WFIL-TV Philadelphia, all Pennsylvania; KCPX-TV Salt Lake City; WVUE(TV) New Orleans; WZZM-TV Grand Rapids, Mich.; WFRV-TV Green Bay, Wis.; WBNS-TV Columbus, Ohio; WFAA-TV Dallas-Fort Worth; WKBG-TV Cambridge-Boston; WTTG(TV) Washington; WSB-TV Atlanta; KZAZ(TV) Nogales, Ariz.; KOLO-TV Reno; WSPA-TV Spartanburg, S. C.; KORK-TV Las Vegas; KVII-TV Amarillo, KERP-TV El Paso and KVMM-TV Monahans-Odessa, all Texas; WALB-TV Albany, Ga.; WJHG-TV Panama City and WFLA-TV Tampa, both Florida; WBKB-TV Chicago; WNHC-TV New Haven, Conn.; WBNF-TV Binghamton, N. Y.; WKBD-TV Detroit, and WABC-TV New York.

Gilligan's Island (United Artists TV): WOR-TV New York, KCOP(TV) Los Angeles; WTCN-TV Minneapolis-St. Paul; KPTV(TV) Portland, Ore.; CKLW-TV Windsor, Ont.-Detroit; KVOS-TV Bellingham, Wash.; WPHL-TV Philadelphia; WKBG-TV Cambridge-Boston; KSL-TV Salt Lake City; WLVA-TV Lynchburg, Va.; WTEV(TV) New Bedford, Mass.-Providence, R. I.; KGMB-TV Honolulu; WAGA-TV Atlanta; WLWC(TV) Columbus, Ohio; WLWT(TV) Cincinnati; WLWI(TV) Indianapolis; WILX-TV Onondaga, Mich., and WLAC-TV Nashville.

Wagon Train (MCA): KEZI-TV Eugene, Ore.; KZAZ(TV) Nogales, Ariz.; KFDM-TV Beaumont, Tex.; KVOO-TV Tulsa, Okla.; WITN-TV Washington, N. C.; KARK-TV Little Rock, Ark.; WAVE-TV Louisville, Ky., and WFIE-TV Evansville, Ind.

McHale's Navy (MCA): WRGB(TV) Schenectady, N. Y.; WITN-TV Washington, N. C.; KENS-TV San Antonio, Tex.; WAAY-TV Huntsville, Ala., and WHIO-TV Dayton, Ohio.

Leave It to Beaver (MCA): WTEN(TV) Albany, N. Y.; WREX-TV Rockford, Ill., and WAAY-TV Huntsville, Ala.

Riverboat (MCA): WHNB-TV New Britain-Hartford, Conn.

Checkmate (MCA): WAFT-TV Cleveland.

Tales of Wells Fargo (MCA): KCND-TV Pembina, N. D.

Cimarron City and *Frontier Circus* (MCA): KLXA-TV Fontana-Los Angeles and Channel 33, Dallas.

NTA Safari Jungle Group (National Telefilm Associates): KGBT-TV Harlingen, Tex.

Shirley Temple Features (National Telefilm Associates): KGMB-TV Honolulu.

Bureau turns deaf ear to NFL-Browns plea

The FCC's Broadcast Bureau stopped the National Football League and the Cleveland Browns for no-gain last week. The bureau recommended denial of a petition to intervene in a long-standing CATV proceeding that may block efforts to insure blackout protection for Browns games in the Cleveland area.

The NFL-Browns petition asked to participate in a proceeding involving multiple-CATV-owner Telerama, Inc.

Telerama, 49% owned by Scripps Howard Broadcasting, has proposed to deliver 13 distant signals to Euclid and 14 other Cleveland suburbs. Among those signals would be that of WSEE(TV) Erie, Pa., which televises all home games of the Browns. The football interests maintained they should be part of the proceeding because of an allegedly adverse impact upon the revenues not only of the Browns but also of all NFL-member clubs playing in Cleveland.

In its recommendation the bureau outlined two tests for intervention: economic injury because of competition or effective participation which will

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assist the commission in determining the issues in question. On both counts, the bureau said, the NFL-Browns petition failed.

Citing a previous FCC decision, the bureau said that a showing of economic injury must demonstrate protection of the public interest. The NFL-Browns "have not even attempted to claim a public interest in allowing their intervention," the bureau maintained. "On the contrary they admit the purely private nature of their interest." The bureau went on: "While it may well be that [they] possess cognizable copyright and property rights, the commission is not the proper forum for adjudicating those rights in this situation."

The bureau indicated the NFL-Browns could participate if the issues of the proceeding were enlarged to include their private interests. Pending before the FCC now is such a petition offered by the NFL and the Browns.

Films from the underground

The Lynn Co., New York, reports it has signed an exclusive agreement with the Film Distribution Center, New York, giving it access to avant garde and underground films produced by more than 100 independent producers for use in Lynn's 90-minute *The New Cinema* TV series.



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Top to bottom

Wcco Minneapolis-St. Paul believes in going to the ends of the earth for a broadcast. And it proved it May 7 by interconnecting two popular stations—11,300 miles apart—for a 30-minute program that includes exchanges between the Arctic and Antarctic participants.

Involved were a group of Minnesotans and Canadians, known as the Plaisted Polar Expedition, at Eureka, on Ellesmere Island, Northwest Territory, and scientists at McMurdo Station, the South Pole base in the Antarctic.

The broadcast was a communications experiment between wcco and the Plaisted Polar group. Preparations for polar linkups began about three months ago with the support of the FCC and six American and Canadian government agencies. The tie was made at Cedar Rapids, Iowa, by Collins Radio Co. with upper single sideband channels.

San Diego CATV pleas denied

The FCC has denied the petition of seven San Diego CATV systems for termination of a hearing on whether limits should be placed on their importation of signals from Los Angeles.

The systems made their request in view of an appeals-court decision overturning a commission order limiting the systems' expansion during the hearing. They said that the decision made it clear that the commission lacks authority "to impose any restriction or limitation" on them as a result of the hearing (BROADCASTING, May 15).

The commission, however, said the court's decision dealt only with the question of the stop order the commission imposed pending the outcome of the hearing. It said the order didn't touch on the legality of CATV rules.

The commission denied also the systems' alternative request that the hearing be stayed pending the outcome of a request for review of the appeals-court decision. The commission hopes to seek review by the U. S. Supreme Court, but has not yet received clearance from the U. S. solicitor general.

The CATV systems involved are Mission Cable TV Inc., Southwestern Cable Co., Pacific Video Cable Inc., Trans-Video Corp., Rancho Bernardo Antenna Systems Inc., Escondido Community Cable Inc. and Vista Cable Vision Inc.

WNEW makes the scene in Chicago

WNEW New York went to Chicago last week to get some live-on-tape programming for a music special on Memorial Day. Not that there isn't enough live programming in Manhattan for that purpose—the station already spends about \$15,000 a year to produce six or eight such specials there each year.

But the Chicago nightclub Mr. Kelly's has just reopened after a big fire and singer Lainie Kazan was there so WNEW's William B. Williams who "has tape—will travel" was on hand along with Harvey Glascock, the station's vice president and general manager. About 100 Midwest agency representatives lunched at Mr. Kelly's during the recording session. Result: WNEW is considering more out-of-town trips to get its music specials. Next stop probably will be London, Mr. Glascock said.

Rock music included in Lutheran offering

A religious program that rocks is being made available free to radio stations by the American Lutheran Church's department of television, radio and films, St. Paul, Minn.

The weekly program, *Silhouette*, runs 28 minutes, 30 seconds, and features rock-and-roll music from the top-100 charts interspersed with occasional short bits of talk about religion, music and moral questions by host John Rydgren, a pastor and the director of ALC's TV-radio-films section, and performers and teen-age guests.

ALC representatives said the program was originated by Mr. Rydgren at the request of Wdgy Minneapolis-St. Paul, and that it is also carried now by about 10 other stations. It is being offered on an exclusive basis in each market for scheduling on Sundays. Sample disks with promotional material were set for distribution to stations, especially those having rock-and-roll and rhythm-and-blues music formats, starting about mid-May.

Program notes . . .

Football rights ■ Four Star International Inc. has acquired syndication rights to *American Football League Highlights* and is placing the weekly half-hour color series into distribution in the U.S. and Canada. The package will feature highlights of all American football league games to be played during the upcoming season. Games played on Sunday will be available for telecast by

stations by the following Thursday.

A. A. U. boxing ■ A color special of the 1967 Amateur Athletic Union, boxing finals between the U.S. and Mexico has been produced by Triangle Stations and syndicated by Triangle Program Sales, both New York. Entitled *International Boxing Championships*, film special is narrated by sportscaster Les Keiter and scheduled for release this summer.

Preacher's replay ■ WGSa Ephrata, Pa., has available for replay in its entirety a tape of discussion featuring fundamentalist preacher Dr. Carl McIntire, whose *20 Century Reformation Hour* program is carried on some 600 stations, and clergymen representing views of what WGSa describes as "mainstream Christianity" The discussion, on "The Gospel, the Church and the World," runs two hours and was originally aired on WGSa-AM-FM on April 26.

Spotlight on fashions ■ Seven Arts Television will produce a one-hour color TV special on women's fashions for 1968, with filming to begin in New York in November. The program, still untitled, will be produced in cooperation with The Fashion Group, an organization of 4,000 women executives active in various phases of this industry.

Youth sports ■ *Jackie Robinson Sports Spots*, a weekly half-hour network television program is being packaged by Sports Box Ltd., New York. Key personalities participating will be Jackie Robinson, and other top named stars from all sports. The show will be primarily geared to the younger set, ages nine to 19. Prizes will be awarded to viewers and youngsters on stage, and scholarships will be given to deserving new athletes.

Return of Kings ■ The King family, recently regulars on ABC-TV's Saturday night schedule, are returning to television this fall via a series of five holiday specials. Each of the specials, featuring the entire King family, will have a holiday theme. Included in the first group are Thanksgiving, Christmas, Valentine's Day, Easter and Mother's Day. The specials will be produced and distributed by North American Television, Hollywood. According to North American, the shows already have been sold to 20 stations.

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BROADCASTING, May 22, 1967

Heidt special ■ Exclusive television representation for a "Family Night with Horace Heidt," featuring the band leader, Gretchen Wyler, Al Hirt and Dennis Day, among others, has been announced by the newly organized Lynn Co. Jack Lynn, president of the organization, and former vice president, programming for Metromedia TV stations, is releasing the program for syndication. The one-hour special was telecast on KTTV(TV) Los Angeles and WNEW-TV New York, both Metromedia stations.

NET prize ■ National Educational Television's *Spectrum: Flying at the Bottom of the Sea* about the submarine Alvin, received the Grand Prix de la Marine Nationale at the Festival du Film Sous Marine, held in Paris.

Films for O&O's ■ Sagittarius Productions, New York, has completed "Operation Deep Yellow," a film produced for CBS-owned stations. Sagittarius has also announced the June 19th production start of "Duel on the Planet Mars," the first of a group of films the company is producing for the ABC-owned stations.

All color ■ WNUJ-TV Linden-Newark, N. J., has purchased three RCA live color cameras and associated equipment at a cost of about \$1.5-million to augment present color film, tape and slide capabilities. The change to all-color broadcasting is expected in the fall. Coincidental with the switch to color broadcasting, the station will automate its transmitter and will become the first station in the New York market to do so, WNUJ-TV station officials said.

First 20 years ■ KTLA(TV) Los Angeles, will celebrate its 20th anniversary as a commercial outlet on May 28 with an hour color special covering the station's historic presentations. Films, kinescopes and video tapes have been taken out of mothballs to put the program, *The First Twenty Years*, together. KTLA, which claims to be the first commercial TV station west of Chicago, made its commercial debut on Jan. 22, 1947, with a program starring Bob Hope in his first television appearance and featuring an opening address by Cecil B. DeMille.

Here's the address ■ The Leder Co., which was founded as a motion picture, TV network programming, and legitimate theater production organization (BROADCASTING, April 24), has set up offices at 501 Madison Avenue, New York and 137 El Camino Drive, Beverly Hills, Calif. Robert Leder, president, said that Lawrence Merchant is production and artistic director on the West Coast and Vincent Andrews Jr. the business administrator there.



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CBS goes to college for programing recruits

Can networks find that "special passion" necessary for success in television on college and university campuses?

CBS-TV, for one, intends to find out.

Initial efforts in what may become an annual recruitment program designed to find young, college-trained people possessing a flair and desire for the creative side of TV have just been completed. Conceived about a year ago by CBS-TV's programing department, the search is tailored toward finding out if campus recruitment programs will net CBS some future programing talent.

"It takes a special passion to be in the television business," said Irwin Siegelstein, vice president, CBS programs, New York, one of the executives responsible for the recruitment program. "We hope to find some young people who have that passion, who can bring in some fresh ideas." Television programing is more akin "to the theater, to the arts, to show business than it is to banking or industry," he commented, "but by using the same recruiting methods we hope to develop a source of intelligent and creative people."

Traditionally, the way to the top echelons of the network programing departments has been through a series of job advances—from floor man to assistant director to director, for example—in increasingly larger television stations and markets. Most of the top men now in programing followed that route or one similar to it.

Programing Tyros ■ CBS's idea is to bring the bright young people directly to where the action is, straight to the programing department where they will learn all the facets of that complicated business in much the same manner as a tyro accountant learns the ropes in a controller's office. The end product of such on-the-job training will be a staff member thoroughly grounded in programing and, hopefully, a contributor of new and fresh ideas.

In order to implement the idea, CBS looked to colleges and universities with television or drama departments or both. The search for candidates began late last year with a visit by a CBS official to the deans and heads of the respective departments at Yale, UCLA, University of

Michigan, Northwestern University and the Annenberg School of Communications at the University of Pennsylvania. Department heads were told of the program and asked for a list of students who might be interested in a job with the network.

Eleven students were selected by CBS from the names provided by the schools. In addition, three young people already employed by the network, but in other departments, were chosen for consideration by the program department.

About a month ago, the 14 students were given an expense-paid weekend in New York, and a three-day orientation course at CBS headquarters, during which the candidates talked and lunched with such CBS-TV executives as Thomas Dawson, president; Michael Dann, senior vice president in charge of programs; Mr. Siegelstein; Fred Silverman, director of daytime programs; Alan Wagner, nighttime programs director; Russell Stoneham, director of administration and production, and others. In effect, the visiting students were given a short, but intensive course in network research, ratings, TV economics, writing and production.

Back to school for eight newsmen

CBS FOUNDATION AWARDS COLUMBIA U. FELLOWSHIPS

Winners of the 1967-68 CBS News Fellowships, which underwrite a year's study at Columbia University, New York, were named last week by CBS Foundation Inc., the organization through which CBS makes educational and cultural contributions.

Named as fellows were: Alvin R. Dale, news director, WGGG Gainesville, Ga.; Peter L. Freedberger, director, editorial research, WTVJ(TV) Miami; Young Do Hahn, a photographer

with CBS News, Seoul, Korea; Carrol Frank Haynes, announcer and coordinator of public affairs, KTTS-AM-FM Springfield, Mo.; Everett Jacobs, newscaster, KNX-AM-FM Los Angeles; Adam Raphael, special correspondent, CBS News, Saigon, South Vietnam; Mathias von Brauchitsch, executive producer, WQED(TV) Pittsburgh, and Karl Frederick Zedell, news editor and producer, WTVJ(TV) Miami.

The fellowships, which were estab-

lished by CBS Foundation in 1957, make possible a year of study for men and women in broadcast news and public affairs. Fellows have all university expenses paid and receive a stipend to cover living expenses during the fellowship year. Grants average \$8,000.

Awards make it possible for a winner to select from the wide curriculum at Columbia courses that he and the school feel can contribute most advantageously to broadcasting journalism. With the approval of Columbia, the fellow may become a candidate for a graduate degree.

Applications are open each year to news and public affairs staff employees of CBS News, CBS-owned stations,



Mr. Brauchitsch



Mr. Dale



Mr. Freedberger



Mr. Hahn



Mr. Haynes



Mr. Jacobs

While the three-day orientation went on, the executives looked over the group, sizing them up for possible placement in two programing jobs—one in New York and one in Los Angeles. Last week, CBS chose two of the students to fill the open slots. Although they have not yet been notified of their selection, the two will serve as trainees for six months and then will be promoted to other jobs in the department. Although only two of the candidates were given jobs in programing, the student group impressed the CBS executives so much that three others were referred to the sales and operations departments.

Whether such a college-recruitment program will produce future programing talent for CBS-TV as well as do recruitment programs that woo scientists, engineers, and embryo businessmen, is a matter the years ahead will decide. Although all three networks have extensive scholarship and fellowship programs, summer job openings, and the like for young production talent, CBS-TV is apparently the only network actively pursuing programing talent on the campuses.

stations affiliated with CBS, staff members of noncommercial educational stations and to teachers of radio and television news techniques at colleges.

Members of the selecting committee for the 1967-68 awards were: Mark Ethridge, lecturer in journalism, University of North Carolina; Sol Taishoff, editor and publisher, *BROADCASTING* and *Television* magazines; Dr. John F. White, president, National Educational Television; Dr. Lawrence H. Chamberlain, vice president, Columbia University; Dr. Ralph S. Halford, dean of graduate faculties, Columbia University; Richard S. Salant, president, CBS News, and Ralph B. Paskman, assistant director of television news for CBS.



Mr. Raphael



Mr. Zedell

BROADCASTING, May 22, 1967

CBS Warren Report study gets 3 hours

A CBS News special inquiry, *The Warren Report*, will be presented in one-hour segments on consecutive evenings starting Sunday June 25 (10-11 p.m. EDT).

A special CBS News unit under Leslie Midgeley, executive producer, has been at work with Ed Barker, news director of KRLD-TV Dallas, for more than three months (CLOSED CIRCUIT, May 8).

The special will examine the Warren Commission's findings surrounding the assassination of President Kennedy and the murder of Lee Harvey Oswald, questions raised by critics of the report, and the recent investigation conducted by New Orleans District Attorney James Garrison.

Richard S. Salant, president of CBS News, said last week: "We have allotted three hours to this inquiry because of the subject's size, detail and crucial importance. Each major point of controversy has been examined in great detail, we have uncovered fresh material and we will present the conclusions of CBS News based on our analysis and investigations."

'21' suit dismissed

The New York court of appeals in Albany dismissed by a unanimous vote last week a suit brought against NBC and Barry & Enright Productions by Joseph L. Morrison, a contestant who appeared on the *21* quiz show in 1958. The court ruled that Mr. Morrison's complaint, seeking \$250,000 in damages, did not establish clearly his contention that his appearance on a program he claimed to be "rigged" had influenced his loss of a university fellowship or had injured his reputation. In addition, the court held that the state's statute of limitations of one year in defamation actions applied in the case, indicating that Mr. Morrison should have filed his complaint in the New York supreme court before late 1961.

NLRB examiner hits WPGC

Louis Libbin, trial examiner for the National Labor Relations Board, has issued a recommended order against WPGC-AM-FM Morningside, Md., for alleged antiunion activities. The case was brought before the NLRB on a complaint by the Washington-Baltimore local of the American Federation of Television and Radio Artists, AFL-CIO.

The examiner ordered the station to cease and desist from discouraging mem-

bership in the union, from promising wage increases, promotions, or any other economic benefits to employees that would help eliminate the union with which the station dealt, and also ordered that the station refrain from urging employees to decertify the union.

The recommended order is not final.

Metromedia drops Mort Sahl

Social commentator and sometime comedian Mort Sahl, who has been carrying on an in-again, out-again relationship with Metromedia Inc. for several years, was definitely out as of last week. He was dismissed for the second time in recent months from his weekly late-night talk program on KTTV-TV Los Angeles, for what the Metromedia station said was "repeated insubordination to station programing directives related to his employment."

Late last year, Mr. Sahl was dropped by the same station, but rehired almost immediately afterwards. Only last month, KLAC Los Angeles, KTTV's radio affiliate, cancelled Mr. Sahl's nightly telephone talk show. Previously, another Sahl program had been dropped after a short run on WNEW-TV New York, also a Metromedia station.

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Animated super-heroes conquer kiddie's Saturday block

Move over Disney Productions, hello Hanna-Barbera, here comes Filmation Associates Inc. This five-year-old North Hollywood company suddenly has become a heavyweight contender in the television film animation business. In the last year, Filmation has come out swinging from the relative anonymity of animated film commercial production to place three half-hour programs on network television's Saturday morning kiddie block. This rise to prominence is pegged to the new animation, the rendering of live-action adventure characters in animated form.

For television cartoon series are coming out of a metamorphosis. The familiar barnyard animal characters have stopped chasing mice, have dropped their wings and donned capes, and have taken on the human form and become super-heroes. The current and upcoming programs that Filmation has cast in this mold are *The New Adventures of Superman*, *Aquaman* and *Journey to the Center of the Earth*. In addition, Saturday mornings on the networks are and will be peopled by such extraordinary animated characters out of other production shops as *The Lone Ranger*, *Space Ghost*, *Spider Man* and *Frankenstein Jr.* As topper to the trend, NBC-TV, reportedly, is working up a program called *Super President*.

Hanna-Barbera's *Johnny Quest*, a prime-time program on ABC-TV two seasons back, perhaps was the trend-setter. It not only brought modern adventure to cartoon television, but introduced a different animation art style. The style was more illustrative than cartoon and possibly was tried too soon or at

least attempted in the wrong time period.

Filmation's *The New Adventures of Superman*, which began on CBS-TV this season, was a further development in the animation of characters in a lifelike manner while at the same time telling adventure stories in a contemporary setting. Fred Silverman, head of daytime programs for CBS-TV, apparently opened the doors to this new kind of animation and, in so doing, to the well-being of Filmation. Remembering the success of the old-time afternoon radio adventures such as *Tom Mix*, *Buck Rogers*, *Orphan Annie* and *Jack Armstrong*, among many others, Mr. Silverman devised a similar formula of adventure block programming for his network on Saturday mornings.

Claims Gains — With *Superman* as the key element in the new programming concept, CBS-TV claims that it has surged from third place last season in the Saturday morning time periods to a top rating position this season.

Such results assured more work for Filmation. Now not only has *Superman* been renewed for 1967-68, but the production company also has sold *Aquaman* to the network. An animated underwater adventure series, the new program is based on a comic book put out by National Periodical Publications, publishers of "Superman." An unusual feature of the series will be the weekly guest appearances of the entire National Periodical's stable of super-heroes, including "The Flash," "The Green Lantern," "Hawkman," "The Doom Patrol," "Bwana Beast" and "The Atom."

On the heels of the CBS-TV deals, Filmation has agreed to coproduce with 20th Century-Fox TV another new animated Saturday morning show called *Journey to the Center of the Earth*. Based on Jules Verne's science-fiction creation, the cartoon will be shown on ABC-TV beginning in the fall. It, too, will have a novel feature for an animated series in that each program will present a complete half-hour adventure story.

And that's not all that's bubbling in Filmation's pot. A deal has been set for the company to produce the animated version of *Batman* immediately after the live-action version goes off ABC-TV prime time. Filmation also is producing an animated feature-length picture titled "Return to Oz," owns the rights to an animated TV series based on the Marx Brothers and has at least two other animated properties that may go into TV syndication.

The company, founded in 1962, began operation as a commercial production house specializing in animation. Over the next several years it turned out TV commercials for such products and clients as Gillette, Ford, Bank of America and Marathon oil (and one cartoon for TV syndication called *Rod Rocket*). Filmation still produces commercials but now that's just the tail-wagger to its over-all activity.

The company is run by three young partners, all 40 years old or under. Norman Prescott, once on Joe Levine's staff at Embassy Pictures, is chairman. Lou Scheimer, a one-time animator for Hanna-Barbera, is president. Hal Sutherland, a Walt Disney alumnus, is vice president and supervising director.

Vote delay cancels talk

Senator Harrison B. Williams (D-N. J.), who was reported in *BROADCASTING*, May 15, as having given a speech on copyright legislation to the New Jersey Broadcasters Association on May 11, did not deliver the address. He arrived too late, having been delayed by a Senate vote in Washington.

TV sets burn at Universal

A fire that started on an outdoor TV set caused some \$1-million worth of damage to Universal Studios in Hollywood. The blaze, which roared out of control for more than an hour on Monday afternoon (May 15), was first de-

tected in a barn on the Laramie street set, used for the TV series of that name. It subsequently spread over 12 acres of TV and movie sets, burning the European and Denver streets, as well as the Laramie street, to the ground. The Denver street had been used for Universal TV's *The Virginian* series.

Radio series sales . . .

Point of Law (Signal Productions): WKDN Camden, N. J.; KIJV Huron, S. D., and WSAF Sarasota, Fla.

The World of Money (Signal Productions): Ktwo Casper, Wyo.

Doctor's House Call (Signal Produc-

tions): WBLY Springfield, Ohio; KGNC Amarillo, Tex.; WNVA Norton, Va.; WMVA Martinsville, Va.; KGBX Springfield, Mo.; WAUK Waukesha, Wis.; KPFL Lafayette, La., and KFAB Omaha, Neb.

Superfun (Mel Blanc Associates): WGRD Grand Rapids, Mich.; KLUE Longview, Tex.; WTRV Muskegan, Mich., and KLMS Lincoln, Neb.

Audio Program Service (Triangle): WDEF Chattanooga; WVIP Mt. Kisco, N. Y.; and KJML-FM Sacramento, Calif.

Boston Pops Concerts (Boston Symphony Orchestra): WGAN Portland, Maine; KNXR(FM) Rochester, Minn.; WWLA(FM) La Crosse, Wis.; WIVC-FM Peoria, Ill., and WFLY(FM) Troy, N. Y.

11-hour telethon raises \$93,750 for Belvidere

The tornado-stricken town of Belvidere, Ill., was \$93,750 richer last Thursday (May 18) because of a home-grown, all-media promoted, 11-hour telethon the preceding week (BROADCASTING, May 15). The telethon, carried live and in color by WREX-TV Rockford, and WCBE-TV Freeport-Rockford, both Illinois, and a dozen radio stations in Illinois and Wisconsin, began at 10:30 p.m. on May 12 and wound up at 9:30 a.m. on May 13.

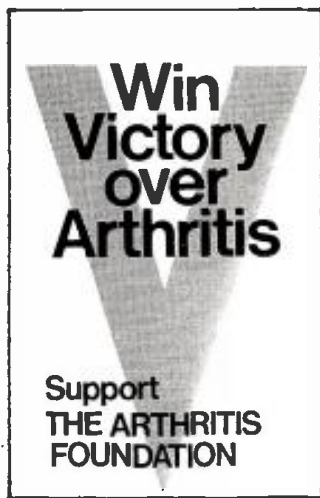
The telethon for the benefit of Belvidere, which suffered about \$10 million damage in an April tornado, had been promoted by the radio and TV stations as well as area newspapers. Following the event, the Rockford and Beloit, Wis., papers had front page stories on the response, which at that time came to more than \$80,000.

Although WTVQ-TV Rockford did not pick up the show, it ran promos during NBC's *Tonight Show* reminding viewers that the telethon was being carried on the other two stations.

Much of the talent taking part in the special was from the Illinois-Wisconsin area, but special tapes had been cut by some big-name stars, who had been in the area: Milton Berle, the King Sisters, Alvino Rey, Earl Wrightson, Lois Hunt, Sonny James, Conway Twitty and Stonewall Jackson.

In addition the networks supplied some top TV names to act as live hosts and hostess for the telethon. Taking part were Jim Lange of *Dating Game*; Melody Patterson of *F Troop*; Ron Harper of the upcoming *Garrison's Gorillas*, all on NBC, and Peter Lupus of CBS's *Mission Impossible*.

The telethon achieved the height of



cooperation in the makeup of its telephone answering crew. Belvidere is in General Telephone & Telegraph territory and Rockford is serviced by Illinois Bell. Girls from both systems manned the phones.

Jim Thomas, operations manager of WCBE-TV, and Jack Mazzie, program director of WREX-TV, produced the telethon.

TV poll's future up in air as its editor dies

Future of the syndicated newspaper column, "What TV Viewers Think," appeared uncertain last week following the death of its author, John J. (Jack) Boyle.

Mr. Boyle, 60, who had written the weekly column for North American Newspaper Alliance for the past year, died May 12 following an automobile accident near Golden's Bridge, N.Y.

NANA spokesmen said last week they had made no decision about the column's future. It is based on reader's replies to "TV opinion ballots" carried in conjunction with the feature—a research technique that has been criticized by radio-TV authorities. It is syndicated by Bell McClure Syndicate.

In addition to the column, Mr. Boyle had been identified with a number of marketing and advertising research organizations including Daniel Starch & Staff, Trendex, Audits & Surveys and Hooper-Holmes Bureau.

TV races called a lottery by Ga. court

The Georgia Court of Appeals has arched its judicial brows at televised horse-race tie-ins to grocery-store contests and has proclaimed them lotteries.

Cited in the decision was the Piggly Wiggly Southern Inc. grocery chain which promoted and sponsored a 13-week "Pot O'Gold Derby" through ads that said: "Win up to \$500 . . . each time you go through the checking lane you will be given one Derby ticket . . . turn your television dial to watch the races and if your horse is a winner you are a winner." The promotion was brought to court because an alleged winning ticket-holder thought she had copped the \$500 prize when her horse won a Derby race televised over a local station. She was unable to claim the prize, however, because the station had inadvertently broadcast the wrong race for that particular week. What concerned the court was not

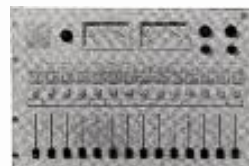
two of the three classic ingredients of a lottery—prize and chance—but the third, consideration, which often determines today the legality of similar games. Though the contestant was not required to make a purchase to receive Derby tickets, it was necessary for her to enter a Piggly Wiggly store and request them. Despite her knowledge of the contest rules, she felt obligated to make purchases at the store because she felt the promoters, in distributing Derby tickets, were "looking for the money for the groceries."

Ultimately, the court asserted, Georgians and their "innate disposition to gamble" may legitimize the lottery. However, "until that is done," the court said, "we cannot permit respect for law to dip further by giving our sanction to an unlawful operation, whether ingenious, ingenuous or both."

Drumbeats . . .

PATSY honors ■ Judy, the chimpanzee on CBS-TV's *Daktari*, won top television honors in the 17th annual Patsy Awards sponsored by the American Humane Association. Second and third place television winners, in the competi-

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tion held at MGM studios in Culver City, were Flipper, the porpoise in NBC-TV's *Flipper* series, and Arnold, the pig in CBS-TV's *Green Acres*.

Traffic safety campaign ■ WFLD(TV) Chicago recently kicked off a safety campaign to reduce rear-end auto collisions (24,000 least year). Viewers who send their name, address and license number to the station will receive a vinyl bumper sticker reading "If I stop, can you?" and a daily chance to win \$50.

Cordic's covers ■ KNX Hollywood is out to give a face-lifting to thousands of manhole covers throughout southern California. The source of the beautification? The morning madness man, Rege Cordic. KNX will offer prizes ranging from \$100 to a life-size photo of Sonny Tufts for the best manhole-cover-designs, using schools of art from renaissance to psychedelic.

Pact tactic ■ A three-station advertising cooperative in Rochester, N. Y., has named veteran broadcaster Arthur W. Kelly as managing director. WHEC-TV, WOKR, and WROC-TV aim at attracting more national advertisers to Rochester's growing position as a significant TV market. The ad activities of "The Rochester TV Group" will be coordinated by Hart/Conway Inc., Rochester.

Collins' New 54Z-1 AM Frequency Monitor



- MEASURES ERRORS UP TO ± 20 Hz
- NUMERIC ERROR DISPLAY
- PROVIDES ALARM WHEN FREQUENCY ERROR EXCEEDS PRESET LIMITS
- NO ADJUSTMENTS OR CALIBRATION REQUIRED

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Sheriff show ■ KTTV(TV) Los Angeles, which claims that its *Sheriff John* show is the nation's longest-running, continuous, daily series for children on the air, is planning a week-long promotion of the program, beginning July 17. The show, which has been playing for the past 15 years, stars John Rovick. As part of its promotion, the station will point out that actor Rovick has done more than 2,000 personal appearances at shopping centers, supermarkets, hospitals and schools throughout Southern California since 1952.

ABS ad co-op ■ Alaska Broadcasting System's statewide cooperative cross-promotion campaign involves more than 2,500 spots per month. According to A. G. Hiebert, president and general manager of the group, each of the six member stations will air an average of 450 spots per month covering the centennial activities of each of her five sister-station communities. The participating stations in the Centennial Promotion Campaign are KBYR Anchorage, KFBR Fairbanks, KJNO Juneau, KIFW Sitka, KLAM Cordova and KIBH Seward.

ABC and NET cited for educational coverage

ABC and National Educational Television last week were among the 16 winners in the communications field who received the 1967 National School Bell Award for outstanding and distinguished coverage in education.

ABC News in association with David L. Wolper Productions was selected for its hour-long TV documentary, *Revolution in the 3 R's* (Edward Spiegel, producer-director). National Educational Television was selected for its film, *The Difference Between Us*, a one-hour report on public education in the U. S. and England (Dan Klugherz, producer-director-writer).

The award is sponsored annually by six national organizations in the education field.

Chicago advertisers honor Don McNeill

Chicago's Broadcast Advertising Club gave its first man-of-the-year award last week to one of radio's pioneer air salesmen, Don McNeill, host of ABC's *Breakfast Club*. But the personality's boss, ABC Radio President Robert R. Pauley, actually did the honors.

Noting news today emphasizes the extremes of society, Mr. Pauley cited Mr. McNeill and his radio show as proof of the continuing strength of America's basic morality and good neighborliness that hasn't made the

news. Mr. McNeill was given a gold medal by the BAC.

Other national industry dignitaries attending the Chicago banquet last Tuesday included Vincent T. Wasilewski, president, National Association of Broadcasters; Norman E. (Pete) Cash, president, Television Bureau of Advertising; Morris Kellner, managing director, Station Representatives Association, and John T. Murphy, president of Avco Broadcasting Corp. and president of Broadcast Pioneers.

Curtis sets up fan magazine for teenagers

The Curtis Publishing Co. launched a new monthly fan magazine in April, designed for promotional tie-ins with radio stations throughout the country. Called *W—Scene* (call letters of participating stations), the publication is slanted toward young adults and teenagers and will be the vehicle of one radio station in each market.

A Curtis spokesman said last week 45 stations already have signed providing them with a discount price for the magazines for resale or for giveaway. Five pages of each issue will be controlled by the station for local editorial coverage or advertising sale, while Curtis will sell space to national advertisers.

Address of the publication is 4030 Chestnut Street, Philadelphia 19104.

AAA series stresses driver education

The American Automobile Association last week unveiled a new series of 30 half-hour video-taped and film programs in black and white and color for teaching driver education. The series, *Sportsmanlike Driving*, produced by the South Carolina Educational Television Network under AAA auspices, is available for use by commercial as well as educational TV stations.

The series is based on the AAA's widely used textbook, "Sportsmanlike Driving," and is designed for use by television stations, schools, civic groups, police, and affiliated AAA clubs in adult driver-improvement programs.

The 30 programs include 14 in color and 16 in black and white. All of the half-hour programs feature Harold O. Carlton, for 22 years educational consultant for the AAA, as the instructor. Mr. Carlton was relieved of his regular duties at AAA for a year and a half in order to write and appear in the series.

The programs will be distributed by the University of Nebraska's Great Plains Instructional Television Library at Lincoln, Neb.

TV sparks big gain at 20th Century-Fox

Income from sales to television accounted for a hefty chunk of 20th Century-Fox Film Corp.'s earnings in 1966, it was reported last week at the company's annual meeting in New York. TV sales apparently will also play an even larger role in the firm's overall profit picture in the future: Shareholders were told the company is entering the cartoon animation and daytime TV field this year for the first time.

Income from television series sales and feature film rentals to TV accounted for \$85,193,596 in 1966 and \$51,850,309 in 1965.

Net earnings for the first quarter of 1967, ended March 31, were reported at \$3,771,000 or \$1.28 per share as compared to earnings of \$3,048,000 or \$1.04 per share for the corresponding period in 1966. Although net income for the first quarter was up, total revenues were down to \$48,535,000 from \$53,899,000, attributable, shareholders were told, to the fact that no film sales were made to television during the first quarter of 1967.

William Self, executive vice president, reported the company would deliver nine series to the networks during the 1967-68 season. Fox-produced series returning are *Voyage to the Bottom of the Sea* (ABC-TV), *Peyton Place* (ABC-TV) *Daniel Boone* (NBC-TV), *Lost in Space* (CBS-TV), *Batman* (ABC-TV), and *Felony Squad* (ABC-TV). Three new programs—*The Legend of Custer, Judd*, and *Journey to the Center of the Earth*—are to be on ABC. In January 1968, ABC-TV will also start 20th's *Land of the Giants*.

For the year ended Dec. 31:

	1966	1965
Earnings per share	\$4.28	\$4.02
Gross revenues	227,258,921	162,625,845
Earnings before taxes	23,762,527	15,398,935
Net earnings	12,503,986	11,761,717

Jerrold's revenues top \$50 million

Record gross revenues and earnings for the second consecutive year were announced last week by Robert H. Beisswenger, president, Jerrold Corp., Philadelphia, CATV equipment manufacturer and group cable-system owner.

Gross revenues for the fiscal year ended Feb. 28 for the first time exceeded \$50 million, Mr. Beisswenger

said, a 30% increase over the preceding fiscal year. Mr. Beisswenger also announced that the Jerrold board of directors had voted a stock dividend, the second in what is expected to be a continuing series of stock dividends to be paid twice yearly (in December and June). The current dividend will be equal to 3% of the common stock held by each stockholder as of June 6, with payment to be made on June 27.

Major gains during the fiscal year were registered in sales to the CATV industry, Mr. Beisswenger stated in his letter to stockholders. He also reported that Jerrold had constructed over 2,800 miles of CATV systems plant—a new record—under contract to CATV franchise holders, and that it has a backlog of orders for 3,000 miles for the current year, with half already under construction.

Sales of equipment other than the CATV field also reached a record high, Mr. Beisswenger reported. These include home antennas, equipment and instruments for government and industry. Jerrold equipment sales for educational and instructional TV continued to rise, he said, adding: "Management anticipates that, within the next three to five years, sales to the ETV market will nearly equal the company's present CATV sales volume."

Jerrold's CATV systems also enjoyed a steady growth, he said, reporting that the company holds franchises for building an additional 26 systems with a potential of 250,000 homes.

The 26 systems, it was learned, are for 28 communities, including one franchise in Connecticut for three communities, plus three in Indiana, one in Kentucky, 12 in New Jersey, six in New York and three in Pennsylvania.

Jerrold already owns or controls 10 CATV systems, and holds a minority interest in eight other systems. The 18 cable systems in which Jerrold has an interest serve 73,000 customers.

For fiscal year ended Feb. 28:

	1967	1966*
Earned per share	\$1.90	\$1.19
Gross revenues	50,106,218	38,112,024
Income before taxes	8,142,591	5,321,744
Net income	4,272,591	2,623,276
Average shares outstanding**	2,249,759	2,196,052

*Restated to be consistent with current year figures; includes losses from CATV systems in which Jerrold owns 50% or more, heretofore not included.

**Adjusted for stock dividend of 65,110 shares paid in December 1966.

Cohu reports loss

Cohu Electronics Inc., San Diego, manufacturer of broadcast and closed-circuit TV systems, reported a loss for the first quarter of 1967, on an \$86,000

DRAMATIZE TV WEATHER

Show viewers impending weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area.

You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N. and others.

Viewers will see . . . storms . . . hurricanes . . . and other weather conditions . . . before they happen. TRULY DRAMATIC!

Be the first TV station in your market to capture the weather audience with APT (Automatic Picture Transmission) pictures recorded on your own Alden Facsimile Recorder. Same equipment can receive standard U.S. Weather charts, or any other type of graphic information, such as TV scripts of commercials sent via an Alden Facsimile Scanner over any existing communication link.

Systems from \$10,819. Basic recorder only \$5,171. Component units also available for use with existing electronics and antennas. Sale and lease plans. Write today for full details:

IRVING R. TATRO, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Dept. GG-5, Westboro, Mass. 01581 Tel. 617-366-4467.

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SEC's April report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for April (all common stock unless otherwise indicated):

ABC Inc.—Ralph Beaudin sold 500 shares, leaving 1,064. Herbert R. Hahn sold 800 shares, leaving 682.

Avco Corp.—Arthur E. Gilman sold 500 shares, leaving none. John Mihalic Jr. sold 6,000 shares, leaving 6,100.

Capital Cities Broadcasting Corp.—Daniel B. Burke sold 2,500 shares, leaving 11,950. Robert K. King exercised option on 6,000 shares and sold 700 shares, giving total of 5,300. Thomas S. Murphy sold 3,000 shares, leaving 37,362.

CBS Inc.—Michael Burke sold 200 shares, leaving 6,473.

Cox Broadcasting Corp.—Marcus Bartlett sold 1,000 shares, leaving 7,323. Frank Gathier sold 2,000 shares, leaving 5,023. Filmways Inc.—Lee Moselle sold 500

shares, leaving 16,322.

Gross Telecasting—Raymond W. Mottel, holding 100 shares personally, bought 2,110 shares and sold 1,870 shares on beneficially held Paine Webber Jackson and Curtis trading account, giving total of 240.

Metromedia Inc.—Mark Evans sold 3,000 shares, leaving 11,450.

A. C. Nielsen Co.—H. E. Nickelson, holding 6,000 class A shares personally, sold 200 shares beneficially held as custodian, leaving 1,400, plus 2,400 beneficially held with wife, and 28 beneficially held with child. Arthur C. Nielsen Jr. sold 2,100 shares, leaving 12,287, plus 5,000 beneficially held in trust and 2,000 beneficially held with minor children.

Official Films Inc.—Louis C. Lerner bought 200 shares, giving total of 595,200; and sold 5,200 shares on beneficially held Lerner & Co. trading account, leaving 40,285, plus 25,000 on beneficially held Lerner & Co. investment account, 2,000 beneficially held with wife, and indirect ownership through Victoria Investment Co. Victoria Investment Co. bought 1,450 shares, giving total of 885,000.

RCA—Charles M. Odorizzi sold 29,500 shares, leaving 51,076, plus 130 beneficially held with daughter. H. R. Wege sold 1,500 shares, leaving total of 580.

Reeves Broadcasting—Dolores J. Russell sold 300 shares, leaving 1,048.

Scripps-Howard Broadcasting Co.—Robert D. Gordon bought 500 shares, giving total of 1,700.

Seven Arts Production—Charles S. Chaplin exercised option on 5,000 shares, giving total of 5,024. Samuel H. Haims sold 1,900 shares, leaving 100. Jeremy A. Hyman sold 600 shares, leaving 600.

Storer Broadcasting Co.—Kenneth L. Bagwell exercised option on 2,000 shares, giving total of 2,800. Lionel F. Baxter sold 500 shares, leaving 5,700, plus 150 beneficially held with wife as custodian. Lawrence M. Carino exercised option on 1,600 shares, giving total of 1,600. Grady Edney transferred 2,125 shares, leaving 4,775. Ewald Kockritz exercised option on 5,000 shares, giving total of 7,500. Clyde C. McClymonds sold 1,100 shares, leaving 8,000, plus 1,600 beneficially held with wife and 100 beneficially held as custodian. John E. McCoy sold 500 shares, leaving 22,000. Harry A. Steensen sold 500 shares, leaving 16,300. Stanley L. Willis sold 2,000 shares, leaving 12,000, plus 20 beneficially held with wife.

Taft Broadcasting Co.—Eugene C. D'Angelo Jr. exercised option on 2,800 shares, giving total of 3,032.

Walt Disney Productions—Joseph W. Fowler sold 300 shares, leaving 1,210. Luther R. Marr sold 196 shares, leaving none.

slump in sales. The company also reported stockholders' equity at \$3.51 a share. Orders on hand as of March 31 totaled \$1,515,000, compared with \$1,941,000 for the same 1966 period.

Three months ended March 31:

	1967	1966
Earned per share (loss) (\$0.01)	\$0.03	\$0.03
Net sales	1,440,573	1,526,573
Net income (after taxes)	(16,137)	39,181
Shares outstanding	1,338,145	1,469,286

UA-TV earnings inch up

Net earnings at United Artists Corp. for the first quarter of 1967 rose slightly over the corresponding 1966 period, though gross revenues dipped almost \$150,000.

For the first quarter ended March 31:

	1967	1966
Earnings per share	\$0.89	\$0.87
Net earnings	3,780,000	3,720,000
Gross income	50,697,000	50,833,000

FC&B's billings up 61%; 10% rise seen for '67

Foote, Cone & Belding Inc., New York, last week predicted its gross volume in 1967 will go up at least 10%. "Based upon our record in recent years, this would be a conservative goal," according to Robert F. Carney, FC&B chairman, finance committee.

Mr. Carney reviewed FC&B's record for stockholders at a meeting in New York, noting a 61% gain in gross billings in 1966 (\$255.7 million), compared to 1963 (\$157.4 million) when the agency made its first public offering. In this same period, he said, FC&B has boosted international billings 141%, from \$23.4 million to \$56.7 million last year. FC&B ended 1966 with 21 offices in 12 countries.

In the first quarter of 1967, the agen-

cy's billings totaled \$66.4 million with a net income of \$633,000. (BROADCASTING, April 24).

Magnavox net drops though sales jump 16%

Magnavox Co., Chicago radio-TV set manufacturer, reported first quarter sales up 16% over the comparable 1966 period. Market penetration in color television increased, but monochrome sales declined, the company said. Net income slumped slightly, Frank Freimann, president, said, because consumer electronic profit margins declined reflecting the change in product mix.

Three months ended March 31:

	1967	1966
Earned per share	\$0.44	\$0.46
Net sales	111,512,000	96,110,000
Income before taxes	12,924,000	13,447,000
Net income	6,808,000	7,136,000

Time Inc. chalks up 1st-quarter record

Time Inc., New York, reported last week that net revenues reached a record high of \$115,504,000 during the first quarter of 1967, \$13,278,000 over the comparable period in 1966.

Operating income was \$6,008,000 compared with \$3,998,000 for the first quarter of 1966.

For the first quarter, ended March 31:

	1967	1966
Income per share	\$0.47	\$0.42
Net revenues	115,504,000	102,226,000
Net income	3,255,000	2,893,000
Common shares outstanding	6,945,000	6,836,000

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Around the world in 120 minutes

Global telecast set by NET and TV systems of five continents will use U.S., Russian satellites

The first global live telecast linked through world-wide communications satellites will be made available to an estimated one-sixth of the world's population.

The two-hour program, *Our World*, will pick up material from 42 locations in the 18 participating nations and telecast it to the 30 receiving nations spanning the time zones of the globe. The show will be carried in the U.S. by National Educational Television (NET) network, with 77 stations presently signed up for the live broadcast (June 25, 3-5 p.m. EDT). Other NET stations will run the show in delayed broadcast.

Meeting in Montreal last week (May 15-18), representatives of 18 nations shaped final plans for the program format and settled the technical complexities of the multi-satellite system. William Kobin, vice president for programming, and William Squier, executive producer for the U.S. segment of *Our World*, headed the NET delegation at the conference. Mr. Squier estimated that the cost of the program "will be about \$40,000 a minute, or close to \$5 million," which will be shared by the 18 participating nations. NET's expenses will be approximately \$200,000.

British Broadcasting Corp.'s Aubrey Singer saw the opportunity for the worldwide TV hook-up two years ago and took the idea to the European Broadcasting Union. After preliminary research, EBU approved the show and appointed Mr. Singer project editor. Britain's Anthony Jay was selected to write the script and France's Georges Delerue, who won an Academy Award for "A Man for All Seasons," has written the music score.

The opening sequence of the show will set its basic theme. Five newly born babies—in Mexico, Poland, Russia, Japan and Canada—will be introduced to a world beset with problems of overpopulation and hunger. The show itself suggests a solution: the international cooperation and technology that made the program possible.

The aspiration-to-artistic-excellence section of the program will highlight a variety of the arts: from Leonard Bernstein and the New York Philharmonic with soloist Van Cliburn to Federico Fellini directing a movie in the streets of Rome.

Other program elements will focus on

sports, the problems of overpopulation, the need for food production and the exploration of space. The smallness of the world electronically joined will be shown in a sequence of events from the five continents.

BBC's London studio will be the central control for the live telecast, with New York feeding material in from Canada, Mexico, Japan, Australia and the U.S. Moscow, Prague and Brussels will feed program material into London from Poland, East Germany, Czechoslovakia, Hungary, West Germany, Austria, Spain, Sweden, Tunisia, Italy, France and the Soviet Union.

Both Comsat's Early Bird (Atlantic) and Lani Bird (Pacific) satellites, plus the Russian satellite joining its great land mass, will be used to link and transmit *Our World*. The language problem will be overcome by each nation providing its own commentary.

Canadians setting up telecommunications unit

The Canadian Transport Department, Ottawa, has announced plans to form a Bureau of Telecommunications.

The bureau will study and recommend policies leading to technological developments in communications satellites, global telephone networks, and similar links.

F. G. Nixon, now in charge of the department's telecommunications and electronics branch, will head the new bureau.

The radio regulations division will be under the direction of William A. Caton, chief of the department's radio section since 1958.

RCA shows gear for PAL color-TV system

RCA is demonstrating for the first time this week at an international television conference in Montreux, Switzerland, a complete system of American color-television equipment operating on the broadcast standards adopted by most leading European countries.

RCA equipment, including live and film color-TV cameras, color video-

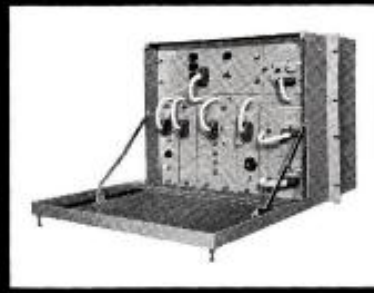
tape recorders and control units, is being shown to European industry and broadcast officials coincident with the scheduled start of color telecasting in several countries this year. The equipment shown at Montreux operates on the PAL (phase alternation line) standards developed in West Germany and was designed jointly by Laboratories RCA Ltd. in Zurich, Switzerland, and RCA engineers in Camden, N. J.

Great Britain is set to begin color broadcasting on the PAL standards within the next few weeks, and West Germany has announced it will introduce color programming on these standards in August.

Coke's radio push in Canada

Coca-Cola Ltd., Toronto, through McCann-Erickson of Canada Ltd., is preparing a massive radio penetration campaign to hit during the summer months. Commercials will be aired on 130 radio stations in Canada on an average of 10 plays per day. Mel Blanc Associates, Hollywood, is creating and producing a series of 60-second radio spots for the campaign.

The soundest sound in FM is the new sound of GATES



Sorry our DCFM* made your FM transmitter so obsolete

Gates 100% solid-state 10-watt exciter employs *Direct Carrier Frequency Modulation, with 35 dB minimum stereo separation. The TE-1 Exciter is the heart of all new "H" series transmitters - one tube (1 KW), two tube (3, 5, and 10 KW), and three tube (20 KW). All FCC-type accepted, ready for prompt shipment. Phone (217) 222-8202.

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BROADCAST ADVERTISING

F. Russell Schneider named president of perception laboratory of Marplan, Interpublic affiliate. Perception laboratory tests of commercials and print advertising using eye camera device. C. Richard Johnston, vice chairman of Marplan and manager of Detroit office, named president and chief operating officer of Marplan U.S.A.

Jules H. Lashenick, general manager, elected senior VP, Richard K. Manoff Inc., New York.



Mr. Lashenick

Ed Walpert, VP of consumer package goods division of Ringold/Kalish & Co., Philadelphia, elected VP and secretary. Mr. Walpert also becomes full partner in agency.

Thomas L. Harris, VP-public relations, Needham, Harper & Steers, Chicago, joins North Advertising there as VP-business development.

James L. Wichert retires as manager of Chrysler and Imperial passenger car

advertising. He joined Chrysler Corp. in 1946.

Christopher W. Conway of The Philadelphia Agency, Philadelphia, named VP, creative services. Herman Volz, associate creative director of agency, named creative director. William Brodsky, creative supervisor, appointed account services coordinator and internal manager.

Ted Ringas, with KMNS Sioux City, Iowa, named president of Professional Advertising Inc. there, new agency at 210 Grayson Bldg.

Jack L. Siegal, manager of film and TV activities, International Business Machines Corp., named chairman of Association of National Advertisers' audio-visual committee. He succeeds W. J. Connelly, Union Carbide Corp., who remains on committee.



Mr. Hughes

John Hughes, formerly with Ted Bates & Co. and LaRoche, McCaffrey & McCall, both New York, joins Hockaday Associates Inc. there as VP and media director.

Fred Katool, sales manager of KGBC Galveston, Tex., named VP-sales.

Paul Zuckerman, manager of media services for Ogilvy & Mather, New York, appointed associate media director in charge of media services.

Roger Rochefort, media buyer at LaRoche, McCaffrey and McCall, New York, named associate media director.



Mr. Kaselow

Joseph Kaselow, advertising columnist for former *New York Herald-Tribune* and *World Journal Tribune*, joins Sullivan, Stauffer, Colwell & Bayles, New York, as VP.

Jerry Sawyer, Phoenix broadcast executive, named VP in charge of national sales for Buck Owens Broadcasting Co. He will direct national sales for KYND Tempe, Ariz., and Kuzz Bakersfield, Calif.

Howard Gerber, associate media director of Doyle Dane Bernbach, New York, named media director at Altman, Stoller, Chalk Advertising, that city.

Terry D'Angona, sales presentation analyst for Los Angeles Times Mirror Co., appointed research director for KFWB Los Angeles.

Charles R. McKeever, assistant to VP, marketing, of The American Tobacco Co., New York, appointed deputy

marketing officer.

Leonard T. Giarraputo, national sales manager at WNEW-TV New York, named general sales manager.

Richard E. Vazzana, local sales manager of WTRY Troy, N. Y., named general sales manager. John F. Kelly, with sales staff of WTRY, appointed national sales manager.

James N. Armistead, account executive at WRDW-TV Augusta, Ga., appointed sales manager.



Mr. Murray

Anthony F. Murray, account executive, WICC Bridgeport, Conn., named national sales manager. Mr. Murray will direct WICC's new national sales office in New York City (270 Park Avenue).

Edward F. Kearns Jr., with WGN Chicago, named local sales manager.

Robert Reich, account executive for KGFJ Los Angeles, appointed local sales manager.

A. Dean Murdock, assistant branch manager, Lincoln Rochester Trust Co., Canandaigua, N. Y., named local sales manager, WGVA Geneva, N. Y.

Michael F. Dudgeon, account executive with WJJD Chicago, joins WAGA-TV Atlanta, as research, public service and merchandising manager.

Albert J. Berger, account executive with Doyle Dane Bernbach, New York, joins R. J. Reynolds Tobacco Co., Winston-Salem, N. C., in new post of media manager.

Gene E. Clark, formerly with Forestry Suppliers Inc. and Robert J. Peets Advertising, both Jackson, Miss., named office manager of Herbert S. Benjamin Associates, that city.

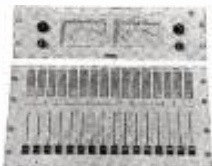
Robert E. Rhodes, advertising account manager of Linde division, Union Carbide Corp., New York, named product advertising manager of chemicals group, Olin Mathieson Chemical Corp., that city.

Joan Heller, cosmetic marketing manager of Coty division of Chas. Pfizer & Co., New York, named group supervisor. Ellie Frank, product manager of Coty, New York, named to newly created position of creative supervisor.

Ken Curto, account executive for KLAC Los Angeles, and Ted Littlejohns, sales manager of KWAC Bakersfield, Calif., join KWIZ Santa Ana, Calif., as account executives.

C. Robert Guy, formerly with Harold Cabot & Co. and Ingalls Associates, both

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AM/FM/TV



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- DC CONTROL OF LEVEL AND SWITCHING
- ALL SOLID-STATE
- VERTICAL SLIDE ATTENUATORS
- CUSTOMIZING CAPABILITY

For additional information, contact your Broadcast Sales Engineer or Collins Radio Company, Broadcast Marketing, Dallas, Texas, Area Code 214, AD 5-9511.



tising Inc., that city, as copy writer. **John J. Murray**, with The Bresnick Co., Boston, joins Q&J there as art director.

Kenneth Sidle, salesman, WEAH Arlington, Va., and **Herb Moskowitz**, promotion manager of H-R Television, New York, appointed to sales staff of H-R Representatives, New York. **David Winston**, with WWJ Detroit, appointed to sales staff of H-R Representatives, that city. **Timothy J. Canty**, formerly with CBS in New York and Chicago, appointed to sales staff of western division of H-R Television, New York, replacing **John Andariese**, who has resigned.

Iris Rosensweig, research analyst for Metromedia Inc., New York, named to research staff of WPX(TV), that city.

Arthur W. Arundel, chief executive of Arthur W. Arundel Stations (group owner), elected chairman of Pepsi-Cola Bottling Co. of Long Island, Garden City, N. Y., succeeding **Earle C. Arundel**, who will become chief executive of company's North Carolina operations.

Hamilton (Hal) Howard, advertising promotion manager of *Chicago Tribune*, joins Grant Advertising, Chicago, as copy writer.

Thomas N. Clancy, media supervisor at Doyle Dane Bernbach, New York, joins media department of Carl Ally Inc., that city.

Pat Gabriel joins sales staff of WIST-AM-FM Charlotte, N. C.

MEDIA



Mr. Dolgoff

Herbert S. Dolgoff, VP of WQAM Miami, named station's general manager.

Bill Hargan, Central Calif. Communications Corp. named president, California CATV Association. Other officers named

are: **A. C. R. Stone**, Storer Cable TV Inc.; VP; **Kester Krieg**, Pacific Telecriptions System, VP-technical; **Keith Burchem**, Palm Desert, secretary, and **William L. McPheeters**, Carmel, treasurer.



Mr. Boyd

Lyndon R. Boyd of Goshen, N. Y., elected president of Ottaway Newspapers-Radio Inc., Campbell Hall, N. Y. **James H. Ottaway Sr.**, company's president since its founding in 1936, becomes board chairman. **Eugene J. Brown**, publisher of *Danbury (Conn.) News-Times*, be-

comes vice chairman of board. **Francis H. Brinkley**, VP and treasurer in charge of radio, named firm's financial VP and treasurer. **Chester S. Miller**, general manager of WVPO-AM-FM Stroudsburg, Pa., named VP in charge of radio for group. Ottaway stations are WVPO-AM-FM, WDOs Oneonta, N. Y., and WOCB-AM-FM West Yarmouth, Mass.

Steve Cowan, general manager for KGBC Galveston, Tex., named executive VP and general manager. **Vandy Anderson**, operations manager of KGBC, named VP-operations.

Bill Grabau, for 22 years with WAAF Chicago, joins WGEX Beloit, Wis., as station manager.



Mr. Arnzen

J. Richard Arnzen, with WGAN-AM-FM-TV Portland, Me., elected executive VP.

Wayne A. Gray, controller for broadcasting division of Rust Craft Greeting Cards Inc., Dedham, Mass., named controller of Park Broadcasting Inc., Ithaca, N. Y. Park stations are WNCT-AM-FM-TV Greenville, N. C.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; and WTVR-AM-FM-TV Richmond, Va.



Mr. Appy

Gerald L. Appy, director of field services for National Educational Television, New York, named VP for network affairs.

Mark J. Nielsen, VP and Detroit area manager for Foster & Kleiser division of Metromedia Inc., named to newly created position of regional VP for Metromedia. He will be in Detroit.



Mr. Anderson



Mr. Sebastian

Gordon S. Anderson, news and public affairs director of Fetzer Broadcasting Co., Kalamazoo, Mich., named operations director, supervising all operational activities of WKZO-AM-TV Kalamazoo and Fetzer cable division. **Daryl D. Sebastian**, assistant general manager of WWTV-FM-TV Cadillac and WWUP-TV Sault Ste. Marie, both Michigan, becomes director of public affairs for Fetzer Broadcasting in Kalamazoo. Fetzer stations are WKZO-AM-TV, WWUP-

TV, WWTV-FM-TV, WJEF and WJFM (FM) Grand Rapids, Mich., KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska.



Mr. North

John E. North, VP and general manager for WDXI-TV Jackson, Tenn., named VP and general manager for WDTV(TV) Weston, W. Va.

Stephen Eric Shulman, with WVBR-AM-FM Ithaca, N. Y., named general manager.

PROGRAMMING

Gene A. Carr, senior producer of Calvin-De Frenes Corp., Philadelphia, named VP for production.

Brian Scruby, producer-director at KDKA-TV Pittsburgh, named public affairs director, replacing **Tom Rose**, who becomes assistant program manager of WKBS-TV Burlington, N. J.-Philadelphia.

D. Barry Reardon, with Paramount Pictures Corp., New York, appointed manager of administrative services.

Robert B. Hoag, assistant producer for CBS-TV's *Red Skelton Show*, named to newly created post of director of

program administration for network in Hollywood.

Giles (Clip) Helps, production manager of KAVR Apple Valley, Calif., named program director.

Robert Stenner, production manager in advertising and promotion department of WCBS-TV New York, appointed supervisor of production in station's program department. **Wilton Frank Dees**, with CBS, New York, named associate producer of WCBS-TV.

Jack Priestley, director of photography on such series as *Naked City* and *East Side, West Side*, joins Filmex Inc., New York, as director/cameraman.

Tom Carroll, with WDHO-TV Toledo, Ohio, named producer. **Neil Berger**, with WTVJ(TV) Miami, joins WDHO-TV as staff director.

NEWS

Ike Pappas, with CBS News, New York, named correspondent.

William H. Gorishek appointed UPI bureau manager in Panama City, Panama. **Earl J. LeClair Jr.**, newspictures bureau manager for UPI, Pittsburgh, appointed newspictures communications coordinator for UPI, New York, with responsibility for picture communica-

tions throughout world.

Ken Brantley, formerly director of news and public affairs for WRAP Norfolk, Va., and WCIN Cincinnati, appointed assistant news director at KATZ St. Louis.

Don Cameron, with KLEO Wichita, Kan., named news director. **Joe Montgomery**, news director of KSCB Liberal, Kan., joins news staff of KLEO.

Larry Shaw, KWPC Muscatine, Iowa, elected president, Iowa AP Radio-TV News Association.

Thomas W. Cheatham, UPI staff correspondent, wounded by shrapnel last Wednesday (May 17) while covering U. S. Marine action near Con Thien, Vietnam. Mr. Cheatham was evacuated by helicopter.

John Hogan, with WISN-TV Milwaukee, appointed investigative reporter, replacing **Frank Mathie**, now with WKBK-TV Chicago.

Peter Heller, with WCBS New York, joins wowo Fort Wayne, Ind., as newsman.

Lee McNew, formerly with WTAC Flint, Mich., and WXYZ-TV Detroit, joins news staff of WJBK Detroit.

Bill Taylor, news director of KJNO Juneau, Alaska, joins KTAC Tacoma, Wash., as reporter and newscaster.

William Hampton, supervisor of overall operations of Westinghouse Broadcasting Co. at Cape Kennedy, Fla., joins news staff of WINZ Miami.

Jim Hale, with KOMU-TV Columbia, Mo., joins news staff of KTVI(TV) St. Louis.

FANFARE

J. Fred Weber, VP-sales for American Cablevision Co., Beverly Hills, Calif., joins American Cable Television Inc., Phoenix, as promotion director.

Anne Quinn, PR production assistant for Ted Bates & Co., New York, joins Merton Fiur Associates, that city, as manager of account services.

Donald G. Edgerton appointed manager of promotional tie-ins for America Airlines Inc., New York.

Nancy Norman, business agent of International Alliance of Theatrical Stage Employees, script supervisors, local 161, New York, named eastern liaison for The Publicists Guild, local 818, Los Angeles.

EQUIPMENT & ENGINEERING

Sidney Brandt, general manager of Greentree Electronics Corp., Costa Mesa, Calif., elected president and chief executive officer.

Herbert T. Brunn, director, distribution analysis, distributor and commer-

cial relations, for RCA, New York, named division VP, Europe, Middle East and Africa region, RCA international division, that city. **Wade J. Brightbill** appointed manager, television sales planning and development, RCA Sales Corp., Indianapolis. Appointment of six new managers in marketing department of RCA's recently formed solid-state and receiving tube division: **Thomas R. Hays**, sales manager for commercial tube and semiconductor division, becomes sales manager; **Benjamin A. Jacoby**, marketing manager for integrated circuits, made market planning manager for solid-state signal devices; **George J. Janoff**, marketing manager for commercial receiving tubes and semi-conductors, becomes manager of marketing policies and administration; **John P. McCarthy**, market planning manager for industrial semi-conductors, named manager of market planning, manager for solid-state devices; **Daniel R. Ozsvath** becomes market planning manager for receiving tubes, and **Paul R. Roudakoff**, manager of marketing, direct energy conversion, named market planning manager for special electric components.

Rein Narma, with consumer and educational products division of Ampex Corp., Elk Grove Village, Ill., named VP, engineering and product planning.

Richard H. Whitehurst, manager of manufacturing for Ameco Inc., Phoenix, named assistant VP-product sales.

Richard Peck, chief engineer with WREX-TV Rockford, Ill., named chief engineer at KGSC-TV San Jose, Calif.

John F. Campbell, manager of public relations for Raytheon Co., Lexington, Mass., named director of public relations.

John P. Lussier, overseas sales manager for miniature lamps for General Electric Co., New York, named manager of export sales for GTI Corp., Meadville, Pa.

Edward D. Halvajian, formerly controller of six D. H. Overmyer television stations and United Network Inc., appointed controller of commercial electronics group of Lear Siegler Inc., New York.

William R. Canady, chief engineer for KFDD-TV Amarillo, Tex., appointed district sales representative at Dallas for General Electric visual communication products department.

Keith Tindall appointed sales representative for Visual Electronics Corp., Chicago.

Lynd J. Carter named to new position of specialist-government sales for visual communications products department of General Electric Co., Syra-

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cuse, N. Y. He will be responsible for all sales of GE radio and television broadcast equipment to government and military agencies.

ALLIED FIELDS

Trudy Haynes, newscaster for KYW-TV Philadelphia, named by Vice President Hubert H. Humphrey to serve on his Task Force on Youth Motivation.

INTERNATIONAL



Mr. Peacock

Michael Peacock, controller BBC-TV's first service, resigning to become managing director-designate of London Television Consortium, one of groups applying to Independent Television Authority for London weekend viewing contract—considered one of most lucrative of program fran-

chises. (Other applicants are present contract holders, Associated Television and ABC Television.) Huw Wheldon, BBC controller of programs, is taking over Mr. Peacock's duties.

DEATHS

Forest W. Cooke, 54, program director of WHBF-AM-FM-TV Rock Island, Ill., died April 24 of heart attack suffered two weeks earlier. Mr. Cooke joined WHBF in 1930.

William H. Frosch Jr., 54, long-time Indianapolis radio personality, died of cancer May 7 at St. Vincent's hospital in Indianapolis. He had previously been with WIGO (now WATI) in Indianapolis, WLW Cincinnati, and with Armed Forces Radio Network at Marseilles, France. Surviving are his wife, Loraine, and two sons.

Frank McGrath, 64, actor best known as bearded cook in *Wagon Train* se-

ries, died May 13 in Beverly Hills, Calif., of apparent heart attack. Mr. McGrath also played part in *Tammy* series.

Thomas J. Wallace, 67, veteran radio performer and producer, died May 8 in his home in Pasadena, Calif. Mr. Wallace was announcer on KNX Los Angeles in 1925, opened his own advertising agency with Art Baker in 1927 and packaged such shows as *Blind Date* and *Hollywood in Person*. He also produced and emceed *The Red Skelton Show*, *Uncle Walter's Dog House*, *Plantation Party* and *College Life*. He is survived by his second wife, Mildred, and two sons, Thomas Jr., general manager of KAIR Tucson, and George, commercial manager for KGUN-TV Tucson.

Jane Drummond, associate media director for Eisaman, Johns & Laws Inc., Los Angeles, died May 13 from cerebral hemorrhage.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 11 through May 17 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

OTHER ACTIONS

■ Review board in Chicago television broadcast proceeding, Docs. 15668 and 15708, scheduled oral argument before panel of review board for 10 a.m., Thursday, June 15, in room 7134, New Post Office building, Washington. Action May 16.

■ Review board in Orlando, Fla., television broadcast proceeding, Docs. 11081 et al., granted motion filed May 11 by Mid-Florida Television Corp., and extended to June 8 time to file reply to opposition of TV 9 Inc. to Mid-Florida's petition to enlarge issues. Action May 16.

■ FCC waived Sec. 73.610(c) of rules (mileage separation requirements) and granted application of Maryland Educational-Cultural Television Commission for CP for new noncommercial educational television station to operate on ch. *67, Baltimore. Proposed trans. site will be approximately 2.5 miles short-spaced to ch. *68 reference point at Hagerstown, Md. Maryland Educational-Cultural Television Commission indicates that it will file application specifying operation on ch. *68 at site meeting mileage separation requirements. Station is first in proposed 7-station educational TV network for Maryland. Action May 17.

■ Review board in Yakima, Wash., television broadcast proceeding, Docs. 16924-6, granted petition filed on May 10 by Broadcast Bureau and extended to May 17 time to file responsive pleadings to joint petition for approval on agreement filed March 14 by Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co. Action May 12.

ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on May 9 designated Hearing Examiner Basil P. Cooper to serve as presiding officer in proceeding on TV applications of Sarasota-Bradenton, Fla., Television Inc. and Tamiami T.V. Inc., both Sarasota, Fla.; scheduled prehearing conference for June 6 and hearing for July 10. (Docs. 17423-24).

■ Hearing Examiner Herbert Sharfman on May 15 in proceeding on TV applications of Orange Nine Inc., Orlando, Fla., et al., dismissed with prejudice the application of Howard A. Weiss (Docs. 11081, 11083, 17339-44).

CALL LETTER APPLICATIONS

■ Coastal Television Corp., Columbus, Ga. Requests WTRT-TV.

■ Merrimack Valley Communications Inc., Manchester, N. H. Requests WXPO-TV.

■ Colonel Jay Sadow, Chattanooga. Requests WRIP-TV.

■ Maxwell Electronics Corp., Dallas. Requests KMCC-TV.

DESIGNATED FOR HEARING

■ FCC by order designated for consolidated hearing applications of Gala Broadcasting Co. and Inland Broadcasting Co. for new TV stations to operate on ch. 38 in Columbus, Ga. Federal Aviation Administration was made party to proceeding. Action May 17.

Existing TV stations

FINAL ACTIONS

WYES-TV New Orleans—Broadcast Bureau granted license covering changes in noncommercial educational TV. Action May 15.

Las Vegas (ch. 10)—Broadcast Bureau granted mod. of CP to change ERP to 295 kw vis., 35.5 kw aur., trans. location to 2 miles southwest of Henderson, studio location to South Nevada Vocational Technical Center, 5710 Maple Street, Las Vegas, change type trans., type ant., ant. structure, and decrease ant. height to 1,220 ft. Action May 15.

WNEP-TV Scranton, Pa.—Broadcast Bureau granted license covering changes in station (main trans. and ant.); condition. Action May 10.

WAPA-TV San Juan, P. R.—Broadcast Bureau granted mod. of license covering change in licensee name to WAPA-TV Broadcasting Corp. Action May 15.


Dallas (ch. 33)—Broadcast Bureau granted mod. of CP to change ERP to 1,000 kw vis., 100 kw aur., change trans. location to approximately 2,000 ft. south of present site, type ant., make changes in ant. structure and increase ant. height to 850 ft.; condition. Action May 11.

OTHER ACTION

■ By memorandum opinion and order, FCC granted petition of Fidelity Television Inc., Norwalk, Calif., for production of commission's complaints file on KHJ-TV in Los Angeles, renewal of television license-

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new applicant proceeding (Docs. 16679 and 16680). Action May 17.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 12 proceeding on TV application of WLCY-TV Inc. (WLCY-TV), Largo, Fla., dismissed unopposed motion to reschedule procedural dates of applicant and continued date for parties to exchange direct written cases and exhibits from May 18 to May 26, 1967, and notification of witnesses from June 1 to June 5. (Doc. 17051).

■ Hearing Examiner Millard F. French on May 15 in proceeding on TV application of Cosmos Broadcasting Corp., (WSFA-TV), Montgomery, Ala., granted applicant's motion and continued prehearing conference from May 16 to June 15. (Doc. 16984).

RULEMAKING PETITIONS

Eureka, Calif., Redwood Empire Educational Television Inc.—Requests designation of ch. 13, Eureka, Calif., as noncommercial, educational channel. Ann. May 15.

Hagerstown, Md., Richard Hildreth, attorney for Regional Broadcasting Co.—Supplements petition for reconsideration in Doc. No. 14229 filed on March 14, 1966, and requests assignment of ch. 25 as first commercial TV channel at Hagerstown, by substituting *55 for *25 at State College, Pa. and 47 for 48 at Altoona, Pa. Ann. May 15.

CALL LETTER APPLICATION

■ KMMT(TV), Minnesota-Iowa Television Co., Austin, Minn. Requests KAUS-TV.

DESIGNATED FOR HEARING

■ FCC by memorandum opinion and order, Commissioners Cox and Johnson concurring, designated for hearing applications of St. Anthony Television Corp. (KHMA(TV), ch. 11, Houma, La.) for mod. of CP to make changes—increase vis. ERP to 63.2 kw, ant. height to 1,961 ft., and change ant. site, for assignment of CP to Delta Teleradio Corp., and for extension of time within which to construct. Issues specified with respect to diminution of signal strength to Houma; Suburban issue; de facto reallocation of ch. from Houma to Baton Rouge; UHF impact; misrepresentations as to status of construction and ownership of land; failure to construct; whether permittee will construct pursuant to present authorization if other applications are not granted; and "trafficking". Louisiana Television Broadcasting Corp. (WBRZ(TV)) and Guaranty Broadcasting Corp. (WAFB-TV), both Baton Rouge; were made parties. Petition to deny filed by Romac Baton Rouge Corp. dismissed for lack of standing and as untimely filed. Action May 17.

New AM stations

APPLICATIONS

Jacksonville, Ala.—Jacksonville Broadcasting Co. Seeks 1090 kc, 250 w. P. O. address: First National Bank building, Jacksonville 36265. Estimated construction cost \$12,900; first-year operating cost \$25,000; revenue \$40,000. Principals: J. Millard LeCroy, James M. Davis, Thomas J. and Will V. Roberson, Messrs. LeCroy and Davis have 40.815% each, and Messrs. Roberson own 9.185% each. Mr. LeCroy owns farm. Mr. Davis is salesman for WEIS Centre, Ala. Mr. Will Roberson owns construction company. Mr. Thomas J. Roberson is college coach and teacher. Ann. May 16.

Eupora, Miss.—Webster County Broadcasting Co. Seeks 1140 kc, 500 w-D. P. O. address: 415 Howard Street, Greenwood, Miss. 38930. Estimated construction cost \$8,618.05; first-year operating cost \$18,792.80; revenue \$27,600. Principals: William E. Hardy is 100% stockholder in furniture and appliance store. Ann. May 11.

Jackson, Miss.—Ford Broadcasting Co. Seeks 1080 kc, 10 kw-D. P. O. address: 609 Bankers Trust Plaza building, Jackson. Estimated construction cost \$127,689; first-year operating cost \$75,000; revenue \$75,000. Principals: Aaron L. and Gertrude C. Ford (each 50%) Mr. Ford is attorney and owns timber and farm lands. Mrs. Ford has same interests as husband and she is also author, poet and artist. Ann. May 16.

Warrenton, N. C.—Radio Voice of Warrenton. Seeks 1520 kc, 1 kw-D. P. O. address: Box 542, Warrenton 27589. Estimated construction cost \$16,669.50; first-year operating cost \$22,860; revenue \$30,000. Principals: Vernon H. and Frances L. Steed (each 50%). Mr. Steed is sales representative for electronics corporation, maintenance employe of WIKI Chester and of WIVE Ashland, Va. and does occasional radio service work. Mrs. Steed is teacher. Ann. May 16.

Ellwood City, Pa.—Jud Inc. Seeks 1500

kc, 250 w-D. P. O. address: Box 109, Kittanning, Pa. 16201. Estimated construction cost \$52,600; first-year operating cost \$62,000; revenue \$62,000. Principals: Jud L. Sedwick, president (99.6%) et al. Mr. Sedwick has 50% interest in National Cable Television Corp. (CATV), 98% interest in Armstrong Utilities Inc. (CATV) and Armstrong Telelec Inc., partner in farming and livestock and garage. Ann. May 16.

Burnettown, S. C.—Midland Valley Investment Inc. Seeks 1510 kc, 500 w-D. P. O. address: Box 1, Langley, S. C. 29834. Estimated construction cost \$27,679.75; first-year operating cost \$35,000; revenue \$48,000. Principals: Harry A. Parker, president, James L. George, vice president, Martha Parker, treasurer and Shirley J. George, secretary (each 25%). Mr. Parker is director of civil defense agency. Mr. George is supervisor at paper company. Mrs. Parker is teacher. Mrs. George is secretary for civil defense agency. Ann. May 1.

FINAL ACTIONS

Augusta, Ark.—Service Communications Inc. FCC granted 1190 kc, 250 w-D. P. O. address c/o Gerald L. Blackburn, 505 N. State Street, Wynne, Ark. 72396. Estimated construction cost \$22,800; first-year operating cost \$32,000; revenue \$40,000. Principals: James and Clara Henson (25%), Raphael and Barbara Andrews, Edgar and Mary Henson, Gerald and Sharis Blackburn, Rolla DeLoss and Carolyn McKnight, Joseph and Jo Annette Dugan, John and Barbara Griffie (each 12½%). Action May 2. Ann. May 12.

Albuquerque, N. M.—Frank Quinn Broadcast Bureau granted 1190 kc, 1 kw-D. P. O. address: 1617 Los Almos St., S.W., Albuquerque 87104. Estimated construction cost \$19,900; first-year operating cost \$41,600; revenue \$50,000. Mr. Quinn is partner in stock brokerage firm. He has no other broadcast interests. Action May 11.

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Hiram A. Goodman, tr/as Goodman Broadcasting Co., for permit to construct new standard broadcast station to operate on 1110 kc with power of 1 kw, daytime only, class II, at Madison, Ala. (Doc. 16860). Action May 12.

OTHER ACTIONS

■ Review board in East St. Louis, Ill., standard broadcast proceeding, Docs. 17256-7, granted motion filed May 11 by Metro-East Broadcasting Inc., and extended to June 1 time to file replies to oppositions and comments filed to the petitions to enlarge issues filed by East St. Louis Broadcasting Inc., and Metro-East Broadcasting Inc. on March 29. Action May 16.

■ Review board in Jacksonville, N. C., standard broadcast proceeding, Docs. 17148-50, denied petition to enlarge issues filed Feb. 23 by L & S Broadcasting Co. Action May 12.

■ Review board in Logan, Ohio, standard broadcast proceeding, Docs. 17336-7, granted motion filed May 9 by Logan Broadcasting Co., and extended to May 17 time to file opposition to petition to enlarge issues filed April 27 by Upper Broadcasting Co. Action May 11.

■ Review board in New Castle, Pa., standard broadcast proceeding Docs. 17178-80, granted petition filed May 9 by Lawrence County Broadcasting Corp., and Brownsville Radio Inc., and extended to May 19 time to file reply to the opposition to their petition to enlarge issues filed March 20. Action May 11.

■ Review board in Edna, Texas, standard broadcast proceeding, Docs. 16572-3, granted petition filed May 15 by Cosmopolitan Enterprises Inc., and extended to May 17 time to respond to opposition filed by H. H. Huntley to Cosmopolitan's April 14 petition to enlarge issues. Board Member Nelson not participating. Action May 16.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 15 designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on AM applications of Edward A. Romance, tr/as Mt. Carmel Broadcasting Co., and Robert Kerris and Edward Helfrick, d/b as K H Radio Co., both Mt. Carmel, Pa.; scheduled prehearing conference for June 14, and hearing for July 11. (Docs. 17411-12). On May 9 designated Hearing Examiner Thomas H. Donahue to serve as presiding officer in proceeding on AM applications of Michael S. Rice, First Capitol Radio Inc. and Cecil W. Roberts, all St. Charles, Mo.; scheduled prehearing conference for June 9, and hearing for July 5 (Docs. 17420-22).

■ Hearing Examiner Isadore A. Honig on

May 12 in proceeding on AM applications of East St. Louis Broadcasting Inc., and Metro-East Broadcasting Inc., both East St. Louis, Ill., granted petition to amend and supplement thereto of applicant Metro-East to reflect financial data; denied motion to strike of applicant East St. Louis, and accepted reply to oppositions, etc., of applicant Metro-East (Docs. 17256-57).

■ Hearing Examiner H. Gifford Irion on May 15 in proceeding on AM applications of Kittyhawk Broadcasting Corp., Kettering, Ohio, et al., granted petition to amend of applicant Gem City Broadcasting Co., to reflect financial matter (Docs. 17243-50).

■ Hearing Examiner Forest L. McClenning on May 11 in proceeding on AM applications of Charles W. Jobbins, Costa Mesa-Newport Beach, Calif., et al., granted petitions to amend of applicant Goodson-Todman Broadcasting Inc., to reflect change in mass media interests and corporate positions held by certain of its principals and corrective letter made part of amendment which reflected inadvertent mathematical errors (Docs. 15752, 15754-56, 15758-60, 15762, 15764-66).

■ Hearing Examiner Elizabeth C. Smith on May 12 in proceeding on AM application of Augustine L. Cavallaro Jr., Bayamon, P. R., granted petition of applicant and continued hearing from May 15 to June 12. (Doc. 16891).

CALL LETTER APPLICATIONS

■ Clay County Broadcasters, Lineville, Ala. Requests WJEB.

■ Donnelly C. Reeves, Roseville, Calif. Requests KPOF.

■ Emmet Radio Corp., Estherville, Iowa. Requests KILR.

■ Universal Broadcasting Co., Fair Bluff, N. C. Requests WWKO.

■ Amistad Broadcasting Co., Del Rio, Tex. Requests KWMC.

DESIGNATED FOR HEARING

Mt. Carmel, Pa., Mt. Carmel Broadcasting Co.—Broadcast Bureau designated for consolidated hearing applications for new daytime AM stations to operate on 1590 kc, 500 w. Action May 10.

Existing AM stations

APPLICATIONS

KEHG Fosston, Minn.—Seeks CP to increase power from 1 kw to 5 kw; and install a new trans. Ann. May 17.

WSEN Baldwinville, N. Y.—Seeks CP to increase power from 250 w to 5 kw; install DA-D; change ant-trans. and studio location. Ann. May 11.

WATH Athens, Ohio—Seeks CP to increase power from 1 kw to 5 kw; install DA-D; change ant-trans. and studio location to Ohio Route 13, 3.4 miles north of center of Athens, Ohio; and install new trans. Ann. May 17.

FINAL ACTIONS

WKEN Dover, Del.—Broadcast Bureau granted CP to change hours of operation from daytime to unlimited, install DA-N, change ant-trans. location to McKee Road, near Dover, install new type trans.; conditions. Action May 9.

WFFG Marathon, Fla.—Broadcast Bureau granted license covering changes in hours of operation and change from DA-D to DA-2. Action May 16.

WFUN South Miami, Fla.—Broadcast Bureau granted license covering installation of new trans. at main trans. location as an alternate-main trans. Action May 16.

WPXE Starke, Fla.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action May 16.

WBIA Augusta, Ga.—Broadcast Bureau granted CP to replace expired permit which authorized change in ant-trans. location to Killingsworth Road at Georgia Railroad, Augusta. Action May 10.

WIYN Rome, Ga.—Broadcast Bureau granted license covering installation of an auxiliary trans. at main trans. location. Action May 16.

WEAS Savannah, Ga.—Broadcast Bureau granted CP to make changes in ant. system; condition. Action May 12.

KHVV Honolulu—Broadcast Bureau granted CP to replace expired permit for change in ant-trans. location to Ft. Armstrong, southwest of intersection South Street & Ala Moana Boulevard, Honolulu. Action May 12.

KNDI Honolulu—Broadcast Bureau granted mod. of license covering change in studio location and remote control point to 2259 Kalakaua Avenue, Honolulu. Action May 16.

KART Jerome, Idaho—Broadcast Bureau granted license covering change in speci-

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, May 18

	ON AIR		
	Lic.	CP's	CP's
Commercial AM	4,110 ^a	18	83
Commercial FM	1,611	25	265
Commercial TV-VHF	480 ^a	15	24
Commercial TV-UHF	95 ^a	25	131
Educational FM	303	5	33
Educational TV-VHF	60	7	9
Educational TV-UHF	42	8	53

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 18

	VHF	UHF	Total
Commercial	519	259	778
Noncommercial	76	103	179

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ^a	1,533	570 ^a	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

^aIn addition, two AM's operate with Special Temporary Authorization.

^bIn addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

record to reflect withdrawal of WOI Exhibits 53 and 54 by applicant (Docs. 11290, 16298).

FINES

■ Broadcast Bureau by letter of May 10, notified E. M. Hoge, KENA Mena, Ark., that he has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to make equipment performance measurements as required. Licensee has 30 days to pay or contest forfeiture.

■ Broadcast Bureau by letter of May 11, notified Border Broadcasting Co., WDSC Dillon, S. C., that they have incurred apparent forfeiture liability of \$200 for violations of rules, including failure to make equipment performance measurements as required. Licensee has 30 days to pay or contest forfeiture. Action May 11.

CALL LETTER APPLICATIONS

■ KPER, South Valley Broadcasters, Gilroy, Calif. Requests KAZA.

CALL LETTER ACTIONS

■ KMBC, Booneville International Corp., Kansas City, Mo. Granted KMBZ.

DESIGNATED FOR HEARING

■ FCC by memorandum opinion and order designated for hearing applications of J. W. Furr to change facilities of WMBC Macon, Miss., on 1400 kc, from 250 w-N, 1 kw-LN, to 250 w-U, and change station location to Columbus, and James W. Eatherton for new station in Macon to operate on 1490 kc, 250 w-U. Action May 17.

New FM stations

APPLICATIONS

Point Pleasant, N. J.—Pleasant Broadcasters. Seeks 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 161.2 ft. P. O. address: 1717 F Street, South Belmar, N. J. 07719. Estimated construction cost \$22,340; first-year operating cost \$33,040; revenue \$36,000. Principals: Dorothy Fielder Brown and Adamant Brown, husband. Mrs. Brown has no other business interests indicated. Mr. Brown is employed by U. S. Army Combat Developments Command. Ann. May 16.

Waco, Tex.—KWTK Broadcasting Co. Seeks 97.5 mc, ch. 248, 71.2 kw. Ant. height above average terrain 892 ft. P. O. address: 4520 Bosque Boulevard, Waco 76710. Estimated construction cost \$54,150; first-year operating cost \$48,000; revenue \$50,000. Principal: M. N. Bostick, president. Applicant owns KWTK Waco, Tex. Ann. May 11.

FINAL ACTIONS

*Chicago—University of Chicago. Broadcast Bureau granted 88.3 mc, ch. 202, 0.018 kw. Ant. height above average terrain 128.25 ft. P. O. address: 5801 South Ellis Ave., Chicago 60637. Estimated construction cost \$20,863; first-year operating cost \$5,000. Principals: To be administered by board of trustees. Action May 11.

*Winfield, Kan.—G. Ray Cox. Broadcast Bureau granted 88.3 mc, ch. 202, 10 w. Ant. height above ground 70 ft. P. O. address: Southwestern College, Winfield 67156. Estimated construction cost \$403; first-year operating cost \$400; revenue none. Principals: To be administered by board of trustees. Mr. Cox is second vice president. Action May 10.

*Waltham, Mass.—Brandeis University. Broadcast Bureau granted 91.7 mc, ch. 219, 0.039 kw. Ant. height above average terrain DNA. P. O. address: Brandeis University, Waltham. Estimated construction cost \$3,440; first-year operating cost \$3,500; revenue none. Principals: S. Leonard Singer, director, academic communication. To be administered by board of trustees. Action May 15.

*De Graff, Ohio—Riverside Local Board of Education. Broadcast Bureau granted 91.1 mc, ch. 216, 10 w. Ant. height above average terrain 70 ft. P. O. address: Boggs and Moore Streets, De Graff 43318. Estimated construction cost \$3,869; first-year operating cost \$1,000; revenue none. Principals: Robert E. Armstrong, board president, and engineer. To be administered by board. Action May 11.

OTHER ACTIONS

■ Ch. 280A deleted from New Albany, Ohio (shortspaced), and ch. 285A added to Columbus, substituting ch. 296A for ch. 285A at Circleville, effective October 1 or sooner if station now occupying ch. 285A (WNNE [FM] at Circleville) shifts to ch. 296A before that date (Doc. 18662). Action by commission by second report and order, Commissioners Bartley and Cox dissenting; Commissioner Johnson absent. Action May 10.

fed hours, power and installation of new trans. Action May 16.

KBRV Soda Springs, Idaho—Broadcast Bureau granted renewal of license. Action May 15.

WKKD Aurora, Ill.—Broadcast Bureau granted license covering change in ant. system. Action May 16.

WSBC Chicago—Broadcast Bureau granted request to cancel license authorization, file number BL-9003, dated May 8, 1962, and renewal thereof, BR-565, Nov. 30, 1964, which authorized operation of a composite, broadcasting trans. as an auxiliary trans. Action May 12.

WAWK Kendallville, Ind.—Broadcast Bureau granted license covering change in frequency. Action May 16.

WNBV Newberry, Mich.—Broadcast Bureau granted license covering increase in daytime power. Action May 16.

WMOX Meridian, Miss.—Broadcast Bureau granted mod. of license covering change in studio location to 2003 Tenth Street, Meridian; conditions. Action May 16.

KMAM Butler, Mo.—Broadcast Bureau granted license covering increase in power and installation of new type trans. Action May 16.

WCOK Sparta, N. C.—Broadcast Bureau granted license covering new AM. Action May 16.

WOTR Corry, Pa.—Broadcast Bureau rescinded renewal of license grant. Action May 11.

WHYO Salinas, P. R.—Broadcast Bureau granted license covering new AM. Action May 16.

WOPI-AM-FM Bristol, Tenn.—Broadcast Bureau granted mod. of licenses to change station location from Bristol, Tenn. to Bristol, Tenn.—Va. Action May 15.

KHRB Lockhart, Tex.—Broadcast Bureau granted license covering new AM. Action May 16.

KALL Salt Lake City—Broadcast Bureau granted license covering change from DA-2 to DA-N. Action May 12.

KWIC Salt Lake City—Broadcast Bureau granted CP to install an auxiliary trans. at main trans. location. Action May 12.

WLPM Suffolk, Va.—Broadcast Bureau granted license covering change in frequency, decrease nighttime power, change to non-DA, and change ant. system. Action May 16.

WDLB Marshfield, Wis.—Broadcast Bureau granted request to cancel license authorization file number BL-843 dated

Dec. 7, 1961, and renewal thereof, BR-1470, dated Nov. 9, 1964, which authorized the operation of broadcasting trans. as an auxiliary—daytime, alternate-main nighttime. Action May 12.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WDIG Dothan, Ala.; WJAM Marion, Ala.; WTOR Torrington, Conn.; WCWR Tarpon Springs, Fla.; WISK Americus, Ga.; WPLO Atlanta; WFTC Kinston, N. C.; WCHA Chambersburg, Pa.; WMNT Manati, P. R., and WOAY-AM-FM Oak Hill, W. Va. Action May 10.

OTHER ACTIONS

■ By order, Commissioner Cox not participating, Commissioner Johnson concurring, FCC dismissed petition to reopen record and include civil rights issue filed by WWIZ Inc. and Sanford A. Schaftz, in Lorain, Ohio, standard broadcast renewal proceeding (Doc. 14537). Action May 17.

■ FCC directed that upon closing of hearing record in Harriman, Tenn., standard broadcast proceeding case be certified immediately to commission for final decision. Case involves an application by Harriman Broadcasting Co. (WXXL) for new daytime AM to operate on 970 kc, 500 w. in Harriman, Tenn. (Doc. 17255, BP-15122). United States Court of Appeals for District of Columbia Circuit had rescinded commission's grant of temporary operating authority to WXXL pending the outcome of hearing, but subsequently it stayed effectiveness of its order for twenty days to afford commission an opportunity to render decision in case. Action by commission by order, Commissioner Bartley dissented and issued statement. Action May 10.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on May 15 in proceeding on AM applications of Fine Music Inc. (WFMI), Montgomery, Ala., et al., granted petition to amend of applicant Fine Music Inc., to reflect pendency of application for transfer of control (Docs. 17058-80); By separate order, granted petitions for leave to amend of applicant Tennessee Valley Broadcasting Inc., to reflect financial matter, specify different transmitter site and engineering related thereto and correct clerical error.

■ Hearing Examiner H. Gifford Irlon on May 11 in proceeding on AM applications of Iowa State University of Science and Technology (WOI), Ames, Iowa, corrected

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on May 11 in proceeding on FM applications of Birney Imes Jr. and Radio Columbus Inc., both Columbus, Miss., granted petition of applicant Birney Imes Jr. (Docs. 17263-64). And in proceeding on FM application of San Fernando Broadcasting Co. (KSFV), San Fernando, Calif., scheduled further pre-hearing conference for May 23, and tentative date for hearing in San Fernando, Calif., on June 22 (Doc. 17198).

■ Hearing Examiner Herbert Sharfman on May 11 in proceeding on FM applications of WBIZ Inc. and WECL, Inc., both Eau Claire, Wis., scheduled procedural dates including hearing continued from June 20 to July 5 (Docs. 17353-54).

RULEMAKING PETITION

Fosston, Minn., Fosston Broadcasting Co.—Petitions commission to amend its table of FM assignments so as to add ch. 221A, at Fosston, Minn. Ann. May 15.

Existing FM stations

APPLICATION

*KBFL-FM, Buffalo, Mo.—Seeks CP to install new trans. (Gates FM1C); change frequency from 91.3 mc ch. 217 to 90.3 mc ch. 212; dec. TPO to 1 kw; using ERP of 1.16 kw; and ant. height above average terrain of 171 ft. Ann. May 11.

FINAL ACTIONS

*KEDC-FM Northridge, Calif.—Broadcast Bureau granted license covering installation of new trans. and ant., ERP 320 w, ant. height minus 235 ft. Action May 12.

KCBS-FM San Francisco—Broadcast Bureau granted license covering installation of new ant., ant. height 640 ft. Action May 12.

KTHO-FM Tahoe Valley, Calif.—Broadcast Bureau granted license covering change in type ant.-trans., ant. height 50 ft. Action May 12.

WSID-FM Baltimore — Broadcast Bureau granted license covering change in ant.-trans., studio and remote control point location, installation of new type trans. and ant., change ERP to 20 kw, ant. height 390 ft. Action May 12.

WKOX-FM Framingham, Mass.—Broadcast Bureau granted license covering change in ant. location, installation of new ant.; change ERP to 50 kw, ant. height to 290 ft.; and license covering use of former main ant. as auxiliary ant., ERP 15.5 kw, ant. height 120 ft. Action May 12.

*WAIC(FM) Springfield, Mass.—Broadcast Bureau granted license covering new FM noncommercial educational station. Action May 12.

WNEM-FM Bay City, Mich.—Broadcast Bureau granted CP to install additional trans., vertical polarized ant. Action May 10.

KEYC-FM Mankato, Minn.—Broadcast Bureau granted mod. of CP to change type trans., dual polarized type ant., increase ERP to 100 kw. Action May 10.

KSGM-FM Ste. Genevieve, Mo.—Broadcast Bureau granted license covering new FM. Action May 12.

WKIP-FM Poughkeepsie, N. Y.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new type trans. and ant., change ERP and ant. height. Action May 12.

WDDS-FM Syracuse, N. Y.—Broadcast Bureau granted license covering installation of new ant. Action May 12.

WHK-FM Cleveland — Broadcast Bureau granted request to cancel license authorization, file number BLH-2453, dated April 2, 1964 and renewal thereof, BRH-699, Sept. 14, 1964, which authorized operation of an alternate-main trans. Action May 12.

KFLY-FM Corvallis, Ore.—Broadcast Bureau granted CP to install new auxiliary trans. and ant., at main trans. location to operate on 101.5 mc, ERP 16.5 kw, ant. height 100 ft. Action May 10.

*KPNW(FM) Eugene, Ore.—Broadcast Bureau granted license covering new FM noncommercial educational station. Action May 12.

WNNT-FM Warsaw, Va.—Broadcast Bureau granted license covering new FM. Action May 12.

FINES

■ Broadcast Bureau by letter of May 12, notified Plattsburgh Broadcasting Corp., WEAV-FM Plattsburgh, N. Y., that they have incurred apparent forfeiture liability of \$250 for violations of rules, including failure to have remote control equipment in satisfactory condition. Licensee has 30 days to pay or contest forfeiture. Action May 12.

■ Broadcast Bureau by letter of May 10, notified Electronic Enterprises Inc., WITA-FM San Juan, P. R., that they have in-

curring apparent forfeiture liability of \$250 for violations of rules, including failure to discontinue operation by remote control during malfunctioning of remote meters. Licensee has 30 days to pay or contest forfeiture.

RULEMAKING ACTIONS

■ Commission on May 11 granted request by South Kentucky Broadcasters and William O. Barry and extended to May 22 time for filing reply comments with respect to RM-1097 and FM-1109 (Donelson, Tenn.; Madisonville, Greenville, Russellville and Columbia, all Kentucky) in proceeding on amendment of Sec. 73.202, table of assignments concerning FM stations (Rockmart, Ga., et al.) in Doc. 17282. Ann. May 15.

■ FCC by order granted petition by Belar Electronics Laboratory and extended date for installation of stereophonic modulation monitors from June 1 to Sept. 1. On its own motion, commission extended required date for installation of SCA modulation monitors from June 1 to March 1, 1968. Action May 17.

CALL LETTER APPLICATIONS

■ KGEN-FM, Pappas Electronics Inc., Tulare, Calif. Requests KBOS(FM).

CALL LETTER ACTIONS

■ WJOI-FM, WJOI Radio Inc., Florence, Ala. Granted WQLT(FM).

Translators

ACTIONS

Lowman, Idaho, Boise Valley Broadcasters, Inc.—Broadcast Bureau granted CP for new VHF translator to serve Lowman, operating on ch. 13 by rebroadcasting programs of KBOI-TV, ch. 2, Boise. Action May 15.

W79AB Palmerton, Slatedale and Slatington, all Pa.—Broadcast Bureau granted assignment of license for UHF TV translator to Scranton Broadcasters Inc. Action May 15.

■ FCC waived Sec. 74.702(c) of rules and granted application of KUTV Inc. for modification of CP of translator station K81BC to specify operation on ch. 64, Rural Duchesne county and Spring Glen, Utah. Action May 17.

Walla Walla, Wash., Spokane Television

Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Walla Walla, operating on ch. 4 by rebroadcasting programs of KSLY-TV, ch. 4, Spokane. Action May 15.

CATV

OTHER ACTIONS

■ FCC directed Valley-Vision Inc., operator of CATV systems at Jackson and Sutter Creek, Calif., to show cause why it should not be ordered to cease and desist from further violations of Secs. 74.1105 and 74.1107 of rules. Action May 17.

■ Valley Vision Inc., owner and operator of community antenna television system at Placerville, Calif., has been ordered by FCC to cease and desist from operating its CATV, located within grade A contours of Sacramento-Stockton television stations, in such manner as to extend signals of distant stations, beyond their grade B contours. This action is in violation of Secs. 74.1105 and 74.1107 of commission's rules. Valley Vision is permitted to carry signals of Sacramento-Stockton stations provided that it complies with Sec. 74.1103 of rules and provides self-executing stay provisions with respect to seeking judicial review and judicial stay. Petition to terminate filed by Valley Vision Inc. on May 9, was denied. Commission action May 10 by decision in Doc. 17171. Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger dissenting; Commissioner Wadsworth absent. Action May 16.

■ FCC directed Rancho Bernardo Antenna Systems Inc., operator of CATV system in San Diego to show cause why it should not be ordered to cease and desist from further violations of Sec. 74.1103(e) of rules. Action May 17.

■ By order, Commissioner Johnson not participating, FCC denied petition of Mission Cable TV Inc., Southwestern Cable Co., Pacific Video Cable Inc., Trans-Video Corp., Rancho Bernardo Antenna Systems Inc., Escondido Community Cable Inc. and Vista Cablevision Inc., operators of CATV systems, for termination of the San Diego CATV proceeding (Docs. 16786 and 17008), or, in

Continued on page 85

CCA

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HERE'S A TESTIMONIAL BY JOHN A. MAXSON
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It's been just a year since our 5KW AM CCA transmitter arrived, and a progress report is in order we're very happy with it in every respect!

It arrived in March, was installed easily and quickly, the antenna proof was run during March and April, and it went on the air full-time after Commission approval in May, 1966.

The transmitter sounds great, and it's been extra-reliable. We've had only two very minor outages, missing only minutes of programming.

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We would whole-heartedly and unhesitatingly recommend the CCA transmitter to any broadcaster who wants a quality sound on the air, with built-in reliability to keep it there!

Very truly yours,

John A. Maxson
Director of Engineering

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Station manager-salesman. Single station market, FM, excellent potential. One-third (1/3) interest available to proper person. Midwest. Box E-269, BROADCASTING.

Wanted: Manager for Texas small market daytimer. Opportunity for man with experience in sales, programing, news to step up to management. Send resume, tape, picture to Box E-271, BROADCASTING.

Sales

Large market group operation seeks salesman in smaller market looking to move up. Must be management material. Complete group benefits. Send particulars to Box E-255, BROADCASTING.

Ground floor opportunity in prosperous 30 thousand city with excellent trade area. Excellent guarantee. Midwest only. Contact Dale Low, KSMN, Mason City, Iowa.

Salesman, Baltimore, tremendous opportunity for someone who wants to work. Experience desired, \$150 a week for the right man. Write or call Ralph Davis, WSID, Baltimore, Maryland 21215. 542-1021.

Good experienced salesman who wants management in the future. Start \$150 plus. Locally accepted good music station. Must be close enough to arrange personal interview. Contact Mike Schwartz, WTYM, Springfield, Mass.

Excellent South Florida radio station in fast growing market will appoint General Sales Manager. Send complete resumes to Radio, 1501 South Flagler Drive, West Palm Beach, Florida.

Announcers

Talented, mature Jocks and newsmen; Good secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

News oriented announcer to join 10-man program staff in highly successful midwest medium market station. Salary based on ability and experience. Box E-42, BROADCASTING.

Metropolitan market in coastal Southeast. . . . Announcer with first phone for combination AM-FM night shift (5 P.M.-MN) 40 hr. week. \$125 to \$150. Box E-160, BROADCASTING.

Like top 60 radio? Water skiing? Swimming? Fishing? If you have a first phone, we have an opening. Start \$120 weekly. Fringe benefits. Come on down to South Florida, Box E-103, BROADCASTING.

Eastern Nebraska small market daytimer needs first phone announcer. Salary open. Contact Box E-199, BROADCASTING.

Major market station looking for additional air personnel. Send tape and resume to Box E-205, BROADCASTING.

DJ who can handle nightspot, 6-12 midnight. Must be experienced with good voice and pleasant personality. Salary open. Major market, Florida. Send tape and resume to Box E-213, BROADCASTING.

Need 1st phone announcer, announcing and production foremost. Growing organization in middle-Atlantic area. Above average starting salary. Reply, Box E-237, BROADCASTING.

Announcers—(cont'd)

Wanted: Announcer with 1st ticket for radio-TV station in Northeast. Must be at least 25 years old, family man. Broadcast experience necessary. Will work in both stations. Can advance with ability. Send resume, picture, tape to Box E-244, BROADCASTING.

Modern country format station in the midwest looking for DJ with first phone. Here's your chance to work with progressive top notch outfit. Immediate opening. Send tape and resume to Box E-252, BROADCASTING.

MOR daytimer less than an hour from Chicago needs announcers and newsmen. First phone desired but not mandatory. Box E-279, BROADCASTING.

Top 40 DJ, major East coast market. Immediate opening. No screamers. Solid citizen type. Send recent photo, tape, references. Box E-295, BROADCASTING.

Start now . . . We need a bright personable announcer/DJ for Pennsylvania, AM-FM . . . Salary open . . . Send full particulars now. Box E-300, BROADCASTING.

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Would you believe that classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING's expanding readership is paying off and making BROADCASTING the marketplace for everything and everybody in broadcasting.

When you have something to buy or sell, a vacancy to fill, or want a better job let BROADCASTING's classified section help you.

Wanted . . . Announcer with 3rd class endorsed or 1st phone willing to assume responsibility, become part of 5,000 population community and security assured for right man. Block programing MOR, emphasis on local news programing. Contact Jay Bagwell at KBJT, Fordyce, Arkansas, Call 352-2170 Office, 352-3410 Home.

Announcer with first phone. Good music station. NBC affiliate. KCEE Radio, P. O. Box 5803, Tucson, Arizona.

DJ announcer and/or first, maintenance abilities, needed now. Top Forty operation. Progressive. Great opportunity for man with desire in Colorado's second largest city, Pueblo, KDZA (303) 544-5646.

M.O.R. Immediate opening for announcer-1st phone, with one of Oklahoma's most progressive radio groups. Small market, new studio . . . good salary with plenty of room for advancement. Send tape photo and resume to Bob Brewer, KTAT Radio Fredrick, Oklahoma.

Announcers—(cont'd)

R & B jock. If you are a format swinger we have an opening. Send full details. Al Garner, KYOK, Houston, Texas.

Announcer for well established station with middle of the road to modern format and emphasis on local news. Good pay for a good job. ABC affiliate. WBYS, Canton, Illinois.

Need versatile man with first phone. Top 40 and Country & Western Format with some Middle of the Road. No maintenance, good pay, ideal working conditions and facilities. Progressive station with many fringe benefits. Call or send tape and resume to Jack R. Gennaro, WFHR AM/FM, Wisconsin Rapids, Wisconsin.

WFIX, Huntsville, Alabama, has opening for mature, experienced announcer for adult format with emphasis on news. Established progressive station in fast growing Space Center assures good future. Send tape resume, photo and salary requirements to John Garrison, Box 7, Huntsville, Alabama 35804.

WKBW Buffalo, requires an articulate, mature 12 P.M.-3 P.M. air personality, young and aggressive, no radio gypsy, solid citizen. Tapes, biographical sketch, and picture. Mail to Jefferson Kaye, Program Director.

Expanding Operation. Need experienced announcer with third for MOR and news. WLDS, AM & FM, Jacksonville, Illinois.

Announcer DJ for afternoon drive at MOR station. 5 years experience minimum, 1st ticket helpful but not necessary. Send tape, resume, photo and salary. Program Director, WMBR, Jacksonville, Florida.

Immediate opening—Morning man with good news delivery, strong production, and experienced. Excellent salary. WMRF, Lewis-ton, Penna.

Night News Editor wanted for station in metropolitan New York suburbs. Country-wide and area news coverage. Want man who can gather quickly, make newstapes, receive reports and perform good air work. Contact WRKL, New City, New York.

Morning man and Music Director . . . experienced only. . . . Production background for middle of the road and top 40. Third class broadcast endorsement needed. Excellent pay for right man plus fringe benefits. Send air check and complete resume to James P. Schuh, Program Director, WSPT Stevens Point, Wisconsin or call 715-341-1300.

Radio Michigan seeks dynamic MOR music/news announcer. Attractive salary, five day week, unlimited opportunity with expanding radio-TV-newspaper group. Rush tape, resume to WSWM, P. O. Box 289, East Lansing, Michigan 48824.

Immediate opening for 2 bright, energetic, top 40 DJ announcers—one with first phone and one with third with broadcast endorsement—at leading, Central New York group operation. Rush tape and background information to: Program Director, WTLB, Straus Broadcasting Group, Utica, New York.

Announcer, first phone, adult format in booming Orlando area. Send returnable tape and photo. WTLN, Box 2448, Orlando, Florida, 305-889-2505.

Needed immediately MOR man with 1st phone. Good permanent position with opportunity for advancement. \$150 per week, \$5 raise every six months, 45 hour shift, 48 hours total. Car necessary. Call Radio Station WTOR, Torrington, Connecticut, 203-489-4181.

Announcers—(cont'd)

Immediate opening—experience preferred. Salary based on experience. WVOS, Liberty, New York.

First phone announcer needed for daytime \$500 monthly. Send tape and resume to WWCM Radio, Box 227, Brazil, Indiana.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Expanding Top Forty chain needs two top men immediately. First phone. One man to take over #1 rated mid-day show in major market. Must have strong personality. Major market pay. Other man must be able to take over Chief Engineer duties and handle #1 rated board shift at medium market Top Forty. Salary open. Send tapes and resume with salary demands to W. R. Taft, General Manager, P. O. Box 1227, Everett, Washington 98201.

Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

First phone engineer, maintenance, occasional board work, directional. C-W-religion. Midwest. Box E-195, BROADCASTING.

Maintenance technician. Radio and TV. Must have a minimum of five years experience and hold a Radiotelephone first class license. Location: West Florida. Reply Box E-228, BROADCASTING.

Chief engineer for 1 kw AM non-directional station southeastern Massachusetts. No announcing. Need take-charge guy for all technical matters. Contact Manager, WALE, Fall River, Mass. 607-674-3535.

Chief engineer—Must have successful supervisory experience to take complete charge of maintenance and supervision for long established 5-kw, 6-tower AM and 180 kw 2 sub-channel MX FM. We will pay for your experience. All details first letter including detailed resume, salary requirements, etc. Reply: WEAW Evanston, Illinois.

Immediate opening 1st phone, AM Directional and FM possibly Operations Manager. Contact Manager, WKDW, Camden, New Jersey. 609-365-7200.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Need addition to large, well-equipped news department. Midwest independent with heavy news schedule. Salary open. E-43, BROADCASTING.

Looking for competent news director for station in Midwest . . . want aggressive, intelligent man who can "Get The News." Salary open. Box E-272, BROADCASTING.

Stringer correspondents. Northeast. Send resume. Box E-289, BROADCASTING.

Top 40 newsman, large market on East coast. Send tape, references, recent picture. Box E-296, BROADCASTING.

Aggressive, well-established, news-minded station needs go-getter to gather and report local news. Must enjoy living in small town and be interested in permanent position. Ideal, mild mountainous climate. Minimum \$400 plus car expense. Contact Kenneth Ferguson, Manager, KHFF, Sierra Vista, Arizona. Phone (602) 458-4313.

Full-time newsman or woman, must be aggressive and able of gathering, writing and delivery with professional sound. Dept. is yours. Tolliver Rivers, WJAZ, Albany, Ga.

Newsman needed to join top rated AM and FM news team for progressive station. Become a member of an expanding four station group. Rush tape and complete resume to WNYR Rochester, N. Y.

Production—Programming, Others

Needed immediately! Experienced radio continuity writer for three man dept. in Midwest 40-yr. CBS affiliate. Salary commensurate with experience and ability. Prefer background or knowledge of Midwest. Rush resume and sample copy to Box E-151, BROADCASTING.

Group operator has openings for program directors in two southern cities with top 40 rock experience. Must be promotion minded, contest oriented, idea man. Production ability on commercial spots very important. Annual salary in top four figures to start plus annual bonus based on ratings and business produced. Send complete details together with outline of successful ideas you have developed. Box E-277, BROADCASTING.

Top 40 PD, pleasant East coast major market. Want exciting mature man with ideas and stability. Send recent photo, tape, references. Box E-297, BROADCASTING.

Needed immediately! Experienced copywriter capable of taking over continuity department. Either sex. Send resume, photo and sample copy to WBCK, 390 Golden Avenue, Battle Creek, Michigan 49015.

Immediate opening 1st phone, AM Directional and FM. Possibly Operations Manager. Contact Manager, WKDW, Camden, New Jersey. 609-365-7200.

RADIO

Situations Wanted—Management

Young promotion minded Broadcast executive of powerful Eastern AM-FM stations interested in general manager's position with option to purchase. Excellent references and track record. Prefer Ohio, Penna., New York, Maryland. All offers considered. Box E-155, BROADCASTING.

Experienced . . . Owner, Manager, Sales Manager, Salesman . . . You name it . . . (everything but engineer) . . . who loves medium to small market radio. not . . . (I repeat not) interested in more than a modicum of salary . . . only interested in an opportunity to make money, (so long as in the right general area) thru profit sharing . . . (dirty republican) . . . plus an opportunity to buy in . . . (naturally when I think advantageous) . . . (dirty republican). Your interest and call letters and I'll know more about your market than . . . So, I'm an egotist too. . . Please, nothing that has a potential of less than \$25M to me. Interviews, but no resumes, available. Box E-235, BROADCASTING.

Experienced, dependable young man desires secure management position with station in medium-small Midwest market. Married, three children, excellent references. Will relocate. Box E-267, BROADCASTING.

17 years broadcast management experience. Excellent record. Seeking growth opportunity, warm climate, prefer Florida. Stability sought and offered. Currently employed. Box E-302, BROADCASTING.

Announcer/DJ seeks management. 4 yrs. radio, married, 24 yrs. old. Strong production, news, air resonant radio voice. Presentation tape: J. S., P. O. Box 1005, Alexandria, Louisiana.

Station owner; manager moving up, on, out? Need knowledge, salesmanship, wisdom, judgment? 27 years in radio. Contact Harvey Boyd, 4408 Wedgement Circle South, Fort Worth, Texas 76133. 817-292-1873 or Program Clinic, Skirvin, Oklahoma City, May 25-26.

Sales

Slide pitches—Spec tapes—Promotions—Sales—Results—Dollars. Contact me now! Box E-234, BROADCASTING.

Experienced Muzak sales manager. Will build extra profits into your Muzak franchise. Box E-247, BROADCASTING.

Announcers

Top 40 DJ, tight board, solid news, commercials. Box E-151, BROADCASTING.

Announcers—(cont'd)

Professional experienced announcer. Country-western or middle road. Desire move to Tennessee, Arkansas, Oklahoma area but will consider all. Now employed, 5 years same station. 3rd phone endorsed. Personal interview possible. Box E-171, BROADCASTING.

Top 40—Graduate announcing school, Detroit. Single, 23, veteran, third phone. I can—need chance to prove it. Box E-188, BROADCASTING.

Announcer-newscaster, 2 years experience, family man, responsible, tight production, salesman, not floater or prima donna. Box E-194, BROADCASTING.

Experienced DJ available immediately. TV experience. Prefer top 40, will consider others, draft exempt. Box E-216, BROADCASTING.

Sincere, warm announcer, family man wants to settle. Box E-229, BROADCASTING.

Announcer engineer 1st phone, family man—Sober—Industrious MOR only—Prefer Florida—4 years experience—Resume and photo on request—Deep mature voice—No tapes. Box E-231, BROADCASTING.

DJ recent graduate in all phases. Dependable, very tight board, ready to go. Will travel. Third class phone. Box E-232, BROADCASTING.

14 yrs. radio . . . 5A . . . Young . . . 29 . . . Married . . . Hard working . . . Well rounded, happily employed, but looking for more challenge . . . Host 3 highly successful talk shows . . . Run own board . . . Prefer middle of the road format. Box E-236, BROADCASTING.

First phone—No maintenance—top forty—draft exempt—married—four years experience—available August 15th. Box E-238, BROADCASTING.

Take me, I'm yours—27 and single. Presently employed as morning man in southern metropolis. Love it, but the management doesn't live up to promises. Also want to move near seashore or lake. Have PD and TV experience. Witty and bright plus great on production. MOR preferred. Do it now, you won't be sorry. Box E-239, BROADCASTING.

Pro . . . Warm conversational soft sell. Family, college, mild winters . . . \$150. Box E-240, BROADCASTING.

12 years experience all formats. Broadcast school graduate, 3rd endorsed, veteran, single, 37. Western states only. Small market ok available immediately. Box E-241, BROADCASTING.

Top 40—Goals as important: Freedom, growth, major market. B.A., experience. Box E-242, BROADCASTING.

Ambitious career academy student with mature voice, 25, college graduate, for summer opportunity. Presently employed by large publishing firm. Excellent varied background. Anxious to learn all phases. Seeking future. Married, draft deferred. Request tape, resume, references. Prefer Northeast. Box E-243, BROADCASTING.

Award winning professional sports director with sixteen years of major events broadcasting. Coverage both radio and TV, plus daily commentaries, seeks promotionally dynamic, but warm community personalized combination. Satisfaction guaranteed—National contacts—sponsor references. Box E-245, BROADCASTING.

For N.E. . . . Modern country personality DJ—that can make us both money. Programmer promoter-salesman, entertainer 12 years present location. Box E-246, BROADCASTING.

Top 40 jock looking for stable position. One year experience, 3rd endorsed, ambitious. Box E-248, BROADCASTING.

Salesman announcer play-by-play! Prefer Southeast sports-minded station, 33, permanent and dependable. Box E-251, BROADCASTING.

1st phone: four years experience: strong news: MOR or good music: Smooth, Penna or New England. Box E-254, BROADCASTING.

Humorous—believable personality. Currently in Top 10 market. MOR medium-majors in Northeast only. PD, TV experience, veteran. Box E-258, BROADCASTING.

Announcers—(cont'd)

"Can you top this!" \$175 per week for a 6 year professional first-phone, MOR announcer. Seeking position in top 50 market. Veteran, married, 29. Box E-288, BROADCASTING.

Lousy engineer, announcer, news. Nearly 16 years in Biz. No references, cause I float. I gotta eat tho and need work. Nothing less than \$175 per week. Anyplace, even Alaska. Need me? Box E-280, BROADCASTING.

Good music specialist. Non-personality. Cluster formats, etc. 1st ticket. AM only. Box E-284, BROADCASTING.

Dependable Top 40 MOR personality. Tight board. Third endorsed. Box E-287, BROADCASTING.

Small market announcer desires move into larger market. Prefer East. Good production and copy. Box E-288, BROADCASTING.

Top 40 format lock, first phone, references, major market. Box E-291, BROADCASTING.

DJ announcer Top 40, MOR newscaster family man, reliable, 3rd endorsed. Box E-290, BROADCASTING.

Experienced announcer - newscaster - copywriter, 3rd endorsed, young sounding voice. Reply-indicating format. Chuck Sontz, 271 Del Mar, Chula Vista, California 92010.

Summer replacement, Detroit vicinity. Beginner. 2 yrs. college radio experience, production announcing and writing. Good voice. Good music preferred. For tape, picture, resume etc., write Chuck Neville, Univ. of Detroit Radio, Detroit, Michigan.

Like voluminous turnover? Look elsewhere. Mature talented young man with family desires permanency, future . . . Midwest, West. Market size superfluous. Six years AM, FM. Radio voice, 3rd, working for 1st with C.I.E. Prefer adult radio. Writer. Would enjoy some sales. Salary negotiable. Dial 314-774-2794 after 3 P.M.

Top 40 DJ, available now—Experienced, bright tight pace, intelligent style, third endorsed, 27, married, Midwest, West preferred, but consider all. Bill Bard, 336 Flatbush Ave., Brooklyn, N. Y. 11238.

Technical

Wanted—1st phone. 16 years small station experience—eng. combo chief. Box E-170, BROADCASTING.

1st phone maintenance, combo 3 years radio, presently employed R&D electronics lab, desires return to radio, draft exempt. Box E-214, BROADCASTING.

Engineer announcer sales. First phone, broadcast school, family man, military completed. Short on broadcast experience but long on sales, maintenance in other media. Excellent technical education. Would like hard work in small to medium market preferably within 300 miles of N.Y. City. Available in July. Box E-249, BROADCASTING.

Have 1st phone will travel. Mature married engineer with 2 years experience in radio & television desires vacation relief work anywhere U.S.A. Box E-265, BROADCASTING.

Experienced first phone, desires engineering job West Coast. Box E-274, BROADCASTING.

NEWS

Experienced newsmen, gathering, writing, airing, and interviewing. Will relocate to any newsminded station June. Write Box E-167, BROADCASTING.

Young, articulate, high IQ news director looking for opportunity to express personal beliefs and convictions in idealistic-minded, youth conscious, midwest, small market operation. College town. Write Box E-250, BROADCASTING.

Experienced news man sidetracked six years present job as announcer newsmen, desires opportunity to specialize news again. Box E-261, BROADCASTING.

Worker, thinker, multiple award winner, for news staff, adult station, midwestern, eastern million market, 27, employed. Box E-266, BROADCASTING.

NEWS—(Cont'd)

Seasoned reporter. Authoritative delivery. Aggressive. Write. Documentaries. 1st ticket. Box E-285, BROADCASTING.

Production—Programing, Others

Currently program director. Young reliable, production, promotion, idea man, versatile, sales experienced broadcaster, network news, sports play-by-play, 9 years exp. 5 at present station. Interested in Midwest market with potential and future. Solid background all phases of radio. Box E-259, BROADCASTING.

A professional desires professional company. Production - News - Operations Director, or straight staff in right operation. Mature, experienced, family, college, veteran. Box E-275, BROADCASTING.

Experienced program director-announcer of network affiliate is looking for similar position at medium market FM station. MOR or good music. North East only. Available August. Draft exempt. Box E-299, BROADCASTING.

TELEVISION—Help Wanted

Sales

Group owned station needs salesmen to cover regional and local accounts in Northeast. The aggressive salesman could become salesmanager, even station manager, at one of stations in Northeast-Central Atlantic or West Coast operations. A real challenge with good advancement. Send resume, photo and past history to Box E-165, BROADCASTING.

Top Thirty market needs two thoroughly experienced salesmen. New station progressing rapidly, need help immediately. Top commission, with draw. Send complete details now to Box E-260, BROADCASTING.

Announcers

Immediate opening in major mid-Atlantic market for versatile on-camera announcer. Must be able to handle sports, weather, commercials, etc. Reply with resume, photo, SOF, or VTR. Box E-223, BROADCASTING.

Southwest leading VHF interested in securing meteorologist type weatherman. Ideal working conditions with many fringe benefits. Weather department fully equipped. Rush resume, air video tape if possible, and other background information to Box E-293, BROADCASTING.

Technical

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Have new first class license? Experience not necessary, will train new man in full studio transmitter operations. Must be flexible. Under new management and growing fast. Box E-92, BROADCASTING.

Chief engineer for full time network station in Northeast market . . . right person will have growth opportunities with new TV group. Applicants should have knowledge of transmitter, studio, microwave gear as well as color transmission. Send resume to Box E-164, BROADCASTING.

Maintenance technician. Radio and TV. Must have a minimum of five years experience, and hold a Radiotelephone first class license. Location: West Florida. Reply Box E-227, BROADCASTING.

Need studio and transmitter technicians with first class licenses for growing Northern California TV station. Send resume to Chief Engineer at KVIQ-TV Eureka, California.

Studio engineer with first phone—Permanent position. Contact Chief Engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

Engineers: Chief for CCTV system; experience; RF and video system design capability; July 1 start. Technician to operate helical scan VTR, studio and audio equipment. Open now. Degree work possible. Contact: Instructional Broadcasting, Eastern Michigan University, Ypsilanti, Michigan 48197.

Help Wanted News

Assistant news director for University-owned NBC station. Must be able to air prime evening newscast, do some reporting and film work, supervise students. Opportunity to do graduate work at leading school of journalism. Emphasis on sound news judgement. Send complete resume and sound film clip or still pix and audio tape; will be returned. Immediate opening. Reply to: Rod Gelatt, News Director, KOMU-TV Columbia, Missouri 65201.

Newsman. Midwest network affiliate needs an all round newsmen to gather, write and air material. Will handle his own film shooting. Photo experience desirable but not necessary. News experience is necessary. Growing company good future. Write in confidence. Box E-270, BROADCASTING.

Production—Programing, Others

Art Director for TV station in nation's capital. Head up our well equipped and functioning art/photo department with no ceiling on your creative talent. You will be responsible for station's entire graphic look including sets. Send portfolio and resume to Box E-138, BROADCASTING.

Color VHF needs additional floorman director. Excellent opportunity for aggressive young man who wants to learn direction, scenery construction, and local production. Full details, including salary requirements in first letter to Box E-230, BROADCASTING.

Progressive, live color ETV station seeks experienced applicants for production/direction, art, staging/lighting. Excellent location. Salaries to \$7200. Send detailed resume. Box E-273, BROADCASTING.

Film editor. Independent station with heavy feature film schedule needs editor experienced in all phases of TV film projection operation. Excellent opportunity for ambitious young man looking for advancement. Send resume to Box E-139, BROADCASTING.

Promotion Director—KTSB-Television, presently establishing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking an energetic Promotion Director capable of formulating and executing on-air and complementary media campaigns, as well as coordinating the Station's total community involvement in Civic-Political affairs. The facility will be a total color operation, affiliated with the National Broadcasting Company. Emphasis shall be placed upon producing quality local programming and evolving a positive community image. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. The applicant must possess creative copywriting ability, be cognizant of photographic techniques, and graphic composition. Submit resumes, with salary requirements, to Mr. Alan B. Bennett, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone: Area Code 913-232-8205.

Production-Facilities Manager — KTSB-Television, presently establishing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking a highly dynamic and creative Production-Facilities Manager, capable of administering the Program Department. The Studio Broadcasting System will be a total color operation, with elaborate special effects equipment, video tape animation, and chroma key capabilities. Considerable emphasis shall be placed upon establishing a community-minded image, through sophisticated production and programming services. Local origination, with strong documentary and taped features, shall be promoted. A commercial video tape division, employing intricate production techniques shall also be implemented. KTSB-Television will be affiliated with the National Broadcasting Company. Growth is unlimited, as the Studio Broadcasting System evolves into a multiple group operation. Candidates must possess a minimum of two years of commercial or educational television direction, with an intimate familiarity with motion picture and video tape production techniques. Submit resumes, with salary requirements, to Mr. Alan B. Bennett, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone: Area Code 913-232-8205.

WSB-Television, Atlanta, needs capable individual with experience in color film processing. New installation of Tiresse equipment almost complete. Salary open. Experienced need only apply. Send resume to Mr. Hal Suit, Assistant News Director, WSB Television, 1601 W. Peachtree St. N.E., Atlanta, Ga. 30309.

Production—Programing, Others

continued

2 men, one producer-director, one cinematographer for filmed television series. Producer-Director must have television film script writing and production training and experience. Cinematographer must be experienced in all aspects of television film production including sound-mix and editing. Other assistance will be available. 10-half-hour first class programs will be produced over 12 month period beginning immediately. This is a unique opportunity for two young aggressive and competent men to work with The University of Rhode Island's growing ocean-oriented curriculum. Send resumes and salary requirements to James H. Goff, 31 Davis Hall, U.R.I. Kingston, R. I. 02881.

TELEVISION

Situations Wanted

Management

General Manager of 5,000 watt Radio station in small market desires to move up. Major rep experience in Radio & TV plus local TV sales background. Age 31. Box E-292, BROADCASTING.

Television sales manager. Thoroughly experienced all operational and administrative phases. Excellent record as TV sales manager. Top references. Contact Duane Daniels 815-968-5821.

Sales

Television sales manager. Excellent record. My system works. Box C-85, BROADCASTING.

Top TV-Radio sales mgr. High personal sales—strong copywriter—can do it all. Wants to relocate in Midwest or mountain States. Box E-263, BROADCASTING.

Announcers

50 kw radio air personality in larger medium market seeking a return to television with TV or radio-TV combination. Background includes staff announcing, news and program hosting. Currently earning five figure salary. Box E-185, BROADCASTING.

Experienced TV announcer desires position in medium size market. South or West preferred. Box E-206, BROADCASTING.

Technical

Chief engineer replaced by owner's new buddy. Help! Please call 203-753-4575. Write Johnson, 18 Third St., Waterbury, Conn.

Top TV engr., chief UHF past year wants job in Florida. Call his former boss—717-824-9430.

NEWS

Young, ambitious, inquiring newsman seeks position in strong progressive news department at small or medium market Radio-TV operation. Experienced in gathering, writing and reporting. Presently in radio. Trained in TV newscasting with some experience. Job must include air work. East preferred. Box E-278, BROADCASTING.

Dedicated professional. Write. Rewrite. Mature delivery, appearance. Any market. Box E-286, BROADCASTING.

Production—Programing, Others

Young, conscientious, college graduate—TV major. Desires TV production or direction. Position—Midwest. Two years production experience with Major ETV station: Lighting Director—Floor Manager. Box E-148, BROADCASTING.

Director with 9 years television experience wants relocation with progressive station. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box E-192, BROADCASTING.

Producer-Director, ETV experience in VTR Film, live. Married, mature, stable, college, service almost complete. A team man. Box E-257, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need 2 each metal tripods, metal dollies, friction heads for TV cameras, WHNT-TV P.O. Box 19, Huntsville, Alabama.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-8nd, 440 Columbus Ave., N.Y.C.

Co-axial cable-Hellax, Styroflex, etc. Air, foam and solid types. Unused at surplus prices. Guaranteed-TDR tested. Write for list. S. W. Elect. Co., Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment. Write Box B-255, BROADCASTING.

Coax Switch; Andrew 6721, 31/8 line; manual; excellent; \$500. McMartin FM monaural modulation monitor TBM 3500; excellent; \$500. 2 Gates ST 101s; M5735; each \$125. GE 4BFA FM transmitter modified to 3 kw; licensed auxiliary; complete except no exciter, site pickup and removal conditions, \$800. Afternoons. WBKV, West Bend, Wisconsin.

Concertone model 91 full track, Mono tape recorder, near new, \$525. Gene Landau, WAPO, Chattanooga, Tenn.

1 kw AM transmitter. CCA Electronics has obtained the following transmitters in trade for our new modern 5 kw AM Broadcast transmitters. All of transmitters were in use at the stations and are available at a sales price of \$3,000.00 each. They are all in excellent condition. (1) RCA BTA-181, KOSG, Pawhuska, Oklahoma; (1) ITA AM-1000 A, WQIZ, St. Charles, Georgia. (1) Bauer IKW AM, KVOR, Colorado Springs, Colorado. Contact Bernard Wise, CCA Electronics Corp., 716 Jersey Avenue, Gloucester City, New Jersey 08030. Phone: (609) 456-1716.

Schafer automation 1-CU-9 control unit. 1-PBR rack with 3-Ampex—350 playbacks. 1-MU-3-R preparation unit, all accessories. Like new., cost \$12,800.00, sell \$7,500.00. KXA, Inc., 320-2nd W, Seattle 98119. Phone 206-284-8600.

For Sale: RCA TF-12-BH antenna for channel 12. Excellent condition, Contact Roy Adamson, P. O. Box 789, Grand Junction, Colorado 81501.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3600—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

30 minute quickie tape. Sexy gal-voices. \$10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

Exclusive DJ gag service: Clean air material: Topical quips, "hippies," politics, pot, Song titles, Artists, etc. Summer edition, enlarged; just out. \$3.00 Deejay Digest, P. O. Box 1234 Eureka, Calif.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1605 N. Western Ave., Hollywood, Calif. 90027.

Instructions—(Cont'd)

Elkins is the nation's largest and most respected name in First Class FCC Licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 8071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class June 19 and August 7. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

FCC first phone license training by correspondence. Low cost, pay-as-you-go plan. Free particulars. The Willard Foundation, P. O. Box 1049, Washington, N. C. 27889.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

RADIO

Radio Program Executive Opportunity
An outstanding opening for an imaginative, experienced program executive who can handle a staff of established air personalities. We have long been the #1 station in a highly competitive major market. Strictly non-formula with emphasis on creative community service. Principal requisites are leadership and initiative.
Box E-298, Broadcasting.

Positions Open Now In Wisconsin

Announcers and newsmen are needed in large, medium size and small radio stations in Wisconsin. Give full details on your background and requirements in first letter to Wisconsin Broadcasters' Association, P. O. Box 5545, Shorewood, Wisconsin 53211.

Florida Radio

We are a large Broadcasting and Publishing Company with excellent employee benefits located in a major Florida market. We do not have openings very often but we have one now for a morning man who has medium to large market experience and knows how to handle good music in a bright and lively manner on a leading network affiliate that features personality and promotion. The man we want will be checked out in every sense of the word, however, you may send resume and recent air check in confidence.
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Help Wanted—Sales

ACCOUNT EXECUTIVE

We're a multiple group operation with our full complement of AM, TV & FM stations. We need an account executive that can do business. Our opening is in a Top 10 market with AM, TV & FM operation. Let me hear about your track record. Send complete resume and salary requirements.
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Top 5 market,

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Looking for America's best production man. Good voice a must, all replies acknowledged. Flagship station of major chain. Last call! Submit tape and complete resume to:
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Somewhere in the Southeast there must be a talented young man who can fill the position of PD at a prestige medium market station. He is dependable, imaginative and conscientious. All applicants will be carefully screened. This is a key position with an excellent future and employee benefits. Send resume and recent air check to Box E-262, Broadcasting. All replies confidential.

Situations Wanted—Management

MANAGER

18 years major market Radio & TV experience includes: Station Manager, Marketing, Sales, Announcing & Production. 40 years of age, 4 dependents.
Box E-294, Broadcasting.

RADIO

Situations Wanted Management

STATION MANAGER (LOOKING FOR A CHALLENGE)

15 years Radio . . . Staff Annr. . . . Top Rated D.J. (major market) . . . Program Director . . . Salesman . . . Sales Manager (Profit Making) . . . Specializing in Creative Sales and Programming . . . All I Need is a Station.
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Nationally recognized Sportscaster now employed in Top market . . . seeks professional or Major College play by play opportunity. NFL and Top college Play by play background. SPORTS MINDED STATIONS ONLY.
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Sales

REWARD

For the organization who can use an Executive Salesman who possesses the following qualifications. *Initiative, Intelligence, Imagination, Integrity*, and then some. 37 yrs. old, married, college grad. Presently employed by Motion Pic. Co. selling firm's pictures to Theatre Circuits thruout the U.S., but believes his future is within the Broadcasting Industry. Willing to step down in salary in order to step up at a later date. Would like to live in Florida but will go where the opportunity is. Cash in on reward by writing to:
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Production—Programing, Others

Only NO. 2 in "Top 40" ???

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TELEVISION

Help Wanted—Technical

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Box E-204, Broadcasting

Production—Programing, Others

FAR EAST POSITIONS

International television organization seeking qualified Producer/Directors for challenging assignment in the Far East. Five years minimum experience required in such areas as Directing, Producing, Program Creation, and Lighting. Job requires separation from dependents, however, periodic home leave included as condition of contract. Salary and allowances commensurate with positions.

Box E-256, Broadcasting.

NEWS

TV NEWSMAN KQVR

Sacramento, California

Experienced newsman capable of gathering, writing, and delivering on camera. Submit resume and VTR or SOF to:

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McClatchy Broadcasting
21st & Q
Sacramento, California

Situations Wanted Production

THE VERSATILE

JOCK LAURENCE, internationally known news commentator and supper club entertainer available to join your Radio/TV news team and host "Tonight Show" styled programs featuring resident and visiting no-budget personalities. Raise ratings with Jock's sophisticated patter and entertainment.

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Box E-233, Broadcasting.

SOUTHWEST 5KW DAYTIMER

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Box E-301, Broadcasting.

FOR SALE—Stations—(Cont'd)

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PROFITABLE—SMALL MARKET**

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MISCELLANEOUS

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 79

alternative, for stay during pendency of any action for review of decision of court of appeals for ninth circuit in *Southwestern Cable Co. v. United States of America and Federal Communications Commission*, case no. 21,183. Petition for stay pending commission action on petition to terminate was dismissed as moot. Action May 17.

■ Review board in Dalton, Ga., CATV proceeding, Docs. 17065-6, dismissed as moot request for permission to file reply, filed May 1 by Multivision Northwest Inc.; and denied appeal of adverse ruling—motion to dismiss parties, filed April 18 by Multivision Northwest Inc. Action May 16.

■ Office of opinions and review on May 11 granted request of chief, Broadcast Bureau and extended to May 11 time for filing responsive pleadings to petitions for reconsideration in proceeding on CATV of Rockford Inc., Rockford, Ill., et al., for authority to serve and operate CATV systems in Milwaukee and Madison, Wis., and Rockford, Ill., markets (Docs. 17234-41).

■ Review board in Albuquerque, N. M., CATV proceeding, Doc. 17164, dismissed as moot petition to enlarge and modify issues, filed March 13 by Vumore Co. Action May 12.

■ Petition of Shardo Cablevision Inc., operator of CATV systems at Wapakoneta, St. Marys, and Delphos, all Ohio, for waiver of nonduplication requirements of Sec. 74.1103(e) of rules, denied. Action by commission by memorandum opinion and order, Commissioner Bartley dissented and issued statement; Commissioner Loevinger abstained from voting. Action May 10.

■ By memorandum opinion and order, FCC denied request for waiver of nonduplication requirements of Sec. 74.1103(e) of rules, filed by Douglas Antenna Cable TV, operator of CATV system in Roseburg, Ore. Action May 16.

■ Denied petition by Back Mountain Tele-cable Inc. (CATV-100-191) for expeditious consideration of its request to carry on its CATV systems, in Scranton-Wilkes-Barre market, in addition to local signals, distant

signals of three New York City VHF independent stations. Stations WNEP-TV and WBRE-TV, in Scranton-Wilkes-Barre market, had opposed Back Mountain's request. Commission action May 15 by memorandum opinion and order, Commissioner Bartley dissenting and issuing statement; Commissioners Loevinger and Wadsworth dissenting; Commissioner Johnson concurring in result. Action May 16.

■ By memorandum opinion and order, FCC denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Mountain State Cable Inc., operator of CATV system at Kingwood and Terra Alta, W. Va. Action May 16.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on May 11 in proceeding in the matter of California Water and Telephone Co.; Associated Bell Systems Co.s; General Telephone System and United Utilities Inc. Co.s applicability of Sec. 214 of Communications Act with regard to Tariffs for Channel Service for use by CATV systems, granted request and made City of New York an intervenor herein (Doc. 17333).

■ Hearing Examiner H. Gifford Irion on May 10 in proceeding on CATV petitions by Akron Telerama Inc., Akron, Ohio, et al., converted hearing scheduled for June 12, into further prehearing conference (Docs. 17357-59).

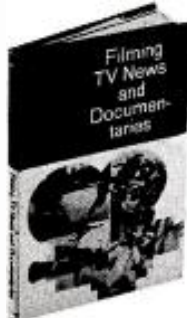
■ Hearing Examiner Forest L. McClenning on May 15 in proceeding on CATV petitions by Stephen Vaughan & Associates, Cleveland, Tenn. and Multivision Northwest Inc., Dalton, Ga., granted motion of petitioner Multivision Northwest Inc., and continued procedural dates including prehearing conference from May 22 to June 22; by separate order, dismissed requests for subpoenas to be issued against Harry B. Burke, Reeve Owen and E. D. Martin (Docs. 17065-66).

■ Hearing Examiner Chester F. Naumowicz Jr. on May 11 in proceeding in matter of petition of Midwest Television Inc. (KFMB-TV) San Diego (CATV), et al., received into evidence Rancho Bernardo Exhibit 7A-A (Docs. 16786, 17008). On May 12 in proceeding in re cease and desist orders to be directed against CATV operators Shen-Heights TV Association, Shenandoah, Pa., et al., granted petitions to intervene of WBRE-TV Inc. and Scranton Broadcasters Inc. (Docs. 17391-94).

■ Hearing Examiner Herbert Sharfman on May 10 in proceeding in matter of petition of Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Inc., extended procedural dates including hearing from May 15 to June 5 (Doc. 16921). On May 12 in proceeding on CATV petitions by CATV of Rockford Inc., Rockford, Ill., et al., issued memorandum of ruling after oral argument and granted petition to intervene of Complete Channel TV Inc. (holder of CATV franchise for Madison, Wis.) (Docs. 17234-41).

MISCELLANEOUS—(Con't.)

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LEO WILLETTE: Director of Public Affairs WWL-TV; producer, director, narrator, Winner Sylvania Award. Established news dept. WBRC-TV.

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Ownership changes

APPLICATIONS

KBMS(FM) Los Angeles—Seeks transfer of control from KBMS Inc. to Century Broadcasting Corp. Principals: Howard Grafman, president, and George A. Collias, vice president (each 13.8%) et al. Mr. Grafman is president of Century, licensee of KSHE Crestwood, Mo., KMAP Dallas, WABX Detroit and WPMF Chicago. Mr. Collias is attorney. Consideration \$154,100 plus \$40,000 promissory note and stock shares. Requests waiver of Sec. 1.597 of rules. Ann. May 16.

KOAD Lemoore, Calif.—Seeks transfer of control from V. J. Braun, Sr. to Norman Klein. Principals: V. J. Braun, Sr., president and Norman Klein, treasurer (each 50%). Mr. Klein is 60% owner of export machinery business. Consideration \$8,820. Ann. May 17.

KTXL-TV Sacramento, Calif.—Seeks transfer of control from Charles L. Bowman, Foster A. Bullock, Jack F. Matranga and Irving J. Schwartz, Camellia City Telecasters Inc. to Community Cablecasting Corp. Camellia has 1,280 shares outstanding at par value of \$100. Each principal owns 320 shares. CCC is acquiring from Camellia 1,920 shares, representing 60% of issued and outstanding stock for total consideration of \$220,000. In addition, CCC is arranging to loan to Camellia up to \$300,000. CCC will also contribute \$30,000 to Camellia's paid-in surplus. Mr. Matranga will acquire 320 shares of Camellia's capital stock presently registered to Mr. Schwartz; he also has option to purchase 640 shares now owned by Messrs. Bowman and Bullock. Principals of CCC: Leon N. Papernow, president (40%) and Electronics Capital Corp., San Diego (60%), et al. Ann. May 11.

WFTT(TV) and WJZZ(FM) Bridgeport,

Conn.—Seeks assignment of CP and assignment of license, respectively, from Connecticut-New York Broadcasters Inc. to News-View Co. Principals: Assignee will be new entity. Proposed officers and directors are Kenneth M. Cooper (78.79%), Edwin B. Laughlin (9.45%), James K. Patrick Jr. and John H. Staub II (each 4.72%) and Arthur H. Bell (2.32%). Partners hold no other broadcast interests. Ann. May 11.

WJNO West Palm Beach, Fla.—Seeks assignment of license from George H. Buck Jr., et al. to Daytona Broadcasting Inc. for \$450,000. Principal: Robert M. Weeks, president. Daytona Broadcasting Inc. is licensee of WMFJ and permittee of WMFJ-FM, both Daytona Beach, Fla. Ann. May 17.

WTAD-AM-FM Quincy, Ill., KGLO-AM-TV Mason City, Iowa, KHQA-TV Hannibal, Mo., and KEVC-FM-TV Mankota, Minn.—Seeks assignment of license from Lee Broadcasting Corp. to Lee Enterprises Inc. Assignment is to effect merger. Lee Enterprises Inc. owns 3.2% shares of WKBH Inc. licensee of WKBH La Crosse, Wis., 27.5% of WKBH Television Inc. licensee of WKBT-TV La Crosse, 49.75% of Journal Star Printing Co., which owns stock in KFAB-AM-FM Omaha. Walter W. White is executive vice president and director of Lee Enterprises and KFAB Broadcasting Co. W. T. Burgess is secretary and director of Lee Enterprises and secretary-treasurer and director of WKBH Television Inc. and owns 10% of its stock. Ann. May 16.

KSTT-AM-TV Davenport, Iowa — Seeks transfer of control from Arthur Epstein, (50% before, 0% after) to Frederick Epstein (50% before, 100% after). Consideration \$145,000. Ann. May 16.

*WFPK-TV Louisville, Ky.—Seeks transfer of control from Board of Trustees Louisville Free Public Library to Board of Education Jefferson County Kentucky. Ann. May 11.

WIL-AM-FM St. Louis—Seeks assignment of license from Radio Station WIL, joint venture, to WIL News Inc. for \$1,650,000. Principals: LIN Broadcasting Corp. (100%), Frederic Gregg Jr., president and chairman of board of LIN, et al. LIN Broadcasting, parent corporation of assignee owns all stock of KAAV Inc., licensee of KAAV Little Rock, Ark. and applicant for new FM, KEEL Inc., licensee of KEEL Shreveport, La. and CP for FM there, WAKY Inc., licensee of WAKY Louisville, Ky., WMAK Inc., licensee of WMAK Nashville, Monroe County Radio Inc., licensee of WBBF-AM-FM Rochester, N. Y. and WAND Television Inc., licensee of WAND(TV) Decatur, Ill. Gregg Television Inc., wholly-owned subsidiary of LIN, is applicant for assignment of CP of WXFL (FM) Louisville, Ky. William E. Allaun Jr. is director and 2.27% stockholder of LIN, controlling stockholder, officer and director of Allaun Corp., sole stockholder of Wil-Hamsburg Broadcasting Inc., licensee of WBCI-AM-FM Williamsburg, Va., partner in A-C Broadcasters, which holds CP for new

AM in Annville-Cleona, but application is pending for FCC approval of assignment of that authorization to corporation in which he has no interest. Another of LIN's stockholders, Broadcast Industries Inc., owns all stock in WJPB TV Inc., licensee of WDTV (TV) Weston, W. Va., and of Long Island Video Inc., applicant for UHF in Patchogue, N. Y. Ann. May 11.

KRFS Superior, Neb.—Seeks transfer of control from David L. Tucker to Robert J. Kelly. Principals: Mr. Kelly is manager of KRFS. He will own 51% of station. Consideration \$13,000. Ann. May 11.

WLMJ Jackson, Ohio—Seeks transfer of control from Dean C. Stuhmueller a/k/a Dean Miller to Modern Broadcasting Inc. Principals: Harry Lloyd White, president and Evan Edward Davis, secretary and treasurer (each 50%). Mr. White is commercial sales manager and announcer of WLMJ. Mr. Davis is vice president of silica company and has interest in land and mineral partnership. Consideration \$65,000 subject to adjustments. Ann. May 12.

KBOX-AM-FM Dallas—Seeks assignment of license from KBOX, a joint venture to Group One Broadcasting Co. of Texas for \$1,225,000. Principal: Group One is wholly-owned subsidiary of Summit Radio Corp., owners and operators of WAKR-AM-FM-TV Akron, Ohio. Roger G. Berk, president, et al. Mr. Berk is president and director of Group One Broadcasting Co. licensee of WONE-AM-FM Dayton, Ohio; vice president and director of Rogim Inc.; president and director of The Radio and Television Center of Akron Inc., and director of bank. Group One Broadcasting Co. owns 50.88% of Group One Broadcasting Co. of Texas. Knight Newspapers Inc. owns 49.14% of stock in applicant. Ann. May 11.

KNNN Friona, Tex.—Seeks assignment of license from B. J. McDonnell, Joe Shields, H. K. Kendrick, Frank A. Spring and William Sheehan to Parmer County Broadcasting Co. for \$10. Principals: All above except for Mr. Sheehan, each owning 50% before, 25% after. Ann. May 15.

WJLS and WBKW(FM) Beckley, W. Va.—Seeks assignment of license from Joe L. Smith Jr. Inc. to Personality Stations Inc. Principals: Joe L. Smith Jr., stockholder, president, treasurer and director (100%) et al. Incorporation. Ann. May 12.

WLKE Waupun, Wis.—Seeks assignment of license from Gerald J. and Catherine J. Collins d/b as Radio Waupun, to Collins Broadcasting Corp. Incorporation. Ann. May 11.

ACTIONS

KPGM(FM) Los Altos, Calif.—Broadcast Bureau granted transfer of control from William H. Meyer, public administrator of estate of William J. Greene, to Foothill Broadcasting Corp. Principals: James N. Christensen and Lawrence Gahagan (each 27.8%). Mr. Christensen is owner of insurance company and co-general manager of

Foothill. Mr. Gahagan is co-general manager of Foothill. Consideration \$5,303. Action May 11.

WBRY Waterbury, Conn.—Broadcast Bureau granted transfer of control from Kenneth A. Wood Jr. et al. to Daniel Silberg a/k/a Danny Stiles. Principals: Mr. Silberg is announcer at WJNR Union N. J., 50% partner in real estate investments and has 33 1/3% interest in apartment house. Consideration \$225,000. Action May 11.

WDCA-TV Washington—Broadcast Bureau granted assignment of CP from Capital Broadcasting Co. to Channel 20 Inc. Principals: Milton Grant, president, Edward Mermone, vice president and treasurer, Alan Kay, vice president, Clara Iglauer, assistant treasurer, Sheery Grant secretary and Patricia Latham, assistant secretary. Channel 20 Inc. is wholly owned subsidiary of Capital, has same directors and officers and will operate WDCA-TV now operated by Capital. Consideration concerns 100 shares of stock at par value of \$10 per share. Action May 11.

WCRY Macon, Ga.—Broadcast Bureau granted transfer of negative control from Billy R. Mercer to Ben G. Porter Jr. Principals: Mr. Porter (25% before, 50% after). Consideration \$20,595.30. Action May 11.

WADM-AM-FM Decatur, Ind.—Broadcast Bureau granted transfer of control from Ralph Jerrill Henry to WFYC Inc. Principals: WFYC Inc. (50% before, 66.66% after) and Robert V. Coleman (25% before, 33.33% after) et al. Consideration \$10,000 (WFYC Inc.) and \$5,000 (Mr. Coleman). FM is permittee corporation. Action May 15.

WKIK Leonardville, Md.—Broadcast Bureau granted assignment of license from Southern Maryland Broadcasters Inc. to Eileen M. and Richard A. Myers d/b as Tidewater Broadcasting Co. for \$100,000; \$29,000 in cash at closing \$71,000 in 120 consecutive equal monthly installments with interest at 6% per annum. Principals: Richard A. and Eileen M. Myers are son and mother, each has 50%. Action May 11.

KSMO Salem, Mo. — Broadcast Bureau granted assignment of license from W. Earl Dougherty d/b as Emerlann Broadcasting Co. to Emerlann Broadcasting Co. Purpose is to function as Missouri corporation on perpetual basis. Principals: Mr. Dougherty is president, and his wife, Emma is secretary-treasurer. Mr. Dougherty owns 20% in KXEO and KWWR-FM, both Mexico, Mo. Action May 11.

KVOO Tulsa, Okla.—FCC granted transfer of control from Mrs. Harold C. Stuart d/b as Southwestern Sales Corp. to husband Harold C. Stuart. Consideration shall be the fair value of stock, not less than \$1,100,000 nor greater than \$1,250,000. Mr. Stuart is chairman of the board, president and chief executive officer of Southwestern. Southwestern is owner of shares of Central Plains Enterprises Inc., licensee of KVOO-TV Tulsa, Action May 10.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through May 17. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Logan county, Ark.—Western Arkansas Television Co. has been granted a franchise to service Paris and Booneville, both Arkansas. The system will carry six channels. Cowan Heights, Calif.—Co-axial Systems Engineering has applied for a franchise.

Fremont, Calif.—Mass Communications Inc. and Cable Television, both Fremont, Fremont Cable Television Inc., Superior, Wis., General Electric Cablevision Corp., New York (multiple CATV owner), and Nationwide Cablevision, Belmont, have each applied for an exclusive 20-year franchise. Mass Communications Inc. offered \$25,000 to the city for the franchise, plus \$10 per subscriber and up to 5% of its annual gross revenue. The installation fee and monthly service charge would be \$15 and \$5 respectively for a 12-channel system. General Electric Cablevision Corp. offered the city \$4,000 at the end of the second year, \$8,000 at the end of the third year and \$12,000 at the end of the fourth year. There would be no installation charge during and 30 days

after construction of the system. Thereafter, the installation fee would be \$14.50. Monthly service charge would range from \$4.50 to \$4.70, depending on the number of subscribers. The city would receive from 5% to 6% of the annual gross revenue. Monthly service charges and installation fees of other bidders ranged from \$4.70 to \$5.25 and zero to \$25 respectively. Franchise payments to the city ranged from 3% to 5% of annual gross revenue.

Gridley, Calif.—Great Western Cable TV has applied for a franchise. Installation fee and monthly service charge would be \$10 and \$5 respectively. The city would receive 5% of the annual gross revenue.

McFarland, Calif.—Tri-City Television Co. has applied for a franchise.

Richmond, Calif.—Nation Wide Cablevision Inc. has applied for a franchise.

Sarasota, Fla.—Mosby Engineering Associates Inc. has applied for a franchise.

Tifton, Ga.—Cablevision Corp. has applied for a franchise. The proposed nine-channel system would cost under \$6 per month. The city would receive from \$5,000 to \$8,000 by the end of the fourth year.

■ Stockbridge, Mass.—High Fidelity Cable Television Co. has been granted a franchise. The system will carry 12 channels.

South Hadley, Mass.—Video Enterprises, Inc. of Holyoke has applied for a franchise.

Jefferson City, Mo.—Capitol City Tele-cable Corp. has applied for a franchise.

■ Cortlandt, N. Y.—Continental CATV Corp. has been granted a franchise. Subscribers will pay \$19.95 installation and

\$4.95 monthly.

Mt. Vernon, N. Y.—U. S. Cablevision has applied for a nonexclusive franchise. Maximum installation fee and monthly service charge would be \$50 and \$6 respectively. City would receive 2% of the annual gross revenue. Westchester Cablevision Inc. has held a franchise in the area since April 12.

Lorain county, Ohio—Lorain Cable Television Inc. has applied for a 25-year franchise in Amherst and Avon Lake, both Ohio.

■ Shelby, Ohio—Direct Channels Inc., Akron has been granted a franchise. There will be no fee for the first installation, and the monthly service charge will be \$4.50. Additional installations will cost \$5. The city will receive about \$6,000 annually.

■ Millcreek township, Pa.—Erie Television Corp. has been granted a franchise.

■ Monessen, Pa.—Broadway Maintenance Corp. (Tex-Video) has been granted a franchise. The city will receive \$1,000 annually. Installation fee (waived for the first 1,000 customers) and monthly service charge will be \$7.50 and \$4 respectively. The system will carry nine channels and one service channel.

North York, Pa.—Television Community Services Inc., owned by WGAL-TV Lancaster, has applied for a franchise.

Seagraves, Tex.—Seagraves Cable TV has been purchased by Don Mansell and Charles Carter. New owners plan to add one channel to the seven channel system and provide regularly scheduled programs.

■ Buckley, Wash.—Clearview TV Cable Inc. has been granted a franchise. The city will receive a minimum of \$300 annually.

HARRY NOVIK's career might be summed up as "from ghetto to ghetto in 50 years."

He was born in 1908 on New York's lower East Side, in those days the center of Jewish immigrants from Eastern Europe. His older brother Morris had been born five years earlier in Nevel, Russia. His father was in the retail fish business in Brooklyn.

At eight years of age Harry Novik went to work delivering groceries, a job he held until the end of his high-school education. "I've been working ever since. Sometimes I feel I've been working too long," he says.

Mr. Novik is owner-operator of WLIB New York, a daytimer with studios at 125th Street and Lenox Avenue in Harlem. Last month, WLIB received a Peabody Award for outstanding local radio education for the program *Community Opinion*.

The program was the brain child of Leon Lewis, WLIB program director. It has a hot-line telephone interview-and-information format, and has exposed such public figures as Dr. Martin Luther King and Floyd McKissick, the late Malcolm X, the police commissioner, the superintendent of schools and Mayor John V. Lindsay to probing and sometimes hostile questioning by listeners. It also may have helped forestall riots in Harlem in the summer of 1966.

Sustained Effort ■ If Leon Lewis deserves specific credit for the award-winning show, Harry Novik deserves credit for carrying it and others like it. Mr. Lewis had tried a show with a similar format when he was news director of another station, but says it was dropped when it failed to deliver hard-rock ratings. *Community Opinion* has been an unsponsored program for most of its two years.

It was the first Peabody ever awarded an ethnic station. The citation reads in part: "At WLIB, community involvement is more than just a station phrase."

That oblique praise omits mention of the station's nearly 31 hours a week of community-oriented and public-affairs programming, and the deep and continuous involvement of WLIB staff members in local organizations.

Mr. Novik's progress from slum-kid to public-spirited broadcaster took a long detour after high-school graduation. In 1926, he went to work as shipping boy in New York's wholesale garment industry. Within five years, he saved enough money to go into business for himself. Along the way, he met and married Sylvia Pinals.

They moved to Stamford, Conn., where they still live, and in 1932, at the bottom of the depression, Mr. Novik opened a small dress store there. In the next 17 years, he built the business into a prosperous operation. And he made enough money to be able to fur-

Penetrating the barriers of Harlem's ghetto

nish the bulk of the financing for the purchase of WLIB in 1949.

For years, the brothers Morris and Harry had been involved in each other's careers through the close ties of Jewish family life. They had talked a great deal about the special responsibility of ethnic broadcasting to the community. When WLIB came on the market, they jumped at the opportunity.

Originally, they planned for the station to serve both the Negro community and "the second-generation Jews." This involved programming variety: "It's easier to operate a one-format station," Mr. Novik says, "but we have a responsibility to do more than that, and programming variety delivers a variety of audience."

WEEK'S PROFILE



Harry Novik—President of WLIB New York; b. Aug. 12, 1908, New York City; graduated Stuyvesant High School, New York, 1926; various positions, Green Bird Dress Co., New York, 1926-31; women's apparel business, Stamford, Conn., 1932-49; purchased WLIB 1949; m. Sylvia Pinals Nov. 26, 1931; children—Judith Ellen, 27; Richard, sales manager, WLIB-FM, 25; member—Uptown Chamber of Commerce; Uptown Rotary; Mayor's Committee of Industrial Leaders for Youth; International Radio & Television Society; director, Harlem Neighborhood Association; Haryou Act; Greater New York Urban League; member of board of managers, Harlem YMCA; lay advisory board, Harlem Hospital; community planning board, Borough President of Manhattan; life member, National Association for Advancement of Colored People; hobbies—occasional golfing.

After the purchase went through, the brothers moved their studios into the Hotel Theresa, the geographic and symbolic heart of Harlem. They stayed there until 1960. "In those days," Mr. Novik says, "we could cover a lot of Harlem community life just by dropping a line out of our tenth-story window."

During the first five years of operation, they gradually dropped Jewish and scattered foreign-language programming during weekdays. And around the time Morris Novik disassociated himself from WLIB to own and operate WOV New York, an energetic Negro-oriented news department was being built at WLIB by Dr. George Fleming, political science professor at Morgan State College, Baltimore, and George W. Goodman, former publisher of the *Hartford (Conn.) Chronicle*.

Gradually, the station format evolved to its present balanced mixture of music, news, talk and public affairs.

"Harlem and its 1.6 million-member Negro community in New York has never had a daily paper of its own," Mr. Novik emphasized, "and WLIB's news and diversified programming has a built-in role to play in the community."

Playing that role successfully has created a unique image in the community for the station. Floyd McKissick, national director of the Congress of Racial Equality, who is based in Harlem, says: "WLIB serves the ghetto extraordinarily well. It keeps in touch with community problems. And it works to create a dialogue across the ghetto walls, enabling white men and black men to see both sides of problems, and by sharing a common understanding, hopefully, to help resolve them."

The Business End ■ But balanced, responsible programming and an enthusiastic audience are not necessarily translatable into increased revenue, particularly from community-service programming. Mr. Novik says that 60% of WLIB revenue comes from local advertising, that, in general, national package-goods advertisers are afraid to sponsor community-oriented programming.

The Peabody may help; a recent power increase extending WLIB's reach into Westchester county and New Jersey can't hurt. But neither touch what Mr. Novik considers the station's basic advertising problem.

"Account men and media men are interested in research and demographics, but not timebuyers," Mr. Novik says. "All they're interested in is numbers. As far as audience composition is concerned, their theory is some of it's gotta rub off."

Harry Novik will keep trying. After 50 years in commerce and nearly 20 years in broadcasting, his persistence in what has been called his constructive purpose may be making a dent.

Incentive bonus

THE growing confidence that national advertisers are displaying toward radio has been documented over the past two weeks by the Radio Advertising Bureau's figures on national-spot and network radio billings in 1966. To no one's great surprise, because the surge was evident all along, they showed network sales up 6% from 1965, national spot up 12% and the two together up 10.6%, a performance matching or in many cases exceeding those of radio's competitors.

Broadcasters who have put years of work into the job of re-selling buyers on radio's values can take pride in those figures. But they should not be deluded by them, or spend too much time admiring them. The work that produced 1966's gains is no less needed now to keep the momentum up. If anything, more work will be needed this year, which has started off in a cloud of economic uncertainty that has put advertisers into a cautious mood.

Hopefully, the uncertainties will clear and the cautious mood will dissipate. But certainly, as RAB President Miles David told the bureau's board of directors last week, this is no time for complacency. Whatever happens, radio's mass reach at rock-bottom prices is a singular advantage. When an advertiser wants to stretch his budget, for whatever reason, radio is the biggest bargain in town.

No time for amateurs

THE oncoming summer of 1967, with its anticipated outbreaks of protest against the Vietnam war and the white establishment, is likely to put television newsmen to some of the severest tests they have faced. The period will call for exceptional judgment in the management and production of television journalism.

As every television newsman knows, he has, in certain circumstances, the power to shape events that he is covering. There can be no doubt that the presence of television equipment and crews can magnify the appearance of importance of an occurrence that television is there to report.

But as every television newsman also knows, he has the obligation to report matters of significance, and on television the best reporting is that done by the camera itself. The challenge for the television newsman this summer will be in deciding what to cover and how to cover it. In many cases the decisions will be difficult.

The easy way, of course, would be for television to keep its cameramen at home when demonstrators gather, and that solution could be rationalized as a means of depriving organizers of exposure that they seek. It is unrealistic, however, to assume that journalistic boycotts would enlist all media or that even if they did they would succeed in quelling disturbances. Indeed, boycotts by the news media might easily arouse the demonstrators to more violent agitation as a means of attracting attention.

Wiser editorial judgments must be made, and no prefabricated set of guidelines can be substituted for those judgments. It is in such situations that the trained journalist can call only on his knowledge and experience in deciding what to do.

The judgment must be exercised not only by news directors in deciding whether or how an event is to be covered but also by the cameramen and reporters on the scene. In the choice and manipulation of equipment there will be delicate decisions to be made. Will the arrival of a remote truck and live cameras turn an unruly march into a riot? Is it a situation best covered by a hand-held film

camera without a train of bulky sound equipment? These and many other questions like them will confront newsmen many times.

The mission of television this summer will be difficult, but it is also clear. It is to expose the agitators for exactly what they are so that the public may make the final judgment of their purposes.

It is not irrelevant to point out that television has done the same thing before. In another time and other circumstances there were those who suggested that if the news media would only quit paying him attention, Senator Joseph McCarthy would fall from power. It remained, however, for television and its coverage of the McCarthy-Army hearings to reveal him to a public that then abandoned him.

If in future demonstrations television finds demagogues, the discovery will be shared with the public. It is the public that television serves—though perhaps with greater difficulty than usual this summer.

A case of overkill

WITH considerable promotional skill, Gordon McLendon has launched a campaign to clean up the music business. Mr. McLendon, a veteran broadcaster of consistent flair, must be commended for sincerity of purpose, and this publication joins the numerous broadcasters who have endorsed his current views.

We wonder, however, whether the solution to the problem Mr. McLendon is deploring isn't simpler than the one he has proposed. He has called for a "united front of broadcasters" to force the record industry to quit issuing suggestive releases. As reported in this magazine last week, he has also solicited the support of the American Mothers' Committee, whatever that is. He may be asking for larger action than the situation deserves.

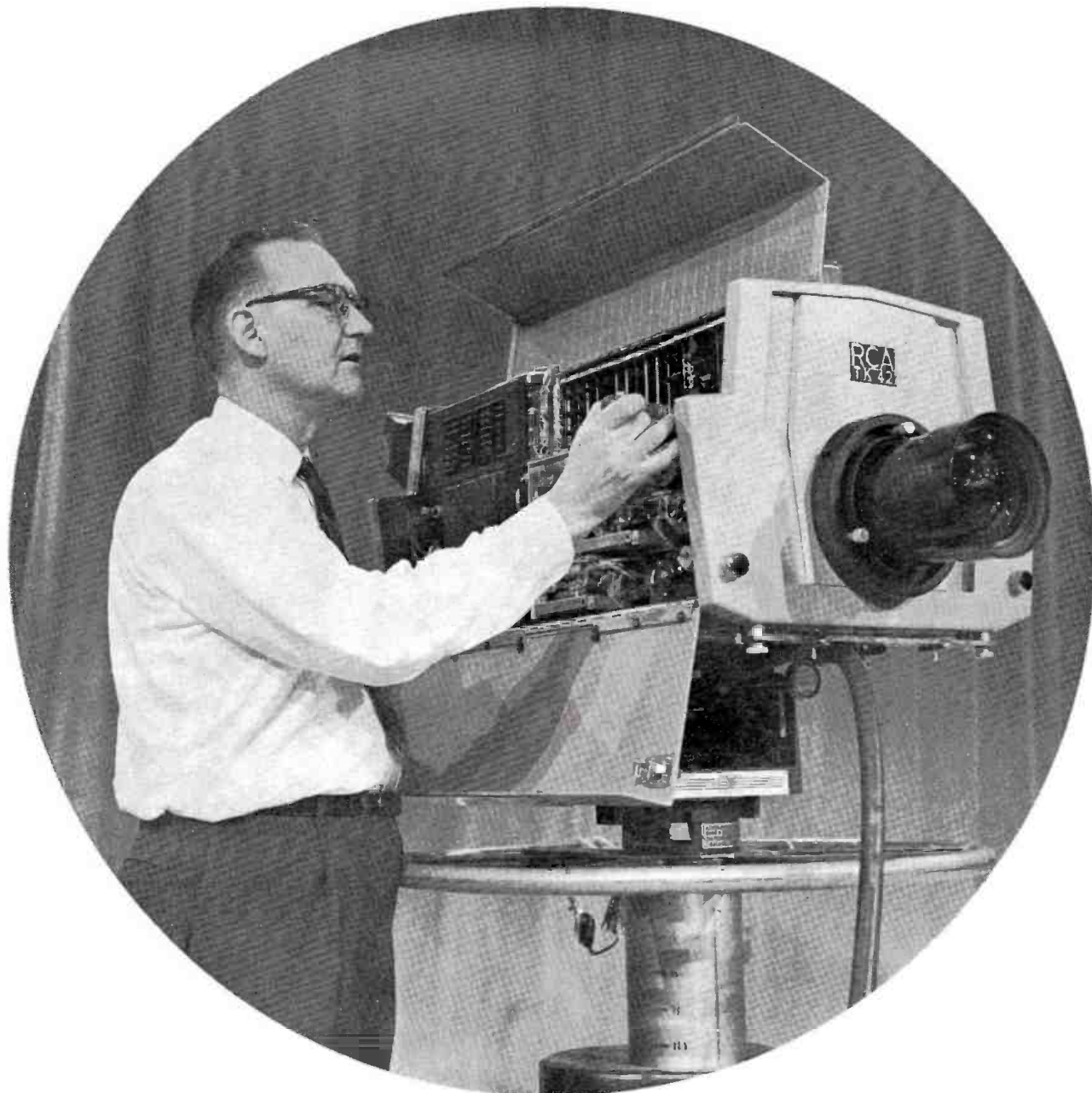
If there is a problem in the broadcasting of off-color records, the cure can be simply effected by broadcasters themselves. They can quit playing records that offend them or are likely to offend their listeners.

It is inconceivable that any broadcaster worth his license would air any record before it is auditioned by himself or competent members of his staff. Editorial control of this country's radio stations is really not the responsibility of the record industry.



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