



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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# TULSA

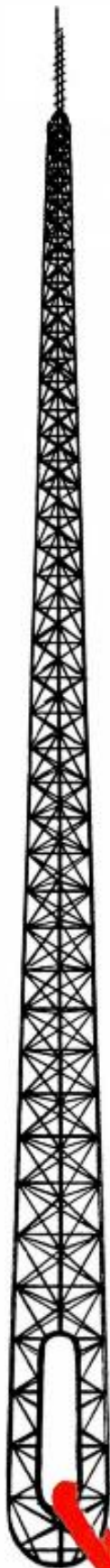
you can't buy  
all of Oklahoma  
without it!

# KVOO 2 TV



let us sell for you ...





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## THE BIG TIDEWATER VIRGINIA MARKET!

HIGH TOWER

# WVEC · TV

Since WVEC-TV sent its tower skyrocketing into the air 1049 feet — ratings, too, have climbed to towering new heights!

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KMVT Twin Falls / KID Idaho Falls

KXLF Butte / KOOK Billings

KRTV Great Falls

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\*also 11½ million people (folks) accounting for over  
 \$2.7 billion in retail sales annually.

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

**AVERY-KNODEL, INC.**



NEW YORK CHICAGO ST. LOUIS DETROIT ATLANTA DALLAS SAN FRANCISCO LOS ANGELES  
 BROADCASTING, July 31, 1967



# PREFERRED BY WOMEN

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

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

**KRLD-TV**



represented nationally by



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

CATV operators who are fighting copyright liability may soon find themselves with strong ally—Department of Justice. Government is considering whether to support petition for U. S. Supreme Court review by Fortnightly Corp. of lower court ruling that CATV is "public performance" and therefore liable for copyright payments. This ruling, by U. S. District Judge William D. Herlands, was upheld last May by U. S. Circuit Court in New York (BROADCASTING, May 29). Deadline for filing petition for Supreme Court review is Sept. 15, with reply briefs due Nov. 3.

*Justice Department position on CATV and copyright isn't new. Edwin Zimmerman, first assistant to anti-trust chief, Donald F. Turner, testified last August before Senate committee that government felt it would be unwise to extend copyright liability to CATV. He said Justice feared anticompetitive effects of such move.*

## Fred Friendless

Columbia University's school of journalism has run into trouble in efforts to establish broadcast counterpart of its American Press Institute, which conducts seminars for newspaper editors and writers. University needs seed money to get project rolling, but sources it had counted on have dried up. Commercial broadcasters who once indicated willingness to contribute have changed their minds. None wants to help institution that harbors Fred Friendly and his outbursts against commercial establishment.

## Merger circuit

Is John Blair & Co., one of top station reps, in process of negotiating sale to MGM? That was report last week, but because of tight Securities and Exchange Commission regulations, confirmation was not forthcoming. Blair management last Wednesday issued statement that it had had discussions on "an important corporate transaction" but no agreement had been reached and unless "substantive matters are mutually resolved discussions will be terminated."

*Presumably because of these reports Blair stock (over-the-counter) jumped from 27½ on July 19 to 33½ on July 27. MGM, which last week announced election of George T. Scharf-*

*fenberger, president of City Investing Co., to its board, is known to be acquisition-bent, having increased its authorized stock year ago from 3 million to 8 million shares. Also talked up but unverified was possible MGM acquisition of Teleprompter, heavily involved in CATV investments including one of several New York City area enterprises.*

## Telly prices

Are advertising rates about to go up on commercial TV in Britain? BBDO, whose international operation includes active office in United Kingdom, thinks so, and by some 10-15% but doesn't predict when. Agency is circulating report suggesting that current revisions in franchise holdings in British commercial TV presage new hikes to advertisers, but while advertisers may pay more they'll have "wider choice of programs to sponsor." BBDO says current owners had held back "normal" rate increases in anticipation of license overhaul. New owners, it says, hope for 20% rate hike, but Independent Television Authority probably won't allow more than 10-15%.

## Still on scene

John F. Dille Jr., who wound up two-year tenure as joint board chairman of National Association of Broadcasters last month, is slated to become chairman of NAB's Future of Broadcasting Committee at behest of President Vincent Wasilewski. Established in early 1965 as NAB's "think tank" to cope with means of coordinating broadcasting, notably television development in era of vast technological change, committee until now has devoted most of its energies to problem provoked by CATV.

*Mr. Dille, president of Communicana Stations and publisher of Elkhart Truth, favors President Wasilewski's idea of spinning off aural broadcast activities to separate "Future of Radio" Committee with TV committee (still to be called "Future of Broadcasting") to be enlarged to better enable it to cope with myriad developments ahead, including satellites, facsimile newspapers, electronic shopping and other projected broad-band services involving both broadcaster and general public.*

## Reclamation project

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

## Locked in

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

## All's fair

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

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

# HURDY GURDY. THE ONLY SHOW WITH A TIGER IN ITS TUBA.



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

Roaring New Half-Hours  
Happening In Color Every Week

**abc** **ABC**  
**FILMS**

# WEEK IN BRIEF

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

## AT LAST . . . 23

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

## SALES AMMUNITION . . . 25

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

## CATV STRANGULATION . . . 30

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

## AMST FREE . . . 39

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

## RADIO-TV PROFILE . . . 41

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

## MORE THAN COVERAGE . . . 44

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

## WCBS TO SWITCH . . . 45

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

## ARMED FOR DEFENSE . . . 47

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

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

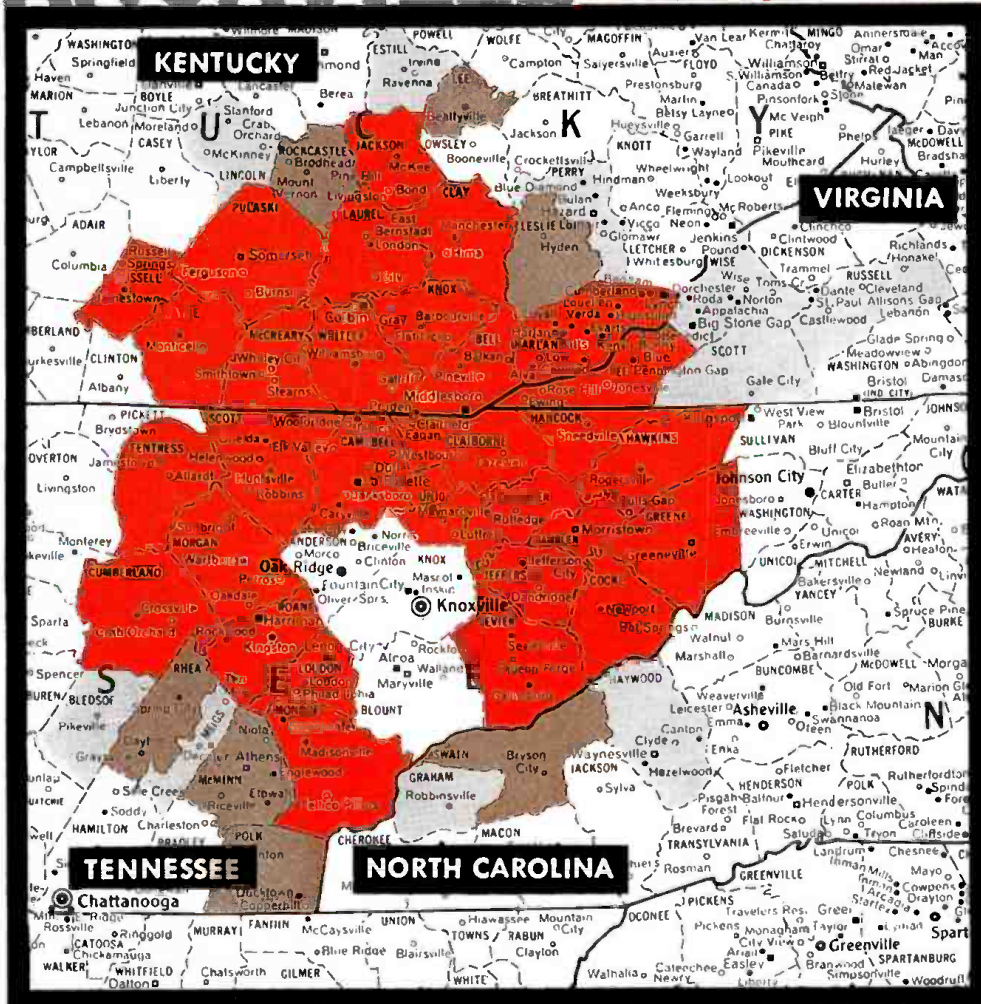
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IN

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

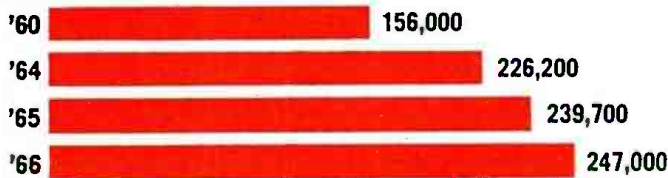


WBIR-TV transmits from one of the world's tallest towers (1,751 feet). This enables us to reach a wide area, including approximately 60 counties in east Tennessee, southeast Kentucky, southwest Virginia, and western North Carolina.

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

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

### ARB COVERAGE STUDIES, NET WEEKLY CIRCULATION IN HOMES



**... AND STILL GROWING!**

# wbir-tv

KNOXVILLE, TENN. CHANNEL 10

**SOUTHEASTERN BROADCASTING CORPORATION**

Greenville, South Carolina

*Signal Coverage in the Southeast...*

Offering advertisers coverage of more than 1-million homes in six southeastern states.

**WBIR-TV**  
Knoxville, Tenn.

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

**WMAZ-TV**  
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.



## WLBT(TV) finds ally in Broadcast Bureau

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

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

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

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

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

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

In discussing issues, bureau said rec-

### Detroit sales catalyst

WWJ-TV Detroit Friday (July 28) initiated new low-cost, spot-package plans effective to end of August designed specifically to serve local merchants and wo-national accounts who might feel they should stay out of wracked market until things cool off more (see page 44). Priced substantially below usual rates, plans include 10 ID's for \$500 (one fourth of them in prime time) and flat minutes from \$100 (class D) to \$500 (prime) each. Usual prime minute sells for \$1,500.

ord does not support charge that station did not make time available for discussing conflicting views on issues of public importance, or did not afford spokesmen for Negroes opportunities to discuss controversial issue of racial integration.

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

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

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

## GE buys Denver stations for \$10 million in stock

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

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

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

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

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

## Group W joins Granik in New York CATV enterprise

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

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

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

## Threat to news broadcasts CBS says in fairness suit

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

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

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

CBS's petition for review asserts that commission lacks authority to promulgate rule and that it violates Constitutional guarantee of free speech and

more AT DEADLINE page 10

## WEEK'S HEADLINERS



Mr. Hyman

**M. Kenneth Hyman** named executive VP in charge of worldwide production for Warner Bros.-Seven Arts Ltd. At same time Mr. Hyman, 38, is elected member of corporation's board of directors. Mr. Hyman will make his headquarters at Warner Bros.-Seven Arts studios in Burbank, Calif. He succeeds **Jack L. Warner**, who founded Warner Bros. with his brothers in 1923. Mr. Warner remains associated with Warner Bros.-Seven Arts

Ltd. as vice chairman of board of directors and as independent producer of major motion pictures for company.



Mr. Coe

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

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

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

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

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

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

free press.

CBS filing followed by hours similar appeal against commission's fairness rule by Radio-Television News Directors Association in Seventh Circuit Court of Appeals in Chicago (see page 23).

### Going for TV sports

Prudential Insurance Co. of America, Newark, N. J., is investing estimated \$1.5 million in network TV sports in its next "advertising year" (starts Sept. 1).

Prudential, through Reach, McClintock & Co., New York, has contracted for participations in NFL football and NHL hockey on CBS-TV and NBA basketball on ABC-TV, and is considering soccer, baseball or golf for latter part of its ad year. Its current 52-week participation in NBC-TV's news (*The Huntley-Brinkley Report*) will continue.

Prudential's total ad budget is about \$5.5 million, with approximately half in television.

### Riot panelist

Special presidential panel to investigate causes of race riots was due to hold first meeting Saturday (July 29). Only woman on 11-member panel is Katherine Peden, owner of WNVL Nicholasville and vice president of WHOP Hopkinsville, both Kentucky. She is commissioner of Kentucky Department of Commerce and was president of Business and Professional Women's Federation of U. S.

## CATV test project threatens harmony

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

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

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

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

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

Similar letters of support have come

## Charges TV income used to beat down competition

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

*Chronicle* and *Examiner* now have joint mechanical and business operation threatened by Justice Department moves that bill would forestall.

Mr. Clinton also cited burgeoning CATV activity by *Chronicle* in San Francisco suburban area; called for committee to ask FCC and Justice Department to investigate use by *Chronicle* Publishing Co. of KRON-TV television franchise "in causing Hearst newspapers in San Francisco to become failing newspapers." (Hearst owns *Examiner*, was part owner of *News-Call Bulletin*, which folded when present operating agreement with *Chronicle* was put in effect.)

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

# What's the value of a Byline?

Years of a man's professional life can pass before he rates a byline.

Some never make it.

Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.

Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.



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



**LEDERLE LABORATORIES**

A Division of American Cyanamid Company, Pearl River, New York

a  
**thought-provoking  
 suggestion**  
**FOR BROADCAST  
 MANAGEMENT**

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

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

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

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

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

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

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

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

**M&H**

**McHUGH AND HOFFMAN, INC.**  
 Television & Advertising Consultants

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 Birmingham, Mich. 48011  
 Area Code 313  
 644-9200

**DATEBOOK**

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

■Indicates first or revised listing.

July 30-Aug. 11—Ninth annual seminar in marketing management and advertising, sponsored by the American Advertising Federation, Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising Federation, 655 Madison Ave., New York 10021.

July 31—Deadline for reply comments on rulemaking petition that would define FCC policy against discriminatory employment practices of broadcast stations and establish procedures to evidence compliance.

**AUGUST**

Aug. 1-10—Annual meeting of American Bar Association. Consideration of recommendations of Reardon Committee on Fair Trial-Free Press are scheduled for Section of Judicial Administration and Section of Criminal Law. Ilika and Hawaiian Village hotels, Honolulu.

■Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the Radio-Television News Directors Association, the NAB, the Journalism department of the University of Michigan and the graduate school of journalism at Columbia University. Speakers include Senator Philip Hart (D-Mich.) and Willard Schroeder, vice president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich. University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Ben Yablonky, department of journalism, University of Michigan, Ann Arbor, 48104.

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

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

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

■Aug. 9-10—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

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

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

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

Aug. 17-20—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

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

Aug. 22-23—Meeting of the Hawaiian As-

| NAB FALL CONFERENCES                |           |
|-------------------------------------|-----------|
| Oct. 16-17—Marriott motor hotel,    | Atlanta.  |
| Oct. 19-20—Marriott motor hotel,    | Dallas.   |
| Oct. 23-24—Sheraton-Park, Washing-  | ton.      |
| Oct. 30-31—Sheraton-Boston, Boston. |           |
| Nov. 9-10—President hotel, Kansas   | City, Mo. |
| Nov. 13-14—Brown Palace hotel,      | Denver.   |
| Nov. 16-17—Statler Hilton, Los An-  | geles.    |
| Nov. 20-21—Palmer House, Chicago.   |           |

sociation of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton-Maui, Kaanapale, Maui.

Aug. 22-25—1967 Western Electronic Show and Convention. Cow Palace, San Francisco.

Aug. 24—Second annual New York sales seminar of the National Association of FM Broadcasters. New York Hilton hotel, New York.

Aug. 24-25—Meeting of the Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

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

Aug. 25-27—Fall meeting of the West Virginia Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Greenbrier hotel, White Sulphur Springs.

■Aug. 28-30—Board of directors meeting, National Community Television Association. Washington.

Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesallee, Berlin 15.

**SEPTEMBER**

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television. Minneapolis.

Sept. 10-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.

Sept. 12-16—Annual convention of Radio-Television News Directors Association. Royal York hotel, Toronto.

Sept. 13-15—Meeting of the Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Kahler hotel, Rochester.

■Sept. 14-15—Fall meeting and seminar of the Pennsylvania Association of Broadcasters, Shawnee Inn, Shawnee-On-Delaware, Pa.

■Sept. 14-18—Management seminar, National Community Television Association. Inn of the Six Flags, Dallas.

Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president, and Howard Bell, director, NAB Code Authority. Downtowner hotel, New Orleans.

Sept. 15-17—Northeast area conference of

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

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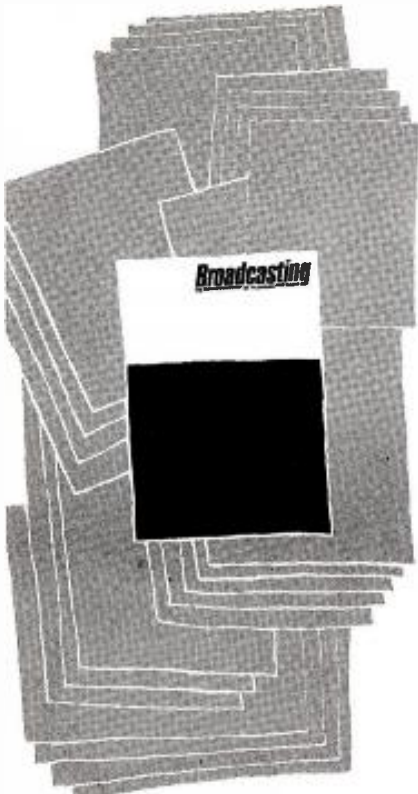
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American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

Sept. 18—Administrative radio conference of the International Telecommunication Union. Geneva.

Sept. 18-23—102nd semiannual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.

Sept. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

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

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

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

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

Sept. 24-27—Annual conference of the Institute of Broadcasting Financial Management. Sheraton-Ritz hotel, Minneapolis.

Sept. 26-27—Executives committee meeting, National Community Television Association. Washington.

Sept. 27—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Sept. 28-29—Second annual management and programing seminar of TV Stations Inc., New York. New York Hilton hotel, New York.

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

Sept. 29-Oct. 1—Midwest area conference of the American Women in Radio and Television. Knott's Motor Inn, Baltimore.

### OCTOBER

Oct. 2-3—Annual fall meeting of New Jersey Broadcasters Association. Cherry Hill Inn, Camden.

■Indicates first or revised listing.

## OPEN MIKE®

### TIO's role

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

(All BROADCASTING said was that TIO helped, which it did.)

### Fairness causes nightmare

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

### C&W's hidden market

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

WZIP Cincinnati knows this only too well. In spite of the fact that no rating services have, thus far, shown us with any significant market penetration, our success factor for local clients has been phenomenal. . . .

We can only concur with Mr. Cayton

and indicate that the country-music market is a lot larger than a lot of people will acknowledge. I need only to point out the fact that country music accounts for 40% of all records sold in the U. S. today.—*Henry C. Goldman, general manager, WZIP Cincinnati.*

### Subsidies and the news

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

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

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

### Pa. ETV network plans

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

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

WITF(TV) and the university station, to impress state legislators with the advantages of interconnection." The statement is false and cannot be supported by the facts.

The Department of Public Instruction, which is advised by the Educational Television Advisory Committee composed of ETV station managers, broadcast council members, legislators, and educators, has recommended action on interconnection in the past year. It must be remembered that not until June 15, 1967—a date after BROADCASTING was issued—was a signal put on the air from WQLN Erie, the last station to complete the state educational television system. Only within the past three years have WVIA, WLVT, and WITF been activated. Station activation has been the main goal, and this has been achieved on June 15.

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

### Growing Colorado Springs

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

(June 26 story was concerned with Foote, Cone & Belding's plans to buy into a CATV system in Colorado Springs. The chamber of commerce statistical sheet enclosed by Mr. Banta lists 1960 U. S. Census Bureau figures of 70,194 for the city proper and 143,742 for the Colorado Springs standard metropolitan statistical area. In addition, estimates to Jan. 1, 1967, bring these figures to 103,000 and 202,000, respectively.)

### Take vocals off the air

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

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

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

BROADCASTING, July 31, 1967

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 TELECASTING® was introduced in 1946.

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# NUMBER ONE

- \*Negro Station
- \*Metro all-stations  
(12 NOON TO 7 PM  
ALSO #2  
6 AM - 12 NOON)
- \*Negro 26 daytime half hours  
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\*PULSE, INC. New Orleans 4-COUNTY  
 METRO JAN.-FEB.-MAR. 1967

\*Data quoted or derived from audience surveys are  
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## FOR RADIO BILL VEECK SPORTS SHOW

Author, syndicated columnist,  
 15,000,000 readers follow  
 Bill Veeck's column each week  
 in the nation's leading newspapers.  
 The country's most articulate,  
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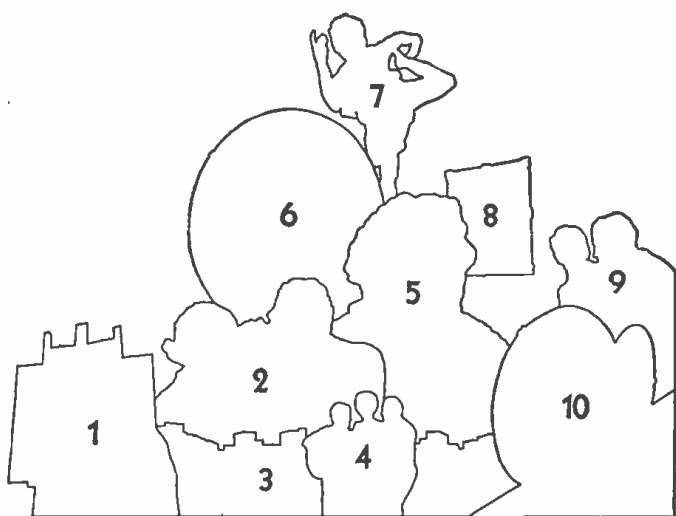
Phone, write or wire for audition album  
**DICK BALDWIN**  
 645 North Michigan Avenue,  
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# But what have we done for New York, Los Angeles, Chicago, Philadelphia, and St. Louis lately?

Season after season, the five CBS Owned television stations provide viewers with the finest local programming in all broadcasting. Individually, each regularly prepares and broadcasts a wealth of community-oriented programs. In addition, as a

group the stations co-produce large-scale, wide-scope series and specials of mutual interest to all five communities.

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



1. WBBM-TV "Eye on Art: Artist Seymour Rosofsky.
2. WCBS-TV "Repertoire Workshop: Stud. Kitch. Apt." Actors Ruth Buzzi and Charles Nelson Reilly.
3. WCAU-TV "Eye on Art: Signature Against the Sky." Bryn Mawr College dormitory by architect Louis I. Kahn.
4. WBBM-TV "Repertoire Workshop: Oscar Brown and His Friends." Entertainers Louis Henrique, Jean Pace and Oscar Brown, Jr.
5. KNXT "Repertoire Workshop: The Wake of Mollie McCabe." Actress Marjorie Bennet.
6. KMOX-TV "Eye on Art: The St. Louis Scene." Moderator Vincent Price.
7. WCAU-TV "Repertoire Workshop: Mojuba!" Dancer Ione Nash.
8. KNXT "Eye on Art: Los Angeles...Through the Looking Glass." Narrator Edward G. Robinson (self-portrait shown).
9. KMOX-TV "Repertoire Workshop: Spirit of Fifty-three." Actors Ruth Burke Harvey and Tom Brooks.
10. WCBS-TV "Eye on Art: The Walls Come Tumbling Down." Artist Robert Rauschenberg.





"written with insight...filmed exquisitely...a treat to the eye and the intellect."

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

The future promises a great deal more. More impressive five-station projects, both on and off

the air, which reflect their deep community involvement. More programs of the surpassing quality which has just won for the stations 6 Ohio State Awards—including 5 of the 8 local commercial television station awards made!

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

## **CBS Television Stations**

CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,  
WBMM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS



## How will advertising survive the 'public good'?

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

The dissenter claimed management's main job was to "operate a company according to the public good." Actually he was more a prophet than a nut or socialist as his associates thought him then.

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

Examples: You shall not make a profit by polluting public waters. You shall not make a profit by befouling the air.

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

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

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

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

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

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

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

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

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

Trends may be seen in the Preparation H case. There the Federal Trade Commission has "discovered" the authority to rule advertising off the air and out of print if the advertising is "false and misleading" Until Preparation H this could be done only if a product would result in "public harm." Now, with this precedent, the FTC can order curtailment of any advertising which seems false and misleading to the commission.

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

It appears we can expect: (1) more,

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

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

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

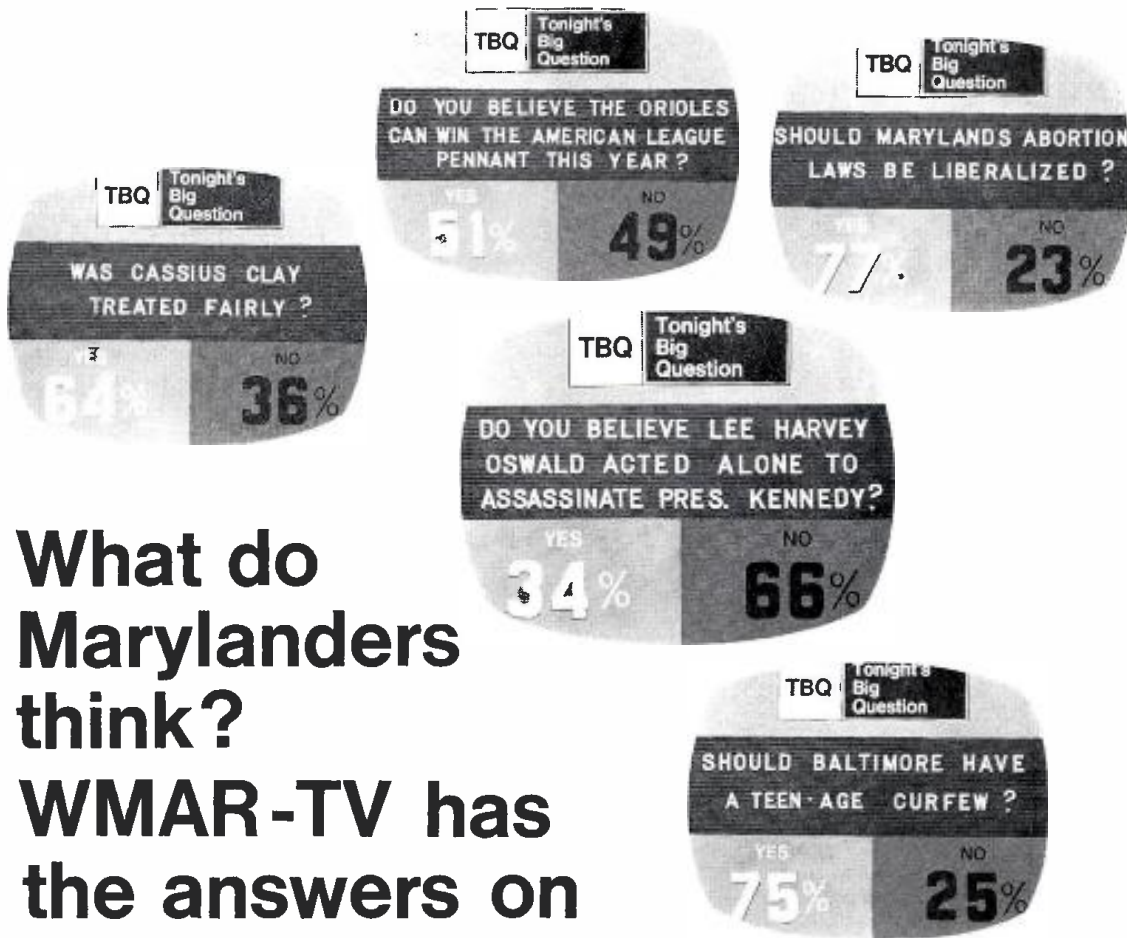
A key man should find a place in management, a man trained in law and in marketing who could guide his company through the increased labyrinth of laws, regulations and interpretations. Perhaps this is the man who could influence government action.

Such a man would be the "government-affairs officer" with rank equal to the top marketing or sales officer.

This may not be the whole solution or any part of it. But this much seems obvious: If we don't move in some direction, we may find advertising eliminated altogether because somebody interpreted our business to be in conflict with the "public good."



Raymond C. Howard since 1964 has been senior vice president and director of marketing services for Post-Keyes-Gardner, Chicago. He joined agency in 1962 as director of marketing and research and has dealt extensively with wide range of consumer products. Earlier this year he was elected to PKG's board. Previously Mr. Howard had been with Container Corp. of America, 1956-61, initially as research analyst and later as marketing-research manager.



**What do Marylanders think? WMAR-TV has the answers on**



**SUCCESS STORY—BALTIMORE STYLE!**

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

*In Maryland*  
 Most People Watch **COLOR-FULL**  
**WMAR-TV**  
 CHANNEL 2, SUNPAPERS TELEVISION  
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# 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**



**Sorry, Girls. The results are in. And Betty Feezor is outpulling all but one local woman's program in the entire country.\***

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

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

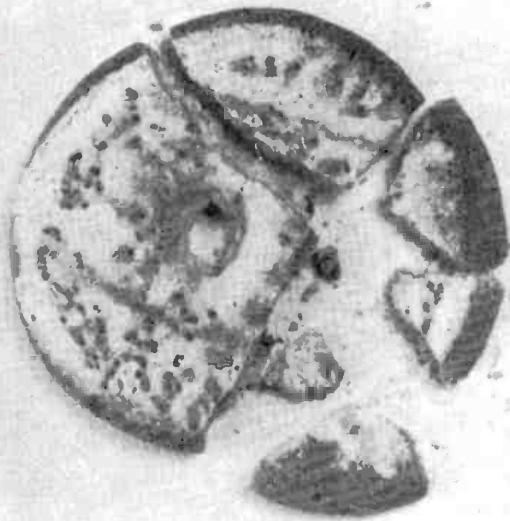
**When Betty looks up a new dish or gives out with a household tip, women look, listen and buy.**

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

\*Feb-March 1967, NSI and ARB


\*The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

**That's the way the cookie crumbles.**



**WBTV  
CHARLOTTE**

JEFFERSON STANDARD  
BROADCASTING COMPANY  
WBT / WBT-FM / WBTV / WBTW  
JEFFERSON PRODUCTIONS

Represented Nationally by 

# New sales ammunition for FM

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

"FM has reached that point when no distinction should be made between it and AM radio" when it comes to media director in charge of media served by Paul Zuckerman, associate media director in charge of media services for Ogilvy & Mather, New York, in a special report circulated within

the agency and to most of O&M's 22 clients.

His study of FM shows most stations still operating at a loss, although more advertisers are being attracted to the medium as "ownership broadens and programming diversifies." While FM audiences still tend to show a selective

profile, the study adds, "there are indications that the FM listener profile is more closely approximating AM listener profiles."

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

## Female cost and delivery analysis

(ARB October/November 1966-average quarter hour)

| Market                                     | Women 18-49 No. | CPM  |
|--|-----------------|------|
| <b>New York</b>                            |                 |      |
| A. WPIX(FM)                                |                 |      |
| 12-6 p.m. Sat.                             | 22,000          | .86  |
| 5-7 p.m. Mon.-Fri.                         | 14,500          | 1.31 |
| B. AM stations* (10 a.m.-3 p.m. Mon.-Fri.) |                 |      |
| WNEW                                       | 112,000         | 1.07 |
| WABC                                       | 59,000          | 1.12 |
| WHN  | 58,000          | 1.29 |
| WMCA                                       | 57,000          | 1.40 |
| WCBS                                       | 52,000          | 1.44 |

Cost base: 20 minutes per week/eight weeks.

## Detroit

|  |        |      |
|--|--------|------|
| A. WLDM(FM)                                |        |      |
| 1-5 p.m. Mon.-Fri.                         | 15,000 | 1.55 |
| 10 a.m.-3 p.m. Mon.-Fri.                   | 14,000 | 1.66 |
| B. AM stations* (10 a.m.-3 p.m. Mon.-Fri.) |        |      |
| CKLW                                       | 31,000 | 1.16 |
| WJR  | 26,000 | 3.12 |
| WKNR                                       | 25,000 | 2.24 |
| WCAR                                       | 18,000 | 1.67 |
| WXYZ                                       | 13,000 | 3.38 |

Cost base: 20 minutes per week/eight weeks.

## Cleveland

|  |        |      |
|--|--------|------|
| A. WDBN(FM)                                |        |      |
| 3-7 p.m. Mon.-Fri.                         | 14,000 | 1.03 |
| 12-6 p.m. Sat.                             | 13,000 | 1.11 |
| B. AM stations* (10 a.m.-3 p.m. Mon.-Fri.) |        |      |
| WHK  | 12,000 | 2.92 |
| WJW  | 11,000 | 3.00 |
| WKYC                                       | 11,000 | 2.36 |
| WERE                                       | 8,000  | 1.90 |
| WGAR                                       | 8,000  | 3.29 |

Cost base: 20 minutes per week/52 weeks.

\* AM stations selected and ranked based on quarter hour delivery of women 18-49.

## Male cost and delivery analysis

(ARB October/November 1966-average quarter hour)

| Market                                | Men 18-49 No. | CPM    |
|---------------------------------------|---------------|--------|
| <b>New York</b>                       |               |        |
| A. WPIX(FM)                           |               |        |
| 6-8 p.m. Mon.-Fri.                    | 19,000        | \$1.00 |
| 12-6 p.m. Sat. & Sun.                 | 12,000        | 1.58   |
| B. AM stations* (6-10 a.m. Mon.-Fri.) |               |        |
| WNEW                                  | 125,000       | 1.44   |
| WMCA                                  | 90,000        | 1.27   |
| WHN                                   | 85,000        | 1.47   |
| WOR                                   | 73,000        | 2.47   |
| WABC                                  | 66,000        | 1.82   |

Cost base: 20 minutes per week/eight weeks.

## Detroit

|                                       |        |      |
|---------------------------------------|--------|------|
| A. WLDM(FM)                           |        |      |
| 3-6 p.m. Mon.-Fri.                    | 14,000 | 1.63 |
| 12-6 p.m. Mon.-Fri.                   | 12,000 | 1.90 |
| B. AM stations* (6-10 a.m. Mon.-Fri.) |        |      |
| WJR                                   | 44,500 | 2.43 |
| CKLW                                  | 16,000 | 3.19 |
| WXYZ                                  | 15,000 | 4.80 |
| WCAR                                  | 13,000 | 2.85 |
| WQTE                                  | 11,000 | 2.27 |

Cost. base: 312 X rate.

## Cleveland

|                                       |        |      |
|---------------------------------------|--------|------|
| A. WDBN(FM)                           |        |      |
| 8-10 a.m. Mon.-Fri.                   | 9,000  | 1.61 |
| 12-6 p.m. Sun.                        | 7,000  | 2.06 |
| B. AM stations* (6-10 a.m. Mon.-Fri.) |        |      |
| WJW                                   | 17,000 | 2.41 |
| WKYC                                  | 12,000 | 3.83 |
| WGAR                                  | 12,000 | 3.19 |
| WERE                                  | 7,000  | 3.31 |
| WIXY                                  | 7,000  | 4.47 |

Cost base: 20 minutes per week/52 weeks.

\* AM stations selected and ranked based on quarter hour delivery of men 18-49.

# Billings push agencies' profits to new highs

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

In issuing its annual summary of costs and profits over the past two years, AAAA said 77% of its members made more money in dollars in 1966 than in 1965, largely because of increases in billing. This compared to 65% of AAAA mem-

bers reporting dollar gains in 1965 over 1964.

AAAA said profit percentages were higher last year compared to any previous year since 1956. Net profit after taxes averaged 4.98% of gross income in 1966, compared with 4.25% in 1965. As a percentage of billing, net profit averaged 0.98%, as against 0.81% in 1965.

The report noted that gross income of the agencies has increased at a higher rate than the dollar payroll, observing that the total payroll in 1966 represented 66.05% of

gross income, as contrasted to 67.14% in 1965.

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

Ten-year record of advertising agencies' costs and profits  
(Per cent of gross income unless otherwise stated)

|  | 1957  | 1958  | 1959  | 1960  | 1961  | 1962  | 1963  | 1964  | 1965  | 1966  |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Numbers of agencies represented  | 222   | 239   | 240   | 245   | 237   | 239   | 238   | 234   | 226   | 239   |
| Rent, light and depreciation   | 7.01% | 7.52% | 7.24% | 7.34% | 7.52% | 7.52% | 7.54% | 7.22% | 6.18% | 6.80% |
| Taxes (other than U.S. income)   | 1.71  | 1.72  | 1.91  | 2.18  | 2.22  | 2.33  | 2.45  | 2.36  | 2.23  | 2.58  |
| Other operating expense  | 13.60 | 14.19 | 13.82 | 14.02 | 14.06 | 13.87 | 14.32 | 14.29 | 14.41 | 14.28 |
| Total payroll  | 69.86 | 70.30 | 69.18 | 68.94 | 69.35 | 68.51 | 67.99 | 67.01 | 67.14 | 66.05 |
| Payments into pension or profit-sharing plans  | 1.31  | 1.17  | 1.27  | 1.31  | 1.32  | 1.39  | 1.63  | 1.98  | 1.93  | 2.00  |
| Insurance for employe benefit  | 0.42  | 0.45  | 0.52  | 0.56  | 0.62  | 0.65  | 0.70  | 0.76  | 0.78  | 0.80  |
| Total expenses   | 93.91 | 95.35 | 93.94 | 94.35 | 95.09 | 94.27 | 94.63 | 93.62 | 93.30 | 92.51 |
| Profit before U.S. income tax (as percentage of gross income)*                           | 6.09  | 4.65  | 6.06  | 5.65  | 4.91  | 5.73  | 5.37  | 6.38  | 6.70  | 7.49  |
| U.S. income taxes  | 1.98  | 1.42  | 1.79  | 1.79  | 1.45  | 1.76  | 1.67  | 1.62  | 1.77  | 2.00  |
| Net profit (as percentage of gross income)*  | 4.11  | 3.23  | 4.27  | 3.86  | 3.46  | 3.97  | 3.70  | 4.76  | 4.93  | 5.49  |
| Profit before U.S. income tax for incorporated agencies (as percentage of gross income)* | 6.09  | 4.28  | 5.94  | 5.56  | 4.41  | 5.62  | 5.17  | 6.23  | 6.40  | 7.42  |
| U.S. income tax for incorporated agencies  | 2.55  | 1.89  | 2.17  | 2.12  | 1.92  | 2.23  | 2.13  | 2.00  | 2.15  | 2.44  |
| Net profit for incorporated agencies (as percentage of gross income)*                    | 3.54  | 2.39  | 3.77  | 3.44  | 2.49  | 3.39  | 3.04  | 4.23  | 4.25  | 4.98  |
| Net profit for incorporated agencies (as percentage of sales—i.e., billing)              | 0.58  | 0.42  | 0.67  | 0.60  | 0.44  | 0.61  | 0.55  | 0.83  | 0.81  | 0.98  |

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

advertising activity on FM stations could dilute one of the advantages for using FM."

**Changing Pattern?** ■ It notes that FM's generally have followed restrictive commercial policies, "not by design, but simply a function of little demand. Any significant increase in advertiser activity on FM stands to alter this pattern somewhat. On the other hand, many operators will avoid introducing more commercial clutter by maintaining current patterns and raising advertising rates. . . . As increased demand and expanded audiences push FM costs and efficiencies upward, many of these [limited budget] advertisers will with-

draw from the medium and search for more affordable media."

The report notes that although FM advertising revenues were about \$25 million in 1965 (almost three times the \$9 million reported in 1960), 70% of the FM stations did not make a profit in 1965. This is "some improvement over the 76% reporting in the red in 1960," the report continues, "but the picture still remains very tenuous."

FM stations produce less than 3% of all radio revenues although FM's account for 27% of all radio stations and this unprofitable picture, according to the report, is due to FM's inability to attract national advertising

dollars.

**More Expected** ■ However, many national accounts are already committed to FM schedules and "more advertisers will consider FM as part of the radio medium and not as a separate and distinctive medium" in the future, the report points out. In addition, it predicts the medium will "attract increasingly more advertising investment" . . . as more advertisers work toward zeroing-in message delivery to prime prospects.

The report notes that FM's major audiences, unlike AM's, build up when people are at home so that FM prime hours closely approximate TV viewing



# At last a First Amendment test

Legality of FCC's fairness doctrine is attacked

in appeals by news directors, CBS and others;

ultimate aim is Supreme Court brake on FCC power

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

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

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

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

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

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

for response.

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

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

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

**NAB Too** ■ The decision of the RTNDA and the broadcasters to seek judicial review may cause the National Association of Broadcasters to switch the bet it is prepared to make on a suit against the fairness doctrine. The Reverend John M. Norris, owner of WGB, has announced he will seek

Supreme Court review of the Red Lion decision, and NAB has indicated a willingness to support him financially. The NAB was also seeking a top constitutional lawyer to aid in the presentation of his suit, and had planned to enter the case as a friend of the court.

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

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

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

## Congressmen move to clip FCC's power

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

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

The first bill (H.R. 11531) was introduced by Representative David E. Satterfield 3d (D-Va.). It was fol-

lowed by identical bills submitted by Representatives Watkins M. Abbitt (D-Va.), Tim Lee Carter (R-Ky.), David N. Henderson (D-N.C.), Walter B. Jones (D-N. C.), Alton Lennon (D-N. C.) and John L. McMillan (D-S. C.).

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

## COURT ATTACK ON FAIRNESS continued

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

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

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

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

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

other media."

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

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

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

CBS said the presentation of news, documentary and discussion broadcasts, in which there is a vital public interest, would often be rendered impracticable if an individual or group upon whom a personal attack was made had to be accorded a right of reply as required by the commission's

rule. It added that to the extent personal attacks are claimed to be defamatory, "compliance with the notification requirements" of the rule may jeopardize defense to a defamation suit.

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

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

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

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

## How the word about fairness gets around

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

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

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

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

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

CBS has not yet replied.

Mr. McAlmond's complaint to the

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

However, Mr. McAlmond contends that Senator Morse has proclaimed himself a candidate—and that that is enough to make him one. He noted that the commission has held persons need not go through the formal procedures for filing for an election to be considered a candidate under the equal-time law—that in states such as Oregon, where persons can get on the ballot without filing a nomination petition, the announcement of a person's candidacy is enough.

patterns.

In analyzing radio audience delivery in New York, Detroit and Cleveland, the report finds that "when compared with leading AM stations, a strong FM outlet is not only competitive on an efficiency basis, but in two of the markets is competitive on tonnage delivery of target audiences" (see charts).

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

### Business briefly . . .

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

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

**Executive Car Leasing Co.**, Los Angeles, division of **Pepsico Inc.**, through

**Rechts & Co.**, Beverly Hills, is featuring syndicated Broadway columnist Walter Winchell in a new radio campaign on "Why Hollywood's top stars lease their cars from Executive."

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

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

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

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

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

# 49 agencies buy new ARB report

## Expanded TV market study goes into field in September

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



Dr. Langhoff

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

The new features include ratings, in the top 75 markets, of product usage for 15 specific categories (instant coffee, margarine, wash loads, dish-washes, bar soap, toothpaste, deodorant, headache remedies, soft drinks, beer,

## BAR network-TV billing report for week ended July 23

BAR network-TV dollar revenue estimates—week ended July 23, 1967 (Net time and talent charges in thousands of dollars)

| Day parts       | Networks | Week ended July 23 | Cume July 1-23 | Cume Jan. 1-July 23 | Day parts        | Networks | Week ended July 23 | Cume July 1-23 | Cume Jan. 1-July 23 |
|-----------------|----------|--------------------|----------------|---------------------|------------------|----------|--------------------|----------------|---------------------|
| Monday-Friday   | ABC-TV   | —                  | —              | —                   | Sunday           | ABC-TV   | 218.7              | 341.1          | 3,563.4             |
| Sign-on-10 a.m. | CBS-TV   | \$ 96.1            | \$ 285.8       | \$ 3,378.1          | 6-7:30 p.m.      | CBS-TV   | 104.5              | 363.9          | 6,421.0             |
|                 | NBC-TV   | 161.3              | 524.0          | 8,288.7             |                  | NBC-TV   | 24.0               | 67.9           | 4,256.8             |
|                 | Total    | 257.4              | 809.8          | 11,666.8            |                  | Total    | 347.2              | 772.9          | 14,241.2            |
| Monday-Friday   | ABC-TV   | 1,074.7            | 3,256.6        | 38,949.9            | Monday-Sunday    | ABC-TV   | 3,322.8            | 11,057.6       | 139,484.9           |
| 10 a.m.-6 p.m.  | CBS-TV   | 2,580.8            | 7,916.7        | 91,813.7            | 7:30-11 p.m.     | CBS-TV   | 3,875.6            | 12,963.8       | 160,010.4           |
|                 | NBC-TV   | 1,406.7            | 4,150.3        | 47,688.3            |                  | NBC-TV   | 3,835.8            | 13,539.8       | 159,018.0           |
|                 | Total    | 5,062.2            | 15,323.6       | 178,451.9           |                  | Total    | 11,034.2           | 37,561.2       | 458,513.3           |
| Saturday-Sunday | ABC-TV   | 563.2              | 2,061.2        | 23,179.9            | Monday-Sunday    | ABC-TV   | 276.2              | 972.9          | 6,259.4             |
| Sign-on-6 p.m.  | CBS-TV   | 401.6              | 1,948.2        | 23,951.7            | 11 p.m.-Sign off | CBS-TV   | 95.7               | 274.3          | 1,673.1             |
|                 | NBC-TV   | 656.0              | 2,028.0        | 14,381.9            |                  | NBC-TV   | 269.5              | 912.4          | 10,905.2            |
|                 | Total    | 1,620.8            | 6,037.4        | 61,513.5            |                  | Total    | 641.4              | 2,159.6        | 18,837.7            |
| Monday-Saturday | ABC-TV   | 396.0              | 838.7          | 856.6               | Network totals   | ABC-TV   | 5,851.6            | 18,528.1       | 219,794.1           |
| 6-7:30 p.m.     | CBS-TV   | 368.3              | 1,137.6        | 16,516.6            |                  | CBS-TV   | 7,522.6            | 24,890.3       | 303,764.1           |
|                 | NBC-TV   | 584.7              | 1,988.0        | 17,259.9            | Grand totals     | NBC-TV   | 6,938.0            | 23,210.4       | 261,798.8           |
|                 | Total    | 1,349.0            | 3,964.3        | 42,133.1            | all networks     |          | \$20,312.2         | \$66,628.8     | \$785,357.5         |

## Magnuson schedules safer-smoking hearing

Progress toward "developing and marketing of less hazardous cigarettes" will be probed by the Senate Commerce Committee's Consumer Subcommittee beginning Aug. 23, Commerce Committee Chairman Warren Magnuson (D-Wash.) has announced.

Chairman Magnuson said the hearing was prompted by adverse reports of the Federal Trade Commission and the Department of Health, Education and Welfare on the effectiveness of the Cigarette Labeling Act of 1965 "and the unprecedented announcement by Columbia University of their sponsorship of a new cigarette filter."

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

ings appear in all advertisements as well as on cigarette packages.

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

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

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

cigarettes, gasoline, new car, airline trips, dog food); an index of cumulative potential which indicates how well one time spot might tend to build more reach than another; a target audience profile reporting on nine categories of men and women grouped by age to match product profiles; increased information on overflow audience in market areas of dominant influence, and new day-part breakdowns.

The nine agencies new to ARB are: BBDO; Campbell-Mithun; Dancer-Fitzgerald-Sample; Grey; Honig-Cooper & Harrington; Needham, Harper & Steers; Ogilvy & Mather; Papert, Koenig, Lois, and Sullivan, Stauffer, Colwell & Bayles.

The other agencies are: Allen, Anderson, Niefeld & Paley; Carl Ally; N. W. Ayer; Benton & Bowles; Bruce Brewer; Campbell-Ewald; Daniel & Charles; W. B. Doner; Emerson Foote; Foote, Cone & Belding; Clinton Frank; Fuller & Smith & Ross; Gardner; Helfgott; Hicks & Griest; Don Kemper; Kenyon & Eckhardt; Ketchum, MacLeod & Grove; Kinro; Knox Reeves; LaRoche, McCaffrey & McCall; Lennen & Newell; Earl Ludgin; Richard K. Manoff; McCann-Erickson; MacManus, John & Adams; Marschalk; Parkson; Post-Keyes-Gardner; Street & Finney; J. Walter Thompson; Jack Tinker; Tracy-Locke; Tucker-Wayne; Warwick & Legler; Erwin Wasey; Wells, Rich, Green; E. H. Weiss; West, Weir & Bartel, and Young & Rubicam.

## Gardner gets Like account

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

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

## Cigarette ruling defies procedure: FCBA

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

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

The FCBA said the procedure was both unwise and defective le-

## Hart urges consumer service foundation

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

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

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

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

## Rep appointments . . .

■ KMEC-TV Dallas: National Television Sales Inc., New York.

■ KORK-AM-FM-TV Las Vegas, and KOLO-AM-TV Reno: Peters, Griffin, Woodward Inc., New York.

■ KLBK-TV Lubbock, KTXS-TV Sweetwater-Abilene and KWAB-TV Big Spring, all Texas.: H-R Television, New York.

gally. It noted that the commission acted without receiving the station's views concerning the controversy—despite specific procedures calling for the commission to obtain the views of a station before acting on a complaint against it.

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

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

# And Now...Woody is Hot!!!



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## WOODY IS AVAILABLE:

For a definite September, 1967 start with  
52 Weeks of 5 Ninety-Minute Daily Shows

48 Weeks (240 Shows) Totally New  
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In glamorous **COLOR**  
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# Nobody wants wire ownership limits

## BROADCASTERS, CATV'S UNITE IN OPPOSING FCC RULES

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

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

However, in its April notice, the commission expressed a renewed interest in the potential emergence of CATV's in major markets, specifically the impact that this might have on its present rules regarding multiple ownership, duopoly, concentration of control and diversification of mass media. And with an eye toward applying these traditional rules "to ownership and control of CATV by [its] licensees, or [adapting] other more appropriate standards."

What brought on the inquiry was the

commission's growing concern that CATV is "ceasing to be simply a passive-reception device." But rather in commission terms, CATV appeared to be developing "into a significant force in communications on its own merits," showing an "increasing trend toward program origination." Ultimately, the commission said, if early responses to the notice appeared to justify a rule-making, it would institute one to "establish guidelines for the ownership and control of the CATV industry." The commission said it was also interested in the entry by communications common carriers (especially telephone companies) into CATV operations.

**Strong Reaction** ■ The inquiry created a flood of response. More than 50 broadcasters, CATV systems, trade associations and common carriers filed comments on the proposed rulemaking. And suprisingly enough, there was an almost complete unanimity among the petitioners.

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

■ CATV's ultimate role in the total

broadcasting scheme has not yet been determined by either the Congress or the FCC;

■ CATV growth patterns are still, at best, speculative;

■ CATV program origination as an economically viable force that threatens over-the-air service is not supported by present evidence;

■ There is no concrete showing that an actual threat exists in cross ownership.

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

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

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

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

### Charity doesn't begin in community service

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

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

Following its usual practice, IRS did not identify the inquirer but a proposal similar to the IRS inquiry had been suggested last month by Henry Perozzo of the Gospel Radio

Network with headquarters in Puyallup, Wash. Mr. Perozzo had written Georgetown University, producer of the *Georgetown University Forum*, and some radio stations proposing that the fair-market value of time donated to broadcasting non-commercial religious and public affairs programming be deducted on stations' income-tax declarations. Georgetown University relayed the plan to the FCC which cautioned broadcasters that they had better consult their own tax attorneys before instituting the tax-reduction program; the FCC also said it was bringing the Perozzo idea to the attention of IRS (BROADCASTING, June 19).

# We kid you not.

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

**WGN**

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Broadcasting Company  
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\* ARB April/May 1967 Radio Market Reports,  
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in the Total Survey Areas for adults 18+  
for the period Monday-Sunday, 6 a.m. to midnight.

sion of doing in creating the inquiry—speculation, especially in the areas of CATV growth and probable impact of its program origination.

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

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

RKO and others went on to cite CATV growth projections made by James D. O'Connell (BROADCASTING, July 3) that predicted \$200 million in

cable revenues by 1970 with an increase of subscribers from 2 million to 3.3 million. As RKO noted: "A growth of 1.3-million subscribers by 1970 represents approximately 3% of the population in the top-20 television markets, which could not be deemed to be significant penetration even if all the projected growth . . . occurred in these 20 markets."

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

Further roadblocks to successful CATV origination, RKO said, are commission proposed legislation prohibiting such CATV activity and copyright liability now under discussion by Congress. The sum total of these inherent

limitations, the company claimed, "make the future of program origination development by CATV so speculative as to make any current projections, at the very least, an exercise in futility and, at the most, an impediment to the progressive development of communication services."

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

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

## Swan song for clear channels

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

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

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

The case is the first of its kind since the commission in 1961 created the II-A service in an order breaking

down the 13 clear channels. The II-A stations, which are authorized to operate night as well as day on the selected clears, were conceived as a means of providing a first nighttime service to rural areas in the West.

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

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

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

receiving a primary service from KGYN would drop from 37,559 to 24,887.

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

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

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

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



tal for new communications ventures."

In Avco's view, the commission should encourage, not restrain, broadcast interest in CATV. It said: "The experience, technical ability and recognition of public responsibility broadcast licensees can bring to the CATV industry can only serve to stimulate the orderly growth and development of CATV."

CBS Inc. affirmed that a broadcaster's satisfactory record of performance should "portend satisfactory performance as a CATV operator, wherever located." And such cross ownership might in fact be in the public interest, it said. The company cited UHF broadcasters who may be interested in the ownership of CATV operations as a means of becoming "more truly competitive with VHF stations."

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

In sum, the present danger of multiple ownership, in RKO's view, is virtually nonexistent. Of the approximately 1,449 systems known to the

commission, it said these systems are owned by 997 different individuals or corporations. "It is readily apparent," the company said, "that there is no danger of a nationwide concentration of control of CATV operations."

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

ACTS cited the limited broadcast ownership in CATV and said that if commission rules were enacted, they would leave a large portion of the industry unaffected. For the commission to adopt and impose operational requirements on CATV systems without adopting the means to insure compliance, the association said, "would be a regulatory charade . . . the appearance of regulation without the substance." The only way out of this quagmire, it recommended strongly, would be for the commission to institute a rulemaking to license all CATV.

United Artists Television Inc., which won a court battle to impose copyright liability on CATV's (BROADCAST-

ING, May 29), echoed the ACTS position that CATV's should be licensed. But the company went further in calling for limitations on multiple ownership in CATV networking. It also said the commission should prohibit CATV systems from ownership or control of all programming other than local-live originations. In calling for stiff regulation the company emphasized that CATV is in essence pay-TV and that "the price of access to the public, whether it be via monopolized airwave or cable, has no limit short of economic strangulation."

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

The association struck out against applying traditional regulatory concepts to CATV, calling them unnecessary and inappropriate because CATV's are not licensed and systems do not use nor do they interfere with broadcast frequencies. The association also flatly declared that there were no abuses of multiple ownership which presently require action and that, in any event, the commission is not the "best qualified judge of CATV system ownership requirements."

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

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

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

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

BROADCASTING, July 31, 1967

## Merger held in abeyance

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

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

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

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

commission order pending a decision on the appeal.

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

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

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

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

# New York reviews CATV's status

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

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

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

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

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

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

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

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

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

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

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

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

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

## Utica stations flower in newspaper strike

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

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

Newscasts on all radio stations have been extended, in most cases about an hour a day. The lone TV station, WKTV dropped two programs at 9-9:30 a.m. and 4-4:30 p.m. to insert extra news-

casts for the duration of the strike.

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

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

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

## Texas pact ends microwave issue

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

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

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

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



# Awards

|  |               |
|--|---------------|
| <b>ALFRED P. SLOAN FOUNDATION AWARD</b>                                | <b>TO KGO</b> |
| <i>Lee Rashall, Creative Radio Writing</i>                             |               |
| <b>SAN FRANCISCO PRESS CLUB AWARD</b>                                  | <b>TO KGO</b> |
| <i>Best Radio Editorial</i>  |               |
| <b>SAN FRANCISCO PRESS CLUB AWARD</b>                                  | <b>TO KGO</b> |
| <i>Best Reporting Under Deadline Pressure</i>                          |               |
| <b>JANE A. HARRAH PRESS AWARD</b>                                      | <b>TO KGO</b> |
| <i>San Francisco Bar Association Award</i>                             |               |
| <b>SALVATION ARMY AWARD</b>  | <b>TO KGO</b> |
| <i>Award for Meritorious Service</i>                                   |               |
| <b>FREEDOM FOUNDATION OF VALLEY FORGE</b>                              | <b>TO KGO</b> |
| <i>Honor Certificate Award</i>   |               |
| <b>GABRIEL AWARD</b>   | <b>TO KGO</b> |
| <i>Catholic Broadcaster Association for Overall Station Excellence</i> |               |
| <b>McQUADE AWARD</b>   | <b>TO KGO</b> |
| <i>Association of Catholic Newsmen</i>                                 |               |
| <b>ASSOCIATED PRESS AWARD</b>  | <b>TO KGO</b> |
| <i>Certificate of Excellence</i>                                       |               |

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

**KGO RADIO 81**  
AN ABC OWNED RADIO STATION

chooses an arbitrator who in turn choose a third.

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

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

### WKYT-TV to join CBS in '68

CBS-TV last week said it will affiliate with WKYT-TV (ch. 27) Lexington, Ky., on Jan. 1, 1968. WKYT-TV, owned and operated by Kentucky Central Television Inc., operates on 195 kw visual, 38.9 kw aural. ABC-TV,

which currently has affiliation with WKYT-TV, could not be reached for comment. NBC-TV's affiliate in that all-UHF market is WLEX-TV (ch. 18), with which CBS has a secondary affiliation. Application for a new station, WBLG (ch. 62) in Lexington has been filed by Reeves Broadcasting and Roy B. White.

### Television doesn't kill weak newspapers

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

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

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

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

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

### Changing hands . . .

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

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

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

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

■ WLUX Baton Rouge: Sold by Kcil Inc. (Denver T. Brannen, president) to Capital City Communications Inc. for \$225,000. Buyers are John W. Harding, president; Charles K. Winstanley, vice president and others. Mr. Harding is auto dealer. Mr. Winstanley is president of WQXY-FM Baton Rouge. WLUX operates daytime only on 1550 kc with 5 kw.

■ WCWR Tarpon Springs, Fla.: Sold by

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

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

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

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

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

#### Community Television

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

## Nod goes to Eaton for Honolulu sale

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

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

Friendly also proposed that the balance would be English programing.

In April the Broadcast Bureau recommended denial of the proposed assignment (BROADCASTING, April 10). At that time, the bureau alleged that the specialized programing was not

properly related to the supposed needs of the community to be served and that Mr. Eaton's proposed measures for control and supervision of the station were inadequate, especially in view of his past history of violations of commission rules. The Eaton stations in a five-year period had amassed 45 violations, some carrying fines up to \$7,500, and several of the stations had been subject to short-term renewals, the bureau noted.

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

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

And he said Friendly's survey results and proposed programing "correlate nicely."

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# Granik picked over Miller

Review board overrides initial decision granting Washington channel 50

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

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

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

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

The board said that on that criterion,

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

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

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

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

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

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

# House unit to act on CPB

Subsidized-TV bill faces changes in interconnection, funding, political control

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

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

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

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

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

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



Mitchell W. Miller



Theodore Granik

Review board doesn't sing along with Mitch

funding—involving considerably more money—may be provided through annual or semiannual appropriations or, as suggested by the Carnegie Commission on Educational Television, a dedicated fund from proceeds of a TV-set excise tax.)

▪ Clarification of the bill's \$250,000 limit "for any one project or to any one station." Testimony on whether this limit would also apply to interconnection expenses conflicted, says Representative Macdonald.

▪ More exact specifications on the operating structure and authority of the Corp. for Public Broadcasting. Even after two weeks of hearings, Mr. Macdonald said, committee members had no clear answers to the key questions of where operational authority would be lodged under the bill, and what decisions could be made by whom.

## Arson suspected in WRKL fire

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

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

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

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

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

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

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

## AMST clear of ex parte

### FCC rules against CATV interests that claimed violation of rules

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

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

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

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

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

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

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

commission made of each petition.

The petitions were filed by Multivision Northwest Inc., of Dalton, Ga.; Gencoe Inc., of Austin, Tex.; Tele-Vue Systems Inc., of Conroe, Tex.; Back Mountain Telecable Inc., Lancaster-York-Lebanon-Harrisburg, Pa.; and, jointly, by Southwestern Cable Co., Mission Cable TV Inc., Pacific Video Cable Co., and Trans-Video Corp., all in San Diego, Calif.

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

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

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

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

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

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

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

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

Conroe, Tex., and oppositions to its petition have been filed by, among others, KPRC-TV, whose general manager is Mr. Harris, and KHOU-TV Houston, whose president is Mr. Petersmeyer and whose counsel is Mr. Jennes.

**Scrupulous, But** ■ The commission said it recognizes that Messrs. Petersmeyer and Jennes acted in "good faith as representatives of AMST to carry out the wishes of its board of directors" and that they "scrupulously avoided the discussion of particular cases and requested that members of the commission interrupt the discussions if they approached improper areas."

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

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

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

**Quick Action** ■ Back Mountain had noted that the decision denying immediate relief came on May 10, "barely hours" after the visit of the AMST officials, and added that the four commissioners in the majority were those

who had been contacted. However, it did not accuse anyone of wrong doing.

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

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

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

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

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

## 22 affiliates in new Mid South network

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

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

The network will carry nine daily broadcasts emphasizing weather, sports and state and world news. Special programs of statewide interest such as sporting events and official press con-

ferences will be broadcast on a time-to-time basis. Member stations will contribute on-the-spot news reports.

Other Mid South Network affiliates are (all in Arkansas): KTLO Mountain Home; KFAV Fayetteville; KDQN DeQueen; KBHC Nashville; KVRC Arkadelphia; KXAR Hope; KTPA Prescott; KOSY Texarkana; KJWH Camden; KDMS El Dorado; KBJT Fordyce; KRLW Walnut Ridge; KMAG-FM Fort Smith; KNBY Newport; KHBM Monticello; KADL Pine Bluff; KAWW Heber Springs; KXJK Forrest City; KPCA Marked Tree; KAMO Rogers-Bentonville and KBTA Batesville.

## Outlet buys KONO-TV for \$10.5 million

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

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

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

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

Howard Stark was the broker.

## DBA meet to clarify new presunrise rules

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

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

DBA officials, legal counsel and a representative of the FCC will explain the new rules announced June 30 (BROADCASTING, July 3).

### Cox knocks ratings

FCC Commissioner Kenneth A. Cox said last week that television ratings are useful but inadequate. The remark came as part of a panel discussion on broadcasting before the Washington-held national convention of the International Platform Association, a professional speaking organization. Commissioner Cox said the ratings fail to say what people might have watched if offered another programming choice.



# A financial profile of radio-TV

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

The pretax profit margin for the typical TV station was 23.62% in 1966 and for the typical radio station it was 8.71%, according to figures released last week by the National Association of Broadcasters department of broadcast management. The figures are based only on responses from stations that operated the full year.

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

Total revenue for the typical television station was \$1,406,100 and expenses ran \$1,074,000. Total time sales before commissions and network payments were \$1,524,500 of which \$372,000 (24.4%) came from networks; \$647,900 (42.5%) came from national and regional accounts, and \$504,600 (33.1%) came from local advertisers.

The major expense was \$398,500 (37.1%) for programing; general and administrative costs ran \$366,200 (34.1%); technical costs were \$175,000 (16.3%), and sales, including promotion, took \$134,300 (12.5%).

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

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

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

General and administrative costs of \$47,700 (41.1%) were the major expenses; programing cost \$35,000 (30.9%); selling costs were \$20,900 (18%), and technical costs were \$11,600 (10%).

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

and \$6,700 (10.2%) for technical help. Depreciation and amortization totalled \$11,100.

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

## G&W agrees to shed three Desilu lots

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

### Two off the exchange

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

eral district court in Los Angeles.

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

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

Seven Arts

has acquired

Warner Bros. Pictures, Inc.

The undersigned acted in this transaction

ALLEN & COMPANY

July 21, 1967

at about \$88 a share.

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

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

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

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

## Metromedia climbs to new records

Metromedia Inc. reported last week that it achieved records in revenue and net income for both the first half and the second quarter of 1967.

At the same time the board of directors declared the regular quarterly dividend of 20 cents per common share, payable Sept. 15, 1967, to stockholders of record at the close of business on Aug. 25.

For 26 weeks ended July 2:

|                  | 1967       | 1966       |
|------------------|------------|------------|
| Income per share | \$1.26     | \$1.16     |
| Net income       | 2,759,168  | 2,505,809  |
| Gross income     | 75,209,179 | 61,543,156 |

## Allied Radio to join with LTV Ling Altec

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

LTV Ling Altec, which is to be the

surviving corporation, had sales of \$29,-241,749 and net earnings of \$859,058 in 1966. Allied had, as of fiscal year ended July 31, 1966, sales of \$69,936,-553 and net earnings of \$1,708,833.

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

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

## Color-TV tube decline affects National Video

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

For fiscal year ended May 31:

|                     | 1967       | 1966       |
|---------------------|------------|------------|
| Earnings per share  | \$0.81     | \$2.66     |
| Sales               | 80,863,246 | 88,758,203 |
| Income before taxes | 3,041,977  | 11,557,885 |
| Income after taxes  | 2,261,977* | 7,337,885* |
| Shares outstanding  | 2,779,944  | 2,759,996  |

\* Net income for year ended May 31, 1967, is after utilization of investment credit of \$265,000 in computing provision for federal income tax.

† Net income for year ended May 31, 1966, is after utilization of operating loss carry-over from prior years of \$1,125,000 and investment credit of \$690,000 in computing provision for federal income taxes.

## HTV Systems lists stock with SEC

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

Organized on May 15, HTV has 503,200 common shares outstanding and proposes to have 853,200 shares after the offering. Dr. Alwin Hahnel,

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

July 28, 1967

## Visual Electronics Corporation

**\$2,500,000**

**5¼ % Convertible Subordinated Debentures  
Due September 1, 1982**

The Debentures are convertible prior to maturity, unless previously redeemed, into Common Stock at a conversion price of \$27.50 per share, subject to adjustment under certain conditions.

**Price 100%**

Plus accrued interest from July 1, 1967

and

**125,000 Shares of Common Stock**

(\$10 Par Value)

**Price \$25 per Share**

Copies of the Prospectus may be obtained from such of the underwriters as may legally offer these Securities in this State.

|  |  |                               |                                 |
|--|--|-------------------------------|---------------------------------|
| Francis I. duPont, A. C. Allyn, Inc.           | Eastman Dillon, Union Securities & Co. |                               |                                 |
| Goodbody & Co.                                 | Walston & Co., Inc.                    | Bacon, Whipple & Co.          | Ball, Burge & Kraus             |
| Bateman Eichler, Hill Richards<br>Incorporated | Crowell, Weedon & Co.                  | First of Michigan Corporation |                                 |
| Hayden, Miller & Co.                           | Hirsch & Co.<br>Incorporated           | Lester, Ryons & Co.           | McDonnell & Co.<br>Incorporated |
| Mitchum, Jones & Templeton<br>Incorporated     | The Ohio Company                       | Piper, Jaffray & Hopwood      |                                 |

president, now owns 62.88%. The remaining percentage is owned by the founding management.

If all stock is sold, public shareholders will own 41.02% of outstanding stock, while the founders will own 58.98%.

HTV proposes to use the proceeds of the public sale in the design, production and sale of CATV equipment and other specialized electronic equipment and services.

## U.S. gains balance overseas drop at FC&B

Slight gains in gross billing and in income for the first half of 1967 were reported last week by Foote, Cone & Belding, New York. The advertising agency said that "satisfactory" increases in net income within the U. S. were offset by reduced earnings from FC&B's overseas offices. FC&B's operating income is based on \$133.1 million in gross billing for the six months in 1967 compared to \$125.1 million for the same period in 1966.

For six months ended June 30:

|   | 1967       | 1966       |
|---|------------|------------|
| Per-share earnings                      | \$0.64     | \$0.63     |
| Operating income (commissions and fees) | 20,200,000 | 18,700,000 |
| Net income                              | 1,373,000  | 1,371,000  |

## 3M's second quarter sets sales records

Sales for the second quarter exceeded any previous quarter in the history of the 3M Co., St. Paul. Both sales and earnings increased for the first half and the second quarter of 1967.

Bert C. Cross, chairman of the board, reported that additions were completed to production facilities for magnetic-tape products at Gorseinon, Wales, and technical ceramics at Chattanooga and Laurens, S. C., where expansion of a second technical-ceramics plant is now underway.

For six months ended June 30:

|                    | 1967        | 1966        |
|--------------------|-------------|-------------|
| Earnings per share | \$1.25      | \$1.22      |
| Net income         | 86,900,000  | 85,000,000  |
| Sales              | 594,300,000 | 553,500,000 |

## Lagging movie product blamed for Disney slump

The months since the death of its founder and guiding light have not been good ones for Walt Disney Productions, Burbank, Calif. This was reflected with particular impact last week with the announcement that the film production company had suffered an almost 20%

dip in net income for the nine months ended July 1, 1967. Walt Disney died last December.

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

For nine months ended July 1, 1967:

|                    | 1967       | 1966       |
|--------------------|------------|------------|
| Earnings per share | \$3.19     | \$4.19     |
| Gross income       | 71,247,000 | 76,340,000 |
| Net income         | 8,557,000  | 8,168,000  |

\$3.19 and \$6,557,000 both include non-taxable life insurance proceeds of \$900,000, equal to 44 cents per share, non-recurring item.

## Record six months reported by DCA

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

For six months ended June 30:

|                        | 1967       | 1966       |
|------------------------|------------|------------|
| Earnings per share     | \$0.60     | \$0.55     |
| Sales and other income | 49,394,682 | 40,897,436 |
| Net income             | 2,574,579  | 2,371,356  |

## 'Sluggish economy' drops ABC's profits

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

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

For the first six months ended June 30:

|                  | 1967       | 1966       |
|------------------|------------|------------|
| Income per share | \$1.66     | \$1.89     |
| Net earnings     | 7,780,000  | 8,853,000  |
| Gross earnings   | 15,055,000 | 15,911,000 |

For the second quarter ended June 30:

|                    | 1967      | 1966      |
|--------------------|-----------|-----------|
| Earnings per share | \$0.85    | \$0.87    |
| Net earnings       | 3,895,000 | 4,173,000 |
| Gross earnings     | 7,480,000 | 7,811,000 |

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

NEW ISSUE

July 27, 1967

**\$20,000,000**

**COLUMBIA PICTURES CORPORATION**

**4% Convertible Subordinated Debentures,  
due August 1, 1987**

**Price 100% and accrued interest**

*Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters as may legally offer these securities in compliance with the securities laws of such State.*

**HORNBLOWER & WEEKS-HEMPHILL, NOYES**

**STRALEM & COMPANY**  
Incorporated

**BLYTH & CO., INC.**

**EASTMAN DILLON, UNION SECURITIES & CO.**

**GLORE FORGAN, WM. R. STAATS INC.**

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**LOEB, RHOADES & CO.**  
Incorporated

**PAINE, WEBBER, JACKSON & CURTIS**

**SALOMON BROTHERS & HUTZLER**

**STONE & WEBSTER SECURITIES CORPORATION**

# Riots in the cities test radio, TV

Stations regear entire operations to become  
key links in community communications

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

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

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

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

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

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

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

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

the losses from earlier in the week.

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

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

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

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

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

Negro personality Martha Jean on WJLB, for example, took the air Sunday evening in a special three-hour program of spirituals and her own spontaneous outpouring of emotion-packed pleas for peace. She has a blue-collar fan club of 8,000 members.

WCHB promptly cancelled all beer and wine spots as well as a fun contest promotion called "The Soul Rebellion," similar to the Dodge Rebellion format. Even though tongue-in-check, the contest wouldn't contribute to any misunderstandings, WCHB asserted.

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

**Restraint Used** ■ Both WJBK-TV and

## Congressman charges broadcasters aid riots

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

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

Noting that agitators don't have

to be physically present in an area to incite riot, Dr. Hall said that audiences sitting a few feet from their television sets can hear speeches by agitators better than they could "in the back row of an outdoor meeting place."

Urging those who control the "instant" media to exercise responsible restraint in providing exposure to those who would provoke disorder, Mr. Hall said he expected his concern would raise the cry of censorship. But he asked: "Does not every responsible news media in fact exercise censorship every day in determining what not to report and whom not to quote?"

WJBK suppressed the riot news until early Sunday evening in an effort to help keep the disaster from spreading. Thereafter news was aired in the least sensational manner possible for the same purpose.

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

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

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

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

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

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

CKLW-TV Windsor-Detroit fed the Canadian Broadcasting Corp. Both it and sister CKLW aired many news and

service reports all week, but not quite as extensively as the U.S. outlets. CKLW-TV Thursday evening featured a full-hour live program of local leaders exploring the problems of restoration.

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

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

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

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

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

CBS News cameramen were instructed to cap their lenses if rioters seemed to be "performing" for the cameras.

NBC newsmen were sent into riot areas in unmarked cars to avoid notice, and following the standard practices of covering with shoulder-braced cameras and light sound equipment.

## TV series sales . . .

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

*It's a Wonderful World* (Trans-Lux): WSUN-TV St. Petersburg-Tampa, Fla.

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

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

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

# WCBS to switch to more news

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

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

The accent on news will place WCBS more directly in contention with WINS New York, an all-news station for more than two years. But Joseph Dembo, vice president and general manager of the CBS-owned outlet, last week repudiated the designation



Mr. Dembo

of "all-news" for WCBS. He pointed out in an interview that the station is retaining the 50-minute, weekday Arthur Godfrey series and the *Music 'til Dawn* series (Mon.-Fri., 11:30 p.m.-5:30 a.m.), but added that

"more importantly, our basic concept goes well beyond news in the traditional sense, and that's why we prefer news-information."

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

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

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

and the weekend schedule subsequently. Mr. Dembo has a target date of Jan. 1, 1968, for the completion of the three phases.

**Business Prospects** ■ He reported there has been "considerable interest" on the part of both current advertisers and prospective advertisers in the new format. He said no specific policy has been evolved on the placement of commercials. Mr. Dembo declined to give the size of the station's budget or information on the "break-even" point under this new set-up.

"WCBS has had music-and-news format for many years. This has brought it into fierce competition with 40-odd stations in the New York area, many of which have music formats running the gamut from rock 'n' roll to classical music. The thinking of the CBS hierarchy is that WCBS can provide a new kind of service by taking advantage of the world-wide facilities of CBS News and by strengthening the news resources of the station.

"I think there is a vacuum in the news-information area in this community," Mr. Dembo observed. "We have lost a number of newspapers here in recent years and we feel there is no radio station here that will provide the type of service that we are planning."

WINS, which moved into an all-news format in April 1965, went into the black 11 months later, and claimed last week it has made substantial gains in billing and in audience during the intervening period.

Joel Chaseman, vice president-radio, Westinghouse Broadcasting Co., and Charles Payne, general manager of the station, indicated in an interview that WINS is among the top-grossing stations in the market and ranks among the top-four outlets among adult men and women.

**News Handling** ■ With experience, they said, WINS has learned to present the news more effectively and more rapidly; to update it constantly and to build on its original core of coverage to include business and financial news, more in-depth investigative stories, consumer and marketing information and entertainment news.

They pointed to a Pulse AMP study for March-April to document their contention of WINS's adult appeal. It shows that on a weekly basis, almost 1.5-million men listen to WINS, second only to one station. Among adult women, WINS is fourth with 1,503,100 listeners per week.

The executives pointed out that adult men were expected as a logical audience for WINS but said they were surprised at their showing among women. This popularity, they said, accounts for the sizeable number of accounts they have garnered among department stores, specialty shops and various packaged goods.

## Facelifting at KHJ-TV

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

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

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

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

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

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

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

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

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

**News Emphasis First** ■ Reporters in mobile units will be instructed to break into regular programs, via two-way telephone units, whenever a news event

they're covering is of sufficient importance. Plans also are being made to call in local reporters and columnists from print media occasionally so that the station can draw on their expertise.

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

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

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

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

## New syndicator to offer C&W package

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

C&W stars to be used by Source are Kitty Wells, Sonny James, Ferlin Huskey and a new group, The Homesteaders.

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

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

Source Television Productions is at 3701 Kirby Drive, Suite 1096, Houston 77001.

# Color-TV set makers armed for defense

Excessive-radiation issue finds manufacturers ready to take on two House subcommittees

The television-receiver manufacturing industry goes before a congressional committee today (July 31) prepared to repel implications that watching color TV can be dangerous to the viewer because of radiation from the set—but fearful that a Nader-type automobile-safety probe unwittingly may be inaugurated.

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

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

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

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

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

Only two weeks ago, Surgeon General William H. Stewart of the Public Health Service reported that there were still 9,000 of the GE sets—those manufactured between June 1966 and Feb-

ruary 1967 and purchased after September 1966—unaccounted for (BROADCASTING, July 24). He urged those whose sets had not yet been modified to disconnect them and report to the nearest GE dealer or service company.

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

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

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

E. William Henry, former chairman of the FCC, will present a statement in behalf of the Electronic Industries Association. He will be accompanied by Dr. John L. Sheldon, Corning Glass Works; Harris Wood, Philco, and Nathan W. Aram, Zenith.

Other witnesses: Baron Whitaker, Leonard Horne and Edward Davis of Underwriters' Laboratories, New York; Donald Scarff, General Electric, and Cass Borkowski, Oak Ridge (Tenn.) National Laboratory.

The hearing before Representative Moss and his committee is not expected to run for more than one day.

Representative Jarman will be considering the TV-set radiation problem as part of a series of hearings that has been held on a bill to establish a National Commission on Product Safety (H.J. Res. 280). This is a companion bill to S.J. Res. 33, already

passed by the Senate.

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

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

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

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

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

## Radiation sleuths enter the limelight

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

Suddenly last month, the laboratory became awash in color-TV receivers. That was when the GE announcement of possible excessive-radiation leakage from sets was made.

The NCHR staff involved in the TV-set radiation problem is headed by Henry J. L. Rechen, who is chief of the Electronic Products Radiation Laboratory, created July 1. Mr. Rechen has 20 men working on the color-TV project at three different

laboratories in the NCHR complex. They take the suspected sets and through the use of an aluminum geiger counter determine whether there is radiation. In order to get the radiation level, they then place highly sensitive x-ray film underneath and on the sides of the receiver. The film is left for one hour underneath the set (where most of the radiation is directed) and for several hours along the sides (where some reflected radiation occurs).

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

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

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

been found.

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

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

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

tests or specified tubes. Returns from 20 TV-set manufacturers in the U.S., representing over 95% of all TV color sets sold, were compiled and submitted to NCRH on June 28.

In the meantime, Representative Paul G. Rogers (D-Fla.), and Representatives Moss and Jarman issued statements expressing alarm at the potential for harm caused by the escaping radiation. The hearings that have been scheduled are the result of the interest of those congressmen.

## FAA influence feared in antenna-farm rule

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

AMST's vigorously opposed adoption of the rules principally because it felt they would constitute an abdica-

tion of the commission's authority over the location and height of broadcast towers to the FAA. And this concern wasn't eased by the statement, contained in the FCC order adopting the rules, stating that the commission will not institute a rulemaking proceeding if the FAA says the proposed farm would constitute a menace to air navigation.

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

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

## CBS affiliates plead for satellite stations

The CBS Television Network Affiliates Association, a late entry in the FCC proceeding, says that no matter what type of domestic satellite system

is established—and the association takes no position on that—broadcasters should be allowed to own the ground receiving equipment.

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

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

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

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



# Another trade center skirmish

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

Battle positions hardened in the continuing controversy over possible TV interference problems posed in the New York City area by the proposed construction by 1971 of a 110-story World Trade Center as the FCC last week concluded a two-day fact-finding session.

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

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

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

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

At the hearing, Mr. Kear said that if broadcast antennas were moved, "the area of weakened signals will encompass some 10.4 million people." He said 3.5-million people live in the area that would be affected by ghosting

even if the broadcasters were to remain atop the Empire State and the WTC was built to the 110-story height. The solution, he said, would be to limit the WTC's height to 900 feet or less.

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

**Target Date** ■ World Trade Center Director Richard C. Sullivan placed the target date for broadcasts to begin from the WTC building as Nov. 13, 1970 while presenting building schedules for the north tower, which will house station antennas at its top.

He said "no annoying interference" with transmissions from the Empire State could be expected until the north tower was above 950 feet. WNJU-TV Linden-Newark, N. J., a UHF, would first be affected, followed by the V's, WCBS-TV and WOR-TV at 1,130 feet. The other U, WNYC-TV would be affected at 1,160 feet; WABC-TV at 1,150; WNDT-TV at 1,170; and WNBC-TV and WPIX-TV at 1,310. No interference is expected for WNEW-TV, he said.

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

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

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

Mr. Freeman disclosed a report of the George A. Fuller Construction Co. that estimates the building schedule of the WTC will take 13½ months instead of the 10 months estimated by the port authority. He said the broadcasters would file application with the FCC for

approval of their antenna relocation to the trade center "at the appropriate time," but did not give a target date.

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

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

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

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

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

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

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

## Color from monochrome gets mixed reactions

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

television-commercials field.

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

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

The process was invented by James F. Butterfield, so-called television sci-

entist from Sherman Oaks, Calif. He assigned all U. S. and foreign patent rights to the Battelle Development Corp., Columbus, Ohio, which in turn licensed Color-Tel.

## EIA: ban color-tube imports

Electronic Industries Association has asked Congress to impose full import duties on imported color-TV tubes. A

moratorium until 1969 on imported color tubes was granted in 1965 on the assumption that there was a shortage of color-TV manufacturing capacity in the U. S. This situation is now reversed, EIA said; "a serious degree of excess capacity" now exists, causing economic distress to plants and workers.

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

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Bruce Macdonald**, VP of Needham, Harper & Steers, New York, appointed assistant to Paul C. Harper Jr., board chairman and chief executive officer.

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

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

**Raymond T. Gusnard**, secretary-treasurer of Gardner Advertising, New York, elected VP-finance, planning and administration. **Dale A. Knight**, assistant secretary-treasurer, succeeds Mr. Gusnard. **Thomas E. Wehrle**, controller of Gardner, New York, also named assistant secretary-assistant treasurer.

**Miles David**, president of Radio Advertising Bureau, New York; **George Huntington**, executive VP, Television Bureau of Advertising, New York, and **John W. Kluge**, president, Metromedia Inc., New York, named to board of directors of Brand Names Foundation Inc. for 1967-1968.

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

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

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

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

**Thomas J. Ross Jr.**, advertising VP, American Airlines, New York, named

VP in charge of New York region. He succeeds **Cyrus S. Collins**, named VP, public affairs.

**Michael Antebi**, art director at Kane, Light, Gladney Inc., New York, and **Joseph S. Carri**, art director at La-Roche, McCaffrey and McCall, New York, join Doremus & Co. there as art directors.



Mr. Otstot

**Kenneth L. Otstot**, with WKYC-AM-FM Cleveland, appointed sales manager.

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

AM-FM.

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

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

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

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

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

**Moses J. Hazo**, marketing research analyst for Pittsburgh National Bank,

Pittsburgh, appointed to new position of marketing/research director at KDKA-AM-FM that city.

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

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

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

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

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

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

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

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

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

**Richard Grant**, account executive for Carson/Roberts, Los Angeles, named to head new business department for The Goodman Organization, Hollywood.

**Kenneth S. Mugler**, director of public relations for Atlantic City Race Course,

joins Weightman Inc., Philadelphia, as account executive.

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

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

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

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

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

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

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

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

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

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

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

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

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

## MEDIA

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

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

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

**Larry Buskett**, consultant to KCCN

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



Mr. Lewis

**Richard O. Lewis**, president and general manager of KTAR-AM-FM-TV Phoenix, elected board chairman. **Ray C. Smucker**, national sales manager of KTAR-AM-FM-TV, succeeds Mr. Lewis and becomes chief executive officer. **John J. Louis**, board

chairman, becomes chairman of executive committee.



Mr. Bostian

**Robert I. Bostian**, VP-sales of WAKR-AM-FM Akron, Ohio, named VP of KBOX-AM-FM Dallas.

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

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

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tric Broadcasting Co. and General Electric Cablevision Corp., Schenectady, N. Y.

**Herman Aronson**, manager, art and production, CBS design, for CBS Inc., New York, appointed manager of design.

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

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



Mr. Clum

**Shirley Clum** appointed general manager of KPAZ-TV Phoenix.

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

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

for ABC Films Inc.

## PROGRAMING

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

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

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

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

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

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

**George Moynihan**, program manager of Westinghouse Broadcasting Co.'s KPIX(TV) San Francisco, appointed gen-

eral manager of WBC Productions Inc., New York. **Tom Piskura**, news manager for WEWS(TV) Cleveland, succeeds Mr. Moynihan.

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

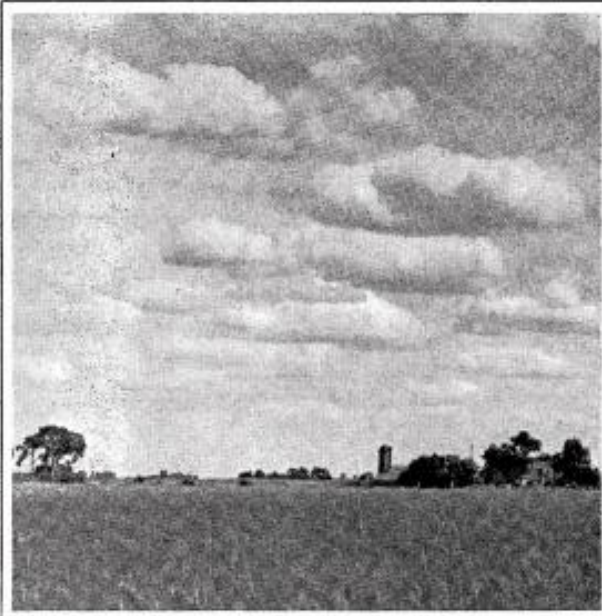
**Terry Williams**, announcer-producer for KSRF(FM) Santa Monica, Calif., named director of operations.

**Laird C. Simons II**, for past five years associated with Washington bureau of CBS News and WTOP-TV Washington, named producer-director at KYW-TV Philadelphia.

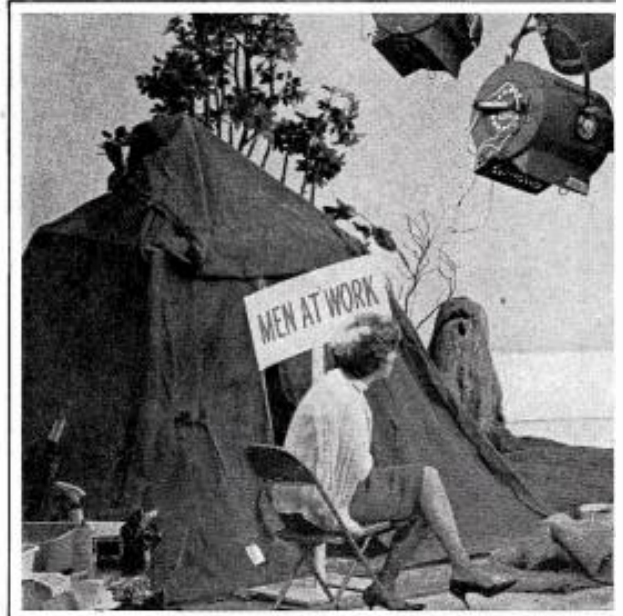
**Duane Franceschi**, program director of noncommercial WFSU-TV Tallahassee, Fla., appointed television producer. **Clayton Roehl**, director of television at Central Michigan University, Mount Pleasant, Mich., replaces Mr. Franceschi.

**Drumond Drury**, from 1958 to 1962 VP in charge of photography for Filmways Inc., New York, joins Filmex Inc., that city, as director/cinematographer.

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



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## NEWS

**Sylvia Westerman**, member of Washington bureau of CBS News, appointed coproducer with Prentiss Childs of *Face the Nation*, succeeding **Ellen Wadley**, now director of public affairs for CBS Radio in Washington.

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

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

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

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

jointly by UPI and British Independent Television News.

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



Mr. Larson

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

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

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

**Brian E. McGunigle** named news director of WPLM-AM-FM Plymouth, Mass., succeeding **Lawrence Sullivan**, who becomes assistant managing editor of *Tucson (Ariz.) Daily Star*.

**E. Morgan Skinner Jr.**, newsman at KSL-AM-FM-TV Salt Lake City, named news and public affairs director of Radio New York Worldwide Inc. (inter-

national station WNYW and WRFM[FM] New York).

**George Thomas**, news director of WTOB Winston-Salem, N. C., named news director of KOY Phoenix.

**Christopher Kelley**, acting news director of WCC Bridgeport, Conn., appointed news director.

**Dave Collin**, with WRIZ Coral Gables, Fla., appointed news director.

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

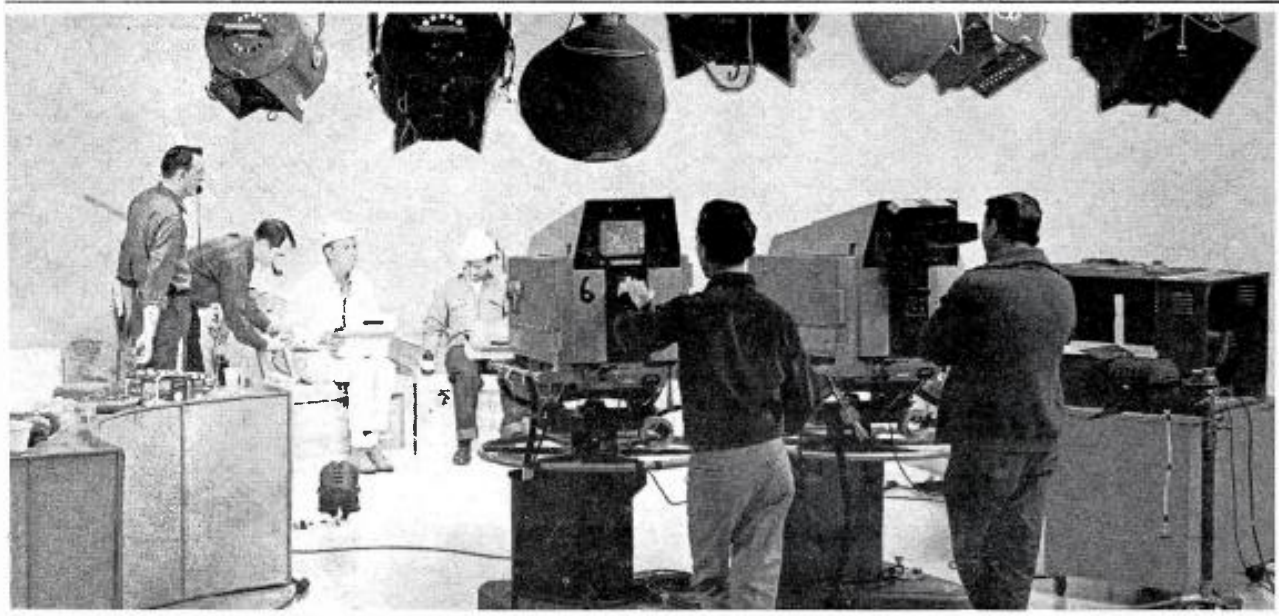
**Joseph Oleksiewicz**, producer with noncommercial WFCR(FM) Amherst, Mass., appointed news director.

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

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

**Robert McFarland**, news supervisor at WKYC-TV Cleveland, joins WRC-TV Washington as news producer. Both are NBC-owned stations.

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



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## FANFARE

**Richard Kellerman**, VP of Irving Gitlin Productions Inc., New York, named director of information services for Public Broadcast Laboratory of National Educational Television, New York, replacing **Ben Kubasik**, who became executive director of National Citizens Committee for Public Television.

**John H. Thomas**, previously with WBNS-TV and noncommercial WOSU-TV, both Columbus, Ohio, appointed on-air promotion director of WLWC(TV), that city.

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

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

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

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

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

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

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

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

## EQUIPMENT & ENGINEERING

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

**James W. Russell**, director of marketing for Craig Panorama Inc., Los

Angeles, resigns. No future plans announced.

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

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

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



Mr. Goodspeed



Mr. Jacobowitz

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

**George R. Freifeld**, eastern regional sales manager for Audio Devices Inc., New York, appointed product manager, computer and instrumentation tapes. **Dominick Saccacio**, with Audio Devices, New York, named product manager, sound products. **Max D. McCollough**, sales representative for Audio Devices, Atlanta, appointed Atlanta district sales manager.

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

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

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

## ALLIED FIELDS

**Robert F. Jones** and **Philip M. Baker**, both in private law practice, form

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

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

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

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

**Fred L. Ryner**, director, marketing research, Vic Maitland and Associates, New York, appointed assistant to president, Home Testing Institute/TVQ Inc., Manhasset, N. Y. **Barry Schreiber**, formerly with Bureau of Advertising of the American Newspaper Publishers Association, New York, and with Ford Motor Co., Dearborn, Mich., joins HTI, Manhasset, as assistant director of research-TVQ.

## DEATHS

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

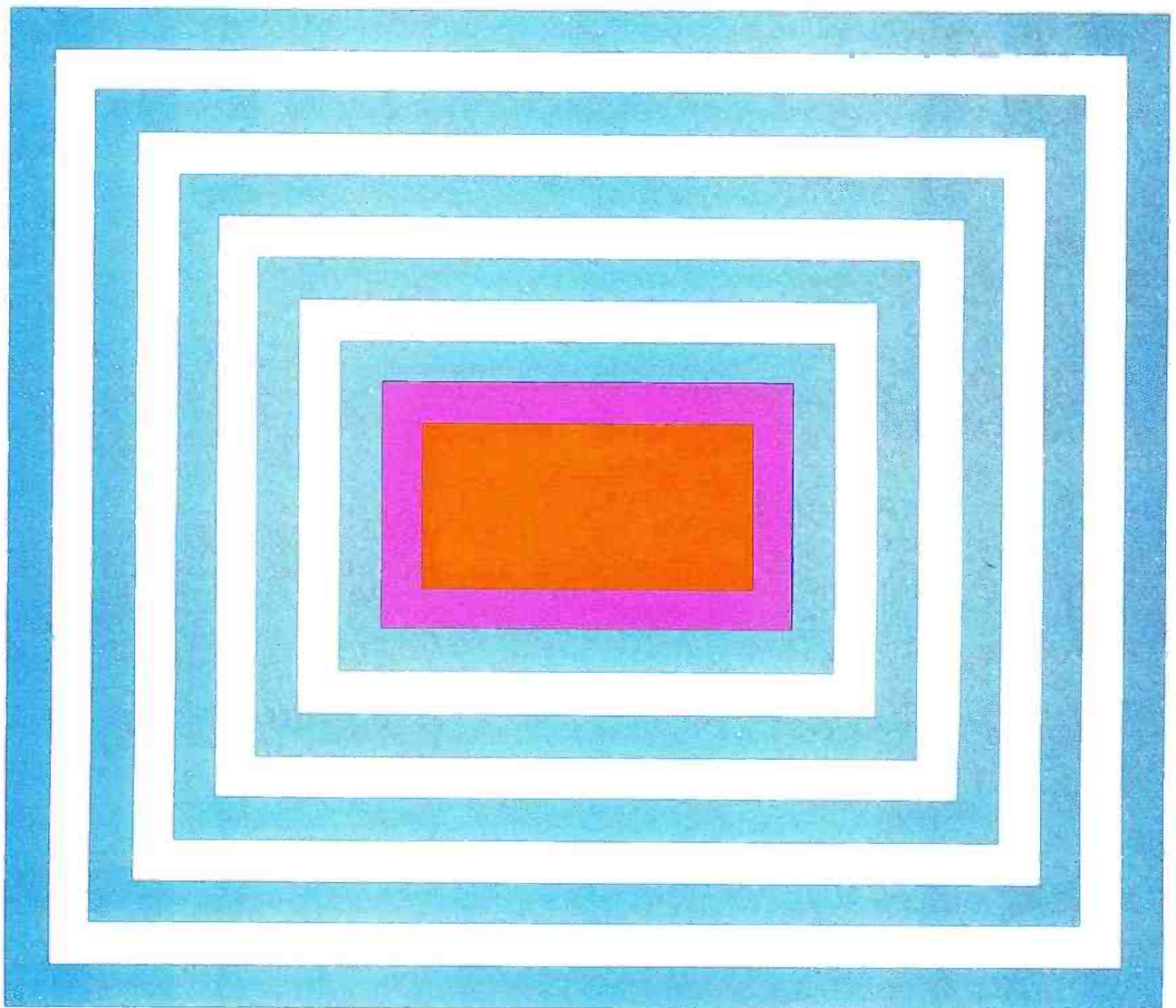
**John L. Russell**, 62, director of photography at Universal City Studios, Universal City, Calif., died July 22 at his home in Los Angeles after brief illness. He had been working on Universal's *Run For Your Life* series at time of death. He is survived by his wife and two sons.

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

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

**Coming  
in September**

**A hot book  
for the  
cool medium**



**McLuhan says  
television is cool.**

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

### **New Size**

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

### **New Look**

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

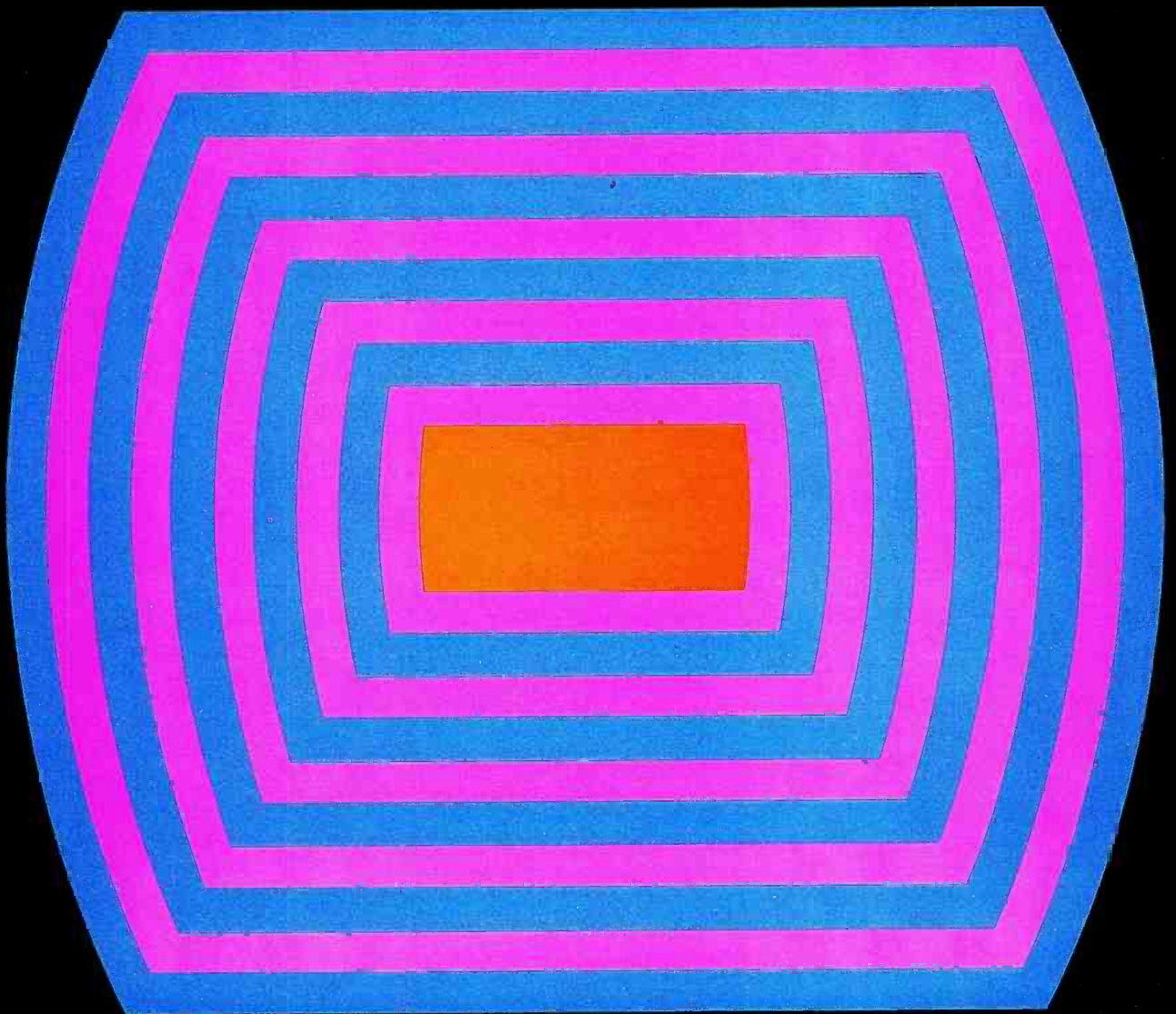
### **New Scope**

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



# TELEVISION

September 1967  
Volume XXIV  
Number 9  
One Dollar



# An advertising hot line for the television business

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

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

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

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

Washington: 1735 DeSales Street, N.W. 20036. (202) 638-1022.  
New York: 444 Madison Avenue 10022. (212) 755-0610.  
Chicago: 360 North Michigan Avenue 60601. (312) 236-4115.  
Hollywood: 1680 North Vine Street 90028. (213) 463-3148.



# FM sniffs sweet smell of success

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

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

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

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

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

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

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

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

Where there were 12 AM's, five separate FM's and six AM-FM combinations producing 23 individual formats in a given market, there are now up to 29 formats. The listener has gained some new signals but not really that

many new formats, for three sweet music stations may program differently but they program the same music.

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

When stereo entered the picture the FM licensees added it so that today, according to BROADCASTING's survey of FM stations, about 62% of all stations program in stereo (see page 70).

In the early 1960's something strange happened to FM: it suddenly decided that it wasn't something to be just tossed around with no feelings. It had

feelings, it had programing, it had technical know how and it could pay off. The trouble was that the loud voices belonged to the few who were making a profit. The majority of stations was still in the red.

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

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

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

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

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

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

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

But even the most diehard FM devotee would have to concede that in

## THE FOCUS ON FM:

### The agency-rep thinking

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### Formats that clicked

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### Profile of 831 outlets

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### The technical impetus

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### What the ratings show

Page 83

### Programs that sell

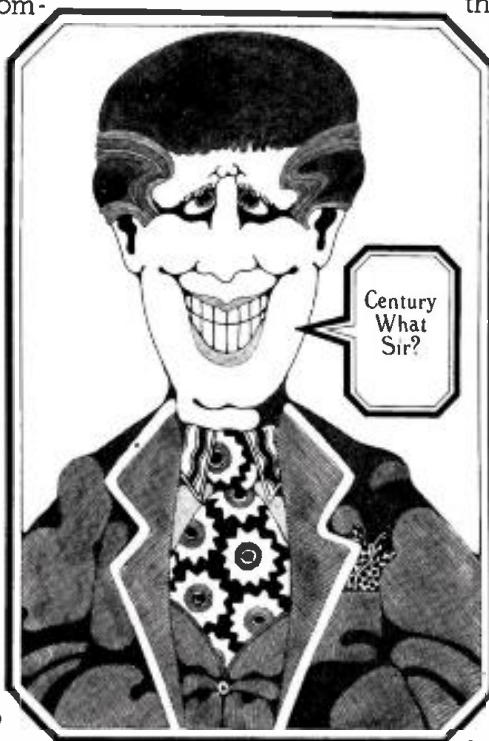
Page 100

**Broadcasting**  
THE AUTHORITY OF TELEVISION AND RADIO  
SPECIAL REPORT

# Do You Make These Common Mistakes In Media?

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

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



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

4. "There's no research on FM—I can't get any facts." Re-read 1, 2 and 3. There's plenty of solid information available...and impressive success stories from stations (and advertisers) all across the country. Today, FM radio is a big business with big audiences, working for big advertisers. It's too big for amateurs. It's for professionals only—professionals like the people who have built the fastest growing FM network in America—the

Century Broadcasting Corporation. Advertisers on Century sell in 4 of the top 12 markets with a buying population of 15 million. They get constant, careful attention. And they deal with professionals only. Call the Century Professional. 111 W. Washington, Chicago (312) 922-1000.

Century Broadcasting Corporation

WFMT Chicago • WABX Detroit • KSHE St. Louis • KMAP Dallas/Ft. Worth

some areas the medium leaves something to be desired.

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

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

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

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

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

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

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

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

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

The outlook is not wholly rosy,

though, he added, with FM still unable to "breach the gap between stations and agencies and advertisers. They've been asking for figures and now that we have them they are still reluctant to buy FM."

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

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



The National Association of FM Broadcasters membership committee held a poolside meeting in Fort Wayne, Ind., earlier this month to plan a membership drive starting in August and to plan additional services for NAFMB members. (L-r): Ted

what's on now. The surveys have been underway since 1960 as a subsidiary activity of Bailey & Mockbee Advertising, Rockville, Md.

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

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

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

Arnold, WHBF-FM Rock Island, Ill.; Abe Voron, WQAL(FM) Philadelphia, NAFMB president; Gunther Meisse, WVNO-FM Mansfield, Ohio; William Shaw, WPTH(FM) Fort Wayne, and Lois Heuer, NAFMB administrative director, New York.

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

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

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

One thing is becoming apparent and it showed up in Washington earlier this month for the first time. Auto Audits reports on in-car listening, not by recall or diary but by interviewers poking their heads in car windows and asking

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

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

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

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

# FM's need to explode some myths

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

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

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

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

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

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

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

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

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

With few exceptions, Mr. Groskin's stations program classical or semi-classical music, now widely regarded as the toughest programing to sell in the

toughest aspect of the broadcast rep business.

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

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

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



MGM Records has become an FM sponsor by taking the 6-7 p.m. Saturday night slot on WABC-FM New York for a new pop/rock record show 'The Music Factory'. Tom Wilson (r), MGM artists and repertoire executive, acts as host disk jockey on the series, which began June 24. He is shown interviewing singer Johnny Tillotson. If the show catches on, MGM Records is considering putting it in syndication.

the most profitable in terms of time sales.

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

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

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

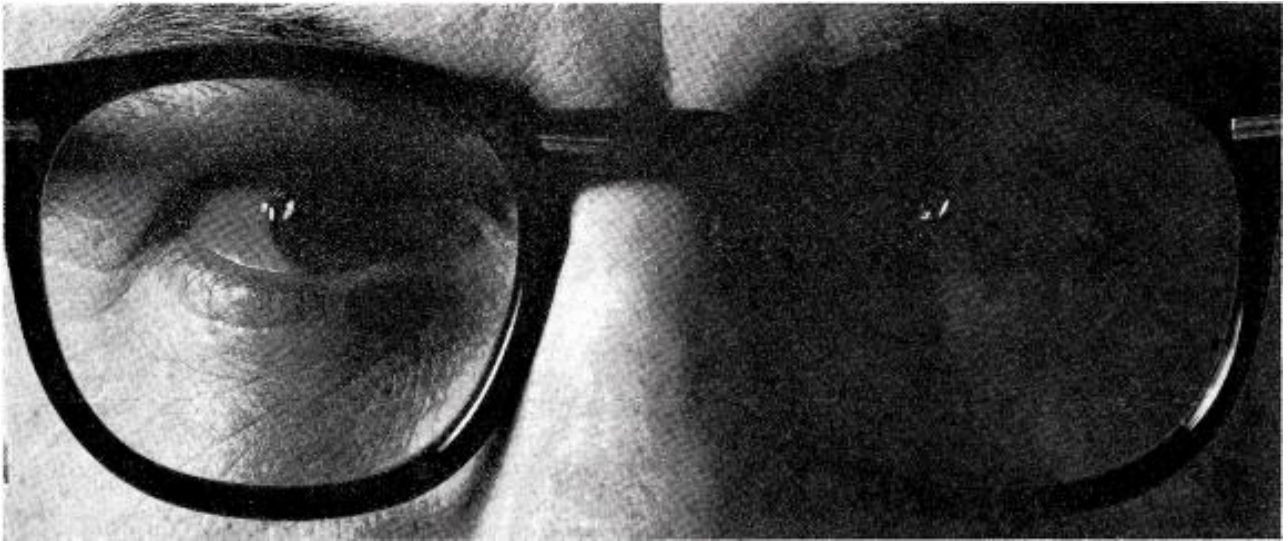
James Schulke, president of Quality Media Inc., another FM specialist with a strong list of stations, says that prejudice against the medium among agencies "must be removed buyer by buyer." Most of QMI's 39 stations, like Mr. Coleman's, are programing the "adult" sound.

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

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

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

According to Mr. Klamer, Masla salesmen sell their FM stations in the



## Even Big Brother is watching us!

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

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

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

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

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

# WBT-FM 107.9

Charlotte's BRIGHT Sound of Stereo

REPRESENTED NATIONALLY BY **QMI**

JEFFERSON STANDARD BROADCASTING COMPANY WBT-FM WBT WBTW WBTW JEFFERSON PRODUCTIONS

\*Total Survey Area Charlotte Mediasat February, 1967. The figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications noted or described in their report.

same manner as AM's, only with a little more emphasis on low cost-per-thousand, attractive adult programming, and absence of commercial clutter—three trump cards played by all FM reps.

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

**Range of Commissions** ■ Because the medium is a tough sell and because there is, relatively speaking, relatively

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

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

established AM outlets.

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

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

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

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

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

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

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

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

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

He indicated that Petry always had tried to sell FM but that it was a difficult undertaking since the financial returns were so meager. But with grow-

## Are the girls talking about you?

Every day more and more sponsors are discovering KMET-FM... the only distaff staffed station in Los Angeles. Twenty-four hours a day, the KMET FeMs guide a constantly growing audience through the best in bright, adult music via the finest stereo signal in Southern California. And they'd just love to talk about you.



The New Look in Radio







# WPIX-FM in New York is a Solid Success!

## 5 Reasons Why:

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

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

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

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

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

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## People in Penthouses are more Successful!

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# The world's most powerful FM stations use JAMPRO antennas

## CKVL-FM MONTREAL

604 Kilowatts of ERP is radiated through this Jampro 16 Bay dual polarized FM antenna. The CKVL-FM pole, located high above the Bank of Commerce building, enjoys a dominant place in the Montreal skyline. CKVL-FM also enjoys a commanding position on the FM dial throughout much of Quebec province.

## KQUE-FM HOUSTON

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

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more  
power  
per dollar!**

# JAMPRO

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

**ANTENNA COMPANY**  
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## The John Doremus Show

A unique 55 minute Music-Talk program  
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Available for AM-FM-STEREO up to 25 hours a week.

- ▶ Now an in-flight entertainment feature on all United Air Lines Transcontinental and Hawaiian Flights.
- ▶ Now broadcast on AM and FM stations from Coast to Coast.
- ▶ Now heard daily by 200 million people in the Free World via Armed Forces Radio.

### FUNCTIONAL MEDIA, INC.

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Chicago, Ill. 60611

312-664-8944

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

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

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

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

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

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

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

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

The agency official cited FM's better programming, its audience sophistication and its freedom from commercial clutter as advantages to advertisers. "The future for FM is excellent," he

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Sometimes we'll remember you twice a day.  
Last year we gave our members over 520  
different pieces of information they needed.  
Call Lois Heuer at (212) LT 1-2980.  
National Association of FM Broadcasters.  
You'll only have to say your name once.  
We'll remember you ... Remember us!**



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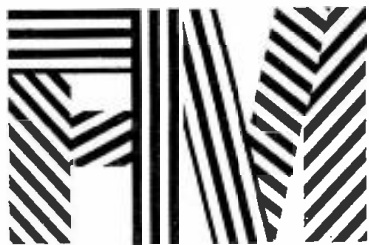
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We approach National Representation with a great deal of pride in our reputation, which serves to aid us in obtaining the maximum sales results for our stations. Our Staff are experts in FM, and skillfully use the latest research in preparing station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

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

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said. "Provided, of course that FM educates the public with what the medium is, and that means they have to get away from the 'classical' image. The audience will stay away as long as it believes FM is long-hair."

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

Mr. Berla also indicated the scarcity of good FM research data was a hindrance. "Depending on the way you look at it, data on FM is as adequate or inadequate as it is for AM," he said.

**WRG's Experience** ■ Wells, Rich, Greene for its Braniff International account used major market FM stations in a mix with print and network television to reinforce the regional pattern of Braniff advertising (mainly in the Southwest and New York).

Jim LaMarca, WRG media supervisor, believes FM made "a substantial contribution to the overall success of the campaign by delivering the right upper-income demographics, and, especially in evening hours, supplementing the television advertising."

"FM radio wears two faces today," Mr. LaMarca says. "It has some of the quality of the classical-music image of the old days, but with the proliferation of stations and formats, it has a diversity that has something to offer the generalist."

"I don't know why there's still so much resistance to FM; anybody taking a creative approach to radio could not afford to ignore it."

Doyle Dane Bernbach uses FM regularly and is high on the medium, but has enough reservations to mar the picture of unbridled enthusiasm.

"We buy FM for several clients for the so-called 'qualitative' or selective audiences obtained through high-level programs," said Albert Petcavage, vice president in charge of media at DDB.

**Quality Means High Income?** ■ But the agency, he acknowledged, has a problem that vexes most timebuying entities in the field. The quality audience is there by virtue of reasoning and judgment, though the figures aren't always—and often are never—available. The FM judgment is more by "feel" than by the numbers: research and information of FM program and station audiences, Mr. Petcavage observed, "are inadequate in size and character." For example, he said, "we may know or presume that the 'quality audience' of a given program or station is one of a high educational level, but who is to say what part of it is high income or low income?"

Though DDB may be considered one



## You're looking at one of wbal-fm's program directors.

There are thousands more. Some young, some old ... and all part of the Baltimore-Washington community. In fact, our programming department *is* the Baltimore-Washington community. Interested listeners voice their programming wishes through our Community Advisory Committee\*, composed of the area's cultural leaders.

This unique approach to classical music won the support of some of our most civic-minded businesses. They recognized a cultural void and helped WBAL-FM fill it. These sponsors found their experience not only gratifying but profitable as well. You can, too. We can now accommodate just 3 more sponsors at \$15,000 each annually (minimum cost). Call 301-467-3000 thirty days in advance of air date to insure clearance.

### **WBAL-FM, BALTIMORE, 97.9 MC.**

\*Mrs. B. Everett Beavin, President, The Baltimore Music Club • William Boucher, Jr., The Greater Baltimore Committee • Arthur Cunliffe, HI Fidelity House • Dr. Elliott Galkin, Professor of Music, Goucher College • Dr. Kent Greenfield, Director of Education, Baltimore Civic Opera • Dr. Earle Hawkins, President, Towson State College • Brother Anthony J. Ipsaro, S.M., Superintendent of Catholic Schools • Dr. Charles Kent, Director, Peabody Institute • Thomas R. Lawrence, Music Coordinator, Baltimore County Public Schools • Oleg Lobanov, Manager, Baltimore Symphony Orchestra • Dr. Marion Maglii, Director of Music Education, Baltimore City Schools • Fr. Casimir Pugevicius, Baltimore Catholic Diocese • Randolph Rothschild, President, Baltimore Chamber Music Society • Walter Sondheim, Hochschild, Kohn & Co. • Donald Spatz, WBAL-Radio • Dr. R. Hayes Strider, Professor of Music, Morgan State College • Sister Mary Theresine, Head of Music Dept., College of Notre Dame of Maryland • Mrs. Alfred C. Ver Valen, Past Pres., the Baltimore Music Club • Dr. & Mrs. Geoffrey S. Watson, The Johns Hopkins University • Russell Wonderlic, Executive Producer, The Baltimore Civic Opera

of the key-buying agencies, there are qualifiers. FM buying at the agency is confined exclusively to the large metropolitan areas; though on the increase, FM volume from an overall view is "limited," particularly in comparison to client activity in other media.

But FM's potential draws instant recognition from the agency. According to Mr. Petcavage, FM's biggest advantage already is in its program diversification, coupled with its role as a supplement to AM.

**DDB's FM Clients** ■ The agency's major FM client is General Telephone & Electronics Corp., which is responsible for continuing and "massive" buys. Other DDB accounts known to have used FM extensively include Volkswagen distributors, Avis Rent a Car, Sony Corp. of America and American Airlines.

Edward Papazian, vice president in charge of media planning and services for BBDO, envisions a "brightening future" for FM that can be accelerated by satisfactory research, both quantitative and qualitative, done on a national basis.

**Need for Dimensions** ■ BBDO treats FM as part of radio as a whole, according to Mr. Papazian, and consequently its growth will be spurred if research for radio generally can measure the various dimensions of the medium. It follows, he said, that FM will get its share of advertising billing once research can indicate such factors as size of audience, demographic and marketing data and when and where listeners listen.

He said BBDO has bought FM for some of its clients as part of buying

radio generally in situations in which FM was a favorable purchase. These buys have been made in large markets with diverse types of programming. He voiced the view that FM buying by BBDO is growing slowly and surely.

Mr. Papazian felt that FM promotion could be improved by stressing more forcefully such attributes as "restful atmosphere" and lack of commercial clutter.

A top media official at Young & Rubicam said there was "considerable interest" in FM by the agency and its clients and they are undertaking some research into the medium.

He stressed that the old concept of FM as virtually a duplication of AM must be discarded because the separation rule is leading to programming that is different from AM.

He believes FM has a "promising future" as set circulation continues to grow and outlets refine their programming structure to the point where buyers can gauge their major appeals. He feels this evolution will be gradual.

Y & R, he continued, now buys FM as part of an overall media package that may include AM, TV and magazines in order to attain a specific advertiser's marketing objectives. The size of the markets selected depends on the requirements of the client, he stated. Clients that have used FM during the past year are Chrysler-Plymouth, Eastern Air Lines and Bristol-Myers.

**Supporting Role** ■ Mort Keshin, senior vice president and media director of Lennen & Newell, voiced the view that FM advertising would continue to grow, primarily as a complementary medium. He reported that

L & N to date has had limited investments in FM, consisting of purchases for the New York Savings Bank and P. Lorillard (until the agency lost that account) and a few others on a scattered basis.

Mr. Keshin said L & N had used and probably will continue to use FM on an expanding scale to reach better-educated, higher-income persons at particular times of the day.

In the past, L & N has considered FM as part of its radio buys but Mr. Keshin believes the time is approaching when an agency must regard FM as a separate medium.

**Good for Cadillac** ■ MacManus, John & Adams Inc. uses top-25-market FM for its Cadillac account, and considers it a good investment. According to Dick Shepherd, MJ&A media supervisor, "the price of FM hasn't caught up with its efficiency. FM has a better commercial atmosphere and attractive demographics."

Mr. Shepherd thinks, however, the FCC ruling on AM-FM differentiation "hurt" the medium. "There are just more stations to consider, and there's just so much pie. More stations, smaller wedges. But we now consider FM by the same criteria as AM," he says.

Joseph Burbeck, head timebuyer at Compton Advertising, reported that his agency at this time is not buying radio at all, but added that several months ago it made an examination of FM. He said the agency concluded that FM is "indeed a growing factor in metropolitan markets," and if radio is considered in future campaigns, availabilities will be requested from both AM and FM outlets.

# FM formats: the quest for success

## A VIEW OF WINNING PROGRAMING IN THE LARGER MARKETS

Station A plays lush instrumental music, has three commercials an hour, runs headlines twice a day, claims thousands of listeners, chalks up big numbers in the ratings book and has a blissfully contented sales manager who only takes calls for renewals.

Station B, in another market, looks at A's format, sees that it is successful and tries it. Station B bombs with it.

No one seems to really know why a format works in one place and not another, given markets of similar size and makeup. But the fact is formats are like women—you can't live with them and you can't live without them.

The stations in the larger markets that produce the "numbers" that reps like to parade and that sponsors feel they need are the stations that operators in other markets look to for ideas.

BROADCASTING has taken a look at these formats too. The formats that follow are taken only from those stations that are represented in the ratings on page 82. The only formats missing are those from rated stations that did not answer the BROADCASTING questionnaire.

WSB-FM Atlanta aims for a mass audience, "age 18 and above, that does not listen to our AM service," reports Elmo Ellis, general manager. The station is heavy on adult popular music plus news, sports and features and duplicates WSB for some newscasts. Only eight minutes of commercials are carried each hour and the station has raised rates rather than increase the number of commercials. WSB-FM has a partial separate staff: announcers, two; salesmen, one; technicians, two; office

personnel, five.

WFMM(FM) Baltimore mixes music with news, sports and weather and eight commercials per hour, reports Fred Himes, vice president and general manager. The station's promotional theme is "stereo-popular music."

WRKO-FM Boston with an automated top-40 operation goes after the same audience as its sister AM station, WRKO. The stations duplicate 7 a.m.-6 p.m. Then WRKO-FM goes the rest of the day with a tightly formatted pop sound with no news, no talk and only eight interruptions per hour, according to Perry Ury, vice president and general manager. WRKO-FM has a partial separate staff: announcers, one; technical, one; office, one.

WEEL-FM Boston duplicates WEEL 6 a.m.-6 p.m., then programs the Young



Be honest now. How long has it been since you made a really original media recommendation? And, when did you last have a day of real fun in your job?

If it's been a while, take heart, friend, for we're here to give you the word.

Put your allocated bundle for Western Michigan on WOOD-FM, Grand Rapids. No, we are not out of our skulls and WOOD-FM will make sense even to those smart aleck computers in your shop: out of the 19 radio stations in the metro market, WOOD-FM ranks like this:

|                                       |               |
|---------------------------------------|---------------|
| Monday-Friday 6:00 a.m. - 12 noon     | Ties for 4th  |
| Monday-Friday 12 noon - 6:00 p.m.     | Ranks 3rd     |
| Monday-Friday 6:00 p.m. - 12 midnight | Ties for 3rd* |

And, there's more. At prevailing rates, WOOD-FM has the lowest CPM of any AM-FM or TV station in the market, including our own WOOD Radio and WOOD-TV. Availabilities, coverage, audience composition — all make the story even better.

But, we have practically no national business. Which FM station does? And that leads directly to one of the most sporting offers you will ever receive from any broadcasting facility.

If you will put the kind of budget on WOOD-FM that you usually invest in AM radio or TV, we'll make up to 100% of it available to you for research to prove

how smart you were. Give us a schedule with \$5,000, for instance, and we'll come up with \$5,000 for research, less the usual agency and rep commissions, of course. You can use any of the normal yardsticks — audience research, product awareness, shelf movement or what have you. We have a genuinely good buy for you — and we'd like you to consider it on its merits, not on trade practices and prejudices you had little part in establishing.

So, be an original thinker and doer. Drop the organization man pose and innovate. It'll be fun. Your wife and clients will find you more interesting. It'll be profitable — and they damn well might make you president. Call Mike Lareau, Manager, WOOD-FM — 616 459-4125. That's all it takes.

\*Pulse 6-county survey area, Jan.-Feb., 1967



**WOOD** **AM**  
**FM**  
**TV**

Grand Rapids, Michigan  
*The Showcase Stations of Western Michigan*

National Sales Representatives:  
The Katz Agency, Inc.

Never heard of **wsdm** chicago?



How about...  
"The station with the GIRLS and all that JAZZ?"  
That's better.

**wsdm** 97.9 fm  
smack dab in the middle of your fm dial

Sound of the CBS/FM service. Aiming for adults from 20-35, the station has a maximum of four commercial breaks per hour. WEEI-FM's promotion is aimed at the "moderns" and stresses quality of programming and sound. It previously duplicated the AM 100%.

WADV(FM) Buffalo, stressing "quality, music, signal and stereo," offers a music and news format with three commercials per half hour. Daniel J. Lesniak, president, points out the station has faced many skeptics who "were bent on testing the station by having mail pulls," and every test exceeded the expectations. He cites one case in which a sponsor had pulled 500 pieces over four weeks on an AM station and expected about 200 pulls from WADV. "He was pleasantly surprised," Mr. Lesniak recalls, "when we received 5,600 pieces of mail."

WBEN-FM Buffalo changed its format to quality programming when a new program director walked in the door. With its "music" format, it duplicates WBEN only occasionally.

WBUF(FM) Buffalo calls its "quality programming, the only programming of its type in the market." Carl J. Spavento, general manager, says the station runs only six spots an hour, and jingles "in good taste" are accepted.

WGR-FM Buffalo duplicates WGR 9 p.m.-6 a.m. Monday-Friday plus hourly newscasts, a departure from last fall when it duplicated the AM 100%. Paul Murphy, program director, describes the current format as "mostly music with five minutes of news on the hour and talk from 9 p.m.-midnight." The station is programmed for the "person who prefers softer music, less talk and no contests."

WDHF(FM) Chicago went to a "familiar music" format to maintain program continuity and steady listenership. The music is basically slow-medium tempo instrumentals.

WFMF(FM) Chicago offers "comfortable music" 24 hours a day ranging from Herb Alpert to Andre Kostelanetz. One long-term sponsor, the LaSalle National Bank, has been on WFMF almost 10 years as the sponsor of a one-hour program of showtunes and standards seven nights a week.

WFMT(FM) Chicago is known as "Chicago's Fine Arts Station" and has a broad-based program format with emphasis on classical music. The other components of the programming include drama, literature, folk music, musical comedy, humor, interviews and discussions. A maximum of four minutes of commercials are allowed per hour with one hour separation between competitive accounts. No double spotting is allowed.

WEFM(FM) Chicago, says Jules Herbuveaux, general manager, programs, "fine music" and stresses "qual-



## untapped source of new business for fm broadcasters

Cumulative revenues and handsome profits are available to SCA Licensees with a Magne-Tronics Motivational (Background) Music Franchise.

This service, established in 1954, is continuously proving its value to FM stations from coast to coast.

Write or call (collect) for free prospectus.



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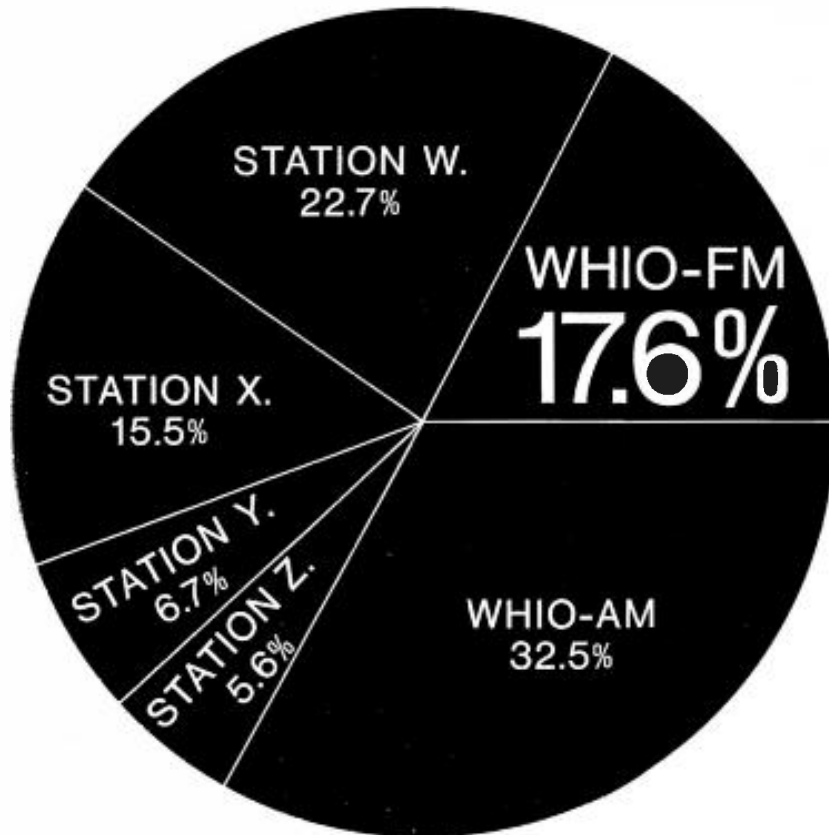
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# LOOK AT WHAT'S HAPPENING TO WHIO-FM IN THE DAYTON MARKET

Sunday through Saturday—6 A.M. to Midnight



of total audience  
listens to  
**WHIO-FM**

That's more than 3 other AM stations. (The biggest slice of all still goes to its brother-affiliate WHIO-AM.) But consider the quality and cost-per-thousand of this big 17.6% and you can forget availability headaches in the Dayton market. For absolutely choice buys and knock-out cost figures see your Petry man.

Source: The Mediastat Dayton Radio Report, October, November, 1966 Overall Cumulative Audience Estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



REPRESENTED BY PETRY



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; WIIIC TV, Pittsburgh

## What the FM's are doing

To find out what's happening in FM BROADCASTING polled more than 1,500 FM licensees. Useable responses were received from 831 stations; 226 (28%) from FM-only stations and 605 (72%) from FM's affiliated with AM's. (FCC files show 24.9% of commercial FM's are FM only and 75.1% have AM affiliates.

BROADCASTING received 316 (38%) of its replies from stations in the top 50 markets and 515 (62%) from smaller markets. A further break down shows 114 replies (50.4%) of the FM-only replies came from the top 50 markets and 112 (49.6%) were from smaller markets.

Of the 605 replies from FM's with AM affiliates, 202 (33%) were in the top 50 markets and 403 (66%) were in smaller markets.

Charts at right tell some of the story of what BROADCASTING learned from its survey.

Have you (or would you) raise rates rather than increase the number of commercials on the station?

|         | Top 50 markets |     |    | Other markets |     |    |
|---------|----------------|-----|----|---------------|-----|----|
|         | Yes            | No  | NA | Yes           | No  | NA |
| FM only | 86             | 21  | 7  | 38            | 64  | 10 |
| FM/AM   | 112            | 79  | 11 | 156           | 218 | 29 |
| Totals  | 198            | 100 | 18 | 194           | 282 | 39 |

Do you have a restrictive commercial policy (such as: no jingles, 2 spots per half-hour, etc)?

|         | Top 50 markets |    |    | Other markets |     |    |
|---------|----------------|----|----|---------------|-----|----|
|         | Yes            | No | NA | Yes           | No  | NA |
| FM only | 85             | 27 | 2  | 66            | 39  | 7  |
| FM/AM   | 151            | 43 | 8  | 230           | 153 | 20 |
| Totals  | 236            | 70 | 10 | 296           | 192 | 27 |

Do you subscribe to any syndicated program services?

|         | Top 50 markets |     |    | Other markets |     |    |
|---------|----------------|-----|----|---------------|-----|----|
|         | Yes            | No  | NA | Yes           | No  | NA |
| FM only | 18             | 78  | 18 | 24            | 72  | 16 |
| FM/AM   | 60             | 129 | 13 | 139           | 245 | 19 |
| Totals  | 78             | 207 | 31 | 163           | 317 | 35 |

ity." The station allows a maximum of five commercial minutes per hour or four one-minute spots. No jingles are carried.

WSDM(FM) Chicago, "the station with the girls and all that jazz," programs "pop-oriented jazz and jazz oriented-pop," according to Burt Burdeen, program director. Affiliated with WYON Cicero, Ill., which has a rhythm & blues format, Mr. Burdeen says WSDM seeks the general-listening audience from 18 to 45.

WCXL-FM Cincinnati does not duplicate its rock 'n' roll AM affiliate WUBE. The WCXL-FM format is good music with commercial breaks every 15 minutes and is aimed at the high-income adult. It has a partial separate staff: announcers, one; salesmen, two.

WJBI(FM) with a "quality" approach to its music programming does not duplicate the top-40 format of WSAI. Aimed at the 18-50 age group, WJBI carries eight spots an hour. It has a partial separate staff: announcers, three; salesmen, one.

WKRC-FM Cincinnati duplicates WKRC midnight-6 a.m. It changed from a background music format to "keep up with the trend toward brighter, popular music," reports John Lawrence Jr., general manager. Aimed at adults with middle and upper income, WKRC-FM promotes itself as "quality stereo programming" and has three to four commercial breaks an hour. It has a

partial separate staff: announcers, one; sales, one; technical, one; office personnel, one.

WNOB(FM) Cleveland has stayed with the same format of "adult pop album music with a vocal after two instrumentals, and news briefs" for eight years because it has been successful, reports Philip M. Kerwin, president. Spots are limited to eight minutes an hour and jingles are accepted.

WCUY(FM) Cleveland Heights goes after a "mass adult" audience with its format of jazz and news. It does not duplicate its AM affiliate WJMO. Don Bruck, general manager, says a maximum of 12 spots per hour is allowed. WCUY has a partial separate staff: announcers, four; salesmen, one.

WBOK(FM) Cleveland with its "pleasant, middle-of-the-road pop music" programs separately from WIXY, which has a contemporary format. Quality programming in stereo is the theme of the station, which carries no jingles and allows eight commercials per hour. It has a partial separate staff: announcers, one; salesmen, two.

WERE-FM Cleveland goes 9 a.m.-midnight on its own Young Sound programming and duplicates WERE during the night. The format was changed to its current operation following the FCC's nonduplication ruling, says Harry Dennis, vice president and general manager.

WJW-FM partially separated in 1966

and now duplicates WJW from midnight to noon. During nonduplication hours, WJW-FM programs classics and limits commercials to five minutes per hour. Aiming for the "affluent adult," the station promotes itself as the "classical sound of Cleveland—stereo." It has a partial separate staff: salesmen, one; office personnel, one.

WHK-FM Cleveland duplicates the top-40 format of WHK midnight-6 a.m., a decrease from the 7 p.m.-6 a.m. duplication that it ran prior to March 1966. WHK-FM's format is programmed from the top-100 albums, with five five-minute newscasts and a maximum of eight 60-second spots per hour. The target audience is the 18-45 age group. WHK-FM has a partial separate staff: announcers, two; salesmen, one; technical, two; office personnel, one.

KIXL-FM Dallas programs the same type music as KIXL but has done it differently for seven years. The music is described by Dan Hayslett, executive vice president, as "better music with no rock 'n' roll, race, religious, western, classical or semiclassical." Programming "quality, stereo adult music," KIXL-FM goes after the same audience its AM sister does. The FM commercial policy calls for two spots, each quarter hour, but no double spotting. Rather than change this policy, KIXL-FM has raised its rates.

WFAA-FM Dallas programs "good middle-of-the-road music with news

If affiliated with AM, do you simulcast more, less or the same as 1966?

|                 | Top 50 markets | Other markets |
|-----------------|----------------|---------------|
| More            | 16             | 84            |
| Less            | 73             | 101           |
| Same            | 92             | 203           |
| Never simulcast | 15             | 12            |
| No answer       | 6              | 3             |
| Totals          | 202            | 403           |

If affiliated with an AM, how much do you simulcast daily?

|                  | Top 50 markets | Other markets |
|------------------|----------------|---------------|
| None             | 68             | 81            |
| Up to 2 hours    | 16             | 32            |
| 2 to 5 hours     | 12             | 45            |
| 5 to 10 hours    | 47             | 48            |
| Over 10 hours    | 50             | 145           |
| 100% duplication | 5              | 44            |
| No answer        | 4              | 8             |
| Totals           | 202            | 403           |

Are you automated?

|         | Top 50 markets |         |      |    | Other markets |         |      |    |
|---------|----------------|---------|------|----|---------------|---------|------|----|
|         | Full           | Partial | None | NA | Full          | Partial | None | NA |
| FM only | 17             | 8       | 82   | 7  | 9             | 12      | 80   | 6  |
| FM/AM   | 75             | 7       | 104  | 16 | 115           | 58      | 217  | 13 |
| Totals  | 92             | 15      | 186  | 23 | 124           | 70      | 297  | 19 |

Are you in stereo?

|         | Top 50 markets |    |    | Other markets |     |    |
|---------|----------------|----|----|---------------|-----|----|
|         | Yes            | No | NA | Yes           | No  | NA |
| FM only | 96             | 16 | 2  | 68            | 38  | 6  |
| FM/AM   | 112            | 80 | 10 | 239           | 152 | 12 |
| Totals  | 208            | 96 | 12 | 307           | 190 | 19 |

Do you have vertical polarization?

|         | Top 50 markets |     |    | Other markets |     |    |
|---------|----------------|-----|----|---------------|-----|----|
|         | Yes            | No  | NA | Yes           | No  | NA |
| FM only | 53             | 50  | 11 | 16            | 80  | 7  |
| FM/AM   | 26             | 142 | 34 | 139           | 250 | 14 |
| Totals  | 79             | 192 | 45 | 155           | 330 | 21 |

briefs at 15 minutes after the hour," and does not duplicate WFAA, reports Terrence S. Ford, station manager. The WFAA format is pop music, heavy on news and network pickup. WFAA-FM aims for upper-class adults and allows six minutes of commercials per hour. It has a partial separate staff: announcers, three; salesmen, three; technical, one; office personnel, one.

WDAO(FM) Dayton, Ohio, is Negro-oriented with a "soul-music" format and does not duplicate WAVL. Joseph B. Whalen, manager, notes that "many pessimists told us that Negroes would not buy FM sets. They were wrong." The station now estimates about an 85% penetration into the predominantly Negro neighborhoods." WADO has a partial separation staff: announcers, six; salesmen, three; office personnel, one.

KLIR-FM Denver with its 24-hour stereo music aimed at "adult music lovers" does not duplicate the religious, music and news format of KLIR. George Basil Anderson, president, reports KLIR-FM is sold out 6:45 a.m.-midnight and "has been for nearly two years." The commercial policy is limited to six spots per hour and the station has increased rates rather than increase the number of spots.

KLZ-FM Denver went after the youth market with a rock 'n' roll operation in 1965. At that time it duplicated the music, sports, news and network policy

of KLZ seven hours daily. Three months ago KLZ-FM separated fulltime and now runs "hard rock with a 70-play list, plus one minute news capsules 20 minutes past the hour and 20 minutes before the hour" 7 a.m.-10 p.m. The target audience is the youth market from 25-30 on down, so the station does not carry any cigarette or beer spots or "any commercials which we feel might not be in the best interests of the youth market," says Lew Hunter, local sales manager. It has a partial separate staff: announcers, four.

KFML-FM Denver calls itself the "number-one classical, the number-two conservative music station in Denver." KFML is a daytimer and the stations duplicate during the day. KFML-FM features a classical selection each hour 6 a.m.-10 p.m. with light classics, show tunes and jazz filling out each hour segment. Jazz in stereo is carried from 10 p.m.-midnight, and semiclassicals, show tunes, jazz and middle-of-the-road music is programed in stereo from midnight to 6 a.m.

WLDM(FM) Detroit's format of "quality programing" and limited commercials has been successful, reports Harold Tanner, president and general manager. The station allows six spots per hour and is selective about the jingles it accepts. It has raised rates rather than change this commercial policy. For 18 years it has had Wibeck Household Appliances, a GE dealer,

on the air. Witbeck puts about 90% of its annual \$50,000 budget into FM. In one 1966 campaign for air conditioners, WLDM advertising accounted for 661 sales totalling \$150,000.

WOMC(FM) Detroit plays good music compared to the country music on its AM affiliate WEXL Royal Oak, Mich. Aimed at the white-collar audience, the station carries up to six spots per hour and allows some jingles.

WWFM(FM) Erie, Pa., duplicates WWYN only from 9 p.m.-midnight Saturday for a stereo jazz party. The rest of the week, says Jim Shields, station manager, WWFM goes its separate way with "bright music and news on the hour until late afternoon, followed by dinner music in the evening, classics later at night and lush strings after 10 p.m." A maximum of six commercial minutes per hour are allowed with no rock commercials." In the past two-and-a-half years, rates increased 175% rather than change the commercial policy. WWFM has a partial separate staff: salesmen, two; office personnel, one.

WPTH(FM) Fort Wayne, Ind., went from classical to a middle-of-the-road music format to "gain listeners," says William L. Shaw, manager, and now the station has a "24-hour MOR policy in stereo." Five nights a week the station has a 30-minute stereo remote from a local restaurant by organist Buddy Nolan. Commercials are limited

**WOR/STEREO  
98.7 NEW YORK**

...the only FM station  
in America with  
a million listeners!

ARB April-May 1967—Cum. Audience,  
Total Survey Area,  
6AM-12 Mid., Entire Week

**1,006,000**

to six per hour and rates go up rather than increase the number of spots.

WKJG-FM Fort Wayne, Ind., wanted "to supply something more than just background music," reports Charles H. Powell, program manager, so it turned to a music and news format that is promoted as "quality programing." Spots are aired on the quarter hour and jingles "must be in good taste and more subdued." WKJG-FM does not duplicate the middle-of-the-road format of WKJG. WKJG-FM has a partial separate staff: announcers, two; salesmen, one.

WOOD-FM Grand Rapids, Mich., duplicates wood only 5-8:15 a.m. After that WOOD-FM goes to lush arrangements of pop and show tunes and standards, while wood goes up-tempo middle-of-the-road with heavy news. Michael O. Lareau, manager, says the target audience for WOOD-FM is the "29-65 group, better educated, higher income." The commercial policy allows four breaks with a maximum of eight commercial minutes per hour. Rather than increase the number of commercial minutes, Mr. Lareau "anticipates an increase in rates." WOOD-FM has a partial separate staff: salesmen, two; technical, two; office, three.

WLAV-FM Grand Rapids, Mich., duplicates the contemporary sound of WLAV midnight to 8 a.m. On its own, WLAV-FM's format is "up-tempo, pop standard best sellers," says Charles Sprague, operations manager. The format changed from background music to foreground to go after the "25 to 65-year-old white collar worker." Stressing a theme of "popular-appeal programing," WLAV-FM has a maximum of eight interruptions per hour. It has a partial separate staff: announcers, one; salesmen, one.

KQUE(FM) Houston does not now and never has simulcast its AM affiliate, KNUZ, which programs contemporary music and news. The KQUE format, which David Morris, president, says has changed only to keep up with changing music trends, is music and news aimed at mature adults. The station broadcasts in stereo 24 hours a day and restricts commercials to nine spots per hour. It has raised rates instead of increasing spots.

KBNO(FM) Houston uses an automated system featuring stereo music 24 hours a day with news headlines on the hour and commercials limited to two every 15 minutes, reports Frank P. Cook, operations manager.

KIKK-FM Houston is the fulltime adjunct of KIKK, a daytimer. Both program country music and KIKK-FM had been programing separately 3 p.m.-6 a.m. Art Posner, operations manager, reports that by May 20, with 18 commercial minutes an hour, the station was sold out, so another three hours of duplication was chopped off. KIKK-FM



All-girl bands were the rage in the '40's. Now a generation later the distaff side is making noises in FM circles in the 60's. Last July Metro-media stations WNEW-FM New York and KMET(FM) Los Angeles brought in female announcers to "add a touch of glamour." According to Jack Thayer, KMET vice president and general manager: "They have been a key to our success." KMET girls are used for program features, commercials, station ID's and intros of musical selections. Though there is no attempt to make them sex symbols, KMET uses their voices in a straightforward manner to give the station a youthful sound. If FM were a visual medium, Kathy Harrow (above) would be a sex symbol.

now runs separate programing noon to 6 a.m. and is "still sold out."

KLEF(FM) Houston programs classical music in stereo and stresses its "quality programing and knowledgeable music hosts," according to Ray H. Landers, program director. The station puts out its own monthly program guide (\$5 per-year subscription), which also features record reviews, a crossword puzzle and free classified ads for subscribers.

WIFE-FM Indianapolis programs the best of Broadway and show tunes 24 hours a day in stereo and goes after an adult audience. It does not duplicate the rock 'n' roll format of WIFE. Dick Lee, sales manager, reports commercials are limited to eight minutes per hour and no hard jingles. The promotional theme is "good music in stereo." WIFE-FM has a partial separate staff: salesmen, one; office personnel, one.

WFBM-FM Indianapolis duplicates

# "They" listen to the young sound

... in

Boise, Idaho  
Boston, Massachusetts  
Chicago, Illinois  
Cleveland, Ohio  
Decatur, Illinois  
Greenville, North Carolina  
Jacksonville, Florida  
Los Angeles, California  
Louisville, Kentucky  
 Fargo-Moorhead, Minnesota  
New York, New York  
Oklahoma City, Oklahoma  
Philadelphia, Pennsylvania  
Richmond, Virginia  
St. Louis, Missouri  
San Francisco, California  
Seattle, Washington  
Washington, D.C.



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CBS / FM

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WFBM midnight-5:15 a.m. with a middle-of-the-road music policy. During its separate hours, WFBM-FM refers to its music and news on the hour format as "quality programing—foreground radio," says David E. Scott, program manager. Commercials are limited to eight minutes per hour and rates have gone up rather than increase spots. WFBM-FM has a partial separate staff: salesmen, three; office personnel, two.

KCMO-FM Kansas City, Mo., changed format going from a "more or less background semi-classical station to middle-of-the-road good music" and the change was made, reflects Clotis A. Barker, station manager, because "FM is becoming a material medium. It does not simulcast the middle-of-the-road music, heavy sports format of KCMO.

KCMO-FM aims for the 18-49 age group with above average income and education. It has six to eight commercial breaks an hour, accepts jingles and does not double spot. It has a partial separate staff.

KCJC(FM) Kansas City, Kan., programs music, news and sports and allows six commercials an hour, reports Reuben E. Sell, manager.

KUTE(FM) Glendale-Los Angeles has a format based on light classics, better show music and middle-of-the-road music, reports R. P. Adams, manager. Stressing "quality programing, the station limits commercials to eight per hour and has raised rates instead of increasing the number of spots. Cash-register measurability is pointed to by North American Van Lines, which

noted that of the 15 FM's it used in Los Angeles, San Diego and San Francisco, KUTE was second in total number of leads and first in number of leads converted to actual orders.

KHJ-FM Los Angeles has simulcast KHJ's top-40 format until April 1966. Then it branched out into its own middle-of-the-road music format with news and sports on the hour 8 a.m.-5 p.m. "Quality programing" is emphasized in the drive to reach the 18-49 age group. Spots are limited to eight per hour, says Lee Larsen, national sales coordinator, and rates have risen rather than spots increased. KHJ-FM has a partial separate staff: announcers, three; technical, three; office personnel, two.

KPOL-FM Los Angeles duplicates KPOL 6 a.m.-6 p.m. weekdays and less time on the weekends. The duplication is a decrease from what was carried in the past few years. However, the format is the same for both stations: standards, light classics, show tunes, hourly news and three commercials clustered on the quarter hour, says Frederick D. Custer, general manager.

KFAC-FM Los Angeles duplicates the music and news format of KFAC 6:30 a.m.-11 p.m. seven days a week. This figure is lower than the duplication last year.

KBCA(FM) Los Angeles stresses "quality" in its music and news format. Aimed for the general market, the station allows eight spots per hour. It has increased rates instead of the number of spots, says Saul Levine, president.

WIOD-FM Miami, in stereo 24 hours a day, duplicates WIOD midnight-5 a.m. plus newscasts on the half hour. The basic format is music and news, says James Wesley Jr., general manager. The target audience is the 25-49 age group. Commercials are limited to four per hour.

WAEZ(FM) Miami Beach features popular instrumentals and vocals with news and sports on the hour and three commercial clusters per hour. Commercials are restricted to three 60's or six 30's plus sponsored newscasts, says Arthur Zucker, president and general manager. The station has increased rates rather than the number of commercials.

WDSU-FM New Orleans programs contemporary music, news blocks and featured evening programs ranging from classics to dance bands, from opera to lush instrumentals. It duplicates only three 15-minute news blocks from WDSU, which programs news, information and music. The WDSU-FM target audience, says Albert Brand, program manager, is the "affluent 30-40 group." Commercials are limited to six spots per hour. WDSU-FM has a partial separate staff: announcers, one; salesmen, one; office personnel, one.

WPIX(FM) New York programs mid-

**In Washington, D.C.**  
**the new**  
**"selling" sound**  
**is on**  
**WMAL-FM STEREO**  
**107.3**

**107.3 wmal-fm STEREO**

National Representatives: McGavren-Guild Co., Inc.

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SHRINE AUDITORIUM  
KGBS COUNTRY MUSIC SPECIAL

JUNE 18 1966  
HOLLYWOOD BOWL  
KGBS COUNTRY MUSIC SPECIAL

## KGBS GIANT 1020



Last year, Lorne Green and Idy Arnold headlined the first KGBS Special in Hollywood Bowl.



Ricky Nelson made his first West Coast appearance as a C&W Star at this year's KGBS Spectacular.



Ozzie and Harriet Nelson are joined by Sammy Jackson in applauding their talented son's debut.

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Last year they packed the Hollywood Bowl. This year they overflowed the Shrine Auditorium. Promoted only by spot announcements on KGBS and KGBS-FM, these back-to-back "sell-outs" verified that Southern California is a fertile field for Country and Western music . . . and that KGBS and KGBS-FM can reach and sell this thriving market.

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97.1 LOS ANGELES

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FM / 95.7

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History

(April, May, June 1967)

- Increased billing over 3,000%
- Has 7 share audience from 6 pm to Midnight according latest Pulse survey. One of nation's largest FM listening audiences.
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dle-road, "easy listening" popular adult album music interspersed with news, weather, sports, stock reports and a maximum of eight commercial minutes per hour with no double spotting, according to Lynn Christian, manager. Promoted as the "sound of the good life in total stereo," the station is seeking the young-adult audience from 18-49. Rates have been raised twice to maintain the commercial policy.

WOR-FM duplicates the talk format of WOR 2-9 a.m. Monday-Friday and 2-6 a.m. on Saturday. Aside from that, contemporary music in stereo is on WOR-FM. The changeover took place on July 30, 1966, and in the ensuing year WOR-FM has raised its rates rather than increase the number of spots from the 12 per hour it started with, reports Burt Lambert, station manager. The format, aimed at the young adult from 16 to 34, calls for a minimum of 17 records an hour. There is no double spotting or screaming spots. WOR-FM has a partial separate staff: announcers, five; salesmen, eight; technical, seven; office personnel, 11.

WTFM(FM) Lake Success-New York has a "standard conservative" format, says David H. Polinger, president and general manager. Programing 24 hours a day in stereo, the music runs from semi-classical, show tunes and soundtracks to standards, general pop and middle of the road. From midnight to 6 a.m. there is a jazz show. Five minutes of news is aired hourly and commercials are limited to eight an hour, six of them in two-spot clusters and two around the news.

WDVR(FM) Philadelphia, says Phil Stout, station manager, has "achieved excellent ratings and listener response with its format of conservative middle-of-the-road music, news every three hours, weather capsule every three hours and four commercials an hour." The promotional emphasis is on "the sound of beautiful music" in stereo 24 hours a day. With a minimum contract, sponsors are given an exclusive and competing firms will not be accepted on the station. No jingles are accepted and the commercials are scheduled at :15, :30, :45 and :59 past the hour. Rates, rather than the number of spots, have been increased and the \$4 one-time, 60-second spot of 1963 is now priced at \$21.

WQAL(FM) Philadelphia refers to itself as "the voice of quality" and mixes a maximum of six commercial minutes per hour with its music format. Abe Voron, president, cites the long-term sponsor lineup as an indication of the station's "ability to produce results." In WQAL's seven years on the air, it has five sponsors who have been on at least six years, and 10 or more who have been on at least five years.

WPBS(FM) Philadelphia went to a

"nonrock, pop personality" format in 1965 to go after the "mass-audience" with the "mass-appeal contemporary sound," reports Edward J. Meehan Jr., vice president and general manager. The basic music and news format includes popular standard tunes and hourly newscasts from the *Philadelphia Evening Bulletin*, owner of the station.

WFIL-FM Philadelphia plays classics, semi-classics, show tunes, pop standards and old favorites in its "foreground stereo" format, reports John L. Richer, station manager. It has not duplicated WFIL since 1941. The target audience is the higher-income, better-educated adults. No jingles are allowed and spots are limited to seven an hour. It has increased rates rather than add commercials. WFIL-FM has a partial separate staff: announcers, two; salesmen, four; technical, four; office personnel, three.

WHAT-FM Philadelphia with its basic jazz format programs separately from WHAT's rhythm and blues operation, says George Wilson, program director. Aiming for the college-trained 18-35 group, the station stresses its "modern-jazz sound" plus news and sports.

WMMR(FM) Philadelphia programs separately from WIP except for newscasts and the midnight-6 a.m. program. The music format is the "foreground sound" of Frank Sinatra, Barbra Streisand and Herb Alpert, says William R. Davol, advertising and promotion director. WMMR is now running a free home trial, which invites listeners to tune to WMMR for seven days and the station will pay for the electricity used in listening to the station—11 cents.

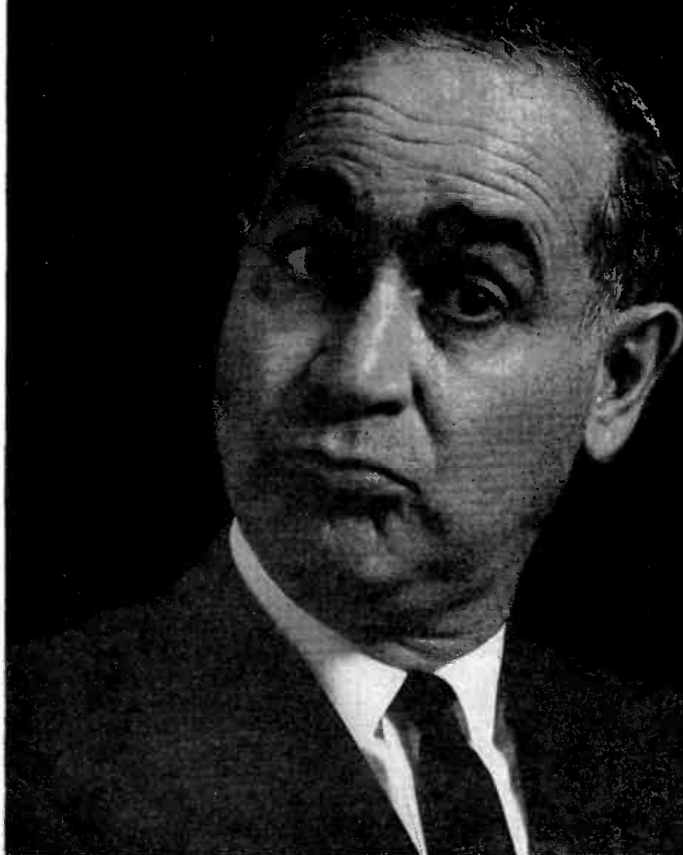
WCAU-FM Philadelphia had duplicated WCAU 100% until a few months ago. Now it has separate programing of the Young Sound in evenings and weekends and is in the process of increasing separate programing, says William Greene, director of CBS/FM

KRFM(FM) Phoenix went on the air in 1963 with a format of adult, middle-of-the-road music with the emphasis on strings, reports Thomas M. Churchill, general manager, and the format is the same today. It amounts to 52 minutes of music in the hour with eight commercials per hour. News is carried three times daily in depth. The promotion emphasis is on "the music station" as KRFM aims for the adult audience from 20 years and up. Spot rates have gone up rather than increase the number of commercials.

KNIX(FM) Phoenix features quality programing in stereo and calls it "music for the mature," says Donna J. Karshner, program director. The format is adult music: albums and old standards; very little talk; light on news and a maximum of six commercials an hour without jingles. Rates were increased



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\*Source: The Mediastat Atlanta Radio Report, February, 1967 Overall Cumulative Audience Estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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The only complete FM monitor system with built-in maintenance control  
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|--|-------|--------|
| Automatic Pilot Frequency Meter              | Yes   | No     |
| Separate L and R Outputs                     | Yes*  | Yes    |
| Pilot Phase Discriminator                    | Yes   | No     |
| Built-in Incidental AM Meter                 | Yes   | No     |
| Built-in Intermodulation Distortion Analyzer | Yes   | No     |
| Front Panel Modulation Calibrator            | Yes   | No     |
| FCC Type Approved                            | Yes   | Yes    |

\*Separate filters used for left and right outputs to prevent interruptions of house-monitoring lines.

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rather than the number of spots.

WKJF(FM) Pittsburgh has a format of easy, uninterrupted stereo music with hourly news and eight commercials an hour. The station is in stereo 24 hours a day.

KDKA-FM Pittsburgh duplicates KDKA 6 a.m. to noon. Its independent programming is good music in the classics vein, says Wallace Dunlap, general manager. Aimed at listeners "with a high percentage of formal education," KDKA-FM does not carry commercials during its separate programming.

KXL-FM Portland, Ore., programs its music in six nine-minute clusters per hour with two minutes of news headlines preceding the hour and a maximum of six spots an hour. Terming it "quality programming," the station carries about the same format as KXL, which it duplicates from 9 a.m.-4 p.m. It has a partial separate staff: salesmen, two.

KMOX-FM St. Louis carries the Young Sound, a good music treatment of contemporary music, in its nonduplication hours from KMOX's talk and information format. It duplicates KMOX 6 a.m.-6 p.m. The independent programming now covers only evening and weekends but is in the process of being increased. Four commercial breaks per hour are allowed.

KSL-FM Salt Lake City is in fulltime stereo and does not duplicate the music and news programming of KSL, reports J. A. Kjar, manager. The station has no restrictive commercial policy and stresses the around-the-clock stereo in its promotion. It has a partial, separate staff; announcers, one; salesmen, two; office personnel, one.

KITY(FM) San Antonio, Tex., features "beautiful music, a cluster format and news on the hour," reports Jack C. Carugi, general manager. It does not duplicate the contemporary music format of KONO. The target audience for KITY is the upper-income listener. The station carries a maximum of 12 commercials per hour.

KEEZ(FM) San Antonio, Tex., plays standard tunes, has hourly newscasts, three 15-minute newscasts and carries commercials on the hour, at 15 past and on the half hour. Warren McSwain, manager, says the promotion, based on "quality stereo," is aimed at adults.

KITT(FM) San Diego programs pop-album music and inserts commercials every 10 minutes. Fred Rabell, president and general manager, says the target audience is adults over 35.

KPEN(FM) San Francisco programs adult middle-of-the-road popular music in groups of three, adds news on the hour and runs up to seven one-minute spots an hour in its "quality programming in superb stereo," reports Gary Gielow, co-general manager. From 1957 to 1965 KPEN did not carry news, now it has more than 20 newscasts a day

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And are they up to date with the new WNEW-FM? All distaff announcers? And music—as many as twenty crisp, new, definitely 'now' records an hour? That's music! And that's the very kind of pace-and-plenty that make all 6 Metromedia FM stations what they are. Why didn't somebody do all this before? We're glad they didn't. Metromedia wanted all along to usher in the good old days of FM.

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**WHK-FM** CLEVELAND  
**WCBM-FM** BALTIMORE

METROMEDIA RADIO  
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**WE'LL MAKE BEAUTIFUL MUSIC TOGETHER WNEW-FM STEREO 102.7**

**PAM MCKISSICK**

**ANN CLEMENTS**

**PEGGY GASS**  
METROMEDIA STEREO

**ALISON STEELE**

**NELL BASSETT**

and two fulltime newsmen. The commercial policy is inviolate and rates have gone up several times to prove that.

KFOG(FM) San Francisco is in stereo around the clock with music primarily from adult popular standard albums, says Robert J. Somerville, general manager. The daily mix includes news, sports and weather on the hour and half hour, a maximum of eight commercial minutes in six breaks. The format was broader a few years ago, Mr. Somerville notes, but then "fewer stations had to provide a broader program service." Rates have risen rather than the number of commercials.

KABL-FM San Francisco and KABL Oakland have practically the same music policy, but they duplicate only from midnight-6 a.m. plus four 10-minute newscasts. The KABL-FM format of "quality programing," is good music in stereo with clustered commercials. Spots are limited to 12 an hour and are carried on the hour, at 15, 30 and 45 past the hour, says Heber Smith, general manager. Spot rates have gone up and the number of commercials has not increased. KABL-FM has a partial separate staff: office personnel, one.

KGO-FM San Francisco went after young adults when it separated programing from KGO and it went to an automated rock 'n' roll format, reports Bob Marshall, program director. Today it duplicates the KGO news-and-conversation format only 6-9 a.m. KGO-FM is currently running noncommercials.

KPAT-FM Berkeley-San Francisco duplicates KPAT 9 a.m.-4 p.m. weekdays and 24 hours a day on Saturday and Sunday. Even in nonduplication hours the formats are the same, says Al Daneri, program director. The format is good music with a maximum of two spots every 10 minutes, news on the hour, weather inserts and sports. Commercials are limited to 12 an hour and that policy has not been changed although rates have increased. KPAT-FM has a partial separate staff: announcers, two; salesmen, one.

KCBS-FM San Francisco programs the Young Sound on evenings and weekends and is in the process of increasing its independent programing from KCBS. It now duplicates the AM's news-and-information format 6 a.m.-6 p.m.

KJAZ(FM) Alameda-San Francisco programs only jazz in stereo. It limits commercials to 10 an hour, according to Patrick Henry, general manager.

KBBX(FM) Seattle programs popular, familiar instrumentals, adds news headlines on the half hour and back to back commercials on the quarter-hour breaks, reports Jim Neidigh, general manager. The only change in format in recent years has been the addition of the headlines and playing more modern tunes rather than older numbers. The commercial clusters are limited to three and

are separated by time checks or weather. To keep this policy, rates were raised on April 1. Since that date the station's 10 accounts have risen to 46.

KIRO-FM Seattle quit simulcasting KIRO last December and now has a format of Young Sound music, 90 seconds of news on the hour and one minute of commercials each quarter hour. The KIRO format is middle-of-the-road music and heavy news coverage. KIRO-FM has retained its four commercials per hour policy by raising rates. It has a partial separate staff: announcers, one; salesmen, one; office personnel, one.

WUFM(FM) Utica, N. Y., is in full stereo with middle-of-the-road music, four five-minute newscasts daily and commercials every half hour. The only major format change in the last few years, says Allen Bonapart, vice president, was dropping an hour of classics because of listener comments. The station aims for "all the AM listeners who are tired of too much talk and bad music." In one promotion at the local home show, WUFM had a furniture dealer build stereo speakers into the wings of an easy chair and the station's engineer designed a control panel that was incorporated into the chair's arm.

WJMD(FM) Washington promotes itself as the station with "51 minutes of music in every hour." It does not duplicate the Negro format of its AM affiliate WUST. In stereo, 24 hours a day, the music format is made up of listenable instrumentals. There is five minutes of news every hour and commercials are limited to four an hour. Jingles are not accepted. To keep this balance, rates increased rather than the number of spots. Dan Diener, president, recalls that WJMD had to turn-down one multithousand-dollar account, not because the commercials were in bad taste but because they were for a funeral home. "Since WJMD is programed into many doctors' offices and hospitals in the area," he said, "we didn't feel it was right for those listeners to hear that there was someone waiting to take them away."

WGAY(FM) Washington duplicates its daytime AM affiliate, WQMR Silver Spring, Md., 100%. In separate programing the rest of the 24-hour period, the WGAY format remains the same—instrumental clusters of sweet music.

WASH(FM) Washington duplicates only five-minute and two-minute newscasts of its country & western affiliate WDON Wheaton, Md. The WASH format, says Everett L. Dillard, president and general manager, is pop stereo music done by big bands and name vocalists; "its tuneful and toe tapping." The station had been programing classical music "but too many stations were doing this," he adds. "When the area educational FM's started doing classics, we switched." Spots are limited to three

# Now that you're unduplicating, FM, we're seeing more of you.

The increase in independent FM programming has been showing up for many months in Pulse audience data. More FM stations are reaching and surpassing "cut-off" levels. More FM station listening is consistent from report to report. More and more FM stations are showing audiences comparable to AM. And more FM stations are subscribing to Pulse. Here's what we offer:



**RadioPulseLocal**  
Our regular syndicated service in up to 250 markets. Each station (AM or FM) meeting objective cut-off level is reported. We started reporting FM listening in July, 1966. NOTE: Independent FM stations pay 1/2 the regular price, based on approximate 50% FM penetration, average:



**3-Stage AMP (All-Media Pulse)**  
FM stations will be listed along with all other qualifying radio and TV stations, magazines, newspapers, and many demographic categories in the first all-media study conducted in 3 separate stages on same sample, with radio-only and TV-only diaries, personally placed and retrieved, plus separate print and demographic interview.



**CP'67**  
First circulation study for radio in 7 years. Each FM as well as AM station will be credited with listening in every county where it has 5% or more weekly penetration, based on homes.

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Los Angeles, Calif. 90048 / 213-653-7733

APR 1967  
Average  
1/4 Hr Rating

Home

THE PULSE, INC. TOTAL RADIO AUDIENCE ESTIMATES — In-Home & Out-Of-Home

HOMETOWN 2 COUNTY METRO AREA JUL '67

| STATIONS | 12NN    |               | 1230    |               | 1PM     |               | 130     |               | 2PM     |               | 230     |               |
|----------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|---------|---------------|
|          | Average | 1/4 Hr Rating | Average | 1/4 Hr Rating | Average | 1/4 Hr Rating | Average | 1/4 Hr Rating | Average | 1/4 Hr Rating | Average | 1/4 Hr Rating |
| WAAA     | 9.9     |               | 6.6     |               | 5.3     |               | 5.2     |               | 5.6     |               | 5.3     |               |
| WBBB     | .8      |               | .7      |               | .5      |               | .5      |               | .8      |               | 1.1     |               |
| WCCC-FM  | 1.6     |               | 1.9     |               | 2.5     |               | 2.5     |               | 2.2     |               | 2.5     |               |
| WDDD     | 3.8     |               | 4.0     |               | 3.8     |               | 3.8     |               | 2.7     |               | 2.7     |               |
| WEEE     | .3      |               |         |               | .1      |               |         |               | .3      |               | .3      |               |
| WFFF-FM  | .8      |               | .8      |               | 1.1     |               | 1.1     |               | 1.1     |               | 1.1     |               |
| WGGG     | 2.3     |               | 2.2     |               | 1.4     |               | .8      |               | 1.1     |               | 1.1     |               |
| WHHH     | 6.7     |               | 6.7     |               | 5.5     |               | 5.5     |               | 5.5     |               | 5.9     |               |
| WIII-FM  | .3      |               | .3      |               | .5      |               | .8      |               | .8      |               | .8      |               |
| MISC.    | 2.6     |               | 2.1     |               | 2.2     |               | 1.9     |               | 2.1     |               | 2.1     |               |
| HUR      | 28.1    |               | 24.0    |               | 22.0    |               |         |               |         |               |         |               |

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**LOS ANGELES**

AN RKO GENERAL STATION

minutes in each quarter hour. WASH has a partial separate staff: announcers, six; salesmen, one.

WWDC-FM Washington duplicates the pop, middle-of-the-road format of wwdc 12:30-6 a.m. In nonduplication hours, reports Perry S. Samuels, vice president and general manager, WWDC-FM programs instrumental background music with headline news on the hour and commercials every 15 minutes. Commercials are the soft-sell variety and are limited to eight an hour. The station has increased rates rather than the number of spots.

WPGC-FM Morningside, Md.-Washington has the same format—top 40—as its daytime counterpart, WPGC. The stations duplicate during AM hours.

WGMS-FM Washington duplicates the classical music format of wgms Bethesda, Md. 6-9:30 a.m. and 7 p.m.-midnight. During its independent programming hours, WGMS-FM plays "slightly heavier, more esoteric, classical repertory aimed at FM-stereo owners." Commercials are limited to eight minutes per hour in all but traffic periods and selective jingles are carried.

WTOP-FM Washington programs the Young Sound 6 p.m.-2 a.m. weekdays.

In other hours it duplicates the conversation and middle-of-the-road music format of wtop. Until a few months ago it had duplicated 100%, but cut back because of the FCC's nonduplication ruling, says W. L. Hedgpeth, station manager. During independent programming WTOP-FM is noncommercial.

WMAL-FM Washington duplicates WMAL 33½ hours weekly, says Peter Jamerson, program manager. In its independent hours WMAL-FM programs middle-of-the-road stereo music plus news. It changed from a classical format to "increase the listening audience." The target audience is the suburban professional and white-collar workers. Commercials are limited to four per hour and spot rates have been raised instead of increasing the number of commercials.

WRC-FM Washington put the emphasis on jazz and classics when it began separate programming from WRC last winter. It still duplicates the adult-oriented music-and-news policy of the AM 63½ hours a week. The independent programming, supplied by the NBC FM service, is in stereo 10 hours a day. WRC-FM is noncommercial in its independent hours.

## FM no stepchild in ratings

### Individual outlets chalk up impressive shares in major markets after years of being ignored

For years the lament of some FM broadcasters, particularly those in the larger markets, has been that they have been excluded from the ratings. The FMers plaintive cry had been: "If only the rating services would list us as well as the AM's—just to show we stand among all the stations in our market, AM and FM."

It didn't happen overnight, but finally ARB, Hooper, Mediastat and Pulse added FM to their reports where the FM's had enough audience to make the cutoff point. Granted, the same FM's don't always show up in each firm's report and part of this is laid to the different types of ratings and the different cutoff points used by each ratings firm. But there seems to be enough consistency among the raters to define some top-audience stations.

In some cases, the reports show FM's getting sizeable hunks of the market. In others the share of audience of even four or five FM's in a market is still a somewhat negligible factor in the markets.

**The Interpretation** ■ And the same size share in two markets doesn't mean the audience size is the same. For example, Mediastat shows a 13.2 share in Seattle producing about the same

cume as a 2.7 share in Chicago; a 0.5 share in Los Angeles produces about the same cume as a 13.6 share in San Antonio, according to ARB, and Pulse shows similar cumes for a New York station with a 1.0 share and a Canton, Ohio, station with a 43.6 share.

The following figures are based on ratings reports taken at various times during the first six months of 1967 by ARB, Hooper, Mediastat and Pulse, and supplied by those firms.

Each service has its own way of researching a market and reporting its findings. In some cases an FM station might be number one in its market during certain time periods or have the highest number of adults in another period. What follows are overall shares for the week periods reported by each service.

Atlanta: ARB (Monday-Sunday): WKLS-FM 3.2, WSB-FM 2.4, WXXI-FM 2.4.

Baltimore: ARB (Monday-Sunday): WITH-FM 2.2, WFMM(FM) 1.7, Pulse (Monday-Friday): WFMM 2.6.

Boston: ARB (Monday-Sunday): WRKO-FM 1.7, WHDH-FM 1.5. Mediastat (Sunday-Saturday): WHDH-FM 1.8, WRKO-FM 1.7, WEEL-FM 0.9. Pulse

# ARE YOU SURE your stereo signal will meet FCC requirements?

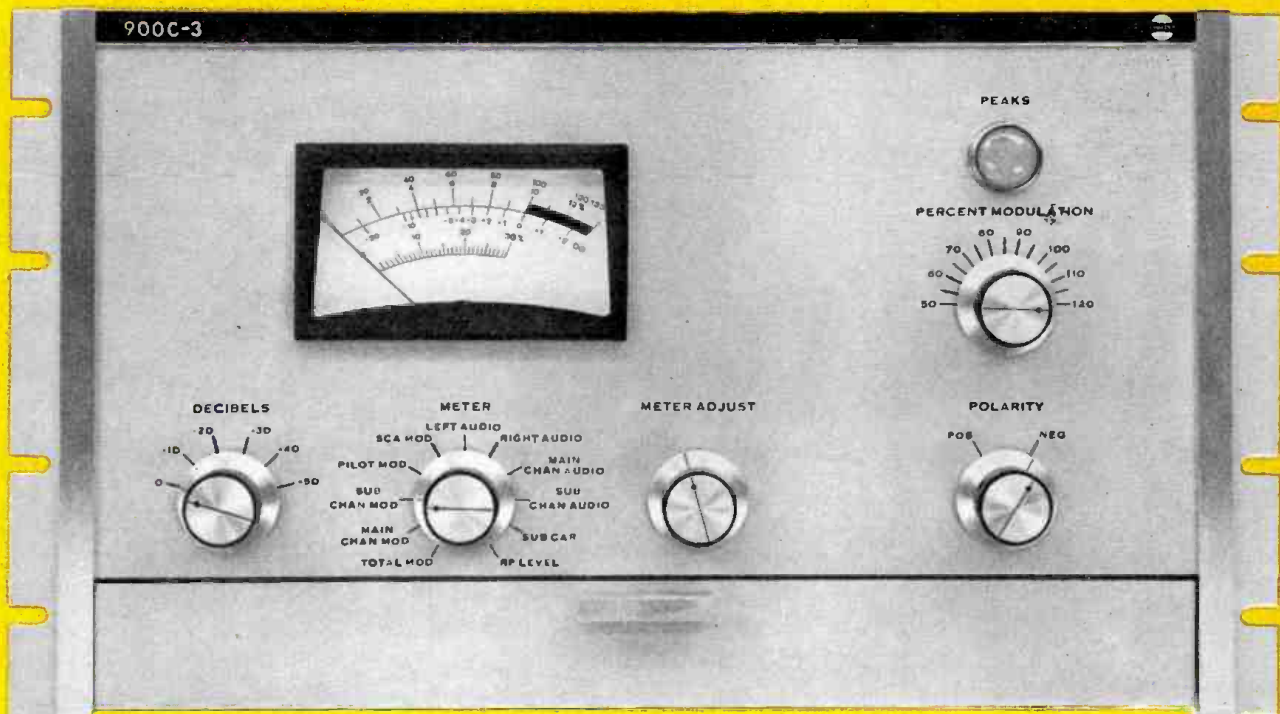
with Collins' 900C-3 Modulation Monitor, there's no question.

Collins' new FCC-Type Approved 900C-3 Modulation Monitor eliminates all uncertainty about your stereo signal. The 900C-3 continuously monitors and measures FM stereo emissions with a precision that leaves no doubt about whether you're meeting FCC requirements.

It's no surprise that Collins monitors were among the first approved by the FCC. Collins pioneered devel-

opment of modulation monitoring techniques. Collins 900C stereo monitors have been in use more than three years.

For more information about Collins' FCC-Type Approved 900C-3 (FCC Type Approval No. 3-143) contact Broadcast Marketing, Collins Radio Company, Dallas, Texas 75207. Phone: (214) AD 5-9511.



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(Monday-Friday): WRKO-FM 2.3.

Buffalo, N. Y.: ARB (Monday-Sunday): WADV(FM) 4.8, WBNY-FM 3, WBEN-FM 1.0, WBUF(FM) 1.0, WGR-FM 1.0. Pulse (Monday-Friday): WADV(FM) 3.6.

Chicago: ARB (Monday-Sunday): WDH(FM) 2.4, WKFM(FM) 2.3, WFMT(FM) 2.0, WFMT(FM) 1.1, WEFM(FM) 1.0, WSDM(FM) 0.9. Mediastat (Sunday-Saturday): WFMT 2.7, WKFM 2.1. Pulse (Monday-Friday): WDH 2.0, WKFM 2.0, WFMT 1.7, WFMT 1.5, WSDM 1.5.

Cincinnati: ARB (Monday-Sunday): WAEF(FM) 4.3, WCXL(FM) 2.9, WJBI(FM) 2.9, WKRC-FM 1.4, WPF(FM) 1.4. Pulse (Monday-Friday): WAEF 4.6, WJBI 3.0, WKRC-FM 2.0.

Cleveland: ARB (Monday-Sunday): WDBN(FM) 3.1, WDOK(FM) 2.7, WHK-FM 1.8, WNOB(FM) 1.8, WERE-FM 1.3, WJW-FM 1.3. Mediastat (Sunday-Saturday): WDBN 3.0, WNOB 2.4, WCUY(FM) 2.1, WDOK 1.9, WERE-FM 1.8, WJW-FM 1.3, WHK-FM 1.2. Pulse (Monday-Friday): WDBN 5.0, WDOK 3.0, WNOB 2.6, WERE-FM 1.3.

Columbus, Ohio: ARB (Monday-Sunday): WBNS-FM 9.5.

Dallas-Fort Worth: ARB (Monday-Sunday): KIXL-FM 6.4, KVIL-FM 1.4, WFAA-FM 0.7. Hooper (Monday-Saturday): KIXL-FM 4.3, WRR-FM 1.6, WFAA-FM 1.3.

Dayton Ohio: Hooper (Monday-

Friday): WDAO(FM) 5.7, WHIO-FM 5.2, WONE-FM 3.0, WFCJ(FM) 1.0.

Denver: ARB (Monday-Sunday): KLIR-FM 8.2, KMYR(FM) 1.8, KLZ-FM 0.9, KFML-FM 0.9. Pulse (Monday-Friday): KLIR-FM 4.6.

Detroit: Pulse (Monday-Friday): WLDM(FM) 2.3, WOMC(FM) 2.0.

Erie, Pa.: Pulse (Monday-Friday): WWFM(FM) 8.6.

Evansville, Ind.: Hooper (Monday-Friday): WVHI(FM) 6.8. Pulse (Monday-Friday): WVHI 12.6, WKY-FM 1.0.

Fort Wayne, Ind.: Hooper (Monday-Friday): WPTH(FM) 6.1, WKJG-FM 3.7, WAWK(FM) 1.7.

Grand Rapids, Mich.: Hooper (Monday-Friday): WOOD-FM 5.3, WFUR-FM 4.3, WLAV-FM 1.7, WJBL-FM 1.5, WYON(FM) 1.4. Pulse (Monday-Friday): WOOD-FM 7.3, WJBL-FM 3.0.

Houston: ARB (Monday-Sunday): KQUE(FM) 4.6, KBNO-FM 2.1, KODA-FM 2.1, KLEF(FM) 1.0. Pulse (Monday-Friday): KIKK(FM) 3.3.

Indianapolis: ARB (Monday-Sunday): WIFE-FM 7.6, WFBM-FM 4.8.

Kansas City, Mo.: ARB (Monday-Sunday): KMBR(FM) 5.6, KCMO-FM 4.9, KCJC(FM) 2.1. Pulse (Monday-Friday): KMBR 4.0, KPRS(FM) 2.0.

Los Angeles: ARB (Monday-Sunday): KUTE(FM) 2.4, KHJ-FM 1.8, KPOL-FM 1.5. Mediastat (Sunday-Saturday): KPOL-FM 2.8, KFAC-FM 1.2. Pulse (Monday-Friday): KBCA(FM) 2.3, KHJ-FM 1.0, KPOL-FM 0.6.

Miami: ARB (Monday-Sunday): WWPB(FM) 3.7, WVCG-FM 2.8, WGBS-FM 2.8, WAEZ(FM) 1.9, WIOD-FM 1.9.

New Orleans: ARB (Monday-Sunday): WDSU-FM 3.8.

New York: ARB (Monday-Sunday): WPAT-FM 2.0, WPIX(FM) 2.0, WOR-FM 1.9, WTFM(FM) 1.9, WVNJ-FM 1.6, WQXR-FM 1.5, WNEW-FM 1.1. Mediastat (Sunday-Saturday): WQXR-FM 2.4, WOR-FM 1.9, WPAT-FM 1.7, WVNJ-FM 1.4. Pulse (Monday-Friday): WOR-FM 1.0, WPIX 1.0, WTFM 1.0, WPAT-FM 0.6.

Philadelphia: ARB (Monday-Sunday): WDVR(FM) 5.2, WQAL 2.9, WPBS(FM) 2.1, WFIL-FM 1.8, WHAT-FM 1.5, WFLN(FM) 1.4, WJBR(FM) 1.4. Mediastat (Sunday-Saturday): WDVR(FM) 6.2, WJBR(FM) 2.2, WMMR(FM) 1.0, WCAU-FM 1.0. Pulse (Monday-Friday): WDVR 4.6.

Phoenix: ARB (Monday-Sunday): KRFB(FM) 11.1, KNIX-FM 4.2.

Pittsburgh: ARB (Monday-Sunday): WKJF(FM) 5.4, WWSW-FM 2.4, KDKA-FM 1.5, KQV-FM 1.2. Pulse (Monday-Friday): WKJF(FM) 6.0.

Portland, Ore.: ARB (Monday-Sunday): KXL-FM 5.3.

St. Louis: ARB (Monday-Sunday): KMOX-FM 2.4, KCFM(FM) 2.0, WGNW(FM) 1.6.

Salt Lake City: Pulse (Monday-Friday): KSL-FM 6.6.

San Antonio: ARB (Sunday-Satur-

# W L D M

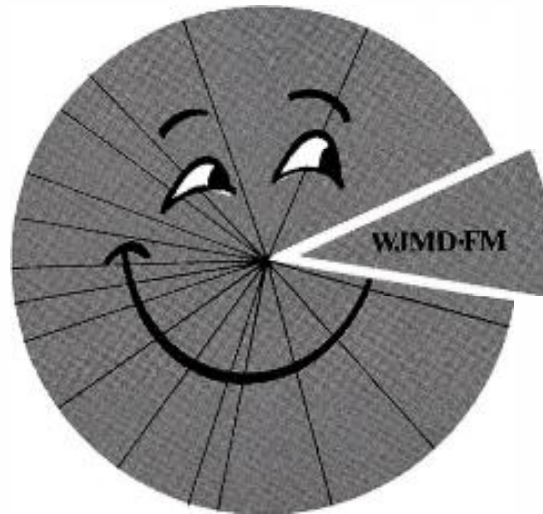
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The April-May 1967 Mediastat shows WJMD-FM tied for third place in the Washington D.C. market of 31 AM and FM stations. Tied with the only 50,000 watt AM station in the area (a network affiliate). And the ONLY FM station with a big section of the listening pie.

WJMD's personality is soft-sell and musical (51 minutes in every hour). We never raise our FM voice above a beautiful whisper, but as you can see, we

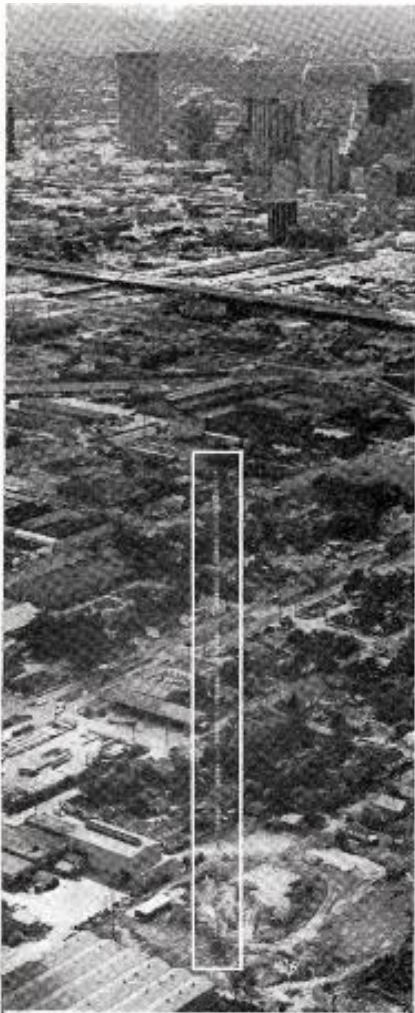
make ourselves heard, and meet people well. They like us—third best among 31 choices.

For years we've been hearing that FM would develop enough personality to earn audience popularity. WJMD-FM already has. Shouldn't you be selling this rich, affluent 2½ million market where your message will be heard (on the No. 3 station delivering the No. 3 audience at the lowest cost per thousand in this area)?

# WJMD-FM

BROADCASTING, July 31, 1967

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day): KITY-FM 4.9, KEEZ-FM 2.5.

San Diego: Pulse (Monday-Friday): KITT-FM 4.6, KGB-FM 1.6.

San Francisco: ARB (Monday-Sunday): KPEN(FM) 5.1, KFOG(FM) 4.6, KABL(FM) 0.9, KGO-FM 0.9, KPAT-FM 0.3. Mediastat (Sunday-Saturday): KPEN(FM) 4.4, KFOG(FM) 4.3, KCBS-FM 1.0, KPAT-FM 0.7, KABL(FM) 0.6. Pulse (Monday-Friday): KPEN(FM) 4.0, KFOG(FM) 1.3, KJAZ(FM) 1.0.

Seattle-Tacoma: ARB (Monday-Sunday): KIXI-FM 5.3, KBBX(FM) 4.1,

KIRO-FM 1.2. Mediastat (Sunday-Saturday): KBBX(FM) 3.2, KIRO-FM 2.2.

Utica, N. Y., Pulse (Monday-Friday): WUFM(FM) 6.0.

Washington: ARB (Monday-Sunday): WJMD(FM) 5.2, WGAY(FM) 3.7, WASH(FM) 2.2, WWDC-FM 1.9, WPGC-FM 1.5, WGMS-FM 1.1. Mediastat (Sunday-Saturday): WJMD(FM) 8.7, WASH(FM) 2.2, WGMS-FM 1.6, WTOP-FM 1.4, WWDC-FM 1.4, WMAL-FM 1.1, WRC-FM 0.8. Pulse (Monday-Friday): WJMD(FM) 2.6.

# Equipment changes to meet FM boom

## Manufacturers report technical breakthroughs in stereo, antennas, automation, transmitters

The new successful sounds of FM come not only from new programing, better ratings and increased billings, but also from careful selection of equipment.

FM units are changing. Some have become technically as sophisticated and efficient as those designed only for color-TV studio operations. The trend is toward updating the outdated. A new generation of solid-state, transistorized, compact transmitters, amplifiers, exciters and monitors has become available. Circuit design, too, has become more integral. Several manufacturers are bringing integrated circuits into their product design. Some FM equipment suppliers are now talking of computer circuits.

In a sample survey, BROADCASTING asked representative manufacturers of their current sales progress in the FM area. A majority of them reported broadcasters' interest at a peak, especially in the introduction of new stereo units, circularly polarized antennas, and automation systems. All expressed optimism in FM's future. Most were able to cite an upsurge in orders, especially following the National Association of Broadcasters' convention in Chicago last spring.

**Emphasis on Transmitters** ■ Ever since the FCC AM-FM program-separation ruling, FM stations have stepped up interest in stand-by and remote-control facilities. Transmitters generally have improved with more stability, and the demand has been for greater power outputs. Major suppliers of FM transmitters are Collins Radio, Gates Radio and RCA. Also active in this area are

CCA Electronics, Bauer Electronics, Visual Electronics, American Electronic Laboratories and others.

RCA indicated that a strong market for the transmitter now exists, particularly with the addition last year of some 170 new FM stations. Orders in 1967 have already jumped ahead of 1966, with the heaviest demand occurring in medium and higher power units, according to the company.

During the past three to four months, AEL has sold about 12 transmitters. Power outputs range from a low 10 w up to a high of 40 kw, scaling in price from \$1,390 to \$39,900.

Collins' FM-transmitter sales this year are about 15% ahead of 1966. The company offers a line ranging from 250 w (\$4,500) up to 20 kw (\$27,000). Recently, Collins petitioned the FCC for approval of a self-monitoring unit—model 831D (2,000 w). Innovations at the company include use of thin film components—a package of transistors, resistors and diodes—in 5 kw and 10 kw AM transmitters. The FM line will also soon be using them, according to a company spokesman.

Each of Gates Radio's new line of eight FM transmitters employs a new 10-w FM exciter (TE-1), described by the company as a "breakthrough in FM broadcasting." The TE-1 uses a new direct-carrier frequency-modulation method, which means that it starts on frequency rather than at a lower level as with standard crystal exciters. Gates said its exciter permits "ideal modulation" for FM stereo and the two SCA subcarrier channels. Company officials noted that 50 models were in stock

when orders first started to come in. Within the last month, CBS has purchased three of the 52-pound units (\$2,795 each).

Collins Radio features a solid-state model complete with optional plug-in stereo generator and SCA generator modules. AEL's new direct FM exciter is incorporated as standard equipment in all of its transmitter line. Visual Electronics and Mosely Associates also offer 10-w solid-state FM exciters.

**Multiplex Monitors** - By Sept. 1 all FM stations operating with stereo will be required to carry equipment to measure multiplex transmission accurately. Three monitor firms—Collins, McMartin Industries and Belar Electronics Laboratories—have FCC-type approval on their solid-state modulation monitors. A fourth firm is now seeking approval.

McMartin is exceptionally active in this area. A company spokesman said its newest model (TBM-4500A) FM-stereo monitor has now been shipped to FM stations numbering in the hundreds. The 35-pound unit costs \$2,200. The company also furnishes a complete line of frequency, modulation, stereo and SCA multiplex monitors.

Collins is now producing a new solid state FM modulation monitor (\$2,500), for measuring stereo multiplex and SCA programing. In addition, Collins has begun producing new AM and FM frequency monitors with integrated circuits. The FM model 154N-1 (\$1,325) has some 200 IC's, equivalent to 800 transistors.

Belar's new FMS-1 stereo monitor at \$1,095 is said to achieve low cross-talk, low distortion and excellent stereo separation. This device, which also monitors the 19 kc pilot frequency, has been made part of the firm's add-on monitoring system: the basic FMM-1 frequency and modulation monitor for monaural use and a plug-in SCAM-1 SCA unit for storecasting and remote telemetering applications.

A Belar representative described the subcarrier frequency in FM operations as one with unlimited potential. Broadcasters, he said, use it now for background-music programing and remote (telemetering) control; but the space available in SCA frequency channels—particularly when the stereo channel is idle—can offer the FM outlet a paging service, a transmission of facsimile system and a slow-scan TV at 15 kc for informational and educational systems. RCA, it was indicated, is now conducting a pilot experimental paging system via the FM subcarrier.

In the audio-console field, Collins Radio has introduced units with a photoconductive cell and a lamp for silent switching. A 1966 version, the 212T-1, is a dual-channel unit, accommodating 28 inputs to 14 faders. The 1967 model,



## 560,000 WATTS

280,000 WATTS HORIZONTAL 280,000 WATTS VERTICAL

**For America's purest FM-Stereo broadcast sound!**

**WHAT 280,000 WATTS HORIZONTAL PLUS 280,000 WATTS VERTICAL MEANS TO FM SET OWNERS:**

- 102.9 FM sets with outside antennae will receive maximum signal for stereo.
- 102.9 FM sets without outside antennae will receive increased signal strength and sharpness.
- 102.9 Auto FM sets will receive K-Que at greater distances with increased signal to match auto whip antennae.
- 102.9 Portable FM sets will receive stronger, purer K-Que signal at greater distances.

**AUTOMOBILE OWNERS** can now enjoy monaural or stereo FM reception at its finest at the 102.9 spot on the FM dial—and America's finest FM Stereo broadcasting facility is Houston's own K-Que.



**HOOK UP WITH K-Que**  
The Effervescent Giant!



K-Que

24 Hours Daily  
of Pure Pleasure

Nationally see QMI, Inc. for complete details, or call Dave Morris, JA 3-2581, Houston

212T-2, operates with 32 inputs to 16 faders, with two separate sections for greater station flexibility. Both consoles cost about \$10,000 and are adaptable for either FM- or TV-station use.

Sparta Electronic Corp., a supplier of smaller, more compact solid-state consoles, has modified its AS-500 stereo-production and remote-control portable unit into the ASC-305 (\$1,550), which features five stereo mixers and up to nine stereo inputs.

Sparta plans to market soon a newer stereo console, the AS 40 (\$1,675), engineered with eight stereo mixers for up to 16 audio inputs.

**FM Antennas** ■ Although the state of the art in antenna configurations has remained relatively steady over the past few years, a new salable item has nevertheless emerged—vertically polarized antennas. This is attributed in part to a growing number of portable FM sets and FM-equipped automobiles.

Harold J. Laurent, chief engineer of the auto electronics division, Bendix Radio Corp., Baltimore, said that up to 500,000 FM sets have been installed in 1967-model cars. For 1968, the industry projects some 700,000 to 800,000 sets, he indicated. General Motors introduced stereo and an adapter unit two years ago. Ford's 1967 line now includes stereo adapters. Next year, Ford is planning to introduce an FM-

stereo integral-multiplex package, he said.

With more cars equipped with FM sets, several antenna firms are updating their systems. Earlier this year RCA introduced the industry's first circularly polarized FM antenna. RCA's type BFC, ordinarily sold with six bays (\$5,000), reportedly cuts by 50% the weight and wind load over the dual-polarized version. The company said this unit is experiencing a large volume of sales. Its function is to radiate a circularly polarized signal to improve reception in vertical-whip auto antennas.

**Lower Price** ■ Several other companies have begun making circular-polarized antennas. Jampro Antenna Co., a producer of dual-polarized FM antennas for 11 years, has unveiled a line of circular units claimed to have "little if any technical advantage" over the dual-type antenna, but "a decided economic advantage." Jampro sells the unit at 20% less. The antenna, lighter in weight, features an adjustable vertical to horizontal propagation, allowing for maximum horizontal polarized ERP and lesser amounts of vertical-polarized energy.

Gates Radio has begun marketing a dual-cycloid circular-polarized antenna for stereo and/or multi-SCA multiplex channels. Collins Radio also has a

model 37CP circular unit, costing 30% less than a similar combination arrangement. CCA Electronics Corp. has available its version, called the FMA-6710R. Another new model (AEL 2202) now being introduced by American Electronics Laboratories, is designed for stereo or two or more subcarrier channels simultaneously. This \$1,700 multiplex exciter is for use with AEL's new solid-state FM-stereo generator (\$1,175) or with existing equipment in either monaural or stereo configurations.

Alford Manufacturing Co. in 1965 constructed a custom-built master-FM antenna atop the Empire State Building, consisting of two rows of dipoles tilted approximately 45 degrees from the horizontal. The antenna relays on either horizontal or vertical polarized planes. It can accommodate up to 17 FM stations simultaneously. Currently, nine New York-area outlets use the system, five of them broadcasting in stereo.

**Automation Bonanza** ■ Substantial sales gains are reported by the three leaders in the audio-tape automation field: Automatic Tape Control (division of Gates Radio), International Good Music and Schafer Electronics. They estimate that of all FM stations in the U.S., some 25% are now fully automated. (BROADCASTING's station survey showed 25.9% of stations fully

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**WTFM** 103.5 *stereo new york*  
FIRST IN NEW YORK WITH FULL TIME STEREO

ARB April/May 1967, Media Stat April/May 1967.

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the soundest sound in FM  
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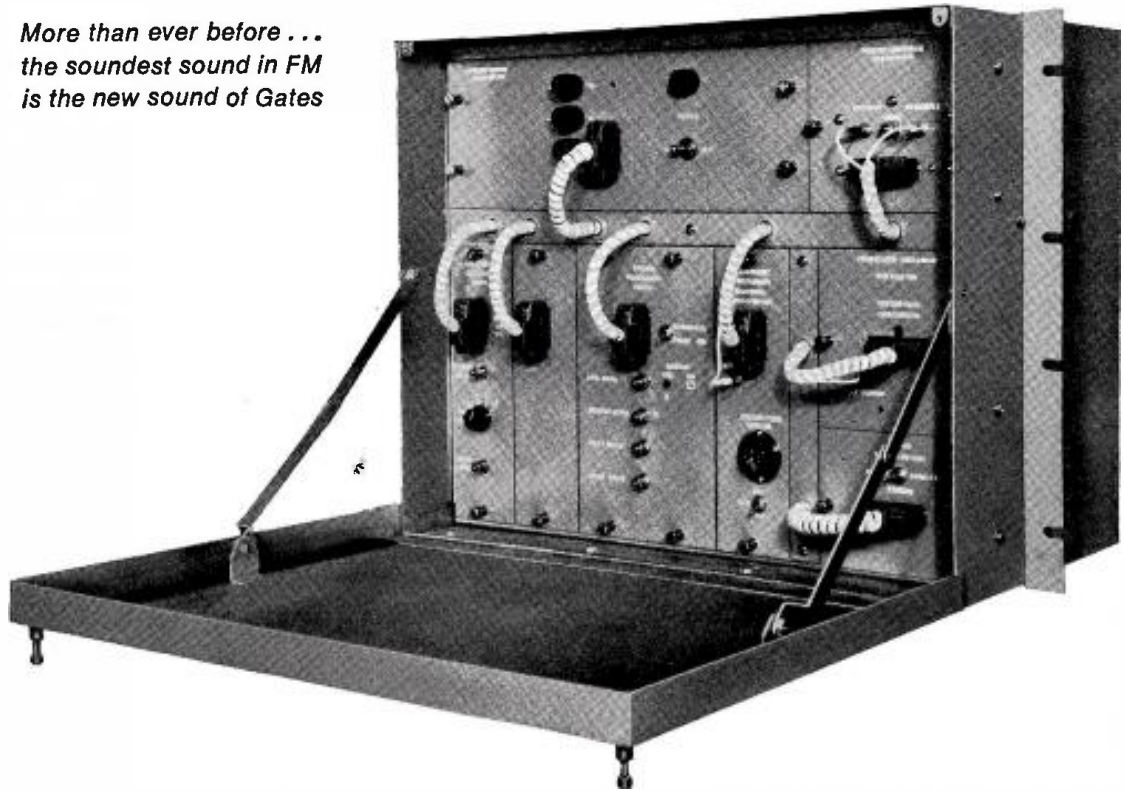
FM-5H  
5 KW

FM-7.5H  
7.5 KW

FM-10H  
10 KW

FM-20H  
20 KW

FM-40H  
40 KW



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has a new slant  
on  
Country-Western  
Programming  
"THE NASHVILLE SOUND"

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people of  
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automated [see page 71].) If the FCC rules in favor of eliminating the operator on duty to attend a transmitter, automation, experts predict that FM automated systems could double or triple.

Automatic Tape Control said its automation sales this year have increased 50% of the total-dollar volume, based on the 12 months prior to April. ATC officials estimate that some 10% of all AM and FM (roughly about 600) use the automated units. The greater part of these customers are FM stations. But the company, after conducting a recent survey, projects further gains in the next three to five years in the AM field. The survey revealed that combination AM-FM stations have more automated units than the independent FMers.

ATC produces a Criterion Tape Cartridge system (playback or record/playback combination), program-logging system, and programing units, some of which can be applied to ATC's line of automation systems (three basic types that program from 24 up to 1,000 events.)

**New Design** ■ At International Good Music the newest thing is the design of its units with integrated circuits. IGM already has a new series 600 program-control system (\$15,000 and up) and various program-logging systems for on-the-air and off-the-air time-printed records. Integrated circuits are engineered into the 600 series, serving four functions, and in the model 362 program logger (\$3,750) as an electric clock, substituted for a mechanical clock.

IGM's 600 series employs an IBM IO (input-output) typewriter for easier log storage. The sequence is controlled by standard punch cards. The unit types the official station log, adds starting times to each feature, and can operate as a punch-card accounting and billing system. IGM offers another basic system, the series 500, which can be adapted with an Actan programing drum for sequential control of from two to eight inputs for a total of 60 sequences before repeating. IGM furnishes cartridge recording and playback units, designed by Moulic Specialties Co.

Business at Schafer Electronics has doubled every year for the past four years. At present, Schafer claims to be selling at the rate of two to three systems a week.

Paul C. Schafer, president, estimates that by 1975 about 80% of the radio stations in the U. S. will be automated. He predicted also that FM at that time will be the predominant medium. He said Schafer has sold some 500 automatic systems.

**Computer Control** ■ Mr. Schafer disclosed that his firm has now developed

a new computer-control audio system. Within this year, Schafer expects to market the unit at from \$50,000 to \$75,000. In explaining the system, Mr. Schafer said that any source of input could be used—IBM cards, punch tape, magnetic tape. The computer system, he indicated, compares and "thinks" programing, can bill for a station and store data. He recommended that such a system would fit into a radio station with a gross billing of over \$50,000 a month.

Schafer promises to make automatic-control systems for transmitters, once the FCC permits them to be unattended. The company has indicated that several major firms have begun making automatic transmitters.

The Schafer line includes a basic 800 control programer that now has been transistorized and redesignated as 800-T. The 800 system is also sold with a random access spot locator, audio clock MaCarTa Carousel and memory system. Prices range from \$13,510 up to \$24,870 for monaural and stereo types. A wide range of components and accessories are also marketed by Schafer.

There are a number of suppliers in the audio-automation field, including, among others, Audiomation Laboratories, Collins Radio, Continental Electronics, Tape-Athon, Seeburg Music Library, Scully Recording Instruments and Programatic Broadcasting Service.

**Cartridge Units** ■ Visual Electronics has now acquired the assets to KRS Instruments, a supplier of cartridge recording units, the Broadcaster series (one to six cartridge decks) for playback only and remote control, and a Visual model 20-50 TAPE (Tape Automated Program Encoder) logic device (BROADCASTING, July 24).

Tape-Athon reports good sales results from its new model 5,000 tape-playback system, controlled by a remote program console (\$5,000 and up). This unit is equipped with from two to 10 tape transports and one to nine rotating cartridge units (mono and stereo). Tape-Athon also markets a new 900 series tape recorder/reproducer.

Scully Recording Instruments markets a model 270 stereo playback and a solid-state 280 tape recorder, selling them to other automation suppliers in various degrees and to individual stations.

Continental Electronics' Prolog automatic programing and logging unit for mono and stereo operations isn't the fastest selling item—yet. The sophisticated Prolog offers the broadcaster usually more than he can afford, according to a company spokesman. Radio stations, he said, buy automation units to fill in gaps on a piecemeal basis. His company has proposed an FM network with the Prolog automation unit at each station, all controlled from a central



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Musical, Educational,  
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— 1964 —

Musical  
KHFI-FM, Austin, Texas  
Educational  
WUHY-FM, Philadelphia  
News  
WFBE, Flint, Michigan  
Public Service  
WRVR, New York  
Technical Research  
WDHA-FM, Dover, N. J.

— 1965 —

Musical  
KCBA, Los Angeles  
Educational  
WRVR, New York  
News  
WAMU-FM, Wash., D. C.  
Public Service  
KPFK-FM, N. Hollywood, Calif.

— 1966 —

|                        |                       |
|------------------------|-----------------------|
| COMMERCIAL             | NON-COMMERCIAL        |
|                        | Musical               |
| WPRB,<br>Princeton     | KPFK,<br>N. Hollywood |
|                        | Educational           |
|                        | WGBO,<br>Newark       |
|                        | News                  |
| KPEN,<br>San Francisco | WBUR,<br>Boston       |
|                        | Public Service        |
| WGEE,<br>Indianapolis  | KPFK,<br>N. Hollywood |

FOR INFORMATION, WRITE: Robert A. Harper, Executive Director, "MAJOR" ARMSTRONG AWARDS PROGRAM, School of Engineering and Applied Science, Columbia University, New York, N. Y. 10027.

COMPETITION ENDS MIDNIGHT, DECEMBER 31, 1967

Important News For All Radio Stations:

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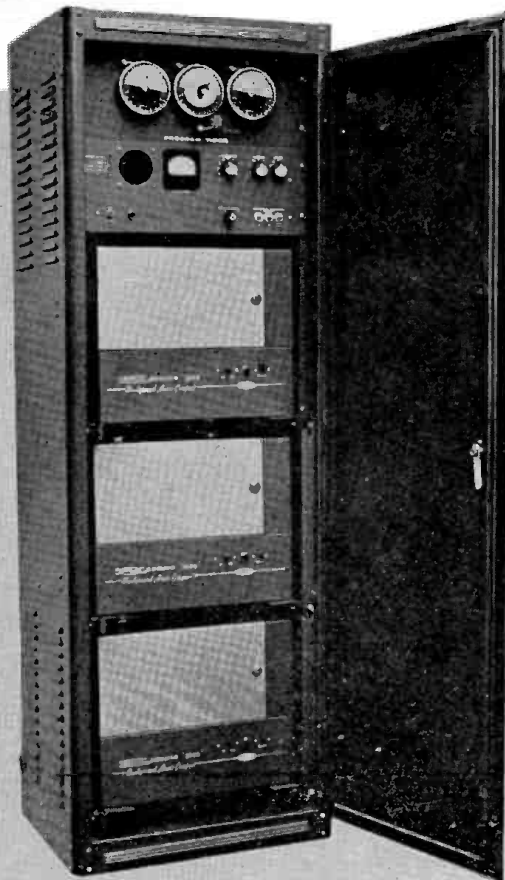
2. You can offer music that is tailored specifically to each type of business.

3. Your subscribers will have the very finest background music available . . . recorded especially by Seeburg in the famous music centers of Europe and the United States.

Only Seeburg offers such a wide variety of both on-premise and studio equipment.

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Model SABMC-1 Background Music Center  
plays 120 hours of programmed music

## SEEBURG

WORLD LEADERS IN BACKGROUND MUSIC • ENTERTAINMENT MUSIC  
AUTOMATIC VENDING • ELECTRONIC ORGANS

studio. Continental, however, has another unit, the 100-4 sequential audio system that appears to be more in line with competition, the company official noted.

Programatic Broadcasting Service is offering an automation service for background music. Its latest audio unit is a \$3,975 programmer with two reel-to-reel tape decks.

Seeburg Music Library has featured its new automatic stereo-record system (\$795). It has also a new model SABMC-2 automatic background-music center for FM multiplexing and for Seeburg's music-library service. This unit, controlled by three time clocks, plays up to 40 hours of music.

Also New ■ McMartin Industries has introduced a TR-66A SCA multiplex receiver, containing no tuned circuits. The receiver (\$134.55) is made with solid-state IF's and integrated circuits, as well as with field-effect transistors.

RCA, by the end of this year, plans to begin delivery of its new stereo stylus, pickup and tone arm for use with the RCA BQ-51 broadcast turntable. Company officials said the \$165 system offers improved frequency response, better separation for stereo sound, and lighter contact for longer record life.

RCA also is displaying its automatic-gain-control limiter and clipper system. These amplifiers are said to provide FM stations with "extremely low distortion, faster attack time and greater range of control."

Within the next few months, RCA intends to begin selling a new tape-cartridge system, the RT-27, designed for conversion from mono to stereo operations in minutes.

Over 900 units sold in 15 months is the claim of CBS Laboratories for its FM Volumax, a limiting device "unconditionally guaranteed to prevent FM overmodulation and SCA crosstalk without distortion." The 10-pound unit (\$695) is a companion piece to CBS's Audimax level control. The FM Volu-

### M'lady's moods

Music for those precious moments, to escape far away, to be alone by the sea, to hear soft whispers and see silent stars. Mood themes, yes; a specialized format instituted last month by KFMB-FM San Diego which frankly programs for only one audience—the little woman of all ages. To complement the various mood segments, the station has commissioned Hollywood songwriter Jacques Wilson to create poems which are broadcast hourly.



max permits optimum level transmission, fitting into the audio chain as the last link right before the transmitter.

CBS Labs this fall plans to market two new solid-state loudness measurement devices: a loudness indicator (model 700) and an automatic loudness controller (model 710) for equalizing loudness levels between recorded announcements. Each FM unit will be priced at about \$800.

## The dividends of automation

FM operators cite better control of format, savings

How do FM stations make use of automatic programming? It's a question of keen interest in the broadcasting business at this time. For automation, applied with imagination and good taste, apparently can solve many cost and programming problems for FM.

At WDBN (FM) Medina, Ohio, automation was installed in 1964 for the initial purpose of format control. The format of the station, which is carefully monitored, is middle-of-the-road, featuring cuts from the best popular albums. A cluster of commercials is inserted at the quarter hour.

Programming, which is in full stereo, is accomplished from a categorized music library taped for playback from various music decks.

Ted Niarhos, president of Independent Music Broadcasters Inc., owner of the station, attributes WDBN's consistently good ratings to the successful format of the station and the maintainance of this format through the use of automatic broadcasting.

WMJR (FM) Ft. Lauderdale, Fla., installed an automatic broadcast system in March 1967. Since that time the station has been automated 24 hours per day with full stereo programming, including stereo commercials and production work. Even news, weather and sports inserts are pretaped and sequenced into the automation system so

**81,000 STEREO**  
MIAMI BEACH MIAMI  
**WAEZ No. 1**

BROADCASTING, July 31, 1967

# WFMT

*Chicago's Fine Arts Station / 98.7 FM*

### BUSINESS WEEK

"The WFMT audience is not only big, but affluent . . . (it) is incurably addicted to WFMT . . . The relationship between WFMT and its audience is a highly personal one . . . As advertisers have learned, this rapport gives listeners a good deal of faith in what they hear . . ."

### FORTUNE

"WFMT . . . in 1958 broke into the 'top ten' list of Chicago stations as rated by number of listeners."

### TIME

" . . . it is successfully competing with AM . . . Advertisers have discovered that WFMT's listeners are a group to be taken seriously . . . that such a selected audience can pay off handsomely . . ."

### NEWSWEEK

" . . . may well be the liveliest FM station in the country."

### SATURDAY REVIEW

"For fifteen years . . . WFMT has been synonymous with quality, maturity and lively good taste . . . Some of its programs . . . attract more adult listeners than do any competing AM programs."

### VOGUE

"One of the second city's many firsts . . . WFMT, which heads all U. S. FM stations . . . is intellectually and financially successful."

### CHICAGO DAILY NEWS

"Best on the air . . . WFMT stands out as an oasis of good taste and distinguished programming."

### CHICAGO TRIBUNE

"Chicago area music lovers cherish this civilized station . . ."

### CHICAGO'S AMERICAN

" . . . the country's richest and most listened to FM station . . . WFMT . . . with unrelieved, uncompromising, unvarying quality . . . programs for intelligent, active, perceptive cultured listeners . . . WFMT is a smashing commercial success."

### CHICAGO SUN-TIMES

"Monarch of Chicago FM . . . the nation's No. 1 FM station . . . a brilliant personality, a cultural giant."

135,000 WATTS—571 FEET

National Representative—George P. Hollingbery Co.

that the system itself has control of programing at all times.

**During Day Hours** ■ The automation system operates totally unattended for 13 hours daily from 7 p.m. to 7 a.m. An answering service is employed to take transmitter meter readings by remote control. A member of the staff visits the station at midnight to change tapes on the system. Thus the format of the station is converted from a modern, sophisticated, middle-of-the-road sound to a more lush musical program with harp bridges and quiet music.

According to Ronald E. Crider, vice president and general manager of WMJR, the use of automation will save the station some \$20,000 a year. His initial worries over "losing the station image" have been more than alleviated, he indicates, through the flexibility of the automation system used.

Last summer KORK-FM Las Vegas activated an automatic broadcast system and changed format with a completely new concept of stereo programing. KORK's current program format features a cluster of commercials and produc-

tion material each 15 minutes. Generally, the clusters include two commercials. News bulletins are given only when their importance warrants it.

The station operates on an "entertainment-only" policy. Music is of a light pops concert variety with very strict format control through the use of a preprogramed music service.

Mel Ryan, manager of the FM station, estimates that since the new format and automatic programing was initiated little more than a year ago, billings registered an 800% increase.

## Demand increasing for syndicated music

### MORE DRAMATIC SERIES, SPORTS AND SPECIALIZED SHOWS BEING SOLD

The syndication of programs to FM stations throughout the country is a fledgling industry that is expected to grow as the FCC nonduplication rule exerts an impact, as various elements of the business promote its values more vigorously and as outlets begin to acquire a track record.

The staple of FM syndication is music programing. In addition, program distributors are offering stations a broad range of material—sports, dramatic

series, specialized shows and comedy. But the backbone of their business is music, much of it available in stereo.

Syndicators fall broadly into three categories:

The first is exemplified by Hartwest Productions and Charles Michelson Inc., whose main activities are centered overwhelmingly in AM syndication but which also offer programing to FM outlets.

The second category is the group station distributors whose programing was designed primarily for their own stations (CBS/FM and Triangle Program Sales) but subsequently was made available to other FM outlets.

The third grouping is typified by Schafer Electronics, which developed an FM syndication service as an adjunct to its main business of manufacturing and selling automated broadcast equipment to FM stations.

**Gravity Field** ■ Admittedly FM syndication is in the infancy stage. The overwhelming number of radio program syndicators concentrate on AM because of the paucity of dollars as yet available in FM. They maintain they are watching this field carefully and cooperating, when they can, with enterprising FM operators in the hope that with growing set circulation, expanding audiences and rising advertiser and agency acceptance, FM will emerge as another marketplace for their product.

Sources of FM programing are expected to grow. With the nonduplication regulation, station groups and even individual stations that develop their own series are likely to offer them for syndication to recoup their investments, at least in part.

A recent step in that direction revolves around the WNEW-FM one-hour program in stereo, *William B. Williams and His Friends*. The New York station, which has been carrying the show for several months and has signed Canada Dry as sponsor, recently sold it to

other Metromedia FM outlets.

The format centers on Mr. Williams interviewing show business personalities, such as Sammy Davis Jr., Steve Lawrence and Eydie Gorme, Trini Lopez, Tony Bennett, Buddy Hackett and Harry Belafonte, and playing music selected by the guests. George Watson, general manager of WNEW-FM, reported last week that the station will offer 26 segments of the program to other stations.

A summary of activity of some leading syndication organizations follows:

International Good Music Inc. (IGM), Bellingham, Wash., is one of the more active program syndicators to FM outlets. Rogan Jones, president, said the company offers 12 different music services covering the spectrum from middle-of-the-road to classical and country and western to jazz-blues.

Its most popular service is called "Sovereign" and is in about 72 markets,

100%  
Popular  
Music  
in  
Stereo



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and  
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At preproduction session of music for CBS/FM service's Young Sound series are (l-r): Raili Syreeni, sound engineer; William D. Greene, CBS/FM director and John DeWitt, Young Sound producer.



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The catalog's theme promotes travel in the United States. Copy and photos on 49 pages feature 200 festivals and fairs that are part of the government's Festival U.S.A. program and the privately-sponsored Discover America program. Chances are your state is mentioned.

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Competition being what it is, we can still muster a lot of enthusiasm—we have to.



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# One of America's most listened-to FM's\*

**KFOG**  
**SAN FRANCISCO**  
From Ghirardelli Square  
104.5 Stereo FM

## KAISER BROADCASTING Represented by QMI

\*Ranked No. 12 among 100% separately programmed FM stations

Average quarter hour listening estimates—average persons, 12+, total survey area, Monday through Sunday, 6 A.M. to Midnight. Source: ARB April/May 1967. Data based on estimates provided by source, and subject to qualifications of this service.

approximately 40 on FM. IGM can provide up to 24 hours a day of music or as little as one hour, according to Mr. Jones. The price for the IGM service ranges from \$75 to \$550 a month, depending on the amount of music bought, irrespective of the market size, he pointed out.

On a once-a-week basis, IGM distributes a two-hour tape called "Spotlight", which contains 30-35 selections of current popular music, and is priced at \$30 a month.

**Business Better** ■ IGM moved into the music-programming business in 1959 as an offshoot of programming KGMI-AM-FM Bellingham, which it owns. Mr. Jones said that business in 1966 topped 1965 by 40% and credited the non-duplication rule with a major role in the increase. The company also sells automated FM equipment but offers its music services to all stations.

Schafer Electronics, Chatsworth, Calif., is a leading distributor of automated equipment used by FM outlets and, as a subsidiary but expanding service has been distributing music tapes to stations for several years. A spokesman indicated that more than 200 stations have bought Schafer tapes (priced \$20-\$25 a reel) and in recent months, the company has placed on the market two musical libraries.

One library is called the "Pops Concerts" series and the other the "Image" series. An official indicated that several sales have been made on the "Pops Concerts" library but "Image" did not go on sale until early July. Sales are made only to outlets that buy the Schafer automated systems. Stations are charged \$198 for the basic reels



Senator Abraham Ribicoff (D-Conn.), one of a group of national leaders who will serve as guest critic on new syndicated FM series, 'Capital Reading,' discusses a new book with Ann Blair, head of the Washington bureau of Tri-angle Stations.

of about 90 hours of programming in either library and \$99 each month for four new reels of six hours of music. Purchasers keep the reels on a permanent basis.

A Schafer official noted that station clients are encouraged to record their own music with the Ampex recorders that are an integral part of the company's automated system.

Alto Fonic Programming Inc., Hollywood began as a background music firm 12 years ago and about five years ago began supplying music services to stations. A spokesman pointed out that the company now offers six basic formats—"Good Music," "Middle-of-the-Road," "Cavalcade of Hits," "Beautiful Music" (lush, modern arrangements), "Country Music" and "The Soft Sound" (described as "soft rock").

Its syndication service developed out of custom programming for specific stations, the official pointed out. Business has been particularly brisk in the first half of 1967, with 45 stations signed. He said that more than 100 stations now subscribe to various Alto Fonic libraries, of which 75 are FM.

Each library can supply up to 150 hours of programming to start, though some outlets may elect to contract for fewer hours. Each month 20% of the basic amount is replaced with new music, available in stereo or in monaural (except for "Cavalcade," which is offered only monaural). Cost ranges from \$120 to \$250 a month for each library, depending on its size, in all markets, large and small.

CBS/FM is offering for syndication its music service called "The Young Sound," which consists of contemporary music from the mid-1950's to the present in new instrumental versions that retain the beat, rhythm and tempo of the original selection. It is geared to appeal to young adults between 20 and 35 primarily but can have interest for people between 18 and 50.

William D. Greene, director of CBS/FM, disclosed that 12 stations have bought "The Young Sound," but he added that his unit to date has not made a special effort to sell the service. He explained that "The Young Sound" was designed primarily for the seven FM stations owned by CBS and expressed the view that the "growing success of the service will help to sell it."

The service consists of a starting library of 180 hours of tape in one-hour reels. Each month stations receive an additional 20 hours of tape, while retiring 20 hours during the same period. The music service is available on an exclusive-market basis. Costs are based on market size: \$1,000 a month for stations in markets with 1 million or more population; \$750 a month in markets of 750,000 to a million; \$500 a month in markets of 500,-

000 to 750,000 and \$400 a month in markets of less than 500,000.

**Triangle Established** ■ A veteran FM syndicator is Triangle Program Sales, which became active in the area in 1964 by offering for sale its "Audio Program Service," which was developed initially for the Triangle Stations' FM outlets. The Service consists of 16 hours of music a day and currently is carried by 106 FM stations and 10 AM outlets. (Four hours a day are now offered in stereo).

Triangle Program Sales also makes available to FM stations other radio properties including *Anniversaries in Sound*, a group of half-hour programs on historical events and figures (sold to 30 FM outlets) and *30 Hours of Christmas*, a single record of Yuletide songs and dramas (sold to 28 FM stations), and several other programs.

TPS also launched this summer a new weekly FM program, *Capitol Reading*, a five-minute review of books by Washington personalities. This fall, according to a spokesman, TPS will make available a group of FM special programs, ranging from two hours to five hours in length, with holiday formats (Christmas, Easter, Thanksgiving and Mother's Day).

Programs revolving around three well-known orchestras—the Boston Symphony, the Boston Pops and the Cleveland Philharmonic—are proving popular among FM stations. Two-hour programs, 52 weeks a year, are produced for each of these series with syndication handled by the Boston Symphony Transcription Trust and the Cleveland Orchestra Syndication Service.

WCRB(FM) Waltham, Mass., handles the physical distribution and the duplicating of tapes for programs of all three orchestras and helps produce the master tapes for both Boston musical groups. David B. Tucker, a vice president and music director of the station, stated that the Boston Symphony and Boston Pops programs have been sold about five years and are on about 40 and 50 FM stations, respectively, plus 10 AM markets each.

**English Programs** ■ Three programs from the BBC form the basis of FM programming distributed by Hartwest Productions, New York. They are *Folk Song Cellar*, a one-hour show featuring vocalists from all parts of Great Britain and recorded live in a London coffee house called The Song Cellar (25 markets); *BBC Music Showcase*, a 90-minute series of classical concerts recorded at festivals and in concert halls throughout Britain (30 markets) and *Round The Horne*, a half-hour comedy series featuring Kenneth Horne and a regular cast in a format that accents satire and parody, that was placed into syndication recently.

BROADCASTING, July 31, 1967



Studs Terkel (l), author and host of a daily program on WTFM(FM) Chicago interviews CBS's Walter Cronkite.

Ross Charles, director of national sales for Hartwest, voiced the view that FM syndication "can take off in a few years." He conceded that progress has been "slow" to date, but was optimistic that the industry was bound to grow as stations, syndicators and other elements start to promote and sell the medium more forcefully.

Mark Century Corp., New York, which is highly active in the AM programming field, is treading lightly in FM. Milton Herson, president, reported that currently its sole offering is an FM stereo package, "The Sound of Beautiful Music." It is intended for use as an introduction to programs and consists of approximately 50 instrumental pieces and 20 vocals. The package has been bought by eight FM stations.

G. H. Johnston Inc., New York, distributes the two-hour weekly broadcasts of the New York Philharmonic orchestra. During the past season, 100 stations bought the program, including 60 FM outlets, of which 35 took it in stereo. Johnston has been syndicating the Philharmonic series since 1963. A spokesman said last week that the company now is in negotiation with the Society of the New York Philharmonic for the 1967-68 season.

Charles Michelson Inc., which distributes dramatic series, reported he has made a limited number of sales to FM stations because of their apparent inability to meet the cost of drama programs. In recent months, he said, sales have been made on *The Shadow*, *The Green Hornet* and *Famous Jury Trials* to six FM outlets. He stressed that his prices to FM are geared to those of the top AM station in each market.

Requests from FM stations—no matter what their program format—

Starting in September,  
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One of  
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But then, we'd hate to see you flub, too. Because BAND-AID is not a synonym for "adhesive bandage." It's the trademark for the brand of adhesive bandages which are made by Johnson & Johnson.

So if you want to mention our name (and we're delighted when you do), please say BAND-AID Brand, then the name of the product... as in BAND-AID Brand Adhesive Bandages for example.

*Johnson & Johnson*

have jumped for customized station identifications. Pepper Sound Studios Inc., Memphis, reports that in the last 18 months the demand for FM ID's have increased over 500%.

To conform with the continuity requirements of FM stations, Pepper has created and produced several series of ID's in stereo. This specialization is also being extended to customized musical images for FM outlets.

Another organization that offers stations both a music service and equipment is Programatic Broadcasting Service, Dallas. Programatic provides music and license on equipment at a price ranging from \$300 to \$325 a month, depending on the market (\$200 for music and \$125 for equipment).

For monaural broadcasting, Programatic supplies 18 eight-hour reels every 36 days. For stereo, the company provides 36 four-hour reels and an exchange of 19 reels every 36 days. The Programatic library consists of contemporary music.

## There's no pat format in FM

Countless variables spell difference between a hit and a bomb, stations say

From background to foreground, from classics to rock 'n' roll, from standards to show tunes, every station must decide what format will draw the listeners and sponsors to its frequency.

Some formats have been changed because the station found a lack of certain

programming in its market or simply because it felt it would do better with a different type of programming.

The following comments dealing with format are examples of the responses to BROADCASTING's questionnaire sent to more than 1,500 FM stations.

Perhaps one of the more unusual formats covering about as wide a variety of listener tastes as possible, belongs to KMAP(FM) Dallas. Allen Hundley, general manager, describes it as Spanish from 6-8 a.m., soundtrack and cast albums 8 a.m.-7 p.m., folk music 7-9 p.m. and jazz from 9 p.m. to midnight. News is carried on the hour.

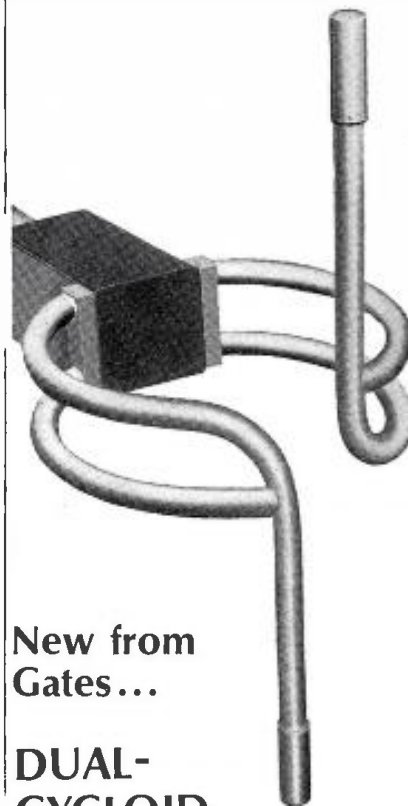
"We're believers in a growing FM portable audience," says WTHI-FM Terre Haute, Ind. "When a new FM portable listener swings the dial, we'd like to be there with music." WTHI-FM surveyed its audience, found the average age to be 42 and changed its format accordingly: "It was too stringy and sounded like canned music. We loosened it up to swing a little."

Low-priced FM transistor portables demand that FM programming should have "just as much mass-appeal as AM," says WIFJ(FM) Philadelphia. So the station airs a non-rock pop vocal sound. However, because of FM portability, the station changed from broadcasting in stereo to monophonic operation. "Our return to stereo," WIFJ cites, "is predicated upon our receiving the hit 45 rpm singles in stereo; some [such] singles have been received. If the trend continues, a return to stereo is inevitable."

KGBS-FM Los Angeles switched its format from classical to that of its AM counterpart, country-and-western. The result, according to Dale Peterson, general manager, is an "average of 1,500 calls per week" during the station's independent broadcast hours.

"We find people interested in the

The soundest sound in FM is the new sound of GATES



New from Gates...

## DUAL-CYCLOID CIRCULARLY POLARIZED FM ANTENNA

Now you can have circular polarization without individual horizontal and vertical transmitting bays on the tower.

The new Gates FM antenna combines in a single unit the time-proven features of the individual Gates Cycloid and vertical-type 300G antennas.

Designed for rugged, trouble-free operation. No power divider required. Any number of elements from 1 to 16 may be utilized for maximum flexibility in power gain selection. Special antenna with null fill and beam tilt also available.

The new Gates antenna is ideal for transmission of today's complex FM monaural, stereo and SCA multiplex signals.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Company \_\_\_\_\_

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 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

SUBSCRIBER SERVICE

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2 years \$17

3 years \$25

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1967 Yearbook \$5

Payment enclosed

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Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

kind of music and features they like and virtually no interest in whether stereo or mono," reports WKKD-FM Aurora, Ill. Programming for the "adult, better paid, more intellectual individual," the station says: "[We] wouldn't go stereo under any condition. It has flopped here."

## FM 'turns on' happy sponsors

No matter what the format there's always one success story to be told. The following are typical examples of the stories reported to BROADCASTING.

In Chicago, a morning classical music program on WFMT(FM) has proved more effective than newspapers, television or AM radio in obtaining new student customers, according to Jerome M. O'Connor, director of the Evelyn Wood Reading Dynamics Institute, Chicago. The FM drive also outpulled ads in a regional edition of "Time" magazine, he reported.

The speed-reading school sells an eight-week course for \$175. The school began a modest spot schedule on WFMT more than a year ago and gradually has been increasing the buy through Campbell-Ewald Co., Chicago. At the end of April the school undertook sponsorship of a full hour segment of the classical music 6-9 a.m. *Early Morning Program* each day on WFMT.

Until this point the school always had drawn best through ads in the *Chicago Tribune*, one of several local papers it regularly uses. In the period May 15-July 14 "we have received around 500 inquiries from WFMT listeners," Mr. O'Connor said, adding every other inquirer usually takes the lessons.

**More Responses** ■ "For the first time we are receiving more inquiries from WFMT listeners than from several of our metropolitan newspapers. We are now estimating a cost-per-student lower than in any single medium we use

## Angels rush in where others fear to tread

There's nothing different about programming classical music, drama or other items associated with the fine arts. There is something different about a station that asks seven "patrons" to come up with \$15,000 each for one year of backing such programming. And there is something different about a station that says all it wants from the sale of time is its operating costs, with all the profit going back to the community.

This is the approach taken by WBAL-FM Baltimore.

Under its old classical format the station was losing money and there was no indication from the audience that it really cared about the programming. So WBAL-FM began to phase out that programming in the summer of 1965 and replace it with background music.

**Quick Responses** ■ Suddenly the mute audience found its voice, pen and typewriter and deluged the sta-

tion with complaints about the loss of the fine arts format. WBAL-FM sat down with a group of leaders in the fine arts field and developed a new format.

It included classical music, folk music, contemporary music, baroque music, dramas, readings and recitals. In addition the station developed a sponsorship plan that was described by Alfred Burke, vice president and general manager, as one that would allow seven patrons of the arts to spend \$15,000 yearly for one-seventh of the station's entire schedule.

The fine arts format returned to WBAL-FM on Jan. 31, 1966, with six patrons. Four \$15,000 patrons renewed last January.

The station's format is assured, the audience is there and the patrons know it. Now Mr. Burke is looking for three more \$15,000 angels and he'll have his station sold out.

in Chicago," he went on.

One of WFMT's executives took the reading course as a quality check before accepting the school's business. The school apparently approves its "check" of WFMT too. It has renewed through the end of the year.

KNOB(FM) Los Angeles dropped its all-jazz format in favor of adult request music last year and within six months, its sales revenue increased 500%, says Jeannette B. Banoczi, owner. The answer: programming based solely on hundreds of daily phone calls requesting certain stereo selections.

WLIB-FM New York finds its all-jazz format is paying off in the marketplace. Because of its airplay the station reports that record manufacturers and dealers are noting a decided upswing in record purchases, particularly records played and advertised on WLIB-FM.

A classical show was a deadend

selling point for wswm(FM) East Lansing, Mich. In four years the show had never been sold, "not even on a spot basis," reports John Casey, operations manager. Last June after dropping the program in favor of a *Sinatra & Strings* approach, the new show was sold to a local carpet store for \$11,000, "one of the biggest single contracts the station ever had," says Mr. Casey.

In Crewe, Va., reports W. L. Willis Jr., general manager of wsvs-AM-FM, Pepsi-Cola "insists that its spots be run primarily on our nighttime telephone rock-'n'-roll request show which is on FM only." His approach to selling FM does not follow the norm of most stations. There is only one rate for advertisers buying the wsvs stations "regardless of whether the commercials appear on AM-FM during the daytime hours or FM only after sundown."

What do you do to bolster your sagging AM sales while your FM product is going strong? Try duplicating your FM programs on AM. That switch on the old routine spelled success for WKTZ-FM Jacksonville, Fla. Its AM outlet, WDCJ, was suffering from sluggish ad interest because the FM facility was exclusively broadcasting the Gator Bowl and University of Florida football games. "In desperation," according to WKTZ-AM-FM General Manager Don Ritter, "we took the easy way out and began duplicating onto our AM what we had been doing successfully on FM. It not only helped our AM, but brought up our FM listening even more."

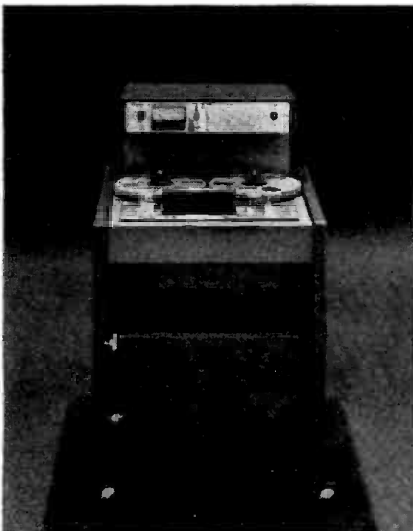
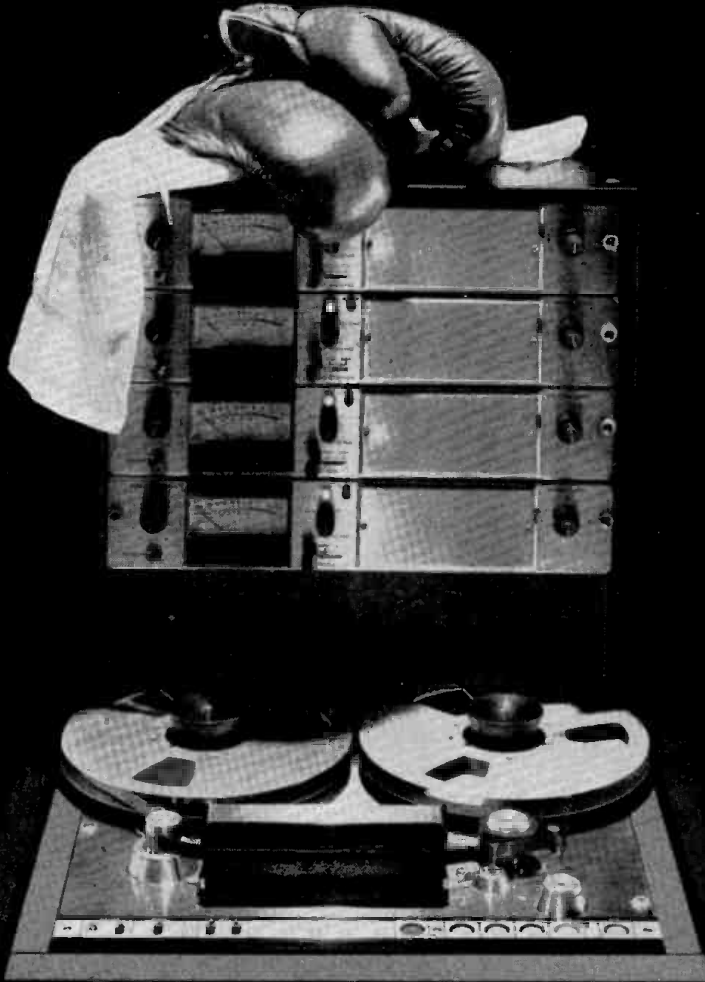
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## Introducing: The AG-440

It's ready. Rugged. With new solid maintainability for the broadcaster. New lightning-fast convertibility for the master recording studio. Our new Ampex AG-440 professional audio recorder has everything—no other recorder can match all of these features:

Precision-milled transport surfaces assure automatic alignment of heads, motors and assemblies. Exclusive ribbed, heavy-duty die-cast top plate maintains precision alignment.

Plug-in head assembly and plug-in heads permit rapid interchange . . . 4, 3, 2 and 1 channels.

Instant tape-guide convertible—from ¼" to ½" tape. Exclusive front mounted plug-in boards for bias amp, record and reproduce electronics. Instant replacement.

Master bias oscillator and regulated power supply, in transport. Feeds up to four channels.

New three-way push-button editing: 1.) brake release for manual cueing, 2.) play-edit, and 3.) fast-cue-finding.

Ampex SEL-SYNC\* on every channel for track revisions and fully synchronized sound-on-sound.

Exclusive precision-lapped triple-shielding on play head minimizes magnetic interference.

Jewel-bearing idler in head assembly reduces scrape flutter modulation.

Individual switches adjust tensions for different reel size on each side.

Adjustable turntables accept reels up to 11½ inch. Push-button solenoids permit either local or remote control with smooth tape handling.

Newest Ampex advanced engineering, all solid state.

Your choice of interchangeable versions for rack mounting, console or portable case—all expandable and ready for all assignments! <sup>TM</sup> Ampex Corp.

For an illustrated brochure showing many other features of our rugged new AG-440 professional recorders, write to: Ampex, Room 7-14B, Redwood City, Calif. 94063.

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each of ARB's  
51 Radio  
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ARB's basic objective is to provide stations, advertisers and agencies with reliable information to aid evaluating total radio audience size and composition. This is achieved through the application of the same measurement criteria to all radio listening. The same universe, survey area, minimum reporting standards and audience categories are employed to measure AM and FM listening. Both are reported as they are programmed and sold. In fact, no other research service offers as complete information on FM as ARB.

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- reports the "extra" cume audience provided by an FM affiliate during simulcast periods to determine the unduplicated FM audience a station commands.
- provides an index of station loyalty by showing the percentage of a station's total cume audience that listened only to that station during the broadcast week for five major day-parts.

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**Broadcasters get behind  
Ill. career seminar**

Students in Southern Illinois were to have had a chance to learn about career opportunities in radio last Friday (July 28). A special one-day radio sales and production seminar at Wabash Valley Junior College was sponsored by Prairieland Broadcasters, a group owner in Illinois, and by WVMC Mount Carmel, Ill.

Participants included Dave Archard, WFUN South Miami, Fla.; Maurice (Doc) Fidler, Radio Advertising Bureau; Steve Bellinger of Prairieland's Wdz Decatur, Ill., and John Hurlbut of WVMC.

Wabash during the past year has had a pilot radio career course in cooperation with the National Association of Broadcasters.

**Armstrong adds PR arm**

A public relations division has been formed by Armstrong Associates Inc., advertising agency with its main office in Basking Ridge, N. J. The division, which is directed by Allen A. Swenson,

Armstrong's president, has offices in New York, Chicago and Washington. The office in New York is at 342 Madison Avenue. Mr. Swenson is a former account executive and public-relations director of Dancer-Fitzgerald-Sample Inc., New York.

Armstrong Associates will provide various services including radio script, program records and TV news films, according to Mr. Swenson, who also will direct Enterprise Broadcast Features (syndicated program service), another division.

**Drumbeats . . .**

**Pittsburgh promo** ■ KDKA Pittsburgh General Manager Wallace Dunlap last week presented copies of recording, words and music for the song, *Pittsburgh*, to Chamber of Commerce President Nelson B. Fry. Downtown Pittsburgh's Point State Park was the site for the ceremony and party introducing the song to civic leaders. Currently being aired over KDKA, it is available to civic agencies promoting the city.

**Newcomers join forces** ■ WJRJ-TV Atlanta's newest television station, has appointed Has Advertising Inc., new-

**'7 Surprizes' at Expo 67**

Almost everybody wants to be a television or motion-picture producer. And Harvey Chertok, director of promotion and public relations of Seven Arts Television, is no exception. Three years ago, he formed a small, independent company, Quartette International, which produced a 77-minute color motion picture titled "7 Surprizes," in association with the National Film Board of Canada. Since that time, the film has won more than 20 International film-festival awards, has played in theaters throughout the world and has been bought by more than 100 TV stations in the U.S. A fitting accolade came last week when the film was selected for a special invitational performance at Expo 67 in Montreal on Aug. 3.

est agency with headquarters in that city, to handle its advertising and public relations. The ch.17 station plans to begin broadcasting Sept. 1.

**FOR THE RECORD**

**STATION AUTHORIZATIONS, APPLICATIONS**

As compiled by BROADCASTING, July 20 through July 26, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. 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**

**APPLICATIONS**

\*Los Angeles—Community Television of Southern California. Seeks UHF ch. 58 (734-740 mc); ERP 46.2 kw vis., 9.2 kw aur. Ant. height above average terrain 2,888 ft.; ant. height above ground 200 ft. without ob-

struction lighting. P. O. address: 1313 North Vine Street, Los Angeles 90028. Estimated construction cost \$895,087; first-year operating cost \$249,754; revenue none. Geographic coordinates 34° 13' 28" north lat.; 118° 03' 45" west long. Type trans. GE TT-57-A. Type ant. GE TY-95-C. Legal counsel Covington & Burling, Washington; consulting engineer Hammett & Edison, San Francisco. Principals: Dr. James L. Loper, vice president and general manager. John W. Luhning, president, Dr. Lee A. DuBridge, chairman of board. Ann. July 25.

**FINAL ACTIONS**

KPAZ-TV Phoenix — Broadcast Bureau granted mod. of CP to change ERP to 251 kw vis., 50 kw aur., change type trans. Action July 18.

Washington—Theodore Granik. Broadcast Bureau granted UHF ch. 50 (686-692 mc); ERP 535 kw vis., 287 kw aur. Ant. height above average terrain 475.52 ft.; ant. height above ground 496.04 ft. P. O. address: 750 Park Avenue, New York 10017. Estimated construction cost \$336,500; first-year operating cost \$400,000; revenue \$45,000. Geo-

**ZOOM LENS  
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ZOLOMATICS**  
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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

graphic coordinates 38° 55' 29" north lat.; 77° 03' 22" west long. Type trans. GE TT-57A. Type ant. GE TV 25E. Legal counsel Samuel Miller, Washington; consulting engineer Morton Morrison, Patchogue, N. Y. Principal: Mr. Granik is New York and Washington attorney and public affairs program producer. He also has application for CATV in New York and new TV (ch. 75) in Patchogue, N. Y. Action July 26.

**WINK-TV Fort Myers, Fla.**—Broadcast Bureau granted license covering changes in station, specify studio location as 2824 Palm Beach Boulevard, Fort Myers. Action July 18.

**Ocala, Fla.**—Hubbard Broadcasting Inc. FCC granted UHF ch. 51 (692-698 mc); ERP 603 kw vis., 120 kw aur. Ant. height above average terrain 930 ft.; ant. height above ground 926 ft. P. O. address: 3415 University Avenue, St. Paul, Minn. 55114. Estimated construction cost \$777,027; first-year operating cost \$37,000; revenue none. Geographic coordinates 29° 28' 58" north lat.; 82° 01' 17" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU 46K. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hiddreth; consulting engineer Lohnes & Culver, both Washington. Principal: Stanley S. Hubbard, vice president, Hubbard Broadcasting is permittee of new UHF in St. Petersburg, Fla. Action July 19.

**WTVT-TV Tampa, Fla.**—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. and ant. location; and license covering changes (main trans. and ant.) Action July 18.

**Channel 14 Sioux City, Iowa.**—Broadcast Bureau granted mod. of CP to change ERP to 380 kw vis., 75.9 kw aur., change type trans., type ant. Action July 18.

**WKBG-TV Cambridge, Mass.**—Broadcast Bureau granted license covering new TV. Action July 18.

**KTVN (TV) Reno** — Broadcast Bureau granted license covering new TV and specify studio location as 10 Pine Street, Reno. Action July 18.

**WCPO-TV Cincinnati**—Broadcast Bureau granted mod. of CP to change ERP to 282 kw vis., 56.2 kw aur., change type ant., and decrease ant. height to 1,000 ft. Action July 18.

**Toledo, Ohio**—Toledo Telecasting Corp. Broadcast Bureau granted UHF ch. 54 (710-716 mc); ERP 871 kw vis., 132 kw aur. Ant. height above average terrain 460 ft.; ant. height above ground 489 ft. P. O. address: c/o Mrs. Jean Ferry Davis, 901 Lexington Avenue, N. Y. 10021. Estimated construction cost \$390,800; first-year operating cost \$250,000; revenue \$250,000. Geographic coordinates 41° 39' 01" north lat.; 83° 32' 06" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer A. D. Ring & Associates, both Washington. Principals: Jean Ferry Davis (80%), C. May Killian and Jerry Skousen (each 10%). Mrs. Davis is president. Mr. Killian, vice president of Toledo Telecasting and is lawyer and has interest in farm. Mr. Skousen has interest in land holding company, gasoline sales, cattle, hospital director, medical facility development company, investment company, mortgage company and brokers, real estate, and rubber plantation. Action July 18.

**Allentown, Pa.**—Mack Broadcasting, Inc. Broadcast Bureau granted UHF ch. 69 (800-806 mc); ERP 1,000 kw vis., 200 kw aur. Ant. height above average terrain 740 ft.; ant. height above ground 469 ft. P. O. address: P. O. Box M, Allentown 18105. Estimated construction cost \$108,600; first-year operating cost \$89,215; revenue \$300,000. Geographic coordinates 40° 35' 54" north lat.; 75° 25' 21" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-46K. Legal counsel Dempsey & Kopolovitz, D. C., consulting engineer Robert E. L. Kennedy—Kear & Kennedy. Principals: Applicant is wholly-owned by Mack Trucks Inc.—Zenon C. R. Hansen is president of both. Action July 18.

**WTSJ-TV San Juan, P. R.**—Broadcast Bureau granted CP to make changes in ERP to 417 kw vis., 56.2 kw aur.; condition. Action July 18.

**WSBE-TV Providence, R. I.**—Broadcast Bureau granted mod. of CP to change ERP to 479 kw vis., 95.5 kw aur., change type trans. Action July 18.

**WCIV-TV Charleston, S. C.**—Broadcast Bureau granted license covering changes in station and describe trans. and studio location as Highway 703 (7 miles east of Charleston), Mt. Pleasant. Action July 18.

**KCPX-TV Salt Lake City**—Broadcast Bureau granted license to utilize formerly installed ant. as auxiliary ant. at main trans. and ant. location. Action July 18.

\*Huntington, W. Va. — West Virginia

Educational Authority. Broadcast Bureau granted UHF ch. 67 (788-794 mc); ERP 496 kw vis., 99 kw aur. Ant. height above average terrain 1,165 ft.; ant. height above ground 935 ft. P. O. address: 16th Street and 4th Avenue, Huntington 25701. Estimated construction cost \$1,546,311.35; first-year operating cost \$150,000. Geographic coordinates 38° 30' 34" north lat.; 82° 13' 09" west long. Type trans. RCA TTU-30J. Type ant. RCA TFU-30J. Legal counsel O. Leonard Press; consulting engineer Ronald Stewart, both West Virginia. Principals: Controlling board is State Board of Education.\* WMUL(FM) is licensed to Marshall University. Action July 12.

■ Broadcast Bureau granted licenses covering changes in following stations: WAAY-TV, Huntsville, Ala.; WSB-TV (alternate main trans. and main ant.) Atlanta; WSPA-TV, (main trans. and ant.) Spartanburg, S. C. Action July 18.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 10 in Jacksonville, Fla. (Florida-Georgia Television Inc., Community First Corp.; New Horizons Telecasting Inc., and Florida Gateway Television Co.) TV Channel 12 proceeding designated Hearing Examiner Forest L. McClenning to serve as presiding officer; scheduled pre-hearing conference for Sept. 8 and hearing for Oct. 23 (Docs. 10834, 17582-84).

■ Hearing Examiner Herbert Sharfman on July 20 in Topeka, Kan. (Topeka Television Inc.) TV proceeding extended time for filing proposed findings from July 24 to Aug. 2 and replies from July 31 to Aug. 11 (Doc. 16970).

■ Hearing Examiner Thomas H. Donahue on July 21 in Columbus, Ga. (Gala Broadcasting Co. and Inland Broadcasting Co.) TV proceeding continued hearing to Sept. 21 (Docs. 17449-50). By separate order, granted petition to amend of Gala Broadcasting Co. to reflect technical proposal so as to win Federal Aviation Agency approval.

#### RULEMAKING ACTION

■ Pursuant to exchange of correspondence between Department of Transport of Canada and FCC, table A, annex 1 of Television Working Arrangement under Canadian-U.S.A. Television Agreement has been amended as follows: Haliburton, Ontario to add ch. 4L with limitation to protect CBOT, Ottawa, Ontario and a cochannel allocation at Sudbury, Ontario, and WBEN-TV Buffalo. To be located no less than 170 miles from WBEN-TV Buffalo. Further amendments to table A will be issued as public notices in form of numbered supplements. Action July 25.

#### CALL LETTER APPLICATION

\*Alabama ED TV Commission, Louisville, Ala. Requests WG1Q(TV).

#### CALL LETTER ACTION

■ Clay F. Huntington, Tacoma, Wash. Granted KLAY-TV.

#### DESIGNATED FOR HEARING

■ FCC by order in case of Minshall Broadcasting Inc. and University City Television Cable Inc., Gainesville, Fla., designated for consolidated hearing applications for new UHF TV's to operate on ch. 20. Action July 19.

■ FCC by order in case of Augusta Telecasters Inc. and Georgia-Carolina Industries Inc., Augusta, Ga. designated for consolidated hearing applications for new UHF TV's to operate on ch. 26. Action July 19.

#### Existing TV stations

##### FINAL ACTIONS

■ KAKE-TV Wichita, Kan., has been ordered, by FCC to grant rebroadcast permission, for selected ABC Network programming, to KAYS-TV Hays, Kan., as condition for authorization of CP for UHF translators for Hays and Russell, both Kansas. Action July 20.

Jamestown, N. Y. Ch. 26—Broadcast Bureau granted mod. of CP to change ERP to 575 kw vis., 115 kw aur., change trans. and studio location to Route 328 at Hunt Road, Near Jamestown, change type ant., ant. structure, increase ant. height to 690 ft. Action July 19.

WCCB-TV Charlotte, N. C.—Broadcast Bureau granted CP to change ERP to 589 kw vis., 75.9 kw aur., describe trans. location as Hickory Grove, 2101 Newell Road, Charlotte, and make changes in ant. system. Action July 19.

WDAZ-TV Devils Lake, N. D.—Broadcast Bureau granted license covering new station. Action July 21.

■ By memorandum opinion and order,

FCC granted Southern Oregon Broadcasting Co. (KTVM(TV), ch. 5), Medford, Ore. application. Commission waived Sec. 73.636 (a)(1) of rules and granted Oregon's application to move transmitter of TV station KTVM from 2.3 miles east of Gold Hill (8 miles north of Medford) to King Mountain, 30 miles northwest of Medford; increase ant. height above average terrain. Denied opposing petition by Liberty Television Inc. (KEZI-TV, ch. 9, Eugene). Sec. 73.636(a)(1) provides in part that no license for TV station shall be granted to any party (including all parties under common control) if such party directly or indirectly owns, operates, or controls one or more TV stations and the grant of such license will result in overlap of grade B contours of the existing and proposed stations, computed in accordance with Sec. 73.684 (prediction of coverage). Commissioner Johnson concurring. Action July 26.

WPDT(TV) Florence, S. C.—Broadcast Bureau granted mod. of CP to change ERP to 398 kw vis., 39.8 kw aur., change type trans., increase ant. height to 500 ft.; condition. Action July 19.

KELO-TV Sioux Falls, S. D.—Broadcast Bureau granted mod. of CP to reduce aural ERP to 28.8 kw. Action July 19.

KHTV(TV) Houston, Tex.—Broadcast Bureau granted license covering new station. Action July 21.

KMID-TV Midland, Tex.—Broadcast Bureau granted CP to change type trans. Action July 19.

KTXS-TV Sweetwater, Tex. — Broadcast Bureau granted CP to change ERP to 263 kw vis., 26.3 kw aur., describe studio location as U. S. Highway 80, 1 mile east of Sweetwater, change type trans. and ant., ant. structure, ant. system, and increase ant. height to 1,390 ft. Action July 21.

KREM-TV Spokane, Wash. — Broadcast Bureau granted CP to install auxiliary trans. at 4103 South Regal Street, Spokane. Action July 24.

WMTV(TV) Madison, Wis. — Broadcast Bureau granted CP to change type trans. (main trans. and ant.). Action July 19.

■ Broadcast Bureau granted renewal of licenses for following stations and pending auxiliaries: WFIE-TV Evansville; WANE-TV and WKJG-TV both Fort Wayne; WISH-TV, WFPM-TV, and WLWI-TV, all Indianapolis; WFAM-TV Lafayette; WLBC-TV Muncie; WNDU-TV and WSBT-TV, both South Bend; WTHI-TV and WTWO-TV, both Terre Haute, all Indiana; WLTV-TV Bowling Green; WLEX-TV and WKYT-TV, both Lexington; WAVE-TV, WHAS-TV and WLKY-TV, all Louisville, and WPSD-TV, Paducah, all Kentucky; WRCC-TV Memphis; WDEF-TV Chattanooga; WBBJ-TV Jackson; WJHL-TV Johnson City; WATE-TV Knoxville, WREC-TV Memphis; WSIX-TV and WSM-TV, both Nashville, all Tennessee. Action July 18.

#### OTHER ACTION

■ FCC waived Sec. 73.651(c) of rules to permit ETV stations to accompany their visual transmissions of test patterns or station identification slides with aural music during scheduled breaks in their in-school programing schedule. Richardson Independent School District (KRET-TV), Richardson, Tex.; Board of Education of the City of Atlanta (WETV), Atlanta, Ga.; University of Wisconsin (WHA-TV), Madison, Wis.; Greater Toledo Educational Television Foundation (WGTE-TV), Toledo, Ohio; University of Hawaii (KHET), Honolulu; University of Hawaii (KMEB), Honolulu, Hawaii; Northern California Educational Television Association Inc. (KIXE-TV), Redding, Calif.; Nebraska Educational Television Commission (KPNE-TV), North Platte, Neb.; Nebraska Educational Television Commission (KTNE-TV), Alliance, Neb.; Nebraska Educational Television Commission (KLNE-TV), Lexington, Neb.; Nebraska Educational Television Commission (KYNE-TV), Omaha. Sec. 73.651(c) provides that aural transmitter of TV station shall not be operated separately from visual transmitter except for certain purposes. Action July 26.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on July 20 in Montgomery, Ala. (Cosmos Broadcasting Corp. (WSFA-TV)) TV proceeding granted applicant's petition for acceptance of reply and accepted amendment to reflect new transmitter site and current program proposals (Doc. 16984).

■ Hearing Examiner Jay A. Kyle on July 20 in Minneapolis (WTCN Television Inc. [WTCN-TV]), et al., TV proceeding extended time for filing proposed findings from Aug. 8 to Aug. 29 and replies from Aug. 21 to Sept. 11 (Docs. 15841-43, 16782-83).

#### FINES

■ By memorandum opinions and orders, FCC directed Southwestern Broadcasting Co., licensee of KORK AM-TV, Lotus Broadcasting Corp., licensee of KENO, and Las Vegas TV Inc., licensee of KLAS-TV Las Vegas, to pay forfeiture of \$1,000 each. Stations were cited for violations of Sec. 317 of Communications Act and applicable sections of commission's rules, in that each station broadcast numerous sponsored announcements over period of approximately one month on behalf of proposition which was the subject of local referendum, without giving proper sponsor identification. Action July 26.

#### New AM stations

##### FINAL ACTIONS

■ Jacksonville, N. C.—Brown Broadcasting Inc. Review board granted 1290 kc, 1 kw-D. P. O. address: Box 1091, Jacksonville. Estimated construction cost \$19,827; first-year operating cost \$42,000; revenue \$60,000. Principals: Herschel R. Brown, Norman O. Brown and Irving S. Brown (each 33 $\frac{1}{3}$ %). Messrs. Brown own general contracting firm in Jacksonville. Action July 19.

■ By memorandum opinion and order, FCC granted Service Radio Co., Newberry, S. C., application for new AM. Station to operate on 1520 kc, 1 kw-D, class II. Applicant is a general partnership composed of James B. Gowan, James R. Kelly and Joe E. Morris. Action July 19.

##### OTHER ACTIONS

■ Review board in East St. Louis, Ill. standard broadcast proceeding, Docs. 17256-7, denied petition to enlarge issues filed March 29 by East St. Louis Broadcasting Inc.; granted in part supplement to petition to enlarge issues filed on June 23, and reversed ruling of hearing examiner at prehearing conference held June 8 to effect that evidence under past broadcast record criterion is limited to program performance by one with ownership interest in applicant. Board Member Berkemeyer absent. Board Member Kessler concurring in result only. Action July 20.

■ Review board in Elmhurst, Ill. standard broadcast proceeding, Docs. 16965-6, granted to extent indicated, and denied in all other respects, petition to enlarge issues filed May 23 by Du Page County Broadcasting Inc. Board Members Berkemeyer and Slone absent. Action July 24.

■ Review board in St. Charles, Mo. standard broadcast proceeding, Docs. 17420-22, denied motion to enlarge issues filed by Cecil W. Roberts on May 31. Board Members Berkemeyer and Slone absent. Action July 25.

■ Review board in Henderson, Nev. standard broadcast proceeding, Docs. 16813-4, granted motion filed July 19 by 1400 Corp., and extended to July 28 time to file oppositions to petition to enlarge issues filed June 29 by Broadcast Bureau. Board Member Berkemeyer absent. Action July 20.

■ Review board in Mt. Carmel, Pa. standard broadcast proceeding, Docs. 17411-2, denied petition to enlarge issues filed May 31 by K H Radio Co. Board Member Berkemeyer absent. Action July 19.

##### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 10 in Lima, N. Y. (Elim Bible Institute Inc.); Henrietta, N. Y. ("What The Bible Says Inc."); Genesco N. Y. (Oxbow Broadcasting Corp.); and Warsaw, N. Y. (John B. Weeks) AM proceeding designated Hearing Examiner Isadore A. Honig to serve as presiding officer; scheduled prehearing conference for Sept. 18 and hearing for Oct. 30 (Docs. 17570-73).

■ Hearing Examiner Charles J. Frederick on July 21 in Crowley, La., Rice Capital Broadcasting Co., AM proceeding scheduled hearing for Aug. 2 (Doc. 16785). And in South Beloit, Ill., Salter Broadcasting Co., et al., AM proceeding, rescheduled date for notifying counsel for each applicant as to names of witnesses from July 21 to Aug. 10,

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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 27

|                    | Lic.               | ON AIR | CP's | NOT ON AIR |
|--------------------|--------------------|--------|------|------------|
|                    |                    |        |      | CP's       |
| Commercial AM      | 4,116 <sup>1</sup> | 19     | 19   | 82         |
| Commercial FM      | 1,630              | 57     | 57   | 238        |
| Commercial TV-VHF  | 488 <sup>2</sup>   | 12     | 12   | 21         |
| Commercial TV-UHF  | 101 <sup>3</sup>   | 25     | 25   | 135        |
| Educational FM     | 303                | 14     | 14   | 25         |
| Educational TV-VHF | 60                 | 7      | 7    | 9          |
| Educational TV-UHF | 42                 | 20     | 20   | 46         |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 27

|               | VHF | UHF | Total |
|---------------|-----|-----|-------|
| Commercial    | 519 | 267 | 786   |
| Noncommercial | 76  | 105 | 181   |

## STATION BOXSCORE

Compiled by FCC, May 31, 1967

|                                | COM'L AM           | COM'L FM | COM'L TV         | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air)          | 4,116 <sup>1</sup> | 1,630    | 587 <sup>2</sup> | 302     | 99      |
| CP's on air (new stations)     | 11                 | 53       | 37               | 13      | 27      |
| CP's not on air (new stations) | 90                 | 242      | 156              | 27      | 55      |
| Total authorized stations      | 4,219              | 1,925    | 786              | 342     | 181     |
| Licenses deleted               | 2                  | 0        | 0                | 0       | 0       |
| CP's deleted                   | 0                  | 0        | 3                | 0       | 0       |

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

and WSBT, all South Bend; WKQV Sullivan; WTCJ Teller City; WAOV Vincennes; WBAA West Lafayette, and WRSW Warsaw, all Indiana. WANY Albany; WCMI and WTCR, both Ashland; WYWY Barbourville; WBRT Bardstown; WCBL Benton; WKCT and WLBJ, both Bowling Green; WKDZ Cadiz; WCTT Corbin; WCLU Covington; WCPM Cumberland; WSTL Eminence; WABD Fort Campbell; WSAC Fort Knox; WKY Frankfort; WFKN Franklin; WFUL Fulton; WAXU Georgetown; WCDS Glasgow; WHLN Harlan; WKIC Hazard; WSON Henderson; WKOA Hopkinsville; WMTL Lettchfield; WBLG Lexington; WFTG London; WAVE, WFIA, WHAS, WINN and WKLO, all Louisville; WTTL Madisonville; WFTM Maysville; WMOR Moorehead; WFLW Monticello; WLOC Muntfordville; WNBS Murray; WNOP Newport; WNVL Nicholasville; WPAD Paducah; WSIP Paintsville; WPKE Pikeville; WANO Pineville; WSFC and WTLO, both Somerset; WRSL Stanford; WTKY Tompkinsville; WMTX Vanclève; WLKS West Liberty; WEZY Williamsburg, and WWKY Winchester, all Kentucky. WLAR and WYXI, both Athens; WVOL Berry Hill; WKYE and WOPI Bristol; WBHT Brownsville; WFWL Camden; WDEF, WDOO, WDXB, WMOC, and WAO, all Chattanooga; WDXN and WTZN, both Clarksville; WCLE Cleveland; WYSH Clinton; WSKT Colonial Village; WKRM and WMCB, both Columbia; WHUB and WPTN, both Cookeville; WFP Collierville; WLSB Cooperhill; WKBL Covington; WDKN Dickson; WDSG Dyersburg; WEMB Erwin; WCPH Etowah; WAGG Franklin; WAMG and WHIN, both Gallatin; WSMG Greeneville; WJKM Hartsville; WIJR Humboldt; WDXI and WTJS, both Jackson; WJCW Johnson City; WKIN Kingsport; WBIR, WIVK, WKXV and WNOX, all Knoxville; WEEN Lafayette; WDXE Lawrenceburg; WLIL Lenoir City; WDXL Lexington; WLIV Livingston; WCMT Martin; WGAP Maryville; WDIA, WMC, WMOG, WLOK and WREC, all Memphis; WHDM McKenzie; WAKI McMinnville; WCRK and WMTN, both Morristown; WMTS Murfreesboro; WKDA, WLAC, WNAH, WSIX and WSM, all Nashville; WLK Newport; WATO Oak Ridge; WTPR Paris; WRKH Rockwood; WORM Savannah; WLJY Shelbyville; WEGC South Pittsburg; WJLE Smithville; WENK Union City; WPHC Waverly; WCDD Winchester, and WBFJ Woodbury, all Tennessee. Action July 18. On July 24: Broadcast Bureau granted renewals to: KWCB, Searcy Ark.; WBIS Bristol, Conn.; WHEB Portsmouth, N. H.; WVA Cheektowaga, N. Y.; WSAR Fall River, Mass.; WTCB Flomaton, Ala., and WTMC Ocala, Fla.

■ Broadcast Bureau granted renewal of licenses for following stations and co-ordinating auxiliaries: WBSM New Bedford, Mass.; WCMN Arecibo, P. R.; WHEE Martinsville, Va.; WKEE Huntington, W. Va.; WKOK Sunbury, Pa.; WLNH Laconia, N. H. and WNRV Narrows-Pearisburg, both Virginia. Action July 18.

■ Broadcast Bureau granted renewal of licenses for following stations and co-ordinating auxiliaries: WTTV Bloomington; WEHT Evansville, and WPTA Roanoke, all Indiana; WTVC and WTVK Chattanooga and Knoxville, respectively, both Tennessee. Action July 18. On July 24: WBAC Cleveland, WBEJ Elizabethton, WBLC Lenoir City, WCOR Lebanon, WEAG Alcoa, WEKR Fayetteville, WENO Madison, WGNS Murfreesboro, WGRV Greeneville and WHAL Shelbyville all Tennessee; WBHU Anderson, Ind.; WHIR Danville, and WIEL Elizabethton, both Kentucky; WJAK Jackson, WJIM Lewisburg, WJSC Jonesboro, WKSR Pulaski, WMCH Church Hill, and WMPS Memphis, all Tennessee; WOMI Owensboro and WRUS Russellville, both Kentucky; WSMT Sparta, Tenn.; WTCO Campbellsville, WTMT Louisville, WLK Lexington, WFMW Madisonville and WLOU Louisville, Ky.

### INITIAL DECISION

■ FCC granted initial decision to application by Plains Broadcasting Co., licensee of KGYN Guymon, Okla., to operate fulltime as class II-A, 10 kw. Issued by FCC Hearing Examiner Herbert Sharfman. (Docs. 16589, 16848). Action July 24.

### OTHER ACTION

■ Review board in South Beloit, Ill., standard broadcast proceeding—Docs. 17209 et al. denied petition to enlarge issues filed March 13 by Salter Broadcasting Co. (WBEL). Board Member Nelson not participating. Board Member Berkemeyer absent. Action July 21.

### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on July 21 in Salinas, Calif., Allen C. Bigham Jr. renewal of license of KCTY, AM proceeding granted petition of Broadcast Bureau and extended time for filing proposed

and dismissed as moot motion for extension of time filed by applicant Great River Broadcasting Inc. (Docs. 17209-15, 17217, 17218).

■ Hearing Examiner Millard F. French on July 19 in Donelson, Tenn. (William O. Barry tr/as Great Southern Broadcasting Co.) AM proceeding granted consent motion for change of procedural dates filed by Broadcast Bureau, and rescheduled dates including hearing from Sept. 6 to Oct. 3 (Doc. 17365).

■ Hearing Examiner Isadore A. Honig on July 21 in East St. Louis, Ill. (East St. Louis Broadcasting Inc., and Metro-East Broadcasting Inc.) AM proceeding granted joint petition of applicants and extended time for filing proposed findings on issue 1 from July 25 to Aug. 2 (Docs. 17256-57).

### CALL LETTER APPLICATIONS

- North County Broadcasting Inc., Vista, Calif. Requests KMLO.
- Nashua Valley Broadcasting Inc., Leominster, Mass. Requests WLMS.
- Medina Broadcasting Co., Hondo, Tex. Requests KRME.

### DESIGNATED FOR HEARING

■ By memorandum opinion and order, FCC in case of Williamsburg-Suffolk, Va., standard broadcast applications designated for consolidated hearing. Kenneth S. Bradby and Gilbert L. Granger, d/b as Virginia Broadcasters and Charles E. and Rose Mae Springer, d/b as Suffolk Broadcasters request CP for new AM's to operate on 1110 kc, 250 w-D, class II, at Williamsburg and Suffolk, Va., respectively. Hearing issues include financial qualifications of Virginia Broadcasters, and areas and populations which would receive primary service from each of applications. James River Broadcasting Corp. petition for reconsideration denied. Its amended application for new AM to operate on 1110 kc with 50 kw-DA-D, at Norfolk, Va., was returned as unacceptable for filing. James River application was first tendered for filing on May 27, 1966, but was returned because of excessive daytime skywave radiation. James River had requested acceptance of its application as of May 31, 1966. Action July 19.

## Existing AM stations

### APPLICATIONS

KWKY Cathedral City, Calif. — Seeks CP to increase daytime power from 250 w to 500 w, specify two main trans. (Gates 500-D daytime, and Raytheon RA-250 nighttime), and make changes in ant. system (increase height by installation of communicating ant.). Ann. July 25.

KBRK Leadville, Colo. — Seeks CP to change hours of operation from unlimited to specified hours (Mon.-Sun. 5 a.m. to 7 p.m.), increase daytime power from 250 w to 1 kw, and install new trans. Ann. July 25.

WWDR Murfreesboro, N. C. — Seeks CP to increase power from 500 w to 1 kw, make changes in ant. system (increase height; change from series to shunt excited). Ann. July 20.

### FINAL ACTIONS

KVOR Colorado Springs—Broadcast Bureau granted CP to make changes in ant. system. Action July 18.

WEBB Baltimore — Broadcast Bureau granted CP to install new trans. at main trans. location for auxiliary purposes only. Action July 18.

WSJC Magee, Miss.—Broadcast Bureau granted CP to use main night trans. as an auxiliary trans. daytime at main trans. location. Action July 21.

WGNU Wilmington, N. C.—Broadcast Bureau granted CP to change location of ant.-trans. to Northwest of intersection Adams Street, and Burnett Boulevard, Wilmington. Action July 21.

■ Broadcast Bureau granted renewal of licenses for following stations and co-ordinating auxiliaries: WBNL Boonville; WCNB Connersville; WWCN Brazil; WADM Decatur; WIKY and WROZ, both Evansville; WKJG and WOWO, both Fort Wayne; WKAM Goshen; WJOB Hammond; WHLT Huntington; WBR1, WFBM, WIBC and WATI, all Indianapolis; WITZ Jasper; WKVW Jeffersonville; WIOU Kokomo; WAWK Kendallville; WASK Lafayette; WBTO Linton; WLOI La Porte; WBAT Marion; WIMS Michigan City; WPCO Mount Vernon; WLBC Muncie; WREY and WHEL, both New Albany; WVAK Paoli; WRAY Princeton; WKBV Richmond; WJVA, WNDU

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findings from July 28 to Sept. 1 and replies from Sept. 1 to Oct. 2. (Doc. 16769).

■ Chief Hearing Examiner James D. Cunningham on July 20 in Tolleson, Ariz. (E. O. Smith [KRDS]) proceeding designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for Sept. 1 and hearing for Oct. 26. (Doc. 17587).

■ Hearing Examiner Millard F. French on July 19 in Montgomery, Ala. (Fine Music Inc. [WFMI], et al.) AM proceeding granted, in part, petition to amend filed by applicant Fine Music Inc., so as to reflect financial proposal and revised cost estimates for the proposed construction and rejected insofar as it pertains to alternative financial plan of proposed transferee, Investment Capital Corp. (Docs. 17058-60).

#### FINE

■ By memorandum opinion and order, FCC directed Folkways Broadcasting Inc., licensee of WTCW-AM-FM Whitesburg, Ky., to pay forfeiture of \$1,000 for failing to respond to notice of apparent liability. Folkways was notified on May 10 of apparent liability in amount of \$1,000 for operating its two stations without properly licensed operator and for various technical violations, including inoperative Emergency Action Notification equipment, failure to check transmitting equipment five days each week, and failure to have transmitter clearly visible to the operator in charge of transmitting apparatus at his normal operating positions (Secs. 73.93(b), 73.93(d)(5), 73.93(a), 73.922, 73.265(b) and 73.265(e). Action July 26.

#### CALL LETTER APPLICATIONS

■ KLTR, Communications Enterprises Inc., San Mateo, Calif. Requests KFOR.  
■ KYMN, Republic Broadcasting Inc., Oregon City. Requests KYXI.

#### CALL LETTER ACTION

■ KPER, South Valley Broadcasters, Gilroy, Calif. Granted KAZA.

#### DESIGNATED FOR HEARING

■ By order, FCC designated Natchez Broadcasting Co. (WMIS), Natchez, Miss., application for hearing. Applicant requests change in facilities of WMIS from 1240 kc, 250 w U, Class IV, to 1240 kc, 250 w, 1 kw-L, U. WHNY Macomb, Miss., was made party to proceeding. Action July 26.

■ FCC by commissioners Hyde (Chairman), Lee, Cox, Wadsworth and Johnson by order designated for hearing renewal application of WEBY Milton, Fla. Action resulted from complaints against licensee, Milton Broadcasting Co., alleging violations of fairness doctrine. Order states that inquiry into station's operation "raises a number of serious questions bearing upon whether Milton Broadcasting Co. possesses qualifications to remain licensee of WEBY." Among issues to be covered in hearing are facts and circumstances involved in broadcast of so-called editorials over WEBY on April 22, 1968; whether employee agents or representatives of applicant misrepresented facts to commission; and whether, in April 1966 applicant complied with requirements of fairness doctrine. Action July 19.

#### New FM stations

##### APPLICATION

Pompano Beach, Fla.—Almardon Inc. of Florida. Seeks 102.7 mc, ch. 274, 100 kw. Ant. height above average terrain 127 ft. P. O. address: Box 9447, Fort Lauderdale, Fla. 33310. Estimated construction cost \$57,610; first-year operating cost \$29,278. Principals: Donald J. Owler, president. Ann. July 19.

##### FINAL ACTIONS

■ FCC granted Butte Broadcasting Inc., Chico, Calif., application for new class B FM. Ch. 229 (93.7 mc), ERP 5.1 kw, ant. height 390 ft. Action July 19.

Rockland, Me.—Knox Broadcasting Inc. FCC granted 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 170 ft. P. O. address: 415 Main Street, Rockland 04841. Estimated construction cost \$4,250; first-year operating cost \$500; revenue \$1,000. Principals: Applicant owns WRKD Rockland. Carleton D. Brown, president. Mr. Brown is president of Kennebec Broadcasting Co., licensee of WTVL Waterville, Me. (see below); 24 shares of Community Broadcasting Service which owns all stock of Community Telecasting Service, licensee of WABI-TV Bangor; Aroostook Broadcasting Corp., licensee of WAGM-AM-TV Presque Isle, and Hildreth Broadcasting Co., licensee of WFOP Portland, all Maine. With the exception of Aroostook, Mr. Brown is officer and director of above listing, and director of \*WCBB(TV) Augusta, Me. Action July 19.

\*Washington—The Greater Washington Educational Television Association Inc.—Broadcast Bureau granted 90.9 mc, ch. 215, 75 kw. Ant. height above average terrain 610 ft. P. O. address: 1225 19th Street, N.W. Washington 20036. Estimated construction cost \$134,155; first-year operating cost \$115,000; revenue none. Principals: George E. Geesey, FM director. Action July 19.

#### OTHER ACTIONS

■ Review board in Boulder, Colo. FM broadcast proceeding Docs. 17029-30, denied petition to enlarge issues filed June 13 by Russel Shaffer. Board member Berkemeyer absent. Action July 20.

■ Review board in Syracuse, N. Y.—FM broadcast proceeding Docs. 17117-8 granted joint petition for approval of agreement filed June 2 by Mars Hill Broadcasting Inc. and Ward L. Jones; approved agreement; dismissed with prejudice application of Ward L. Jones; granted application of Mars Hill Broadcasting Inc., for CP for new FM in Syracuse, N. Y.; dismissed as moot petition for reconsideration and review filed on April 20 by Mars Hill Broadcasting Inc.; and terminated proceeding. Board member Berkemeyer absent. Action July 20.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on July 21 in Grand Haven, Mich. (Community Broadcasters Inc., and West-State Broadcasting Co.) FM proceeding granted motion of applicants and rescheduled procedural dates including prehearing conference from August 21 to September 5. (Docs. 17470-71).

■ Hearing Examiner Millard F. French on July 19 in Murphy, N. C. (Max M. Blakemore t/ras Cherokee Broadcasting Co.) et al. FM proceeding reopened record; accepted stipulation entered into by two applicants and the Broadcast Bureau concerning two engineering exhibits; and record reclosed (Docs. 17086-87).

■ Hearing Examiner Isadore A. Honig on July 20 in New Britain, Conn. (Hartford County Broadcasting Corp. and Central Connecticut Broadcasting Co.) FM proceeding postponed without date procedural dates except hearing which remains September 12. (Docs. 17405-06).

#### RULEMAKING PETITIONS

Oxnard, Calif. Cullen B. Tendick—Requests amendment of table of assignments for FM's to add second channel, ch. 244A, to Oxnard, Calif. Ann. July 24.

Erwin, Tenn. WEMB Inc.—Requests amendment of rules so as to assign FM ch. 280A to Erwin, Tenn. Ann. July 24.

#### CALL LETTER APPLICATIONS

■ \*Lindenwood Female College, St. Charles, Mo. Requests KCLC(FM).  
■ \*Norwich University, Northfield, Vt. Requests WNUB-FM.

#### CALL LETTER ACTION

■ Sanilac Broadcasting Co., Sandusky, Mich. Granted WMIC-FM.

#### DESIGNATED FOR HEARING

■ By order, FCC in case of Americana Broadcasting Corp. and Loyola University, both New Orleans, applications for class C FM's designated for hearing. Request ch. 270 (101.9 mc), ERP 50 kw. Americana with ant. height of 410 ft. and Loyola with ant. height of 830 ft. Action July 19.

#### Existing FM stations

##### FINAL ACTIONS

\*KANG(FM) Angwin, Calif.—Broadcast Bureau granted mod. of CP to make change in trans. equipment. Action July 18.

KMBY-FM Monterey, Calif.—Broadcast Bureau granted CP to add vertical trans., polarized ant., ERP 18 kw. Action July 21.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: \*WEVC(FM) and \*WISR(FM), both Evansville; \*WFCC(FM) Franklin; \*WGCCS(FM) Goshen; \*WGVE(FM) Gary; \*WVSH(FM) Huntington; \*WIAN(FM) and \*WICR(FM), both Indianapolis; \*WBST(FM) Muncie; \*WNSD(FM) Notre Dame; \*WECI(FM) Richmond; \*WISU(FM) Terre Haute, and \*WSKS(FM) Wabash, all Indiana. \*WBKY(FM) Lexington; \*WFPK(FM) and \*WEPL(FM), both Louisville and \*WMKY(FM) Morehead, all Kentucky. \*WKCS(FM) and \*WUOT(FM), both Knoxville, and \*WPLN(FM) Nashville, all Tennessee. Action July 18. On July 24 Broadcast Bureau granted renewal of WPFM(FM) Portsmouth, N. H. On July 18: WKEE-FM Huntington, W. Va., and WDAS(FM) Philadelphia.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WFTU-FM and WTTV-FM, both Bloomington; WCRD(FM) Bluffton;

WNDY(FM) Crawfordsville; WKAX(FM) Elkhart; WBMP(FM) Elwood; WIKY-FM Evansville; WKJG-FM and WPTH(FM), both Fort Wayne; WSMJ(FM) Greenfield; WYCA(FM) Hammond; WWHC(FM) Hartford City; WHLT-FM Huntington; WAIW-FM, WFBM-FM and WIBC-FM, all Indianapolis; WITZ-FM Jasper; WAWK-FM Kendallville; WIOU(FM), WFKO(FM) and WKMO(FM), all Kokomo; WLOI-FM La Porte; WMCB-FM Michigan City; WMUN(FM) Muncie; WCTW(FM) New Castle; WOCH(FM) North Vernon; WJMK-FM Plainfield; WRAY-FM Princeton; WCLM(FM) and WKVB-FM, both Richmond; WSVL-FM Shelbyville; WJVA-FM and WNDU(FM), both South Bend; WFFR(FM), WTHI-FM and WTVS(FM), all Terre Haute; WAOV-FM Vincennes; WRSW-FM Warsaw, and WFML(FM) Washington, all Indiana. WANY-FM Albany; WCMJ-FM Ashland; WLJC(FM) Beatyville; WCBF-FM Benton; WLBJ-FM Bowling Green; WSAC-FM Fort Knox; WFUL-FM Fulton; WKIC-FM Hazard; WSON-FM Henderson; WKOF(FM) Hopkinsville; WVLC-FM Lexington; WHAS-FM, WKLO-FM and WLRS(FM), all Louisville; WNGO(FM) Mayfield; WFLW-FM Monticello; WMOR-FM Moorehead; WLOC-FM Munfordville; WSTO(FM) Owensboro; WPAD-FM Paducah; WSIP-FM Paintsville; WPKE-FM Pikeville; WRUS-FM Russellville, and WSEK(FM) Sombeset, all Kentucky. WOPI-FM Bristol; WBHT-FM Brownsville; WDEF-FM, WDOD-FM and WLOM(FM), all Chattanooga; WCLE-FM Cleveland; WYSH-FM Clinton; WHUF-FM and WPTN-FM, both Cookeville; WKBL-FM Covington; WDKN-FM Dickson; WFMG(FM) Gallatin; WLJR-FM Humboldt; WFTS-FM Jackson; WJWC Johnson City; WKPT-FM Kingsport; WBR-FM and WIVK-FM, both Knoxville; WDXE-FM Lawrenceburg; WCOR-FM Lebanon; WDXL-FM Lexington; WHNR(FM) McMinnville; WMC-FM and WMPF-FM, both Memphis; WMTN-FM Morristown; WMTS(FM) Murfreesboro; WKDA-FM and WLAC-FM, both Nashville; WORM-FM Savannah; WDBL-FM Springfield and WSEV-FM Sevierville, all Tennessee. Action July 18. On July 24: WFMW-FM Madisonville, Ky.; WHAL-FM Shelbyville, Tenn.; WILQ-FM Frankfort, Ind.; WOFM(FM) Greeneville, Tenn.; WOMI-FM Owensboro, Ky.; WSMT-FM Sparta, Tenn., and WTCO-FM Campbellsville, Ky.

#### OTHER ACTION

■ By order, FCC granted Doubleday Broadcasting Inc. (KDEF-FM) Albuquerque, N. M., further exemption from AM-FM nonduplication rule (Sec. 73.242) to April 1, 1968. Commissioner Johnson concurring. Action July 26.

#### RULEMAKING ACTION

William R. Ormes, president, Williamson County Broadcasting Inc. (WAGG) Franklin, Tenn. requests reconsideration of second report and order in Doc. No. 17282 (RM-1097 only) insofar as it assigns FM ch. 221A to Donelson Tenn., instead of to Franklin, Tenn. Action July 24.

#### CALL LETTER APPLICATION

■ KUFY(FM) Intercontinental Radio Inc., San Mateo, Calif. Requests KLUZ(FM).

#### Translators

##### ACTIONS

■ By order, FCC amended part 1 (Sec. 1.572) of rules. Part deals with processing of TV applications to clearly define what constitutes major change in facilities of TV broadcast translator stations. Amended Sec. 1.572(a)(1) states: "... A major change is, in the case of stations authorized under Part 73 of this chapter, any change in frequency or station location, or any change in power or antenna location or height above average terrain (or combination thereof) which would result in a change of 50% or more of the area within the Grade B contour of the station; in the case of television translator stations authorized under Part 74 of this chapter it is any change in frequency (output channel), primary station (input channel) or principal community or communities' ... Action July 26.

K78CD Randle, Wash.—Broadcast Bureau granted mod. of CP for UHF TV translator to include Morton, Wash., in principal community, change trans. location to approximately 10 1/2 miles w. southwest of Randle School Complex, Randle, and make changes in ant. system. Action July 19.

K12FN Sheridan, Wyo.—Broadcast Bureau granted assignment of license of VHF TV translator to Harriscope Broadcasting Corp. Action July 21.

■ Broadcast Bureau granted renewal of licenses for the following VHF TV translators: K07CP; K09CK, and K11CR, all Ferdinand, Idaho, and K08BS Cannon City, Colo. Action July 21.



■ Broadcast Bureau granted licenses covering following VHF TV translators: K04ET, K06ER Idaho Power Co. Oxbow Power Plant, Camp, Ore.-Idaho; W10AH, Paducah Newspapers Inc., Carbondale, Ill.; W09AG Spartan Broadcasting Co. Franklin, N. C.; K07HN Meyer Broadcasting Co., Dickinson, N. D.; K05DG Christmas Valley TV Inc., Christmas Valley, Ore.; K13HY Duhamel Broadcasting Enterprises, Deadwood, S. D. and K02EV Upper Green River TV System El Paso Compression, Station 23, Wyo. Action July 18.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translators: K09HG Midlight Sun Broadcasters Inc., Girdwood and Mile 100 Area Seward Highway, both Alaska; K06BG Roy T.V. Tax District Fargo Armells area, Indian Butte area, rural area of East Roy, and Bear Creek area, all Montana; K05CD Valley T.V. Club Inc. Haxby, Mont.; K12DI and K10EC Shelby TV Club, Inc., Shelby, Mont.; K07GS City of Burwell, Burwell, Neb.; W10AF Southeastern Broadcasting Corp. Canton, N. C.; K12FJ Texhoma TV Translator Inc. Straight, Hardesty, Optima, rural area south of Guymon and Guymon, all Oklahoma; K06DH Millard County School District, Holden and Scipio, both Utah, and K04AB Gillette TV Assn. Gillette, Wyo. Action July 18.

■ Broadcast Bureau granted licenses covering following new UHF TV translators: K76CO, Minnesota-Iowa Television Co., Blue Earth, Minn. and K79BA Roger Mills translator system, Cheyenne and Reydon, both Oklahoma. Action July 18.

■ Broadcast Bureau granted licenses covering changes in the following UHF TV translators: K75AK, North Sherman Television Co.-Op, Wasco, Ore. and K74BE Columbia Gorge TV Inc., Hood River, Ore., and Binger and White Salmon, both Washington. Action July 18.

## CATV

### APPLICATIONS

■ Westerly Cable TV, Inc.—Requests distant signals from WNEV-TV and WPIX (TV), New York; WSBK-TV Boston; WKBG-TV Cambridge and WJZB-TV Worcester, both Massachusetts and WSBE-TV Providence, R. I. to Westerly, R. I. (Providence, R. I.—ARB 12). Ann. July 20.

■ United Transmission Inc.—Requests distant signals from WFIL-TV and KYW-TV Elizabethtown, Marietta and Maytown, WCAU-TV Mountville, Elizabethtown, Marietta, Mt. Joy, Maytown and West Hempfield, WPHL-TV, WIBF-TV and WKBS-TV all Philadelphia and WTTG-TV Washington to Mountville borough, Elizabethtown borough, Marietta borough, Mt. Joy borough, Maytown, East Hempfield township, and West Hempfield township, all Pennsylvania (Harrisburg-Lancaster-Lebanon-York, all Pennsylvania—ARB 29). Ann. July 20.

### INITIAL DECISION

■ In show cause CATV proceeding, Hearing Examiner Chester F. Naumowicz Jr., issued initial decision looking toward issuance of an order by commission in Docs. 17391 through 17394 directing: (a) Ashland Video Co. cease and desist from further violation of Sec. 74.1103(a) of commission's rules and that signal of television WNEP-TV Scranton, and WBRE-TV Wilkes-Barre, both Pennsylvania, be carried by Ashland Video Co. on its CATV system at Ashland, Pennsylvania, on a fulltime basis; (b) Shen-Heights TV Association, City TV Corp., Schuylkill Valley Trans-Video and Ashland Video Co. operating CATV systems in communities of Shenandoah, Mahanoy City, Brockton and Ashland, all Pennsylvania, respectively, cease and desist from further violation of Sec. 74.1103(e) of commission's rules and that each of above-named CATV systems are required to provide program exclusivity protection, as provided in Sec. 74.1103(e) and (f) of commission's rules, to WNEP-TV (Scranton, Pa.) and WBRE-TV (Wilkes-Barre, Pa.), and (c) City TV Corp. cease and desist from further violation of Sec. 74.1103(e) of commission's rules and that it provide program exclusivity protection, as provided by Sec. 74.1103(e) and (f) of commission's rules, to WDAU-TV (Scranton, Pa.). Action July 20.

### OTHER ACTIONS

■ By order, FCC National Community Television Association Inc. motion denied. National had requested commission to consolidate its inquiry into developing patterns of ownership in CATV industry (Doc. 17371) into general inquiry into new specialized communications developments announced July 7, 1967, #2734. Commission stated that it is desirable to receive initial pleadings in Doc. 17371 as soon as possible in order to determine whether any im-

mediate action is appropriate. Also, scope and substance of July 7 inquiry have not been finally adopted. Action July 26.

■ By memorandum opinion and order; Commissioner Cox dissenting and issuing statement; Commissioner Johnson concurring; FCC Al-Pines Cable TV Inc., operator of CATV system, Alexandria, La. granted request by Lanford Telecasting Inc., licensee of KALB-TV Alexandria, La. to extent that commission's action of March 8 which granted limited waiver of carriage requirements of Sec. 74.1103(a) to Al-Pines will terminate either when rewiring of Al-Pines' CATV system is completed, or at 12 a.m. Jan. 1, 1968, whichever occurs first. Action July 26.

■ Brainerd, Minn. Brainerd Video—CATV task force dismissed, at request of KCMT Alexandria, Minn., its petition for special conditions to be imposed on Brainerd Video. Action July 21.

■ Jackson, Minn. City of Jackson—CATV task force extended until and including October 9, in which to compliance with program exclusivity provisions of Sec. 74.1103(e) of rules. Action July 24.

■ Wheeling, W. Va., Wheeling Antenna Inc.—CATV task force extended until and including August 12, compliance date in FCC 67-654. Action July 19.

■ Office of opinions and review on July 17 in Syracuse, N. Y., CATV proceeding, granted request of New Channels Corp. and Eastern Microwave Inc. and extended to July 24 time within which to file opposition to application for review filed by ch. 9 Syracuse Inc. (Docs. 17131-17136; 17273-17278). And in Russell-Hays, Kan., CATV proceeding granted request of Broadcast Bureau and extended to July 21, time for filing responsive pleadings to comments of Cobb and Associates Inc. and Kansas State Network Inc. on order certifying to commission proceeding in Docs. 17181-3.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 21 in Owensboro, Ky. (Top Vision Cable Co.) CATV proceeding granted petitions to intervene of Gilmore Broadcasting Corp. of Indiana (WEHT) and WFIE Inc. (WFIE-TV), both Evansville, Ind., and Owensboro On The Air Inc. (WVJS-TV), Owensboro, Ky. (Doc. 17535). And on July 20 in Somerset, Pa. (Laurel Cablevision Co.), Punxsutawney, Pa. (Punxsutawney TV Cable Inc.) CATV petitions. Designated Hearing Examiner Isadore A. Honig to serve as presiding officer; scheduled prehearing conference for August 2, and hearing for September 14. (Docs. 17538-40).

■ Hearing Examiner Thomas H. Donahue on July 20 in Lewiston and Auburn, both Maine (Cable Vision Inc.) CATV petition scheduled hearing for September 6. (Doc. 17378).

■ Hearing Examiner Jay A. Kyle on July 19 in Kalamazoo, Mich. (Fetzer Cable Vision) et al, CATV proceeding scheduled further hearing conference for August 1. (Docs. 17200-08).

■ Hearing Examiner Chester F. Naumowicz Jr. on July 21 in Van Buren, N. Y., General Electric Cablevision Corp., et al, CATV proceeding extended procedural dates by fourteen days each except hearing which remains September 25. (Docs. 17131-36, 17273-8).

### Ownership changes

#### APPLICATIONS

■ WSFM(FM) Birmingham, Ala.—Seeks assignment of license from Melonas Broadcasting Co. to Southeastern Multiplexers Inc. Principals: William F. Flanigan, president and general manager (55%) and J. E. Kent, Jr., vice president and treasurer (45%). Mr. Flanigan manages Southern Bell Telephone and Telegraph Co. Mr. Kent is internal auditor. Ann. July 20.

■ KMMK-FM Little Rock, Ark.—Seeks transfer of control from James A. Moses to Oscar L. Algood (51% before, 69.5% after). Ann. July 21.

■ KBIB Monette, Ark.—Seeks assignment of license from Pharmaceuticals of Arkansas Inc. tr/as Buffalo Island Broadcasting Corp. to George Norman Wimpy for \$36,000. Principal: Mr. Wimpy's application for his ownership change dismissed without prejudice June 20. It has been amended to include reduction of consideration to \$33,000. Ann. July 21.

■ KSN0 Aspen, Colo.—Seeks transfer of control from Olivia C. Dunaway to William R. Dunaway (25% before, 50% after). Consideration \$18,000. Ann. July 20.

■ WIVY-AM-FM Jacksonville, Fla.—Seeks transfer of control from Albert M. Crabtree Jr. to Nadine G. Brundage (25% before, 50% after). Consideration \$3,300.65. Ann. July 20.

■ KSWs-AM-TV Roswell, N. M.—Seeks assignment of license from Frances Maye

Barnett, Paul B. McEvoy and Raymond E. Williams, special administrators of estate of John A. Barnett, deceased, to Mrs. Barnett, Mr. McEvoy and Mr. John A. Barnett Jr., executors of estate. Ann. July 21.

■ WPAC-AM-FM Patchogue and WRRF-AM-FM Riverhead, both New York—Seeks transfer of control from Keith E. and Jimmie Lee Putbreg and Lee Gilbert to Metrocom Inc. Principals: Phillip R. Munson, president Mr. Munson owns stock in Panax Corp., licensee of WAMM Flint, WMAX Grand Rapids and WSWM(FM) East Lansing, all Michigan; KLIK Jefferson City, and KFEQ-AM-TV St. Joseph, both Missouri. Metrocom is licensee of WGMZ (FM) Flint, Mich. Transfers have agreed to transfer their stock in licensee Adams-Getschal Broadcasting Inc. to Metrocom for \$100 per share as follows: Mr. Keith Putbreg and Mr. Gilbert each \$2,500, and Mr. Jimmie Putbreg \$2,000. Application is to approve acquisition making A-G 100% owner of Metrocom. Requests waiver of Sec. 1.597 of rules. Ann. July 21.

■ WLNG-AM-FM Sag Harbor, N.Y.—Seeks assignment of license from Eastern Long Island Broadcasters Inc. to East Coast Broadcasting Corp. for \$250,000. Principals: Robert O. King, president, Gunnar B. Bennett and John K. Colgate Jr., vice presidents et al. Mr. Bennett is assistant vice president and shareholder of box company. Mr. Colgate is partner in automobile dealership. Mr. King is president and 99% stockholder in air taxi operation. Ann. July 27.

■ WIPS Ticonderoga, N. Y.—Seeks assignment of license from T. Broadcasting Inc. to Ticonderoga Community Service Broadcasting Corp. Inc. for \$128,900. Principals: Assignee is wholly owned by Community Service Broadcasting Corp., licensee of WCSS Amsterdam, N. Y., and majority stockholder of Owego Community Service Corp., licensee of WEBO Owego, N. Y. Alphonse Di Mezza, retired (1.7%), Phillip (Spencer) Spalletta, general manager of WCSS and WEBO (29.4%), Donald L. Gorman, assistant secretary and treasurer of Mohasco Industries (0.34%), Robert J. Sise, judge of family court of state of New York (4%), Samuel Kramer, retired (0.9%), J. L. Finlay, owner of general contracting firm (2.3%) and Rex Maltbie, assistant to president of Mohasco Industries (2.5%). Ann. July 21.

■ KBMR-AM-FM Bismarck, N. D.—Seeks assignment of license from Alvin L. Anderson to KBMR Radio Inc. Mr. Alvin will be president and sole stockholder of new corporation. Ann. July 20.

### ACTIONS

■ KCFT(TV) Concord, Calif. Broadcast Bureau granted assignment of license from Jerry Bassett Inc. to John M. England, trustee. Station not in operation. Obligations of debtor were greater than \$250,000. Action July 21.

■ WOCN Miami—Broadcast Bureau granted assignment of license from WSKP Broadcasters to partnership composed of Edward Winton, Myer Feldman, David Ginsburg and Norma Fine. Assignee intends to do business as WOCN Broadcasters. Al Lapin Jr., partner in WSKP Broadcasters seeks to withdraw from partnership. Norma Fine has agreed to purchase Mr. Lapin's 10% for \$15,334. Thus, following FCC consent for assignment, Norma Fine will increase her partnership from 15% to 25%. Silva M. Feldman also will withdraw her holdings from WSKP for \$1 and assign her interest to husband Myer. Action July 21.

■ KRCE Council Bluffs, Iowa—Broadcast Bureau granted assignment of license from Council Bluffs Broadcasting Co. to KRCE Inc. for \$200,000 including noncompete agreement. Principal: James J. Conroy, president (100%). Mr. Conroy has had broadcast interests, but none presently. Action July 18.

■ KCJC-FM Kansas City (Merriam), Kan.—Broadcast Bureau granted assignment of license from Futura Music Inc. to Starr Broadcasting Group for \$225,000. Starr Broadcasting is two-thirds owned by William F. Buckley Jr., publisher of National Review and leading conservative figure, and one-third owned by Peter Starr. It owns KOWH-AM-FM Omaha; KISD Sioux Falls, S. D. and KUDL Fairway, Kan. Action July 21.

■ WPAD-AM-FM Paducah, Ky.—Broadcast Bureau granted assignment of license from Paducah Broadcasting Inc. to Paducah Broadcasters for \$158,000. Principals: Edward B. (40%) and Ruth O. Fritts (60%). Mr. Fritts is station manager of WENK Union City, Tenn., vice president and director of WNLA Indianola, Miss. and is

(Continued on page 116)

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

### RADIO

#### Help Wanted—Management

Management opportunity with expanding group operation for program manager. If you are college graduate approximately 28-32 with 5 years announcing or production experience, can produce award winning public affairs programing, direct operations, control music policy, supervise aggressive news operation, prepare editorials and are eager to do the job better than required so you'll get more responsibility, you are our man! Salary open. Write Box G-305, BROADCASTING.

Officer manager, college graduate, mature, intimate knowledge all phases operations. Small market northeast. Extremely attractive salary. Box G-402, BROADCASTING.

Aggressive N. E. AM station constructing FM in same market of 70,000 seeking FM manager with strong sales. Salary will increase rapidly by meeting easy sales goals. Tell us about yourself. Starting salary is open. Box G-422, BROADCASTING.

Wanted manager or would consider selling part interest and managership, due to health reasons. Daytime operation, C&W format. No. 1 in market. Contact Marion Jenkins, 505-867-5521 or 885-2179. KCCC, Carlsbad, New Mexico.

Listener-supported community station seeks mature idealist. Send resume to Pacifica Manager, KPFF-FM, Los Angeles, 90028.

Connie B. Gay Broadcasting Corp. is expanding its Country Music operations in the East. We need for early September a complete staff for Modern C&W station (WJJD, WPLO, KBOX, etc. format). Need Manager, Production Man, D.J./Salesmen, Salesmen, etc. Top pay for top people who wish to join the top C&W organization. Write Connie B. Gay, World Bldg., Silver Spring, Maryland, 20910. No phone calls, please.

#### Sales

Needed—Experienced combination salesman & announcer. Good future, security, living conditions, hours & pay. Excellent recreation. Southeastern location. Box G-12, BROADCASTING.

Central Florida C&W station looking for two experienced successful salesmen who are seeking an opportunity to advance in income and responsibility. Send complete details and photo. Box G-200, BROADCASTING.

Excellent sales opportunity in Illinois. Medium market. Good account list, excellent guarantee, car allowance, fringe benefits from group owned station. Must be aggressive, self-starter who wants to make money with a highly rated station. All inquiries answered. Send resume, photo immediately to Box G-202, BROADCASTING.

Experienced salesman can make a bundle in our market with our station. Iowa metro market AM FM looking for two hard working salesmen to add to our sales staff. Excellent compensation. Rush resume, Box G-261, BROADCASTING.

Upper midwest sales opportunity—Only AM in county. Orphan account list. Good draw. Paid insurance. Excellent working conditions. Company car. Write sales manager Box G-283, BROADCASTING.

Selling sales manager, local account oriented, liberal draw, 20% commission, plus override. Major midwest market, proven track record. Write details, Box G-359, BROADCASTING.

Need experienced salesman or sales/announcer combination at Northern Illinois daytimer. Box G-388, BROADCASTING.

### Sales—(cont'd)

Commercial manager: Fully experienced local, regional, national sales. Proven record. Personally handle regional, national direct local sales staff. This is a challenging position with excellent rewards for results. Man chosen must have potential of becoming Station Manager within one year. Permanent, promising position with solid growing organization. Send resume and references. Available immediately. New England. Box G-382 BROADCASTING.

Somewhere in the Southwest there is an experienced announcer ready to move into sales. Excellent opportunity in growing single station market in West Texas. Your choice of straight salary or basic salary and commission. Opening available in August. Box G-417, BROADCASTING.

Aggressive N.E. AM station constructing FM in same market of 70,000 seeking FM manager with strong sales. Salary will increase rapidly by meeting easy sales goals. Tell us about yourself. Starting salary is open. Box G-423, BROADCASTING.

Wanted—Two salesmen, good salary plus commission and other benefits. Call or write Gayle Lee, KBIX, Muskogee, Oklahoma.

Salesman with air experience or good announcer with some sales background. For selling job with limited air work in industry leading station in pleasant progressive community. Salary plus commission and outstanding fringe benefits. Send resume references, audition tape to Bob Hilgendorf, KVGB Radio, Great Bend, Kansas.

Working sales manager. Excellent opportunity for hard working salesman. Heart of Big Sky Country. Contact Ed Peiss, KXLF, Butte, Montana.

Opening for two well experienced, active salesmen, with sales ideas. Unusually good working conditions. Excellent income and opportunity at only AM station in county. Major hospitalization and medical full paid. Company car. Resume, references to Scott Bishop, Manager, WABJ, Adrian, Michigan.

Good position waiting responsible, experienced, local advertising salesman. Established list of accounts. WCVL, Crawfordsville, Indiana.

Lansing, Michigan is a great place to raise a family. Active account list being held for right person who wants to move up in seven station group. Guarantee plus commission, benefits and great opportunity. Send photo and resume to Manager WITL, Lansing, Michigan.

An outstanding opportunity for radio salesman. Active account list on aggressive top rated station. Opportunity for advancement. Jerry Papenfuss, Winona, Minnesota.

Regional network AM-FM accepting a limited number of qualified apprentice trainees. Will train in local, regional, national and network sales. Management and supervisory training for exceptional trainees. Prefer applicants 21 to 26 years of age. Written examinations, personal interviews and references required. Only highly qualified individuals will be selected. For further details contact Don Knowles, Coastal Broadcasting Company, Inc., 68 State Street, Ellsworth, Maine.

Connie B. Gay Broadcasting Corp. is expanding its Country Music operations in the East. We need for early September a complete staff for Modern C&W station (WJJD, WPLO, KBOX, etc. format). Need Manager, Production Man, D.J./Salesmen, Salesmen, etc. Top pay for top people who wish to join the top C&W organization. Write Connie B. Gay, World Bldg., Silver Spring, Maryland 20910. No phone calls, please.

### Announcers

Experienced communicator for program position with regional network feed station. Must be proficient announcer, operate control board, prepare and edit news, create commercial production, instruct and supervise. Send resume, audition and recent photo. Box G-129, BROADCASTING.

Morning man for Pennsylvania station needed by September—replies confidential—excellent opportunity. Box G-149, BROADCASTING.

Northeast small market needs two announcers—September 1. Replace beginner and experienced man service bound. MOR format—no soul music. Must be able to read news. Send tape, resume and salary desired. Box G-182, BROADCASTING.

Announcer with first class ticket for Eastern AM-FM small market. No rock. No roll. Send 7½ tape and experience with your reply. Box G-231, BROADCASTING.

Announcers—wanted. Personality morning man, modified top 40 and top C & W for excellent smaller market. Must understand how to talk to rural people. Also night man with first class and personality morning man both wanted mid-September for Florida coast market, middle of road format with bright pop. Must appeal to middle aged group. Send complete resume and tape. Box G-262, BROADCASTING.

Iowa metro market AM FM C & W needs experienced announcer and announcer-salesman. Excellent opportunity with growing organization. Send tape and resume. Box G-265, BROADCASTING.

Announcer—Southeastern major market has opening. For experienced announcer with production ability and 3rd ticket. Top 40 swinger. Send tape and photo. Box G-280, BROADCASTING.

Morning man—MOR/pop—topical—humorous—first phone helpful—salary open—medium market—tape, resume. Box G-316, BROADCASTING.

Night man—rock—medium market—salary open—university nearby—first phone helpful—tape, resume. Box G-320, BROADCASTING.

Michigan good music station. Announcer, third. Box G-322, BROADCASTING.

Southern California new AM daytimer requires combination announcer-program director and announcer-production man. Both first phone. MOR strong news format. Rush detailed resume, tape, photo, salary requirements. Box G-333, BROADCASTING.

Maryland station needs first phone announcer for night shift. Box G-344, BROADCASTING.

Announcer with 3rd phone for medium market east coast. No engineering; no selling. \$100 to start. We want someone who can follow station policy and is willing to work nights. Box G-352, BROADCASTING.

Pittsburgh area adult format Radio Station needs announcer with substantial experience who does production work well. Send tape and detailed resume to Box G-355, BROADCASTING.

Top ten market going contemporary need jocks and newsmen. Scale \$225 to \$375 weekly. Box G-364, BROADCASTING.

Top rated top 40 and R&B DJ's needed by major group. Send air check photo, resume and references plus salary requirements to Box G-373, BROADCASTING.

Immediate opening in prosperous central Nebraska station. If you can read well with pleasant voice we'll offer good salary plus opportunity to become number two man in operation. Send resume and tape. All replies answered. Box G-377, BROADCASTING.

### Announcers—(cont'd)

Good music single market Montana. First phone. Send tape, resume and photo. \$120. Excellent opportunity. Box G-378, BROADCASTING.

First phone announcer for night rock show and some production. Football and basketball also available. No maintenance. Southeast Georgia, 5 KW. Box G-381, BROADCASTING.

New England major market daytimer needs two experienced MOR announcers with third. Must be capable in news gathering and writing. Also commercial production. Play by play football desirable. Permanent, promising position with solid, growing organization. Salary range \$6000 to \$7000. Send tape, resume and references. Available Sept. 1. Box G-384, BROADCASTING.

Immediate opening for mature newsmen and awake morning man at Northern Illinois daytimer. Box G-389, BROADCASTING.

\$125 up each for two experienced, mature career-bound pro airmen, one wake-up, one afternoon drive shift with first, no maintenance. Cultural north-central medium metro market. Superbly equipped and quartered pro owned-operated AM-FM station with stability, solvency, respect. Two years here grows you for major market. Contemporary MOR programming. No beginners. Returnable tape, resume to Box G-398, BROADCASTING.

Coastal Carolina station seeks aggressive 3rd phone DJ announcer for MOR station with modern sound. Opportunity available for some selling. Send audition tape and resume to Box G-399, BROADCASTING.

Morning man—medium market Ohio MOR. Excellent future with growing group operation. Box G-405, BROADCASTING.

We're looking for a young tiger. An ambitious announcer-salesman for a Wisconsin medium market music station. Salary plus 20% sales commission. A mid-afternoon announcing shift. 18-25 hours weekly. Profit sharing, retirement plan. Send tape and resume to Box G-411, BROADCASTING.

Immediate opening for morning man. First phone preferred but not essential. Young progressive organization looking to add talented individual to growing staff. Call Stan Martin 516-475-4600 or write Box G-412 BROADCASTING.

Experienced announcer needed for early morning shift by medium market central midwest station. Start at \$130 per week with excellent opportunity for advancement. Box G-420, BROADCASTING.

FM type voice? Can you Sell? See our ad under management, Box G-422, BROADCASTING.

First opening on staff in sixteen months. Need experienced announcer-salesman. Salary plus commission on all sales. No minimum billing figure to worry about. Rush tape and resume to Robert Paul, KELK, Elko, Nevada.

1st phone radio career man. Top starting salary. Insurance program, future potential excellent. To learn all facets of today's small market service-type radio. Fine churches, AAA schools, New AM-FM studios now being constructed. 100% separate AM-FM programming. We're busting our seams! Join us now and you'll grow with us. If you want a solid future in radio, a good paying position with one of America's top fight small market stations write Jim Jae, General Manager, KHMO, Hannibal, Missouri.

Experienced announcer for 5 KW NBC affiliate. Handle middle-of-the-road and Top 40 as well as some news, weather, and sports. Prefer Midwesterner. Send resume references, and air check to Bob Hilgen-dorf, KVGB Radio, Great Bend, Kansas.

Announcer Chief engineer. 250 Watt small market. Immediately, KVLG, La Grange, Texas. 713-988-3173.

Third class phone broadcast endorsement announcer with good news and commercial delivery. Sports play-by-play desirable but not necessary. Automatic equipment in use. KVWM AM/FM., Show Low, Arizona.

### Announcers—(cont'd)

Capable announcer who also likes news and interviews and wants to work where he has the advantages of a large station, including the pay, yet live in small town. Please contact J. A. Shepherd at KWIX, Moberly, Missouri. Format is service information and news with MOR music. Must have minimum 3 years experience.

Experienced announcer with endorsed 3rd . . . beginning by Sept. 1st. Could expand into sales so send photo audition and resume. . . . Contact Tom Minlard, Phone 368-2128, Atmore, Alabama. WATM Radio.

Get that degree while working with us, parttime. In medium market Gainesville, Florida, with major Southeastern University, University of Florida, send tape and resume to: Mark Fowler, WDVH Radio, P.O. Box 1068, Gainesville, Florida 32601.

WHBU-Anderson Indiana. Immediate opening announcer 3rd endorsed. MOR format. Steady nights and week-ends. Ideal opportunity earn full way through college. Send qualifications to WHBU, Box 610, Anderson, Indiana. 46015.

Morning man for modern country format in Florida. WHIY, Orlando.

Experienced combo — heavy news/sports MOR. Salary \$150, 1st phone. WHMC, Gaithersburg, Maryland.

24 hour 5 kw Florida Gold Coast market leader needs solid Top Forty 6-12 M personality, 1st phone. No maintenance. Send tape and resume, WIRK, West Palm Beach, Florida.

Progressive Southeast Georgia Station has opening for a bright, versatile sign on man with third class endorsed ticket. Experience in local news necessary. Send resume, tape, photo and references to: Mr. John J. Bailes, General Manager, Radio Station WJAT, P. O. Box 289, Swainsboro, Georgia 30401.

Outstanding opportunity for a professional sounding announcer, seeking permanent position with one of the nation's finest radio stations, WKZO Radio-TV, pioneer of the Fetzer stations, now has an opening necessitated by one of our staff entering the service. Our working conditions, fringe benefits, and advancement possibilities are tops in outstanding community. Send tape and resume to WKZO Radio, Kalamazoo Michigan 49001.

C&W Pro. needed for progressive outlet in 36th market. First phone desired but not mandatory. Send tape and resume to WMAS, Springfield, Mass. 01101.

Immediate opening for staff announcer, third ticket required. Salary commensurate with ability. Tape and resume to Kevin Hayes, WMGW, Meadville, Pennsylvania 16335.

"Top 40" announcer or announcer PD. One of Wisconsin's largest markets. Numbers on our side. Send tape and resume to PD. WRIG FM/AM. Wausau, Wisconsin.

Immediate opening for an experienced MOR personality for fast paced pop-adult format. Production experience necessary. Five station Eastern metro market presents plenty of challenge for right man. Modern air-conditioned plant, top quality equipment and congenial working conditions. Contact Lou Murray or Terry Parker, WRTA, Altoona, Pennsylvania. 814-943-6112.

Need announcer who will also handle play-by-play from all sports. Joe Phillips, WSSO, Starkeville, Mississippi.

Illinois daytimer needs experienced morning man. New studios and equipment. Above average starting salary with opportunity for advancement. Paid hospital and life insurance. Send tape and resume to WTIM, Taylorville, Illinois.

2 Top 40 jocks-swingin' station. Rush tape, resume. W-WOW, Conneaut, Ohio.

Michigan medium market MOR station has opportunity for experienced announcer. Air mail tape, resume salary requirements to: Paul Pigeon, WXOX, 306 Phoenix Bldg., Bay City, Michigan.

Florida Gold Coast. . . . Adult fulltime CBS . . . First ticket, no maintenance . . . Ideal working conditions and crew, all fringe benefits. . . . Salary open. We believe in and promote good radio and our personalities who create it. Call 1-305-278-1420.

### Announcers—(cont'd)

Connie B. Gay Broadcasting Corp. is expanding its Country Music operations in the East. We need for early September a complete staff for Modern C&W station (WJJD, WPLO, KBOX, etc. format). Need Manager, Production Man, DJ/Salesmen, Salesmen, etc. Top pay for top people who wish to join the top C&W organization. Write Connie B. Gay, World Bldg., Silver Spring, Maryland, 20910. No phone calls, please.

Regional network AM-FM accepting a limited number of qualified apprentice trainees. Will train in announcing, operational control, news preparation and editing, creative production and program traffic. Management and supervisory training for exceptional trainees. Prefer applicants 21 to 26 years of age. Written examinations, personal interviews and references required. Only highly qualified individuals will be selected. For further details contact Don Knowles, Coastal Broadcasting Company, Inc., 68 State Street, Ellsworth, Maine.

Immediate opening. First phone all night personality. MOR Rock format. Regional clear channel station. 43 hours a week. Opportunity for advancement in chain operation. Many fringe benefits. Salary open. Call 217-446-1314.

### 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 \$900 per week. Write Box C-138, BROADCASTING.

First phone operator, energetic man who would like to be chief. Exp. not as important as desire to learn. Some announcing ability helpful. Start \$125 per week for 48 hours. Box F-310, BROADCASTING.

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Engineer maintenance! Sales, announcing—helpful. Salary??? Box G.160, BROADCASTING.

Chief engineer, West Coast bay area, AM-FM station. Must have thorough knowledge of automation, stereo, and directional antennas. Excellent salary with top company. Provide complete background resume with recent photo to Box G-186, BROADCASTING.

Immediate opening for a director/switcher at a VHF network affiliate in mid-Atlantic 3 station market. Reply by sending salary requirements and resume to Box G-323, BROADCASTING.

A constantly expanding AM-TV-FM operation and progressive policies require additional first class licensed technicians. Better than average salary and fringe benefits. Pleasant working and living conditions. Located Middle Atlantic Coast region. Positions available now. Box G-334, BROADCASTING.

Engineer needed. Salary \$150 weekly. No announcing desired. Send brief resume. Box G-346, BROADCASTING.

Need chief engineer for 1 kw fulltime directional on Florida east coast. Send details and experience. Box G-390, BROADCASTING.

First phone, assist chief to maintain and operate fully automated FM with serial and SCA—plus 5 kw directional system with remote control. High interest in design and building equipment preferred. KODA, Houston, Texas 77027.

Wanted 1st ticket engineer to handle transmitter watch. Interesting job offering the chance to learn a 6 power DA system, microwave, SCA, and FM. A beginner with the right potential will be considered. Reply to Mr. Art Silver, Dir. of Eng., WHWH, Box 1350, Princeton, N. J. 609-924-3600.

## Technical—(Cont'd)

Immediate opening for Chief Engineer. Experienced only. Salary open. Many fringe benefits. Call or write. Manager, WITY, Danville, Illinois.

Chief engineer for well-equipped, Mid-Atlantic 24 hour station. Must be fully capable of maintenance, installation, and construction. Send resume and salary requirements to Bob Badger, WMID, Atlantic City, New Jersey, a Merv Griffin Group Station.

Maintenance engineer experienced. Immediate opening 5,000 watt station in Atlanta market. Excellent working conditions, good future. Can advance to chief. WTJH, Box 987, East Point, Georgia.

Chief Engineer—AM—Send resume to Box 389, Williamsport, Pennsylvania or call 717-322-4876. You'll like our city.

Opening for studio operations and maintenance technician. Reply to Harry Matthews, State University College, Oswego, New York 13126.

## NEWS

Radio-TV news director needed by Midwest group owned VHF. Looking for young aggressive newsman-administrator. Good chance for number 2 man to become number 1. Send photo, audio tape and salary requirements to Box G-231, BROADCASTING.

Excellent opportunity for news-sports man with play-by-play ability. Good pay in small market with high sports interest. Box G-298, BROADCASTING.

Newsman, Illinois. Full responsibility to gather, write, deliver. Well established position. Up to \$126,000. Send tape, resume, photo. Box G-306, BROADCASTING.

Newsman Midwest radio-TV operation in medium market. Join 8-man staff as reporter-writer. Some air work; excellent community; university near. Journalism background or some experience preferred. Send complete resume, writing samples and tape. Box G-329, BROADCASTING.

News Director. Number 1 station in city over 100,000. Above average salary for above average man. Call Frank Gunn, 712-256-9028, KMNS, Sioux City, Iowa.

Bright writer, accurate reporter wanted for news director's job in California's famous Napa Valley. Exceptional opportunity. Good pay, regular increases. Send resume, tape, photo, writing samples. KVON, Napa, California.

September 1st openings, WCVL, Crawfordsville, Indiana, in news-announcing. Send resume, tape, and photo.

Immediate opening for good radio newsman. Congenial working conditions, fringe benefits, in challenging market. Journalism background or experience necessary. No "rip N read". Forward resume, tape, references, soonest to Ralph Allinger, Production Manager, P.O. Box 950, Utica, New York, 13503.

News Director for medium market station. Gather, write and air hourly five minute local newscasts. Phone Program Director, 219-743-3366.

Interviewers—nationally syndicated radio program wants local interviewers for series. Stringer assignments needed from all cities and towns. If you can do significant short interviews, write giving qualifications to 770 National Press Building, Washington, D.C., 20004 or call 202-737-1023.

## Production—Programming, Others

Production—Announcer—Writer heavy on production—Must be versatile—Major southeastern market, top 40. Box G-281, BROADCASTING.

Director of women's programming. Midwest university educational radio station. On-air, tape and script services. Masters degree preferred, bachelors degree required. Salary open, month vacation. Send resume with inquiry. Write Box G-284, BROADCASTING.

## Production—Programming, Others

### Continued

If you have a deep crisp voice . . . at least 2 years experience, your prayers are now answered. PD position in one station market. Group ownership. Good hours . . . good pay . . . good radio men. Send tape and particulars to Box G-330, BROADCASTING.

Maryland station. Man with program and sales experience, some play-by-play. Box G-343, BROADCASTING.

Program director: Assume full responsibility program department . . . news, announcing, staff, production. Must be capable morning man MOR format. Talk show experience desirable. No engineering. Permanent position with solid, growing organization. Salary open. Suburban station in major New England market. Prefer young family man capable of excellent community image. Send tape, resume, references. Available Aug. 15. Box G-383, BROADCASTING.

Sharp, radio-wise Gal Friday with car for traffic/bookkeeping/receptionist in modern air-conditioned AM-FM station in 100,000 north-central college city. 5½ days, \$100 per week. Resume and full-length snapshot to Box G-404, BROADCASTING.

FM type voice? Can you sell? See our ad under management, Box G-422, BROADCASTING.

Creative radio writer producer and station promotion director all in one man is wanted by a stalwart of the industry. No hurry. Send complete details to Henry Clay, KWKH, Shreveport.

Women's director for 1½ hour daily show and service your accounts. Good salary with highly professional staff in beautiful Florida resort. Rush tape & resume to WCOA, Pensacola, Fla. 32502.

## RADIO

### Situations Wanted Management

Two or more stations? Group managerial position is my next step. General/Sales Manager now. Midwest preferred. Details on request. Know all phases. Let me help! Move by September, Box G-335, BROADCASTING.

Young, aggressive, working N. C. broadcast executive planning change for solid reasons. Family, community minded, sober, college graduate, outstanding record, seven years same station, small market management. Strong sales, programming, administrative. Prefer Carolina area. Will trade unusual reputation and record for genuine opportunity. Box G-339, BROADCASTING.

Need sales, sharp programming, community prestige? 12 years in radio as general manager and owner know all phases medium or small market. Family; have excellent references. Box G-371, BROADCASTING.

Ambitious midwestern assistant manager. 5½ years proven sales record looking for managers position. Know all phases of small market radio. Community minded, 27, family, references. Want permanent position. Box G-374, BROADCASTING.

Southeast Sales manager announcer seeking management, investment opportunity. Box G-375, BROADCASTING.

Strong on sales, community, relations programming—Small market preferred. Box G-379, BROADCASTING.

Now station and sales manager—million market. Unusually successful sales background. Will take struggling station—make money with it in short time. Best references. Box G-391, BROADCASTING.

General manager. Creative, outstanding personal sales, building, managing exceptional sales force. Formerly ZIV-TV. Programmer. Promoter. Executive. If you want a professional . . . write Box G-394, BROADCASTING.

Excellent salesman, seasoned manager, leaving own business to return to radio field. Available after September 1 for sales managership medium to large market station. General managership medium to medium small market station. Excellent references from previous radio employer. Extensive background in communications media and in community affairs. Responsible executive, community leader. For personal interview call Richard Noble, day: 734-5965(302); night 736-1741(302).

## Sales

Experienced local salesman desires a sales position in the Baltimore-Washington, area. College graduate. Wants to remain in area for family reasons. Box G-310, BROADCASTING.

Proven sales manager seeks challenging opportunity Southeast. East. Box G-348, BROADCASTING.

Age 23, Married. Experience 5 years radio and business management 2 years radio sales . . . Prefer Illinois or adjacent states. Able to perform all duties from copywriting to news. Box G-370, BROADCASTING.

### Announcers

Sportscaster. 5 years experience all major sports. Television experience. Excellent professional background. College graduate. Family. Box G-86, BROADCASTING.

Washington State University graduate with two years MOR experience. Prefer northwest or west coast medium market. Third phone. Family. Wants to settle. Reserve officer. Fini Army . . . Fini Viet Nam. Pleasant voice, friendly manner. Can sell a spot, carry a format. Box G-242, BROADCASTING.

1st ticket; production; news; minimum board work; many years experience. Box G-255, BROADCASTING.

DJ third endorsed, graduate top broadcast school, 2 months experience. Would like top 40 hardrock or R & B. Prefer middle Atlantic locale, consider others. Box G-266, BROADCASTING.

Announcer: Young, experienced, draft free. Presently employed as news director, wants medium market top 40 rock 'n roll. Box G-288, BROADCASTING.

Young aggressive top market contemporary Radio personality. . . Proven ratings. . . College. . . Experienced in news and music. . . Tape and resume on request. Box G-303, BROADCASTING.

Authoritative newscaster, announcer, DJ, Will relocate. Personable, married. Box G-328, BROADCASTING.

Announcer salesman, Experienced. Dependable. Available immediately. Good music. Box G-338, BROADCASTING.

Announcer DJ combo sales. Seven years commercial experience. Presently employed, would like to relocate. Cut all shows, remotes, interviews, live shows, etc. Family man, veteran, reliable. Third class endorsed license, A-1 references. Box G-340, BROADCASTING.

C/W air personality experienced. Copywriting, production, programming and Sales. Professional country music background, Single, 34, sober, serious career man. Box G-341, BROADCASTING.

Exp. Sports Dir. (AFTRA), PTR available. Can start in 2 wks. Box G-342, BROADCASTING.

Available "One fine" jock for "One fine" station. 7 years experience. Married, Looking for "One fine" advancement. Box G-345, BROADCASTING.

First phone-Morning personality PD salesman. 5 yrs. Experience. Box G-357, BROADCASTING.

Chicago or Milwaukee area: Want weekend work: 6 years combo experience; presently employed. Box G-358, BROADCASTING.

1st phone Christian announcer looking for Christian station. Box G-362, BROADCASTING.

Versatile 5 year air man. Prefer sports. Talented reliable. Midwest now, will relocate. Single 29, veteran. . . College degree. Seeking move up. Box G-368, BROADCASTING.

Beginner 23—draft free-married-college—broadcast school graduate-work hard, know music—Top 40—C&W—Prefer Southern Michigan, Nevada, Be there ready to work Oct. 1st, or sooner. Box G-369, BROADCASTING.

Female 3rd endorsed, recent grad, know music, some experience. Prefer announcing, girl Friday. Box G-380, BROADCASTING.

## Announcers—(cont'd)

Dependable pro trained DJ, Tight board. Third endorsed. Combo. Will relocate. Box G-385. BROADCASTING.

Beginning broadcaster with MA in journalism, 1st phone, and 8 mo. experience in Radio School, wants chance to begin career. I am 26, married, draft exempt, and will work hard to prove an asset to your station. Box G-387, BROADCASTING.

First phoned heavy deep voiced. . . . Up tempo bright though very personable sounding top 40 professional looking for an adult oriented non-screaming rocker in a top 50 market. Currently employed in a top 20 market. Am in no hurry. Box G-392, BROADCASTING.

Sportscaster, doing professional baseball, is available September 15th. Experienced. Play-by-play in all sports. Family. 1st ticket. Box G-406, BROADCASTING.

Negro DJ announcer, 3rd phone endorsement. Beginner but well trained. Will relocate. Hard worker. Box G-413, BROADCASTING.

Disc jockey, announcer, experienced, authoritative, newscaster, tight board, personable. Family man. Desires sales. Box G-414, BROADCASTING.

Young lively hard working DJ. Looking for top 40 position. Strong production and creative, experienced in Radio and TV. Box G-415, BROADCASTING.

Will relocate. . . . Mature, third, vet, six years experience N. Y., Conn. No rock, no screaming. . . . Like production. Gene Braden, 9 Lewis Ave., Poughkeepsie, N. Y. 12603. (914) 452-1439.

R&B DJ Sports play-by-play, 2 yrs. coll. & 2 yrs. Tech. Sch. Recent broadcast grad 3rd endorsement. I. Randolph, 195 Willoughby Ave., Brooklyn, N. Y. 11205.

Dynamic talk personality. Experienced pro, adult format show. Also does sensational sports telephone talk program. Pete Franklin, 1726 41st St. NW., Canton, Ohio. 216-492-2395.

Engineer air personality with twelve years experience must move West to drier climate—Prefer Southern California, Arizona, Nevada, New Mexico or Utah. During past four years have been serving as New England's brightest morning personality and most energetic first class engineer. Available after October 1. Call or Write WADK radio, Newport, R. I. 02840 (401-846-1540) Manager will offer full details. . . . or write Gary Crowder, C. E. WADK, Newport, R.I. 02840.

3rd phone, 5 years experience in medium and major markets MOR. Need stable organization paying liveable salary. Alex Kuhn, 1435 Glenhaven Drive, Merritt Island, Florida. (305) 636-4635.

3rd phone endorsed, light experience MOR/Good Music formats, tight board, married, vet. Desire permanent staff position Western states. Write Ken Keller, 1133 Tourmaline St., San Diego, Calif. 92109.

Top Negro personality, thoroughly trained under actual broadcast conditions in Atlanta's first, finest and foremost broadcasting school. Class valedictorian. Am seeking first opportunity to prove myself and will relocate. Military service completed. Leroy Williams, 353A Archerway, N.W. Atlanta, Georgia 30314 or call, (404) 874-4094.

## Technical

First phone experienced AM transmitter operation and maintenance, no announcing. Box G-232, BROADCASTING.

Energetic problem solver wants and will produce the best in quality and reliability. Been called chief engineer twice, now want the "response-ability". Married, college, AM directional FM, automation, remote control. Box G-256, BROADCASTING.

Virginia chief engineer seeks fresh air rural good pop station, that needs rebuilding. Needed to close deal: house rental available. relocation advance security, not be owned or abused, no tobacco advertised, make own 40 hours 5 days, be department boss. Box G-386, BROADCASTING.

Announcer Chief engineer news experienced. \$150. 814-774-5414.

## NEWS

Experienced newsman seeks newsminded station. Willing to relocate immediately. Larry Moniz, 357 Farm St., New Bedford, Mass.

## Production—Programing, Others

DJ, Negro, production minded, 3rd phone. Some experience. Radio graduate. Box G-166, BROADCASTING.

Bright morning personality. Diligent Program Director. Professional announcer. 7 years. Seeking advancement with progressive radio/TV organization. Box G-269, BROADCASTING.

Music programing ace, production minded DJ. MOR and TV experience. Married, want to settle in Northeast or West Coast. Box G-332, BROADCASTING.

I solve problems! First phone P.D. Any format. Box G-376, BROADCASTING.

## TELEVISION—Help Wanted

### Sales

Good sales positions open up once in a great while in TV. Right now, Major market station needs two qualified TV salesmen because of promotion. Your resume held in strict confidence. Applications being considered now! Write Box G-409, BROADCASTING.

Experienced salesman—TV. Baltimore's newest TV station. Write or Call Ralph Davis, WMET-TV, Baltimore. 542-1021.

## Announcers

TV Sports Director. Could be an announcer with keen sports interest and professional TV experience. No play-by-play. Excellent opportunity for mature, handsome, experienced sportscaster at this midwest station. Send video tape audition or reasonable substitute to Box G-304, BROADCASTING.

Announcers needed for brand new station to handle booth, on-camera-commercials. Also possible extensive live local sports coverage in Southeast's #1 market. Reply with resume, photo, salary, and availability first letter. Box G-326, BROADCASTING.

Announcer. We have an opening with a Full color station that emphasizes live programing for a mature experienced television announcer to handle regular staff announcing duties and occasional sports assignments. We offer an excellent compensation and fringe benefits package. Send a complete confidential resume and video tape to George Resing, Program Director, WLW-D, 4590 Avco Drive, Dayton, Ohio 45401. An equal opportunity employer.

## Technical

Television engineer for studio maintenance of top 50 VHF full color station located in Northeast. Permanent position in group operation with above average working conditions, salary and benefits, fringe. Salary commensurate with experience and all replies are confidential. Box G-178, BROADCASTING.

A constantly expanding AM-TV-FM operation and progressive policies require additional first class licensed technicians. Better than average salary and fringe benefits. Pleasant working and living conditions. Located Middle Atlantic Coast region. Positions available now. Box G-334, BROADCASTING.

Technical Operations Manager wanted for non-commercial TV station in Middle Atlantic State. Must be capable of layout work connected with design of complete studio equipment and UHF transmitter. After operation begins will be in charge of all technical and personnel. Live color camera and color VTR experience vital. Salary over \$12,000 guaranteed increments. Address replies to Box G-356, BROADCASTING.

Rocky mountain area ETV operation seeks experienced first-phone who is ready for assistant chief position. Send complete resume to Box G-365, BROADCASTING.

## Technical—(Cont'd)

Beginner first class engineer. KDUH-TV, Box W, Hay Springs, Nebraska 69347.

Unlimited opportunity. Must have first class FCC license—studio switching and transmitter operation for growing station. Contact Chief Engineer, WBJA-TV, P. O. Box 813, Binghamton, N. Y.

Southwest. WHNT-TV, Channel 19, Huntsville, Alabama, Television engineer 1st. Contact Bankowski, C. E.

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.

TV engineer with first class license interested in gaining knowledge through experience with latest high band color video tape equipment and plumbicon color cameras. Equipment on hand and installation to commence within a few weeks. Get in on the beginning. Call the Chief Engineer collect, 313-239-6611.

## NEWS

New Iowa UHF station, CBS affiliate, needs News Director immediately. Excellent opportunity for man wishing to better himself. Box G-260, BROADCASTING.

Are you the number two or three man in a TV News Department who would like to head your own News Department in a southern VHF station which is going to place emphasis on news? You must be qualified to set up a news operation and run it with strong management backing. If you are qualified, send salary requirements, photo, audio tape, and resume to Box G-300, BROADCASTING.

We are expanding our local news operation and must add another news writer to the staff. Only qualified experienced applicants will be considered. Send full particulars first letter. Vernon Lundquist, News Director, WINK TV, Channel 11, Fort Meyers, Florida.

Need television news photographer by middle September. Prefer man from midwest, able to shoot silent and SOF and edit. Will train novice if he has basic photography background, and if he is sharp. Replies to News Director, Box G-336, BROADCASTING.

Have immediate opening for all round news man capable of gathering, writing and presenting news. Must be good on air man. Send tape and resume along with salary requirements with first inquiry. Box G-372, BROADCASTING.

## Production—Programing, Others

Directors needed for brand new well-equipped station in Southeast's #1 market. Reply with resume, photo, salary and availability to Box G-220, BROADCASTING.

Florida seeking photographer. Creative, yet when time limited can shoot and edit quality footage. Thorough knowledge of equipment. Send recent photo, salary requirements. Box G-222, BROADCASTING.

Art Director position open at Florida ETV for imaginative artist with ambition. Opportunity to try new and exciting ideas in graphics and scene design. Experience important. Ability to originate more important. Send resume and salary requirements. Box G-223, BROADCASTING.

Writer-producer needed immediately. Must have knowledge of TV production. Group owned UHF in medium-large Northeast market. Box G-307, BROADCASTING.

Producer/director midwest UHF station. With group operation. Heavy local sports remotes, and all phases of studio production. Producer/director who can take charge and supervise crew. Good advancement possibilities. Also, positions opening soon for beginners in studio and control production. Send picture and resume to Box G-403, BROADCASTING.

Continuity Director, Midwest VHF Top Fifty markets. Must have experience and administrative ability. Solid future with growing corporation. Send resume to Box G-410, BROADCASTING.

## Production—Programing, Others

### Continued

Art Director—station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market or a No. 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box G-416, BROADCASTING.

## TELEVISION

### Situations Wanted

#### Management

Assistant Sales Manager—Major market station, with rare combination of advertising agency UHF & VHF TV Sales representative and station experience seeks challenging growth opportunity as sales manager. Box G-351, BROADCASTING.

Formerly with superb ZIV Television sales. Now radio sales manager. Box G-395, BROADCASTING.

#### Sales

TV Sales Manager, currently employed, 11 years experience in all phases of sales. Looking for larger market with greater challenge and opportunity for General Manager. Box G-310, BROADCASTING.

General Sales Manager seeking challenge. Family man, college degree, successful record. Box G-337, BROADCASTING.

Seek to trade solid TV network background, for stimulating local station sales or management position, good salary. Can be of tremendous value to network affiliate. 31, married, talented, dependable. Box G-397, BROADCASTING.

#### Announcers

Children's emcee—Producer, announcer, salesman, copy. Available, now, Box G-167, BROADCASTING.

Radio-TV announcer, weatherman, 30's, family, stable. Prefer south or west. Box G-257, BROADCASTING.

Announcer — versatile-dependable-personable-articulate-mature family man-strong newscaster-fifteen years television experience-color WTR. Available—will relocate. Box G-293, BROADCASTING.

New Yorker experienced. Booth on-camera. Full, part, week-end. (518) FR 1-0254 Evenings. Box G-353, BROADCASTING.

#### Technical

Technician—five years TV, ten years radio experience two stations, seeks challenge lacking in present position. Stable Southeast operation preferred. Box G-233, BROADCASTING.

Production man, 31, military over, just finished college. 2½ years major outlet. Seeking satisfying opportunities in production, programing and writing. Inventive, versatile, reliable. Resume. Box G-270, BROADCASTING.

Top notch radio engineer wants to get into TV engineering. There must be a chance for advancement, and I can't let the kids starve. Box G-354, BROADCASTING.

Dynamic cameraman, experienced in studio operation, presently studying for 1st class ticket, seeks top position with fast growing organization. Box G-361, BROADCASTING.

Chief engineer first—Desires relocation Southwest, Calif. or Fla., 13 yrs. expr. TV & Microwave installation & maintenance, studio equip., video tape, kinescope, some administration. Box G-368, BROADCASTING.

## NEWS

Top 15 News Director position wanted by journalist, 32, a former reporter—News producer, with corporate, and Management experience. Box G-147, BROADCASTING.

Correspondent wants stringer assignments NYC. Travels. Pro. (212) 867-9868. Box G-176, BROADCASTING.

## NEWS—(Cont'd)

Experienced broadcaster-reporter. Solid all around background. Employed. Box G-204, BROADCASTING.

Network-newspaper correspondent back from Middle East wants roving Television-radio assignment. Box G-206, BROADCASTING.

Young, experienced, R & TV newsman seeks position in medium market television station. Veteran, degree. Box G-285, BROADCASTING.

TV-Radio newsman, 30, married, college degree. Dedicated journalist, presently employed in major market. Seeks new and greater challenge and responsibility. Box G-400, BROADCASTING.

## Production—Programing, Others

Photographer assistant artist desires creative position with future. Box G-224, BROADCASTING.

Radio operations manager, 25, college degree. Now in Radio TV, wishes to move into Television Production. Box G-245, BROADCASTING.

Producer-director desires Production Manager position. Experience. Degree, Box G-408, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used 2000 ft. of 3¼" transmission line with teflon insulator for Channel 7. Contact John Schuta, Chief Engineer WTVW-TV, 405 Carpenter Street, Evansville, Indiana.

Wanted good used AM type approved one kilowatt transmitter for stand by use. Please quote all information together with lowest price. Box G-263, BROADCASTING.

Wanted: Used self-supporting tower, 350' or greater, with wind loading 40#. To carry 8 bay BFC or equal antenna on top pole with 3½" coax; 2.5 GHz omnidirectional equal to TACO EOA-H13 with 1½" flexible line. 2 4" parabolics at 200' with 1½" flexible line Contact John Krom, Education Center, 120 E. Walnut, Indianapolis.

Towers—350-400 ft: We are interested in purchasing immediately either a 400 guyed or a 350 to 400 self supporting. Contact Jerry Clegg, WSIC, Statesville, N. C. 28677.

Radar for TV meteorologist and on-air use. Between 3.2 and 5 centimeter wave length. Minimum range 150 miles. Please send description, condition of equipment if used, specifications and price to Box G-327, BROADCASTING.

One KW GE or RCA UHF transmitter, 500 foot tower. Channel 19 filterplexer or diplexer or Harmonic filter. UHF transmission line. Contact KIII-TV, Corpus Christi, Texas.

Wanted: AM 1 KW antenna tuning unit in metal housing in working condition. Remote metering kit not required. Also need-tower light current transformer for remote metering. K. B. Beach, Jr. WALD, Box 833, Walterboro, S. C. 29488.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro Ind., 440 Columbus Ave., N.Y.C.

Tower lighting control unit—H & P LC-2085 contains flasher, alarm and control units, circuit breakers, auto transformer, ice detector and telephone circuits. New \$100.00 each. Sierra-Western Electric Cable Co. Willow and 24th Streets, Oakland, California. Phone 415 832-3527.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1800 feet of 3½" coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

Schafer automation 600. Six decks and Brain. Ampex. One-Ampex 351 make-up unit \$6,200 complete. KAPT, 212 High Street, N.E., Salem, Oregon.

## FOR SALE—Equipment—(Cont'd)

Two modified RCA TK-40A color camera chains in working condition. Exceptional value. Inspection invited. Write P. O. Box 18151, Tampa, Florida 33609, or phone area 813, 253-0447, Tampa.

ATC, cartridge tape playback . . . type PB190 . . . These have also been modified with Nortronics heads and micro set head assembly they have converted to monitor the playback while cartridges are being recorded. . . \$225.00. ATC cartridge tape record amplifiers . . . type AB-190 . . . \$125.00. Units are in top operating condition. . . Box G-347, BROADCASTING.

Gates limiters. Excellent. SA-38 \$250. SA-39B's \$285 \$325. M-5167 Sta-level \$175. KOZE Lewiston, Idaho.

450 ft. Radio-TV tower. Make offer. Call Collect. Robert Holden (202) AD 4-7233.

Large selection of good quality surplus equipment, including distribution amplifiers, power supplies, stab amps, audio equipment, telop projector, master monitors, image orthicon tubes, CRT tubes, camera cable, and many other items. For complete list, write Box G-393, BROADCASTING.

One RCA TK-40B color TV camera with view finder, power racks, control panel, TM-6 master monitor and encoder \$7,500.00. Condition good, needs only minor maintenance and adjustments. Also one like new Cohn color sync generator model 2472-523 with gen lock and color standard \$1,950.00. Excellent. Assorted RCA type, 580 and WP-33 power supplies available. Also one Acme 35mm TV projector for television in good condition. \$1,000.00 Box G-418, BROADCASTING.

Collins type 37M-8, 8-ring top mounted FM antenna tuned to frequency of 92.9 mc. Spacing of condenser plates for power input of 10 kw. Price \$800.00 KBUR, Burlington, Iowa. Phone 319-752-2701.

For Sale: I-TBM 3500 McMartin modulation monitor, used 24 months, perfect condition, replaced with McMartin Stereo model. WKOZ-FM, Kosciusko, Mississippi.

## 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.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 36, Owens Cross Roads, Ala. 35706.

Duebills! Florida, Bahamas, 15% American Advertising Company. 270 Northcrest, Chattanooga, Tennessee.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! \$2.00 Box 3738 Merchandise Mart Stn., Chicago, 60654.

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.

Composite Week log analysis service relieves staff at renewal; provides sound management tool between renewals. Noyes, Moran & Company, Inc., Box 506, Downers Grove, Ill. 60515 (312) 969-5553.

Deejays . . . Hundreds of jocks use our yacks. Written by Deejays for Deejays. Free info. Write Morris, Box 1234, Eureka, Calif., 95501.

New ad-libs! First edition! Exciting! Different! \$4.95. Send check to VinCon Enterprises, P. O. Box 26003, Denver, Colorado 80226.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

## 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.

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, 4118 East Lake Street, Minneapolis, Minnesota 55408.

Announcing, programming, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 4, January 10. For information, references and reservations. 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 Sept. 5—Oct. 9—Nov. ?? Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

B. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$285. 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 6071, 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 5-8245.

N.Y. City's most famous Broadcast School—NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . . Famous for good announcers. . . . Famous for best deejays. . . . Approved for veteran training. Licensed by State of New York. New York School of Announcing and Speech, 165 West 46th Street. NYC. (212) LT 1-3471.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

## INSTRUCTIONS—(Cont'd)

We train broadcasters . . . The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV announcing covering news, sports, commercials, narrative & descriptive reading and languages. Radio production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & commercial writing and producing. Sales & Station Management. Television production including camera operation, floor management, Production & Tech. Directing, 16MM filming, video taping, audio, lighting, and makeup. All courses are approved for Veteran Training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281

## RADIO

### Help Wanted

### Management

## SALES MANAGER

New England competitive market needs sales manager to change established profitable middle of the road station to a more profitable contemporary format, to personally sell regional and top local clients and supervise 4 local salesmen. Write full details to:

Box G-325, Broadcasting.

## Career Boxed In?

If you are the behind-the-scenes sparkplug who makes your radio operation swing and who also has local sales ideas, we want to hear from you. Immediate opportunity at prestige southeastern station for number 2 man in a major radio market who is now ready for top management opportunity and full responsibility. Salary commensurate with qualifications.

Box G-396, Broadcasting.

## Help Wanted—Announcers

## WANTED NOW!

Distinctive, modern, radio air personality. Start at five-figure salary and grow with us. You know about us now we want to hear about you. Air chex and resume to:

Box G-246, Broadcasting.

## PERSONALITIES

If you can be No. 1 in a highly competitive market without playing rock, and you want to make more than \$20,000 a year, send tape, resume and rating story immediately to:

Box G-309, Broadcasting.

## Announcers—(cont'd)

### TOP 40 JOCKS

15 to \$18,000

We are looking for 7 pro's. If you have the voice, creativity and stability . . . CALL:

Jerry Jackson  
Nationwide Broadcast  
Personnel Consultants  
312-337-5318

## Sales

### SALESMAN WANTED

#### Unusual Opportunity

Grow with top management. Experienced competent man can grow with us. Dominant NBC station with adult appeal. Send complete resume to:

Joe Kendall, Gen. Mgr. Box 47,  
Aberdeen, Washington 98520

## Production—Programing, Others

### RADIO PROGRAM MANAGER

Outstanding opening for an imaginative, experienced Top forty oriented program executive in major market, East Coast area. RGB formula, with creative public affairs ability. Mature leadership and initiative necessary. Preferred age . . . 30 or over.

Box G-363, Broadcasting.

### RARE OPPORTUNITY

Excellent position open now for experienced promotion and production minded, modified Top 40 DJ. Rush air check resume and references to Operations Manager, WAMS, Wilmington, Delaware.

### IF YOU'RE THE BEST

production man in town . . . If you're creative in a modern, hip sense . . . if you handle machines like you're Captain Ampex . . . And, most of all, if you dig production and feel, as we do, that it's practically an art form—let's hear from you. Send your resume and a tape (preferably containing material you've written as well as produced) to Box G-419, Broadcasting. We are a young, rapidly-expanding production firm in New York City, and although it's a trite phrase the opportunity is unlimited!

## Situations Wanted

### Production—Programing, Others

### Big Time

Small time, daytime, anytime . . . Make me your first investment towards success. Program manager & Morning man 10 years on top . . . 1 year contract.

Box G-367, Broadcasting.

**TELEVISION—Help Wanted**

**Technical**

**OVERSEAS ASSIGNMENT  
FOR MICROWAVE  
ENGINEER**

International television organization seeking qualified microwave engineers. Minimum of 5 years experience including solid-state and multi-hop systems.

Professional challenge with growth opportunity; overseas advantages and benefits as well as congenial associates.

**Box G-421, Broadcasting.**

**NEWS**

**TV NEWSMAN**

Midwest, capital city, regional network affiliate needs top reporter and on-the-air man thoroughly familiar with all gathering and air functions. Must be able to shoot own film. Top opportunity for right man. Call Jack Hoskins, 217-528-0465.

**TELEVISION**

**Situations Wanted—Announcers**

**RADIO-TV  
SPORTSCASTER**

17 years experience doing play-by-play for football, basketball and baseball games. Coverage from high school and college to Pro. Looking for metropolitan market. Currently making \$15,000 a year in medium market. Cooperative, aggressive and family man with excellent references.

**Box G-360, Broadcasting.**

**Technical**

**CATV CONSULTANT**

Now accepting limited assignments in Northern California and Western Nevada in CATV engineering, system design and franchise-management areas. Seven years experience, many references. Currently maintaining five systems, including four solid state, 12 chan.

R. B. Cooper & Associates 3918 East Pico Fresno, California 93726 (209-224-6978)

**MISCELLANEOUS**

**CATV/ETV PROGRAMING**

Now available thru new low cost video taping program. No capital investment required for programing, equipment, installation and complete maintenance contract VIDEO LAB.

**Box G-407, Broadcasting.**

**FOR SALE—Equipment**

**BURDEN ASSOCIATES**

*Equipment For The Broadcast Industry*

DESIGN—CONSULTATION  
SALES ENGINEERING—INSTALLATION

342 Lexington Ave., Mt. Kisco, N.Y. 10549  
(914-666-3730)

**BUSINESS OPPORTUNITY**

**HAVE YOUR CAKE  
AND EAT IT TOO!**

America's oldest Country Music broadcasting organization is expanding. We've got over 20 years experience, proven track record, top management personnel in all departments plus one of the nation's hottest, swinging C&W AM/FM facilities.

Whether you have AM, FM, TV or CATV PROPERTY . . . Whether you want to liquidate with maximum tax advantages, grow despite a lack of ready cash or strengthen your present operation while, at the same time, diversifying your holdings . . . We welcome your invitation to discuss a stock merger with us. Confidentially, of course.

**Box G-401, Broadcasting.**

**WANTED TO BUY—Stations**

**Mississippi to Rockies**

South Dakota to Oklahoma. 1 or 2 station market. Mid-States Radio, 1535 West Lynn, Wichita, Kansas. 67212 Phone 942-6458.

**FOR SALE—Stations**

**RADIO STATION  
FOR SALE**

In Arizona. Full-time, NBC affiliate; exclusive market. 1kw day, 250 night. Extremely attractive terms can be arranged. Telephone 602-425-4471.

**Confidential Listings  
RADIO—TV—CATV  
N.E. — S.E. — S.W. — N.W.**

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 - 213/469-1171  
**BROKERS-CONSULTANTS**

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|-------|----------|------------|--------|-------|
| Ariz. | small    | fulltime   | \$115M | nego. |
| Ga.   | small    | daytime    | 67M    | terms |
| Fla.  | medium   | daytime    | 150M   | SOLD  |
| N.E.  | suburban | daytime    | 150M   | nego. |
| West  | AM&TV    | profitable | 525M   | terms |

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

(Continued from page 109)

supervisor and owner of farm. Mrs. Fritts is 66% stockholder, director, treasurer and secretary of WNLA and is owner and operator of farm. Action July 19.

**KAFE-AM-FM Santa Fe, N. M.**—Broadcast Bureau granted assignment of license from Guy Christian to Guy Christian and Belarmino R. Gonzales d/b as KAFE Radio for \$35,000. Principals: Guy Christian (100% before, 51% after) and Belarmino R. Gonzales (none before, 49% after). Mr. Christian has 97.5% interest in KKAN Phillipsburg, Kan. and interest in KFGT Flagstaff, Ariz. Mr. Gonzales has interests in school and art gallery. Action July 19.

**WNAX Yankton, S. D.**—Broadcast Bureau granted assignment of license from Area-wide Communications Inc. to Radio Suburbia Inc. Application is to effect merger. Radio Suburbia is licensee of WEBC Duluth and KRSI St. Louis Park, both Minnesota. All stock of two corporations is owned by Red Owl Stores Inc. Consideration will be stock issuance of 3,500 shares without par value. Action July 19.

**KRAE Cheyenne, Wyo.**—Broadcast Bureau granted transfer of control from Radio Cheyenne to Radio Cheyenne Inc. Principals: J. B. Shockley, who presently owns 20% of stock in licensee desires to sell his interest. Louis C. Erck and Walter E. Nael, who presently and collectively own 80% of stock, desire to acquire Mr. Schockley's share. Consideration \$18,038.07. Action July 21.

**COMMUNITY ANTENNA  
ACTIVITIES**

The following are activities in community antenna television reported to BROADCASTING, through July 26. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

**Riverside, Calif.**—Riverside Cable Corp. has applied for a franchise. Louis L. Lemieux, vice president of the firm, said the system would provide 10 channels and four FM channels.

■ **Marianna, Fla.**—H&B American Corp. has been granted a franchise in the name of its subsidiary, H&B Communications Corp. (multiple CATV owner). It is estimated that the Marianna system will serve 1,200 subscribers.

■ **Sandoval, Ill.**—Able Cable Inc. has been granted a franchise. The town is guaranteed 3% of gross revenues.

**Elmwood Park, Harwood Heights and Niles, all Illinois**—Lerner Communications, a subsidiary of Lerner Home Newspapers Inc., has applied for franchises.

**Franklin, Mass.**—National Cable Vision has applied for a franchise. The town is guaranteed 3% of gross revenue. Installation and monthly fees would be \$15 and \$4.95, respectively.

**Malden, Mass.**—Conant Broadcasting Co. and Latin Broadcasting Co. have each applied for a franchise.

■ **Oyster Bay, N. Y.**—Inter-County Television Enterprise has been granted a franchise. The system will offer 12 channels for the installation and monthly fees of \$25 and \$5, respectively.

■ **Van Wert, Ohio**—United Transmission Inc. (multiple CATV owner) has been granted a 10-year, nonexclusive franchise. Nine commercial, two educational channels and one time and weather channel will be provided for installation and monthly fees of \$10 and \$4.95, respectively.

■ **West Lafayette, Ohio**—West Lafayette TV Cable Inc. has been granted a 20-year franchise.

**Aspinwall, Etna and Sharpsburg, all Pennsylvania**—Shows Inc. has applied for a franchise.

■ **Bothell, Wash.**—Total Telecable Inc. (multiple CATV owner) has been granted a franchise.

■ **Westby, Wis.**—Roger Turnmire of Soldier's Grove has obtained franchise. He is also applying for a franchise in Viroque, Wis.



**T**HE THING about Lucy—funny how any other name just would not fit, somehow not be right—is why her? Actresses by the shutter's dozens have passed through Hollywood. Many stayed to make a buck, a career, a reputation. Some had talent, few had business acumen, fewer still combined both. But why did one flip redhead with vulnerable eyes make it so big?

For she really is up with the big ones, you know. Skelton, Welk and Ball (now there's a combination: two red-tops and a toe-tapper), those are the names to reckon with in Hollywood TV production. If they quit, there goes a network's rating bag for the night. Throw in Sullivan and Gleason from the East Coast and Hope for his specials and you have the real super-heroes of television.

Who could have guessed of all gals she'd be the one to succeed. For years she was hung up with brittle, wise-cracking movie parts, wasn't she? And why should television make such a difference? When it comes to performers it's a man's medium, after all. And, look, this gal hardly knew anything but show business for most of her life. So why should she and not Garbo or Stanwyck, or Shearer or Young, or Harlow or Taylor, wind up bossing a production house listed on the American Stock Exchange, mistress of the largest TV-film complex in the world (encompassing 34 sound stages in three locations and some 900,000 square feet of choice Southern California turf)?

**Puzzling Questions** ■ There are answers, of course, but who really knows where the shadow ends and the substance begins. There's been so much written about Lucy over the years—from pure puff to pompous profundity—that it's doubtful that even she knows many of the reasons for all her whys.

A visitor to her Beverly Hills home—picture a carpet of impeccable green, a structure of white, with design by Mr. Clean—listens as the Lucy of celebrated timing tells a true-life story. She's tired, so obviously sinew-deep tired as only somebody stuck in the harness with no way out gets to feel. She fidgets, chain smokes, is playing high C on her string. Her face is a facade but not the one that plays wacky on the tube. It's the one that acknowledges the compliments about her last performance from fans she meets on the street or with which she faces a reporter's query at an interview.

Yet her eyes contradict the rest. They're the activists. "What did that man say," she asks as her eyes narrow in assessment. They're constantly watching, sizing up, deciding.

Lucy must hold great store by these impressions. If you don't look right to Lucy, she turns you off.

## Defining Lucy: the realist who really cares

Watch her over the years at the Desilu's annual get-togethers for shareholders. This was never really her scene. But when she bought out ex-husband Desi Arnaz in 1962, her role was cast. The chief executive presides at shareholders' meetings. There must be a blue book on Wall Street that says so.

Yet despite making it in the business world at the highest level, she's never been comfortable in the part. The questions would come from the shareholders and she'd field them in humanistic, more than business, terms. The Grandma Moses of high finance is what Lucy really is. She's a primitive, but because she's also Lucy of uncanny intuition, spreading empathy without really trying, and she's also remarkably effective.

### WEEK'S PROFILE



**Lucille Ball**—president, Desilu Productions Inc., Hollywood; b. Aug. 6, 1911, Jamestown, N. Y.; attended Chautauqua Institute of Music, Chautauqua, N. Y., and flunked out of John Murray Anderson Dramatic School, New York City, 1920-26; worked as clerk, waitress, wholesales-garment model, chorus girl, 1926-1933; hired by Samuel Goldwyn, 1933; roles in various Hollywood musicals, 1933-1946; starred in radio comedy series, 'My Favorite Husband,' 1947-50; formed Desilu Productions Inc. with then-husband Desi Arnaz, May, 1950; started 'I Love Lucy' for CBS-TV, 1951-52; started new series of hour specials, 1957-59; starred in Broadway musical 'Wildcat,' 1960-61; returned to CBS-TV with 'The Lucy Show,' 1962-present; m. Desiderio Alberto Arnaz y de Acha III (Desi Arnaz), Nov. 30, 1940; divorced May 4, 1960; m. Gary Morton, Nov. 19, 1961; children—Lucie Desiree, 16, Desi IV, 14; awards—Emmy awards, 1953, 1967.

During the meetings she turns the controls over to Milton A. (Mickey) Rudin, her unprepossessing, but whip-sharp, shotgun-sound attorney. Lucy, whom so many depend on for so many things, herself leans heavily on Mickey Rudin for business advice.

One of the responsibilities that has been bugging her is Desilu's long-time debt, most recently totaling \$5.6 million with some notes running until 1982. Then, too, Mickey Rudin and others in the company warned her that the day of the independent in TV production is in the twilight zone and ready for the night. They say it all at Canter's Fairfax restaurant: You gotta have a rabbi. You can't face the networks and buck the major studios alone.

Lucy wasn't easy to convince. She wanted to protect her people, didn't want them swallowed and spit out by some insatiable corporate monolith. But Hollywood is in profound transition and Lucy was never one to miss the bus. Last February, she agreed that Gulf & Western, a power on the rise and already in possession of Paramount Pictures, would acquire the net assets of Desilu in an exchange of stock. For Lucy, still paying off the more than \$2 million it cost to buy out Desi Arnaz, the acquisition personally can mean as much as \$10 million.

**After the Merger** ■ A couple of weeks ago, the shareholders, who always made Lucy a little uneasy, voted overwhelmingly for the merger. Now only the final papers wait to be signed.

Then what? Nobody is really saying yet. But it appears that Desilu will somehow combine with Paramount Television Productions and operate as a TV film-making arm in the Gulf & Western family. John Reynolds, former head of CBS-TV, who now runs Paramount TV, probably will continue as president, with Lucy possibly becoming chairlady of the board.

Any way it works out, it's likely that a good deal of the struggling is over for the once stage-struck 15-year-old from Jamestown, N. Y., who persisted her way to the top. Her success story is almost folklore by now: chorus cutie and smart-alecky career-girl roles, marriage to mercurial Desi Arnaz, the historic *I Love Lucy* series, the birth of her own son synchronized with the birth of her TV baby in 1954, sale of the series to CBS-TV for \$4.3 million, purchase of RKO studios for more than \$6 million, second marriage to comedian Gary Morton and the continuing high-flying performance of her second *The Lucy Show* series.

Maybe the simplest explanation for it all is that despite the somewhat hard defense mechanism of the star, Lucy always has cared and still does, and people know it.

Genuine ETV

TELEVISION has been identified, perhaps with some justification, as one of the many ingredients in the alienation of the ghetto dweller. According to this view, television has accentuated the resentments of the disadvantaged by delivering into the slum pictures of an outside world that is full of unattainable comforts and luxuries.

There can be no doubt that television does provide an unexcelled means of communication to the ghetto. Whatever the effect of the messages it contains, television has become a fixture of probably larger consequence to those immobilized by poverty and habit than to those of broader opportunity. For that very reason television ought to be put to expanded use in the intricate and painful job of reclaiming the people who have been cut off from orderly society by the racial riots of this summer.

A democratic society can function only if the overwhelming majority of its citizens respect the established practices of law and order. That respect is lacking now among an alarming number of this country's citizens. It is lacking because, at least in part, of ignorance of the processes of justice. To too many citizens law and order begin and end with a hated cop in a steel hat.

The question is how to persuade the ignorant of the virtues of orderly society. The answer is perforce complex and must involve basic education over a generation or more as well as economic opportunities. But at least a small part of the answer might be had in the broadened use of television to demonstrate that justice operates to punish the guilty and protect the innocent, no matter how violent the engagements in the streets.

In the aftermath of dreadful riots there will be arrests and criminal trials. Are we suggesting television coverage of the court procedures? We are indeed. How better to educate the uneducated in the processes of justice?

The law—all of it, police, prosecutors, defense attorneys and the courts—needs to be understood before it is respected. Last week in Detroit, in Cambridge, in Grand Rapids, in cities throughout the land, it wasn't understood very well.

End of the road

BIG as it is, there's much more involved than a \$2.7 billion merger in the litigation initiated by the Department of Justice to prevent the fusion of ABC and ITT.

A decision supporting the Antitrust Division could freeze a hitherto free marketplace in the trading of substantial broadcast interests and probably would make it impossible for a big company to enter broadcasting through acquisition of existing licenses.

If the Antitrust Division's theory prevails, it would in fact become a super licensing authority because no important transfer of licenses could be effectuated without its prior acquiescence.

The Antitrust Division, as its title clearly denotes, is under mandate to prevent growth of monopoly power. This is not at issue in ABC-ITT.

The FCC was created by Congress to administer a law that has the "public interest" as its touchstone. An FCC majority found not once, but twice, that the ABC-ITT merger was in the public interest.

ABC isn't in imminent danger of going under during the pendency of the case. Admittedly it faces a tougher assignment, not only because of a tight money market but because its executives, preoccupied as intervenors, will not be able to devote their full energies to the intensely

competitive battle for leadership in the new season.

Neither ITT, constantly on the merger-acquisition trail, nor ABC, which has demonstrated remarkable staying power with restricted resources, has lost its ardor for the merger. It is hoped that they will remain resolute.

Certainly the FCC majority, with its authority challenged by the Antitrust Division and its integrity questioned by its own minority, cannot afford anything less than all-out resistance. It is the fight of its life.

The show's the thing

FOR too many years FM was more a cult than a medium of communication. Too many of its early advocates thought of it as something inherently superior to AM because it used different frequencies and methods of transmission. Not enough recognized that the content of their broadcasts would determine their fate.

All that is changing now, as the extensive examination beginning on page 55 clearly demonstrates. FM's are entering the competition for the public ear by the only means that count—innovation and experimentation in programing. To be sure, there are some technical advantages that FM enjoys, but these by themselves have not been inducement enough to create the audience that FM must have if it is to move into major contention among media.

Programing sold all those AM sets. It's now selling FM's.

One for the couch

THE surgeon general has decreed that cigarette smoking is injurious, the Federal Trade Commission wants to inhibit cigarette advertising, the FCC demands that stations carrying cigarette commercials negate them by carrying warnings that cigarettes can kill, and . . . but wait a minute.

The Department of Agriculture has just concluded a referendum among growers of cigarette tobacco as a necessary legality in its program of price supports. The farmers approved an acreage-poundage control system that enables the government to prop up their revenue.

There's something schizoid about a government that subsidizes the cultivation of tobacco and then wants to suppress its sale. Or is that another extension of the fairness doctrine?

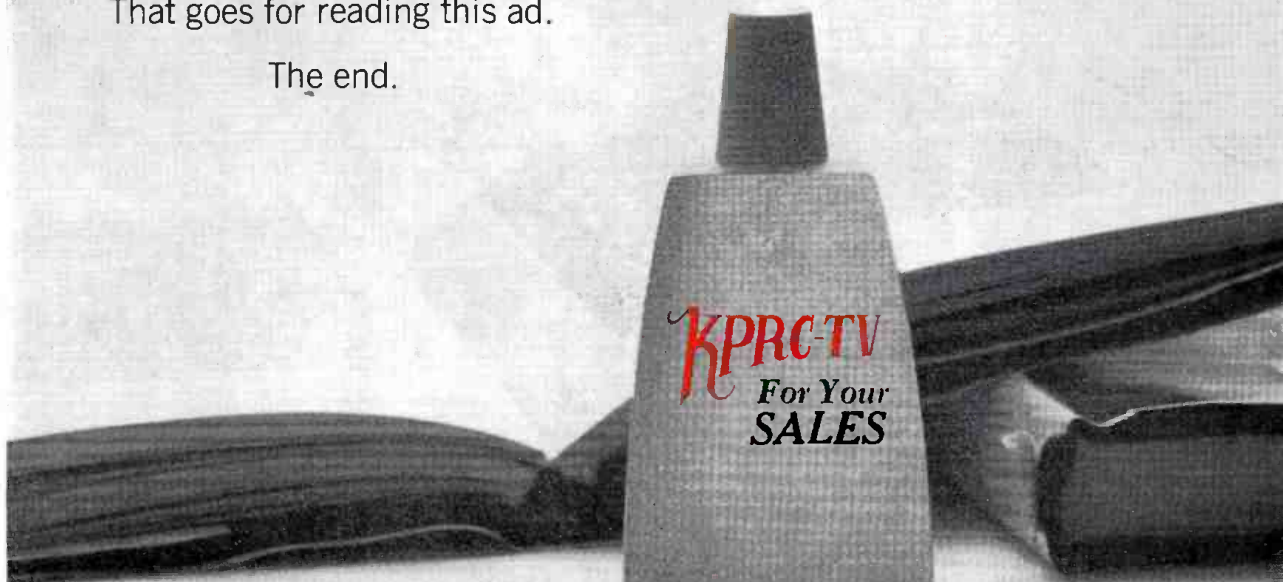


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