

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

Record number of syndicated specials move into production. p25  
TVB's System of Spot generates some opposition from reps. p30  
TV viewing hits new high, but spot TV rises only 2.8%. p36  
FCC continues search for revision of its 1% rule. p39

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10/3

25 Years of  
Advertising  
Contributed  
For The Public Good



## 21,146,952,000 TV IMPRESSIONS

For the United Funds  
and Community Chest

That's the power the Petry represented TV stations put behind this Advertising Council campaign in 1966. They never forget to serve as well as sell.

THE ORIGINAL STATION REPRESENTATIVE



THE PETRY REPRESENTED TELEVISION STATIONS—  
—RESPONSIBLE AND RESPONSIVE

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

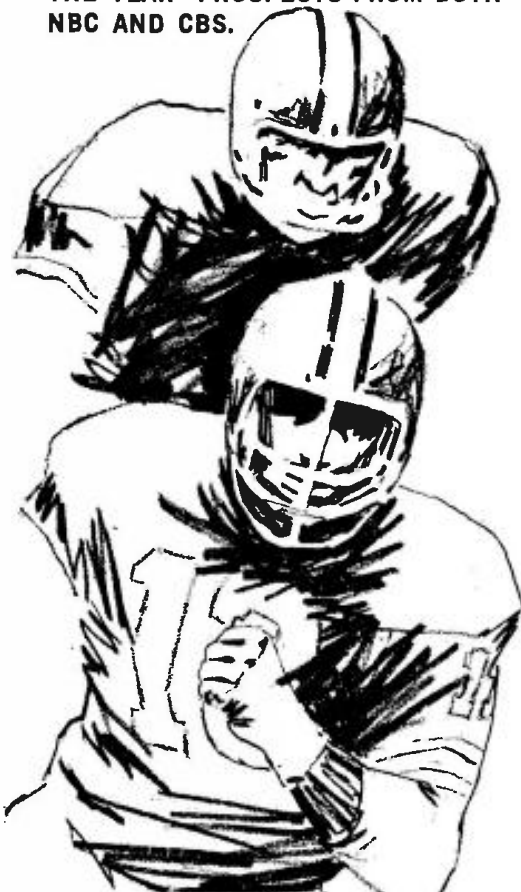


alan dale bogorad

INTRODUCING ...

# THE WAPI-TV "ALL-PRO" LINEUP FOR 1967-68

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



**END** your advertising worries with such veterans as:

THE BEVERLY  
HILLBILLIES

GET SMART

DANIEL BOONE

RUN FOR YOUR LIFE

HOGAN'S HEROES

GREEN ACRES

**TACKLE** your competition with these powerhouses:

RED SKELTON

JACKIE GLEASON

DEAN MARTIN

SMOTHERS BROTHERS

GOMER PYLE

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

BONANZA

GUNSMOKE

MISSION IMPOSSIBLE

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

TARZAN

DRAGNET, 1968

**CENTER** your campaign around these favorites:

ANDY GRIFFITH

WALT DISNEY

FAMILY AFFAIR

DAKTARI

THE VIRGINIAN

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

IRONSIDE

DANNY THOMAS HOUR

HE AND SHE

GOOD MORNING WORLD

HIGH CHAPARRAL

MANNIX

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

*wapi-tv*  
Channel 13 Birmingham, Alabama

Represented nationally by Harrington, Righter & Parsons, Inc.

# Happy

**Reeves Color Videofilm™** — this one can make you happy with color video tape-to-film transfers. It's the only transfer with all the quality you expect from having the Reeves name on the label.

Color Videofilm™ has the purest whites, the truest color

balance, the widest tonal scale and the most precise saturation of any color transfer. You get true colors, reel after reel after reel.

Broadcast quality? That's our business. For 34 years Reeves has set quality standards that have been followed

by the industry. For 34 years our name has meant the finest quality available.

It still does.

See our Color Videofilm™ demo reel and see what we mean.

™Reeves Sound Studios, division of Reeves Broadcasting Corporation.



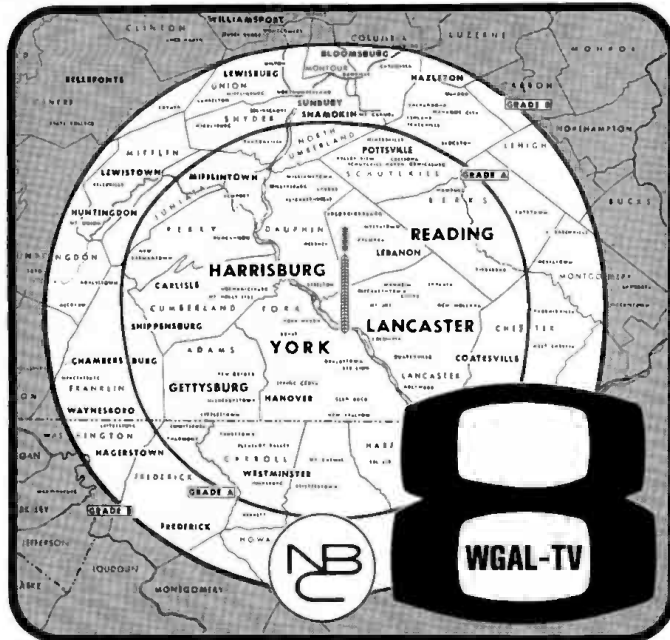
**REEVES**  
SOUND STUDIOS

A DIVISION OF REEVES BROADCASTING CORPORATION  
304 EAST 44TH STREET, NEW YORK, N.Y. 10017. (212) OR 9-3550

*See Brian Bird 3/4/76  
12061-201*



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



WITH

# WGAL-TV

Lancaster, Pa./Channel 8

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 26%\* color penetration.

\*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

**STEINMAN TELEVISION STATIONS** • Clair McCollough, Pres.  
 WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

## New attack

In month or so just about every radio station of any consequence will receive disks of strongest attack American Cancer Society ever has made against cigarette smoking. Campaign is not aimed at informing public, instead is meant to scare. It will use shock-through-humor approach. Current thinking is to parody specific cigarette commercials. ("It's not how you make it long, it's how long you make it. Stop smoking cigarettes.") Campaign, now in production at Mel Blanc Associates, Hollywood, is intended to take advantage of FCC's ruling that fairness doctrine covers cigarette advertising.

## All's fair on TV

Television stations seem to be coming pretty close—in total output, anyway—to FCC's unofficial guideline of one antismoking message for every three cigarette commercials. In late August and early September, monitoring 148 TV stations in 44 markets for one week, Broadcast Advertisers Reports counted 1,109 cigarette commercials, 341 antismoking spots (about 31%). All 44 markets carried some antismoking messages, although two carried no cigarette commercials. No clear pattern was discernible: 120 stations did and 28 did not have cigarette advertising, while 86 did and 62 did not carry antismoking messages; one market that had no commercials carried nine warnings; market with most commercials (138) also had most warnings (24), while in another it was standoff with 12 of each.

## Heavy hint

National Association of Broadcast Employes and Technicians, which is on strike at ABC (see page 40), is understood to have sent telegrams to national and local advertisers on ABC and its owned stations, suggesting they drop their advertising for duration of strike. Union is said to have pointed out to advertisers that it is part of 16-million membership of AFL-CIO, hinting they will remember advertisers' action during strike period.

## Waiting for the lightning

Although Harley O. Staggers (D.-W. Va.), chairman of House Commerce Committee, still stands by prior statements that he intends to run for re-election to his present seat, indications around Washington and in home state are that he would not be ad-

# CLOSED CIRCUIT<sup>®</sup>

verse to draft by party powers to run for governor next year. Key requirement will be proper combination of political forces in state.

*Word from West Virginia insiders is that certain elements of necessary support are already pledged elsewhere, but that political situation remains unsettled. Chairman Staggers has been reported discussing prospects with party chieftains, says he will run if party wants him.*

## Divided they stand

United Network's plans for comeback (BROADCASTING, Sept. 4) may involve sweeping changes. Former ABC Radio head, Robert R. Pauley, who had been tapped to become United president, and James W. Nichols, network's managing director, reportedly want to sever—and may already have done so—ties with Texas-based investors, headed by Jack V. McGlothlin, who are said to control about 65% of United, and Kansas real estate operator, Willard Garvey, who reportedly holds about 30%. Messrs. Nichols and Pauley—who declined comment on reports—are also said to be seeking backing for own network venture. Sources say there have been wide differences among western backers on course United should follow in its attempts to get going again.

## Instant poll

Dozen or so TV stations, now conducting local viewer-opinion polls, will be asked this week to take part in experimental national poll with single question of national interest asked on given night and results exchanged among stations. Move is outgrowth of local polls in which stations usually ask "yes" or "no" questions on early evening newscasts, have viewers call special number, and report results on late-night newscasts. Idea was started at WFIL-TV Philadelphia in February and has spread to other markets such as Washington, Miami, Pittsburgh, Baltimore, Minneapolis-St. Paul, Detroit, Cleveland, St. Louis and New Orleans. Query of stations looking toward national poll is to be conducted this week by Paul Martin, national advertising and promotion director of Triangle Stations (WFIL-TV).

*Some markets have reported up to 10,000 calls per night, and this had led*

*phone companies to be hesitant about supplying service. In case of WLBW-TV Miami, Southern Bell tried to withdraw service after two days. Station got temporary court injunction against phone company, and hearing was held on permanent injunction last week. Southern Bell has maintained volume of station calls was impairing service to other customers.*

## Heat's still on

Federal Trade Commission is still investigating radio and TV stations suspected of misusing ratings in their advertising and promotion (BROADCASTING, July 17). Some sort of action may take place before end of year—perhaps complaint charging hyping during rating week.

## Paving the way

Is Washington Post Co. planning expansion beyond its current ownership of stations in Washington and Jacksonville, Fla.? Last week, with FCC approval, Post-Newsweek Stations, hertofore division of parent company, were spun off into separate corporate entities, providing needed flexibility in event station acquisitions are undertaken. Post-Newsweek Stations Inc. is new corporate parent, with PNS-Capital Area as licensee of WTOP-AM-FM-TV Washington and PNS-Florida as licensee of WJXT(TV) Jacksonville.

## International impasse

U.S.-Mexican negotiations on new AM agreement, broken off since March except for technical-level talks in Mexico City in July, are being described by U.S. officials as "stalled." With treaty, already extended once for one year, due to expire Dec. 31, two sides remain unable to resolve several issues. Involved are number of so-called special cases (which deal with specific assignments on both clear and nonclear channels) and U.S. proposal to permit presunrise operation by U.S. stations on Mexican clear channels.

*U.S. has outlined its position on these points in note to Mexico, and is awaiting response. Until answer is received, officials say, there is no way of knowing whether there is chance that agreement can be reached before end of year. Will two sides seek additional extension if agreement isn't reached by then? U.S. officials say they wouldn't hazard guess.*

Pick  
the Bright  
One

## WHAT A DIFFERENCE!

Now KSOO-TV beams your sales message to Sioux Falls plus four states . . . 192,950\* TV homes in area! Big league coverage . . . Minnesota Twins, NBC World Series, AFL Football, New 200 story Power Tower (2100 feet high) delivers results. What a difference. Pick the bright one!

\*Estimates by Avery-Knodel, Inc. Research, SRDS, Jan., 1967

# KSOO · TV · 13

SIoux FALLS, S. D. 57102

NBC

*The Star of the Great Plains*

Represented nationally by Avery-Knodel, Inc.

Minneapolis: Harry Wyatt & Co., Omaha: Soderlund Company

# WEEK IN BRIEF

Entertainment specials in color embracing mostly variety-entertainment formats plus sports, drama programs, rock-'n'-roll sessions and personality profiles are staples in TV syndication marketplace for 1968. See . . .

## UPBEAT IN SPECIALS . . . 25

Station reps hedge on endorsement of Television Bureau of Advertising's System of Spot buying plan, cite acceptance of standard order and invoice forms, but hold to "wait-and-see" attitude on other SOS features. See . . .

## SOS GENERATES TALK . . . 30

TVB's first-half 1967 figures show only 2.8% rise in spot-TV spending with biggest dollar increase in early evening periods; one-minute spot used commercial length; daily household viewing now five hours 52 minutes. See . . .

## SPOT TV RISES . . . 36

State lawmakers see new revenues in advertising taxation, but media men, ad agencies and retailers fight back. Tax plans face court test in Iowa; Pennsylvania considering similar measure; NAB holds tax session. See . . .

## BATTLE LINES . . . 37

NAB's TV code time standards set for overhaul. Major changes will classify all credits in excess of 30 seconds as nonprogram material and allow five interruptions in one-hour prime-time variety programs. See . . .

## TV CODE CHANGE . . . 37

FCC still hasn't found solution to three-year-old objective of revising its 1% rule designed to protect against monopoly control of broadcast properties; 1% may be out-of-step with modern investment practices. See . . .

## FCC STILL GROPING . . . 39

NABET strike fails to engender total support from other broadcast unions as some newscasters, reporters and sportscasters in New York and Los Angeles start back-to-work movement. See . . .

## AFTRA CROSSES NABET . . . 40

Four stations go on sale block for \$7.5 million. KTVE-TV El Dorado, Ark., goes for \$3.7 million; WHBC-AM-FM Canton, Ohio, for \$2.8 million; WGN group buys WFMT-FM Chicago for \$1 million. See . . .

## \$7.5 MILLION SALES . . . 42

New public communications corporation is formed by group broadcaster James H. Gray. Gray Communications Systems Inc. will consist of three TV stations, daily newspaper and new CATV operation. See . . .

## GRAY FORMS GROUP . . . 54

Wide-ranging symposium under auspices of TV Stations Inc. features top industry figures who discuss satellite communications, prospective technology, government trends, station image, promotion and programs. See . . .

## TV UNDER MICROSCOPE . . . 58

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## Broadcasting

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Who cares about  
**BERTHA  
CLOPTON?**

**WHO-TV**  
...that's who!

We care a lot about Bertha Clopton of Winterset, Iowa . . . and the 1,027,000\* other viewers in our WHO-TV Central Iowa area. We care enough to offer some attractive viewing extras. Like: showing the BIG color movie packages; providing Iowa's largest and best-equipped gathering and reporting team for local news and sports; airing the only editorials in Central Iowa TV. You bet we care! That's why so many people are sold on WHO-TV.

\*NCS '61 updated by SRDS '66 estimates

**WHO TV**



**NB COLORFUL 13 • DES MOINES, IOWA**



## Cox and Loevinger part on editorializing

### THREAT TO ALL ADVERTISING SEEN IN CIGARETTE ADS

Cigarette advertising is "threat to the institution of advertising," FCC Commissioner Lee Loevinger told second annual TV Stations Inc. seminar in New York (see page 58). Two-day seminar wound up late Friday (Sept. 29).

In response to questions after panel discussion, Commissioner Loevinger said: "Advertising is tolerated because it tells people something pleasant." He indicated consumers are becoming increasingly aware of smoking's dangers and that cigarette advertising could become suspect, thereby casting doubt on all advertising.

Appearing with Commissioner Loevinger was FCC Commissioner Kenneth A. Cox. They disagreed on broadcast editorializing: Mr. Loevinger advised broadcasters not to editorialize, said chances of influencing anyone are one in 100. Commissioner Cox disagreed, said broadcasters have same right of free press as do newspapers and have responsibility to editorialize in public interest.

Commissioner Cox said fear of controversy is real reason behind some broadcasters' failure to editorialize. Blaming FCC's fairness doctrine is "easy and lazy way to avoid controversy," he said.

Both commissioners agreed that broadcasters must become "integral part" of local community if they hope to avoid "technical obsolescence" posed by satellite transmission and other technical advances.

Projections that network TV in foreseeable future will emphasize longer forms—one hour and 90-minute shows and feature films—were made during Friday panel sessions on future of programming. There was general agreement that 30-minute shows are in decline but that this length will always be part of "broadcast mix," even if only as "counter-programming device."

Panelists were Harry Ackerman, vice president and executive producer, Screen Gems; Bertram Berman, general program executive, CBS; David Dortort, executive producer, *Bonanza* and *High Chaparral*, and Grant Tinker, vice president, Universal City Studios.

At Friday luncheon, CBS News's Walter Cronkite stressed "immense responsibility" of network and affiliates in TV news coverage, asking local broadcasters to cooperate with network

in producing "single electronic newspaper;" not to skip networks' Saturday and Sunday news reports; decide on clearing entire network news feed and not "excerpt large hunks" for local use.

In session on promotion, Alvin C. Korn, WNAC-TV Boston, pointed up qualities necessary for on-air promotion man (writing talent, ear for music, awareness of production and ability to spot and select talent). George T. Rodman, WBKB-TV Chicago, gave insight into devices used to promote programming, especially for feature films. Howard V. Wry, WHNB-TV Hartford, Conn., described his station's "personality promotion," which "relates to the community and station area" through outdoor events, contests, parades, etc. Station, Mr. Wry said, yearly conducts five or six such events with \$70,000 budget.

In agency session, Donald W. Severn, Ted Bates & Co. vice president, in describing merchandising as "an extension of media," said station managers ought to get more involved in that area by "implementing and extending brand spot schedules." Jerome R. Feniger,

Grey Advertising vice president, suggested that local stations assume increased role in developing imaginative shows to "bring to clients into the spot fold." Ave Butensky, Dancer-Fitzgerald-Sample vice president, noted spot's "erosion," suggested its attractiveness be heightened by simplified rates, new programming, cut in paper-work, speed-up of "immediate yes or no answers" and increased product protection with better flexibility.

Stanley P. Federman, manager of data and systems services, Young & Rubicam, discussed agency's "Spotcol" spot-collection system. He said computer system will likely be expanded. In typical day now, he noted, Spotcol simultaneously handles seven to 11 users for up to 2,500 transactions (20,000 monthly).

Norman E. Cash, president of Television Bureau of Advertising, stressed importance of finding and meeting agency-advertiser needs and also outlined new "SOS" approach to simplifying spot TV buying (BROADCASTING, Sept. 25).

## P.R. stations may get \$10,000 fine

FCC hearing examiner has recommended three commonly controlled Puerto Rican stations pay total \$10,000 forfeiture for alleged illegal rebroadcast of Armed Forces Radio Service programs in 1962 and for misrepresentations to commission.

Recommendation, by Examiner Forest L. McClenning, in cumulative initial decision issued Friday (Sept. 29), represents softening of position he took in initial and supplemental decisions earlier, which involves WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez. In those decisions, he had recommended revocation of licenses (BROADCASTING, Aug. 1, 1966, Dec. 28, 1964).

New position appears based on fact that corporate entities involved, under stock transfers occurring within past two years, are wholly under control of Alfredo R. de Arellano Jr.

Examiner, as he did in previous decisions, pinned principal responsibility for alleged violations on George Mayoral, who at time was minority stockholder and executive vice president and director of San Juan stations.

Examiner noted that Mr. Mayoral's

### For sale: one TV station

Brokers attention: WAST(TV) Albany, N.Y., can be had. News that station is on block came in small explanatory note in what otherwise would have been routine application for FCC approval of transfer of control from Stanley-Warner Corp. to Glen Alden Corp.

Glen Alden is diversified, publicly owned corporation with interests in textiles and movie theaters (RKO Theaters). It already owns 18% of Stanley Warner and is acquiring remainder of stock in merger transaction. Stanley Warner owns International Playtex Corp. and chain of motion-picture theaters.

Upon completion of merger Glen Alden will sell WAST because, it said, its major interests are in textiles and movie houses.

WAST is on channel 13 and is affiliated with ABC-TV; it began operating in 1954.

interests in Puerto Rican stations, both direct and indirect, have been liquidated, along with all other interests not held directly by Mr. de Arellano or members of his immediate family.

In earlier decisions, examiner held licensees are responsible for action of their employes and officials, and noted that Mr. Mayoral had broad authority.

However, in decision Friday, examiner said "there was . . . no personal involvement of the present parties in interest."

## FCC raps handling of political endorsement

FCC has criticized WWLP(TV) Springfield, Mass., for failing to follow properly fairness doctrine during 1966 statewide elections. Commission said station, in offering rebuttal time to candidate before editorial against him was aired, and airing of editorials against candidate without notifying him of broadcast or offering him time to reply, had fallen "far short of a licensee's responsibility under the fairness doctrine."

In letter to William Putnam, WWLP president, released Friday (Sept. 29) FCC said station's editorials against candidacy of Democrat Francis X. Bellotti for Massachusetts attorney generalship last year amounted to personal attack on candidate. Mr. Bellotti was not elected.

FCC's vote was 6 to 0 with Commissioner Robert T. Bartley absent.

Commission noted that WWLP on Oct. 19, 1966, wrote Mr. Bellotti of intent to editorially support his opponent on Nov. 7 (although editorial had not yet been written) and offered him a 4½-minute program to answer that editorial and editorials broadcast by station on Oct. 13 and Oct. 15. FCC noted station referred to 4½-minute program as "more than adequate time."

It also stressed that where endorsements or attacks on candidates are broadcast in closing hours of election campaign, "the licensee has a special duty to affected candidates to comply scrupulously with its obligations."

Protest against WWLP was filed on behalf of Mr. Bellotti on Oct. 20, 1966. Commission wrote to WWLP on Oct. 31 of that year, and received replies Nov. 2, 7 and 8, 1966, and again on Feb. 21, 1967. Last correspondence from Bellotti camp was last March 27.

## Pregame sponsor

NBC Radio has announced Champion Spark Plug Co., Toledo, Ohio, through J. Walter Thompson Co., New York, will sponsor 63d baseball World

## WEEK'S HEADLINER

**Bernard (Bud) Hirsch**, sales manager of WCBS-TV New York, named divisional VP, NBC Television Spot Sales, NBC Owned Television Stations Division. He will be in charge of NBC Television Spot Sales offices in New York, Chicago, Detroit, Los Angeles and San Francisco. Mr. Hirsch replaces **Richard Close**, who resigned.

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

Series' 10-minute pregame programs (Oct. 4 to conclusion).

NBC International Enterprises said baseball series has been sold in 15 countries.

## Latest rankings for TV nets cover 2.4 spread

NBC-TV was in front in 30-market Nielsen report out Friday (Sept. 29). Averages for week ended Sept. 24 (7:30-11 p.m.): NBC 18.6, CBS 18.3 and ABC 16.2.

Highpoints: movies continued winners and pivotal in ratings; NBC's *Bonanza* moved down to eighth place; NBC's new *Jerry Lewis Show* and ABC's new *Flying Nun* both hit top 10, while CBS's new *Carol Burnett*, and NBC's new *Ironsides* and *Mothers-in-Law*, made top 20.

Number one was NBC's Tuesday feature, "Send Me No Flowers"; second, CBS's Friday movie, "Man Who Shot Liberty Valance"; third, CBS's Thursday movie, "The Apartment." Also in top 10: ABC's Sunday movie, "Mutiny on the Bounty"; NBC's Saturday movie "Pink Panther." Another feature film, ABC's "Paradise Hawaiian Style" (Wednesday movie) was in 17th position.

## Registration up

Advanced registration for National Association of Broadcasters fall conferences hit 480 Friday (Sept. 29) and was running ahead of 1966 figures. Series of eight conferences opens in Atlanta (Oct. 16-17) and closes in Chicago (Nov. 20-21).

New additions to conference speakers are FCC Commissioner Kenneth Cox for Kansas City (Nov. 9-10); Jim Ferguson, WAGA-TV Atlanta, in that city, and George Milner, WFAA-TV Dallas-Fort Worth in Dallas (Oct. 19-20). Latter two will handle part of program prepared by National Association of Television Program Executives.

## GT&E cable outfit gets green light

Multiple-CATV-owner GT&E Communications Inc., subsidiary of General Telephone & Electronics Corp., has received FCC permission to begin cable operations in Michigan communities of Owosso and Corunna. But commission restricted it to carry only uncontested signals.

Under authorization, Owosso-Corunna systems will receive WJIM-TV and WILK-TV both Lansing, WNEM-TV and WUCM-TV both Bay City, WKXN-TV Saginaw, and WJRT-TV Flint, all Michigan. However, commission refused to grant GT&E's request to carry Detroit and Windsor, Canada, signals on grounds that "the question of whether evidentiary hearing is required before [such] carriage can be authorized, will be reserved until our next over-all consideration of these markets." GT&E proposal to carry Detroit-Windsor signals had been challenged by Gross Telecasting Inc. (WJIM-TV), and Poole Broadcasting Co. (WJRT-TV).

## WALT sale

Sale of WALT Tampa, Fla., by Robert Leonard and associates to Daytona Broadcasting Inc. for \$260,000 including agreement not to compete was reported Friday (Sept. 29). Sale is subject to FCC approval.

Daytona Broadcasting, headed by James W. Walter who is also principal owner, is licensee of WMFJ-AM-FM Daytona Beach and WJNO West Palm Beach, both Florida. WALT is daytime only on 1110 kc with 10 kw.

## Jolly Roger

Bills patterned after Senator Robert Kennedy's (D-N. Y.) antismoking measures (BROADCASTING, Sept. 18) continue to be tossed in House hopper. Latest variation is measure by Representative Burt L. Talcott (R-Calif.) that would require stronger warnings on packs and in ads along with skull and crossbones. Bill (H. R. 13219) also would prohibit broadcast of tobacco commercials between 3 p.m. and 9 p.m.

## Hawkins dies

Funeral services were held Friday (Sept. 29) for A. T. (Bert) Hawkins, 66, founder and president since 1939 of WGBR and WEQR(FM) Goldsboro, N. C., who died Sept. 26 after long illness with heart disease. He is survived by wife, Margaret, and daughter, Elizabeth (Mrs. Richard Griswold Jr.).

# It takes a qualified team to find a qualified man.



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

- 1** First, there is an objective evaluation by our recruiting consultants of the job to be filled based on the specifications and goals outlined by station management, the market the station is in, the consultants experience in filling such positions and the "personality" of the station. This stage is one of the most fruitful for management, as it sharply defines the position as it relates to company needs and goals. It sometimes results in the reappraisal of the position to be filled. This evaluation forms the basis for a carefully prepared position description for use in contacting sources and candidates.
- 2** The second stage is the search itself. Through our many existing sources, as well as those we develop in a specific area of the search, and our ability to keep your station confidential — a unique advantage — we as your recruiting consultants can thoroughly probe the field for outstanding prospects and measure their interest in the position.
- 3** The final stage is the evaluation of those qualified candidates who are interested. This evaluation is based on interviews and on discreet and incisive questioning of those familiar with the candidate's performance. This assures that your station receives the complete backgrounds of the two or three most qualified available candidates.



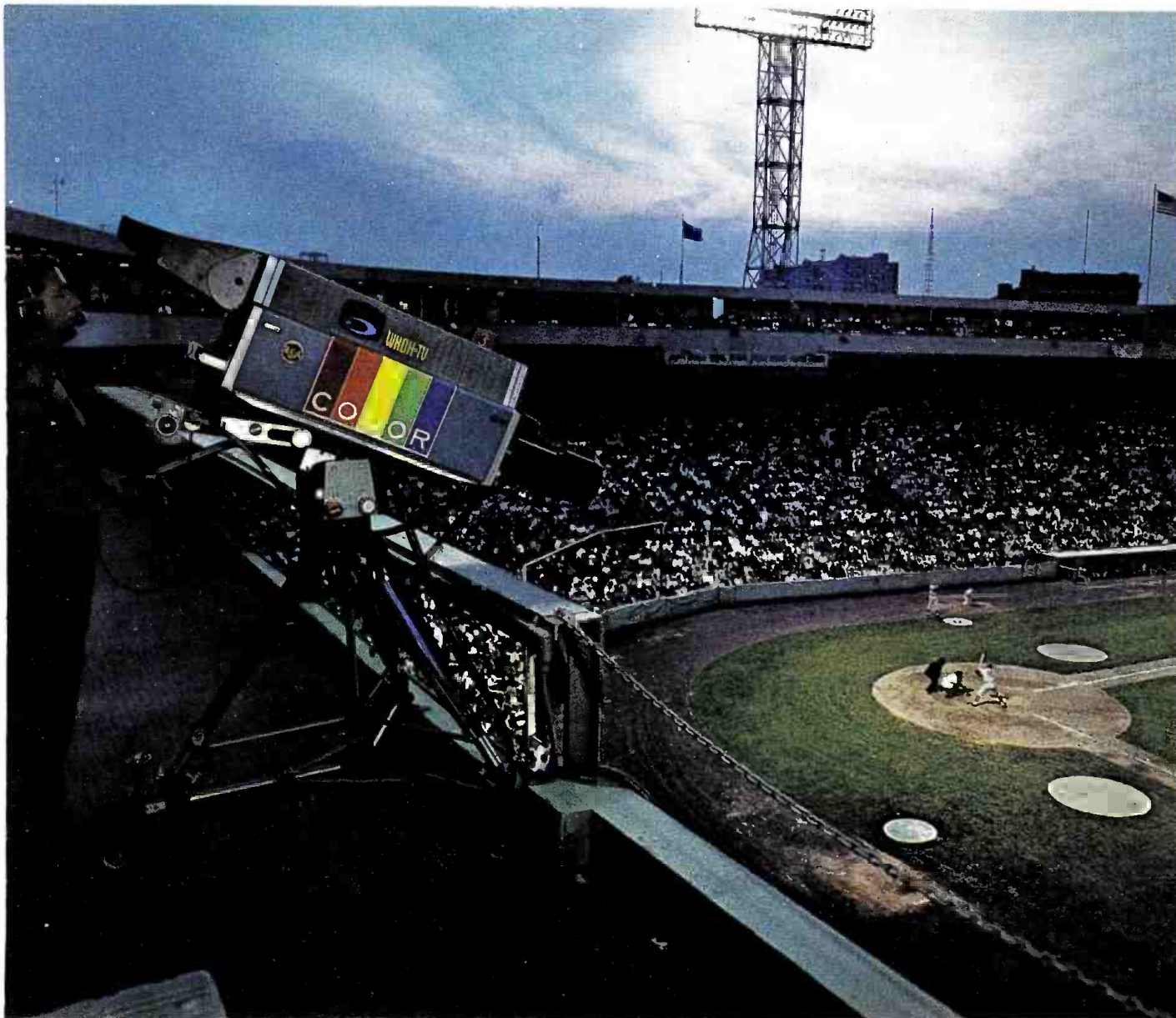
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**Day or night...WHDH-TV  
gets great pictures with  
“big tube” color cameras**



WHDH-TV, Boston, is using four TK-43 "big tube" color cameras to put an extra wallop in baseball telecasting. Whether during the day — under ideal conditions — or at night when light levels range from 40 to 120 ft. candles, their color pictures have consistent sharpness and brilliance.

Let's hear how Phil Baldwin, Vice-President, Engineering, WHDH, sizes it up in his own words. "I've never seen sharper pictures than we get with our RCA cameras. This even goes for our center field camera at night, which picks up all the color and detail of the spectators sitting in the stands behind home plate. You simply can't get sharper pictures."

So pleased are the people at WHDH with their RCA color cameras that they also have two TK-42's in the studio

and two more TK-43's in a mobile unit now being built — making a total of eight "big tube" cameras. Ten years of all-color telecasting back up everything WHDH is doing today. Their experience with color proves that where the picture counts — RCA's got it — with the "big tube" TK-42's and TK-43's.

If you are interested in the very finest color pictures under a variety of everyday conditions, get the facts on RCA's "big tube" color cameras. 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**

**WE'RE THE  
BIGGEST  
ON COLOR**

KVOO TV, Tulsa's undisputed leader in color television, keeps the color boom booming... with a hefty serving of live and network color, color film, color slides and color VTR.

**KVOO 2 TV**  
TULSA OKLAHOMA

Represented by Edward Petry & Co., Inc.

The Original Station's Representative

## DATEBOOK

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

■Indicates first or revised listing.

### OCTOBER

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

Oct. 2-6—A short course in management for engineers, sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 3—Deadline for reply comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

Oct. 4—Hearing on Federal Trade Commission trade regulation regarding deceptive advertising of number of working transistors in radio receiving sets. FTC Building, Washington.

Oct. 5-6—Annual fall meeting, Kentucky CATV Association. Continental Inn, Lexington, Ky.

Oct. 6—Television ball sponsored by the New York chapter of the National Academy of Television Arts and Sciences. New York Hilton hotel, New York.

Oct. 7-8—Meeting of the Association of Independent Metropolitan Stations. New York Hilton, New York.

Oct. 9—Deadline for comments on FCC's proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.

Oct. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. IRTS, in collaboration with the Country Music Association, will present "A Salute to National Country Music Month." Waldorf-Astoria hotel, New York.

■Oct. 9—Luncheon meeting of the National Agricultural Advertising and Marketing Association, for debut presentation of detailed new national survey on farm radio by National Association of Farm Broadcasters. Sheraton-Chicago hotel, Chicago.

■Oct. 9-11—Annual meeting, Pennsylvania CATV Association. Warwick hotel, Philadelphia.

Oct. 10—Salute to communications industry sponsored by Los Angeles Chamber of Commerce. Keynote speech by Robert Sarnoff, president of RCA. Ambassador hotel, Los Angeles.

Oct. 10-11 — State convention, Mississippi CATV Association. Holiday Inn, Jackson.

Oct. 11—Annual meeting, Pennsylvania Community Antenna Television Association. Warwick hotel, Philadelphia.

■Oct. 11—Award-winning TV commercials from around the world with Wallace A. Ross, director of American TV Commercials Festival, sponsored by the Chicago chapter, National Academy of Television Arts and Sciences. Continental Plaza, Chicago.

■Oct. 11—Luncheon meeting of the Broadcasting Advertising Club of Chicago. Speaker will be Lee M. Rich, vice president in charge of media services, Leo Burnett Co. Sheraton-Chicago hotel, Chicago.

■Oct. 11—Luncheon meeting of the Publicity

### NAB FALL CONFERENCES

Oct. 16-17 — Marriott motor hotel, Atlanta.

Oct. 19-20 — Marriott motor hotel, Dallas.

Oct. 23-24—Sheraton-Park, Washington.

Oct. 30-31—Sheraton-Boston, Boston.

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

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

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

Nov. 20-21—Palmer House, Chicago.

Club of Chicago. Speaker will be William Dozier, executive producer of ABC-TV's *Batman*. Sheraton-Chicago hotel, Chicago.

Oct. 11-13—Indiana Broadcasters Association convention. Vincent Wasiewski, National Association of Broadcasters, will be main speaker. Sheraton hotel, French Lick, Ind.

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

■Oct. 13—Annual seminar on sales and audience promotion and research, sponsored for station clients by Peters, Griffin, Woodward Inc. Royal York hotel, Toronto.

Oct. 13-15—West central area conference of the American Women in Radio and Television. Chase-Park Plaza hotel, St. Louis.

■Oct. 14—North Dakota AP Broadcasters Association meeting. Holiday Inn, Bismarck.

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

Oct. 15—Thirteenth annual promotional seminar sponsored by Edward Petry & Co. Royal York hotel, Toronto.

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

■Oct. 15-16—Annual meeting of the North Dakota Broadcasters Association. Holiday Inn, Bismarck.

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

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

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

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

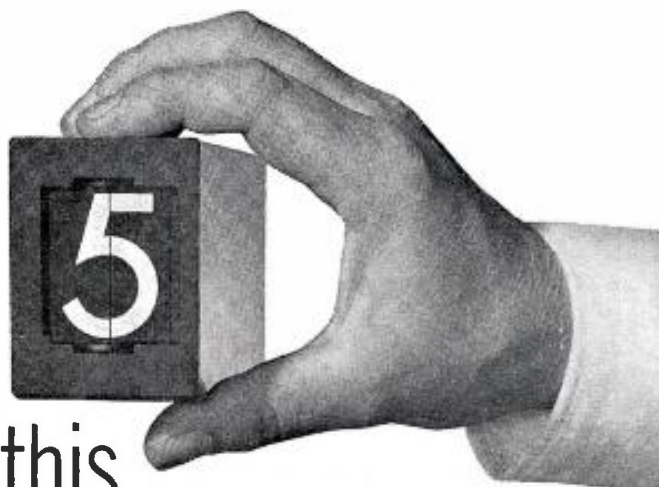
■Oct. 17—"Ask Nielsen" is theme of meeting of Hollywood Radio and Television Society. Arthur C. Nielsen Jr. is guest speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

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

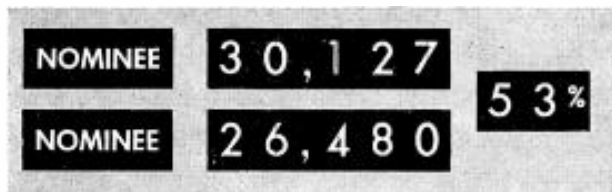
Oct. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. honoring Gordon McLendon, president of the McLendon Corp. Plaza hotel, New York.

Oct. 18—Newsmaker luncheon sponsored by the International Radio and Television So-

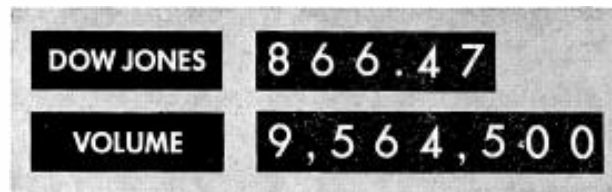
# Look what your cameras can do with display units like this



CBS Laboratories' Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!



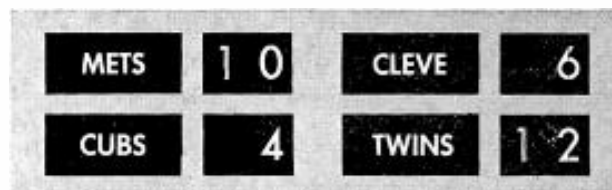
**ELECTIONS—No contest.**  
These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.



**STOCK REPORTS—Excellent for the long pull.**  
Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.



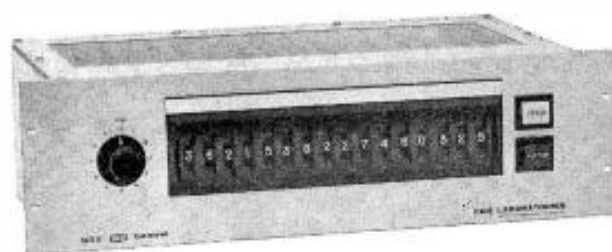
**WEATHER—Cool operation.**  
Only 2.7 watts required per unit, with no power between postings. Glare-free even under the strongest lighting conditions.



**SPORTS—An easy set-up.**  
Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design system for you. Don't take our word for it. Write or call us collect (203) 327-2000, and let us show you.



PROFESSIONAL  
PRODUCTS  
**CBS LABORATORIES**  
Stamford, Connecticut. A Division of  
Columbia Broadcasting System, Inc.

# 1 FIRST

## SIGN-ON TO SIGN-OFF

AGAIN WSYR-TV is No. 1 IN HOMES

Delivered in the Syracuse Market:  
\*24% More Than Station #2  
\*73% More Than Station #3

## 6-6:30 P.M. MONDAY THRU FRIDAY WSYR-TV is No. 1

IN HOMES  
Delivered in the Syracuse Market:  
\*20% More Than Station #2  
\*149% More Than Station #3

## 11-11:30 P.M. NEWS SUNDAY THRU SATURDAY WSYR-TV is No. 1

IN HOMES  
Delivered in the Syracuse Market:  
\*30.2% More Than Station #2  
\*194% More Than Station #3

\*NSI • Feb. 16 to Mar. 15, 1967  
Data quoted or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

# WSYR-TV

NBC  
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

### FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

- Oct. 16-17—The Dearborn Inn, Detroit
- Oct. 19-20—O'Hare Inn, Chicago
- Oct. 23-24—Hyatt House, San Francisco

ciety. Speaker will be John Chancellor, national affairs correspondent for NBC News, Waldorf-Astoria hotel, New York.

Oct. 19-21—42d birthday celebration of WSM Grand Ole Opry, Nashville.

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

Oct. 20—International Film & TV Festival of New York. New York Hilton hotel, New York. Full details about the festival can be obtained from Industrial Exhibitions Inc., 121 West 45th St., New York 10036.

Oct. 20-22—East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

Oct. 20-22—Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

Oct. 20-22—Biannual meeting of the trustees of the National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 21-22—Presentation of prize-winning films from the International Film & TV Festival of New York. Gallery of Modern Art Auditorium, New York. Full details about the festival can be obtained from Industrial Exhibitions Inc., 121 West 45th St., New York 10036.

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

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

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

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

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

Oct. 24—Deadline for comments on FCC's

■Indicates first or revised listing.





It's network premiere week,  
and you're an independent  
station.

What do you play in prime  
time?

WNEW-TV in New York  
played  HAZEL.

MONDAY-FRIDAY 8:00-8:30 PM

# Here's what HAZEL did in its first two weeks on WNEW-TV, New York.\*

	SEPT. 5	SEPT. 6	SEPT. 7	SEPT. 8	SEPT. 11	SEPT. 12	SEPT. 13	SEPT. 15
WNEW-TV INDEPENDENT	 9.9 RATING	 5.5 RATING	 5.0 RATING	 7.1 RATING	 7.6 RATING	 6.5 RATING	 6.8 RATING	 8.3 RATING
WCBS-TV NETWORK	DAKTARI 7.0 RATING	LOST IN SPACE 12.1 RATING	CIMARRON STRIP 12.2 RATING	WILD WILD WEST 14.8 RATING	GUNSMOKE 12.7 RATING	DAKTARI 7.7 RATING	LOST IN SPACE 10.1 RATING	WILD WILD WEST 16.8 RATING
WABC-TV NETWORK	GARRISON'S GORILLAS 21.5 RATING	CUSTER 15.5 RATING	THE FLYING NUN 23.8 RATING	OFF TO SEE THE WIZARD 11.5 RATING	COWBOY IN AFRICA 9.0 RATING	GARRISON'S GORILLAS 15.5 RATING	CUSTER 10.2 RATING	OFF TO SEE THE WIZARD 6.9 RATING
WNBC-TV NETWORK	SHERIFF WHO? 10.3 RATING	VIRGINIAN 9.3 RATING	DAMN YANKEES 5.5 RATING	HARDY BOYS 8.9 RATING	MAN FROM U.N.C.L.E. 17.4 RATING	JERRY LEWIS 23.7 RATING	VIRGINIAN 12.9 RATING	TARZAN 10.3 RATING
WOR-TV INDEPENDENT	MILLION DOLLAR MOVIE 2.0 RATING	BASEBALL 4.0 RATING	MILLION DOLLAR MOVIE 3.0 RATING	BASEBALL 3.4 RATING	BIG PREVIEW 3.1 RATING	BASEBALL 2.1 RATING	BASEBALL 3.0 RATING	MILLION DOLLAR MOVIE 1.8 RATING
WPIX INDEPENDENT	TUESDAY NIGHT MOVIE 0.8 RATING	STUMP THE STARS 1.7 RATING	STUMP THE STARS 1.6 RATING	BASEBALL 5.7 RATING	STUMP THE STARS 1.9 RATING	BASEBALL 3.1 RATING	STUMP THE STARS 3.6 RATING	BASEBALL 2.5 RATING

\*HAZEL STARTED ON TUESDAY, SEPT. 5; ARBITRON DID NOT REPORT ANY RATINGS FOR THIS TIME PERIOD ON SEPTEMBER 14.  
SOURCE: ARBITRON. ALL RATINGS DATA SUBJECT TO QUALIFICATIONS PUBLISHED BY THE RATINGS SERVICE.

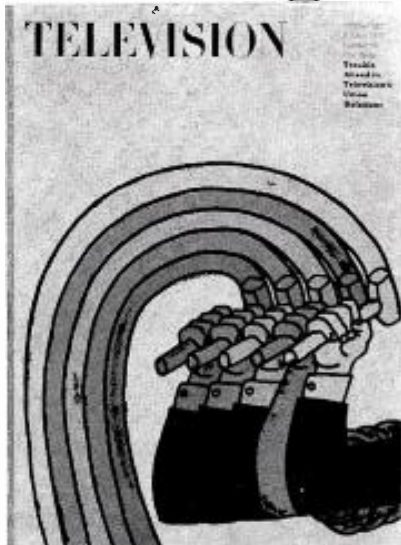
# And how did HAZEL do compared to its lead-in and lead-out shows?

NEW YORK ARBITRON / SEPT. 11, 12, 13 AND 15		RATING	HOMES**
7:30-8:00 PM	TRUTH OR CONSEQUENCES	6.3	364,600
8:00-8:30 PM	HAZEL	7.3	422,500
8:30-9:00 PM	MERV GRIFFIN	6.6	381,900

\*\*BASED ON WINEY'S PRIME TIME HOMES PER RATING POINT (JULY 1967, ARB)

HAZEL: 154 half-hours. 120 in full color. Available exclusively from  Screen Gems.

We get channels you can't get anywhere else.



In October. A tide of rising expectations swells up in labor's ranks. Why broadcast owners are diversifying. How national media match up in 1967. A debate over the 30-second spot. The hard business reasons behind that CBS style. Much more. Call or write Television, 1735 DeSales Street, N.W., Washington, D.C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

#### NCTA Regional Meetings

Oct. 9-10—Warwick hotel, Philadelphia.  
 Oct. 16-17—Regency hotel, Atlanta.  
 Oct. 19-20—Netherland Hilton hotel, Cincinnati.  
 Oct. 23-24—Raddison hotel, Minneapolis.  
 Oct. 26-27—Prom Sheraton Motor Inn, Kansas City Mo.  
 Nov. 9-10—Marriott motor hotel, Dallas.  
 Nov. 13-14—Vacation Village, San Diego.  
 Nov. 16-17—Portland Hilton hotel, Portland, Ore.

proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

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

Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

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

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

■Indicates first or revised listing.

### OPEN MIKE®

#### Thumbs down on blah issues

EDITOR: Congratulations on your very penetrating remarks about the dullness of television editorials [BROADCASTING, Sept. 18]. It is high time we begin to make better use of the medium now that the editorial seems to be an established institution.—Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati.

#### Slip up in NAEB quote

EDITOR: Educational broadcasters are certainly concerned with production, but your quote of me in the Sept. 18 issue suggests we hold the self-image of a seminal force.

I understand this item was phoned into your office and must have been garbled in transmission. The printed release quotes me as predicting the Public Broadcasting Act will "contribute substantially to the quality of American life"—not the fertility as BROADCASTING reported.—William G. Harley, president, National Association of Educational Broadcasters, Washington.

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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®Reg. U. S. Patent Office  
 Copyright 1967, Broadcasting Publications Inc.

Nobody we know buttons their dial at Channel 7, but these audience figures make us wonder.



**TOTAL WEEKLY CIRCULATION**



Represented by Petry

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	550,000	454,000	96,000
EARLY EVENING	365,000	316,000	49,000
PRIME TIME	444,000	378,000	66,000
LATE EVENING	157,000	126,000	31,000
Source: NSI=TV	Weekly Cumulative Audiences—February-March 1967		

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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

## An eclectic view of the new TV season

That time of year when "the winners make jokes, and the losers cry deal" is with us again.

By definition, the television season is an artificially created phenomenon designed to persuade the backyard people to put away the barbecue and return to their living rooms to sit in front of that piece of furniture that has been dark and silent for much of the summer.

It takes many millions of dollars to accomplish this seemingly short migration, millions for new programs, and millions more to convince the people that the programs are, indeed, "new." The latter expenditure is necessary to overcome most of the newspaper critics who, in order to hold their jobs, must damn everything that demonstrates a high-circulation potential. By the frequent use of the word "derivative" in reviews of new programs, the critics seek to convey the impression that once you've seen one, you've seen them all. Fortunately, no one has been able to document a rating failure resulting from bad reviews.

But, how much is "new" in the new season? Thanks to our democratized system of determining audience acceptance, it doesn't take very long to find out. Within weeks, millions of viewers will have sampled the offerings of the three networks and made their choice either to stay with the new programs, return to the old ones or go back to their barbecues.

**Three to One** ■ This season the three networks have presented 26 new shows and elected to carry over 57 old ones. Of the 26, we can expect nine or 10 to succeed. In this context, success is defined as the achievement of a large enough audience over the next nine months to warrant renewal for another season. Over the past 13 years, the combined networks have introduced about 575 new shows in prime time. Of these only 220 were still on the schedules a year after their inception. Thus, the expectation that only about one out of every three new shows can succeed is justified.

The fact that the three networks are presenting a total of just 83 programs in prime time this year is an interesting one. Ten years ago the aggregate of their schedules was 115 individual programs filling the same amount of time.

We might conclude from this that someone came up with the idea that to have fewer failures, merely present fewer shows. There is some merit in this

suggestion when you examine the 57 holdover programs and find 35 of them are one hour or longer in length. Actually, the number of network shows in prime time has been steadily decreasing each year. This, of course, is due in a large measure to the advent of the feature movies, two of which occupy each network's weekly schedule this year accounting for a total of twelve hours of time. In addition to the movies the hour-and-a-half programs are making inroads: NBC-TV's *The Virginian*, back for its sixth season, is being joined this year by *Cimarron Strip* on CBS-TV.

By combining *Cimarron* with its *Thursday Night Movies*, CBS-TV is, in fact, now presenting only two programs in prime time on Thursdays. Three-program nights are no longer unusual; as a result of the movies, ABC-TV has two such nights and CBS-TV has one. NBC-TV has three three-program nights, two with movies and one resulting from the combination of *The Virginian* with two one-hour shows.

**Half-hour Format** ■ If the supply of movies permitted it, at some future date each network might program a movie every night and reduce the total number of programs offered from the current 83 to as few as 42. But this is extremely doubtful; as long as *Lucy*, *Andy Griffith*, *Peyton Place*, *Bewitched*, *Get Smart* and the other highly rated half-hours continue to draw large audiences, the networks will seek to emulate their success by introducing some new half-hour shows each season. This year the most talked about early successes are two half-hour shows: *The Flying Nun* (ABC) and *He & She* (CBS).

The 1967-68 season will be remembered as "the year of the specials." Aside from sports and political specials,

the networks currently list about 160 programs which are not part of a weekly series. This figure compares with about 100 the past season.

The proliferation of specials this season is going to leave the network program schedules looking like a North Vietnamese airstrip, and the rating books will be tougher to read than a Japanese racing form. The only method that I can detect in this madness is an attempt on the part of the networks to fill the demands of both viewers and advertisers.

**Special's Virtues** ■ The average special does usually increase the network's audience in its time period, and therefore, has competitive advantages, especially when placed in an otherwise weak spot. Advertisers have an assortment of reasons for preferring specials: new product introductions; special product promotions accompanied by merchandising efforts; budgets too low to purchase enough time on a weekly basis to create the desired impact; in the case of a multibrand advertiser, the need to impress the company name on the public occasionally; or the desire for complete sponsorship to take advantage of that intangible quality that has all but gone out of weekly participating television exposure, "the gratitude factor."

For whatever reason, there will be more specials and more special sponsors in the new season.

All things considered we can look forward to another interesting television year. In some areas, it will top previous years; in others, it will fall short. But you can be sure it will have its detractors and its intellectual snobs who will never hesitate to point out its potential as a time waster, but who can't wait to get home to see a free movie.



Theodore G. Bergmann, now VP of programming at Ted Bates & Co., New York, started as a NBC page in 1941. Six years later he was a salesman for the former DuMont Television Network and later became its managing director. In 1955, he became VP and associate director of TV, McCann-Erickson, went to Parkson Advertising as president in 1957, and then became VP, advertising, Revlon Inc., in 1960. Before he joined Bates in 1966, he was president of Charter Productions Corp.

# The Nitty Gritty Philadelphia Radio

First in total rated time periods - C. EnCooper\*  
and Pulse\*\*  
is up too!

\*\*April-June

\*April-June & July-August (7am to 6pm)

# STAPPENING WFL RADIO 56

All since October '66. Blair knows. It's boss.  
figures quoted or derived from audience surveys are estimates subject to sampling and other errors.

# MIAMI RADIO'S TOP BUY!

**WIOD**  
REACHES THE  
**MOST LISTENERS\***  
- - - MOST ADULTS

from  
**6 A.M.**  
to  
**3 P.M.**

**... AND A REAL  
CLOSE SECOND  
IN ADULTS  
IN LATE  
DRIVE TIME  
FROM 3 P.M.  
TO 7 P.M.**



# WIOD

THE SOUND OF THE MAJORITY  
Miami, Florida **610**

\*PULSE Two County Feb. - Apr. 1967, average  
quarter hour listeners.

Represented by Edward Petry & Co., Inc.

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.



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, ATLANTA; WIOD AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE; WIOD AM-FM, MIAMI; WIIC-TV, PITTSBURGH; KTVU, SAN FRANCISCO, OAKLAND



# Upbeat in syndicated specials

Stations, groups and producers follow pattern already set for 1967-68 by networks and promise record number of entertainment programs in color

Entertainment specials in color are blossoming as the brightest programming staple in the television syndication marketplace for 1968.

A record number by far of such presentations, embracing variety-entertainment shows for the most part but also including sports and drama programs, rock-'n'-roll sessions and profiles of entertainment personalities, are in production by a growing number of stations, groups and producers-directors.

In the past, a limited number of entertainment specials were offered for station sale, notably sports segments from Triangle Program Sales, variety programs from Independent Television Corp., Four Star International and WGN Continental Broadcasting and an occasional offering from other distributors.

**Fast-Growing Business** ■ But during the latter part of 1967 and throughout 1968, there will be a sharp escalation in this type of programming (distinct from the pure news and public-affairs documentaries) from not only Triangle and Four Star, which are expanding their outputs, but from such distributors as Trans-Lux Television, Westinghouse Program Sales, Walter Schwimmer Co., Wolper Television Sales, North American Television, the Peter Robeck Co., Warner Brothers-Seven Arts, ABC Films, Teen-Age Fair Inc.

In addition, stations and station groups are examining this specialized sector carefully and already large-scale production is under way at WABC-TV New York and at a consortium of eight broadcast groups involved in *A Very Special Occasion*, a project of 12 one-hour programs. This latter cooperative endeavor encompasses Storer Broadcasting, WGN Continental Broadcasting, KTLA Golden West Broadcasting, Taft Broadcasting, Triangle Stations, General Electric Broadcasting, Royal Street Broadcasting and Corinthian Broadcasting. In other markets, Storer Program Sales will handle syn-

dication of the series.

The one-hour entertainment special is the rule, but there are several half-hour productions and some running to 90 minutes or more. If this type of programming catches hold, as its backers claim it will, it will enliven a syndication scene that has been plagued this year by scarcities of new off-network series and fresh feature films.

**Varied Advantages** ■ The reasons for the current accent on syndication spe-

## The season for specials

The emphasis on syndication specials for 1967-68 (story this page) is readily apparent in terms of numbers of programs to be made available and the number of companies involved in these projects. A check by BROADCASTING last week indicated that approximately 140 entertainment programs are in production and development for this season, as contrasted with about 60 last year. The number of organizations active in this programming area grew from four last year to 16 this year. In addition, several leading companies reported they were planning to become active in the entertainment syndication field in the near future.

cial are linked, in one way or another, with the asserted shortage of quality programming for stations; the belief that advertisers are attracted to sponsoring such programming in key markets to obtain special identity; the desire of many TV stations to vary their regular programming schedules, even at the risk of pre-empting network shows, and the practice of the TV distribution industry to capitalize on a trend that is in vogue at the network level.

Networks have proclaimed 1967-68 as "a very special season," with a build-up to approximately 300 news and entertainment programs, of which an estimated 180 are musical-variety, drama and sports. In the entertainment sphere, the networks will exceed their 1966-67 output by at least 40 and perhaps as many as 50 specials.

"When networks go with entertainment specials," one distributor remarked, "the syndicators aren't far behind."

**High Costs** ■ Despite the cited intrinsic values of entertainment specials to stations, advertisers and viewers, there are risks and disadvantages that were singled out by distributors who have shunned this area in 1967-68. Their reservations are based on the relatively high cost of producing entertainment specials vis-a-vis prices stations are willing to pay.

"We looked into entertainment specials carefully this past spring and summer," one distributor reported, "and we decided we want no part of it. A good show of this type must be budgeted at about \$100,000 for a one-hour program, though I suspect that most of the companies in this field are spending between \$50,000 and \$75,000. But even at these lower figures, it's going to be a tough sale.

"I'm sure these programs can be sold in New York, Chicago and Los Angeles, but you need 35 to 50 markets to go in the black. We sounded out stations in Denver, for example, and asked if they would be willing to pay about \$1,200 an episode. There were no takers. But we turned around and sold one station a top-rated off-network series for four runs at a lower price. This was a nice, easy and profitable sale."

Other skeptical distributors felt that the entertainment-specials market would be "glutted." They pointed out that network presentations in this sphere would be plentiful in 1967-68

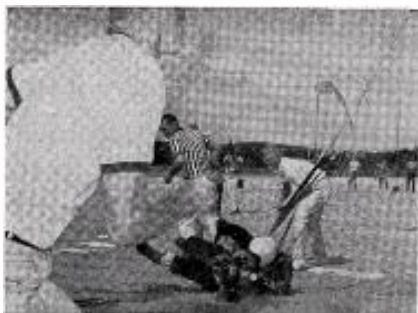
## UPBEAT IN SYNDICATED SPECIALS continued

and the syndication counterparts would have to compete for the limited number of available prime-time periods into which these shows must be slotted because of their price tags.

The proponents of the entertainment specials acknowledged privately they would prefer to sell a satisfactory off-network program or a sizable group of feature films because sales would be easier to achieve. But they emphasized there is a critical shortage of salable new off-network product and of feature films and, of necessity, they must venture into new forms and entertainment specials to hold out a strong potentiality for success.

**Sales Outlook** ■ They agreed that prices to stations for such specials must be relatively high. But they pointed out that they can be sold profitably by stations to advertisers for special campaigns, with sponsors buying only a limited number of specials over the year and merchandising and promoting them heavily.

A summary of activity by key distributors and station groups involved



Parachute jumping championships are the subject of a half-hour special just placed in syndication by Triangle Program Sales.

in entertainment specials follows:

One of the more ambitious undertakings in the entertainment specials sphere is *A Very Special Occasion*, envisioned as a series of 12 musical presentations co-produced and co-financed by eight station groups.

The first offering of the group was telecast on a lineup of 43 stations, with Citgo sponsoring the special, spotlighting Vikki Carr and Jack Jones, in 22 markets. The specials are syndicated in markets outside of the cooperating octet by Storer Program Sales.

The series is being packaged by Motion Picture Artists Inc., New York, headed by Irving Feld and Richard Feiner. Five other programs will go into production before the end of the year, according to Mr. Feiner, and the entire 12 should be produced by the fall of 1968. He pointed out that these

programs are known as the "broadcasters' specials" and said the decision to go ahead with the project was prompted by the groups' conviction of a need to alleviate the shortage of quality programing for their own outlets and for syndication.

**WABC Activity** ■ A record number of entertainment special in color is on the schedule for a WABC-TV New York during 1967-68. Richard L. Beesmyer, vice president and general manager of the station, reported that at least 10 one-hour presentations and an assortment of half-hour specials will be carried initially on the station; offered to other ABC-TV owned stations and later placed into syndication.

Among the one-hour specials in production or in development by WABC-TV itself or outside producers it has engaged are *Fred Waring—Way Back*



Vikki Carr and Jack Jones were stars in the first of 12 hour entertainment programs that will appear under title "A Very Special Occasion."

*Home*, commemorating the entertainer's 50th year in show business; *Lainie Kazan*, spotlighting a bright new star who once understudied Barbra Streisand on Broadway; *This is the Point*, depicting the color, history, sports and student life at West Point; *Jimmy Breslin's New York*, featuring the well-known writer on a visit to his haunts in the city; a program on LSD; a Christmas show spotlighting Senator Everett Dirksen (R-Ill.) in readings of Yuletide stories; a production tracing the history of the guitar through the ages and featuring well-known instrumentalists; a rock-'n'-roll variety stanza with Bruce (Cousin Brucie) Morrow, WABC disk jockey, as host. In addition, WABC-TV is preparing a group of half-hour programs that Mr. Beesmyer calls "mini-specials," including *Girl Watching*, *The Cheaters*, *The Singles*, *The Strip* and *The In-Crowd*.

Triangle Program Sales, the syndication division of the Triangle Stations, will continue to accent sports specials during 1967-68, but one in the general area of entertainment will be a

three-hour color special centering on "people." Ben Barry, director of TV program sales for Triangle, declined to provide other details at this time, indicating it would be premature.

Mr. Barry said the company is considering a one-hour color special about baseball next year but programs already produced and scheduled for distribution before the end of the year are a half-hour *Parachute Championship* special; a *Wings on the Wind* program about water skiing and flying; 12 auto racing half-hour programs and specials on track, a horse show, antique cars and the "Astrojet Golf Classic." He noted that over the past few years Triangle has accumulated a library of about 55 sports specials and station acceptance has prompted an expansion of these productions.

**Four Star Specials** ■ Four Star International, which has been a pioneer in syndicating entertainment specials, is bolstering its activity in this sphere in 1968. Manny Reiner, executive vice president, reported the company is continuing with its 10 one-hour programs titled *Something Special* for the third year and will introduce next year a 12-program skein of one-hour profiles of



Spotlighted in two-hour "Steve Paul's Scene" special to be syndicated by Wolper Television Sales is rock-and-roll group, "The Rascals".

track, a horse show, antique cars and *trait . . .* (name of star)."

For the past two years, Four Star had been virtually alone in offering a continuous group of entertainment extravaganzas under the title of *Something Special* (about 50 stations presented these shows under Celanese Corp. of America sponsorship during 1966-67 but Celanese reportedly will not be back, at least not on the same basis). Mr. Reiner was unwilling to discuss advance sales but mentioned there would be "a number of repeat sales" from the previous packages.

In January, he said, Four Star will begin production on "Portrait . . ." which will be an in-depth look at top name performers and will include both live-action and film footage. Mr. Reiner said these programs already have been sold in 10 major markets. The host is

Ralph Nelson.

Richard Carlton, executive vice president of Trans-Lux Television Corp., believes entertainment specials provide "a change of pace" for syndication and a unique opportunity for advertisers to gain an identity associated with specials. He noted that Trans-Lux recently signed an agreement with Jamur Productions to syndicate 12 specials featuring the well-known personality, "Murray the 'K'".

The first color special of this group, titled *Murray The 'K' in New York*, a 90-minute production, was presented on WPIX(TV) New York on Sept. 22 and 11 others, similarly mounted, are planned under the title of *Murray The 'K' in Paris*, New Orleans, Hollywood and possibly in Moscow. The specials, according to Mr. Carlton, will follow in the pattern of the program in New York, with a fantasy-chase around the city's tourist attractions and performances by top pop talent and "cameo"



Fred Waring and his friend Poley McClintock and their grandchildren are in a special honoring Mr. Waring's 50th year in show business.

celebrity guests appearances.

**Watch Screen Gems** ■ Dan Goodman, vice president in charge of syndication sales, said Screen Gems is not now involved in entertainment specials but said "our entry could be imminent." Mr. Goodman feels this area is "bound to grow," adding: "As network entertainment specials increase, so will those in syndication." Local entertainment presentations give stations an opportunity to "create some excitement and they don't antagonize the networks since they will be pre-empting network shows about once a month."

An official of WBC Program Sales reported the company is "very much interested" in entertainment specials for its owned stations and for syndication. Planned for production this season are four one-hour color specials each for two top personalities on the WBC roster—Merv Griffin and Mike Douglas. Mr. Griffin will star in productions keyed to Christmas, St. Patrick's Day and other holidays. No further details were available concerning the programs to feature Mr. Douglas.

The Walt Schwimmer Co., a subsidiary of Cox Broadcasting, is producing a one-hour color special for syndication this season, an official said. Schwimmer is also producing a one-hour program commemorating the Illinois sesquicentennial that will feature leading entertainers and national figures with roots in the state, which will be carried on NBC-TV on Feb. 18, 1968. The program will be placed into syndication subsequently. An official said Schwimmer has several other entertainment specials under consideration.

WGN Continental Broadcasting is another pioneer in entertainment specials. About four years ago it began to produce single programs on "big bands," and now has a collection of 26. A spokesman said that stations may buy two half-hour programs and slot them as a one-hour special or may buy the entire series. Similarly in late 1965 WGN Continental Productions, its producing subsidiary, produced 13 half-hour specials under the title of *An Evening with . . .* (name of star). The company now has 26 of these programs, which have been sold in a total of 89 markets. WGN Continental is now planning to produce other en-



Four Merv Griffin specials will be keyed to holidays, starting with Christmas. They are offered by WBC Program sales.

ertainment specials, probably in the musical area, an official said.

**Metromedia Entries** ■ Wolper Television sales, a Metromedia company, has placed into syndication two new entertainment specials over the past few weeks. One is *The Steve Paul Scene*, a two-hour program featuring outstanding pop and rock-'n'-roll performers, which has been carried on WNEW-TV New York, and the other is *When the Saints*, a one-hour sports program tracing the birth of the New Orleans Saints professional football team. The program was produced by KHOU-TV, the Corinthian Station in Houston, and already has been sold to the Continental Oil Co. for showing in 10 southern markets.

A West Coast-based production-distribution firm, Teen-Age Fair Inc., is extremely bullish about entertainment

specials, particularly those with an appeal to youth. Among syndicated programs in production are *College Campus*, a group of one-hour taped specials to originate from universities around the country and featuring performers "in" with students (aimed for September 1968 release), and a group of untitled half-hour personality profiles in the style of the recent network *Bogie* special. Teen-Age Fair has several other projects that will be aimed initially for network presentation. These include *Happy Pursuit of Status*, a one-hour program starring Robert Vaughan in a look at today's world of adult pleasures; *The Flip Side of Moscow*, a half-hour film portraying modern Russian teen-agers, and *Romp!!*, a one-hour program about today's youth.

North American Television, Hollywood, is syndicating *The King Family Holiday Specials*, featuring the group in five one-hour programs with a holiday theme (Christmas, Valentine's Day,



A 90-minute color special "Murray the K in New York" may be the forerunner of other shows from Paris, New Orleans, Hollywood and Moscow.

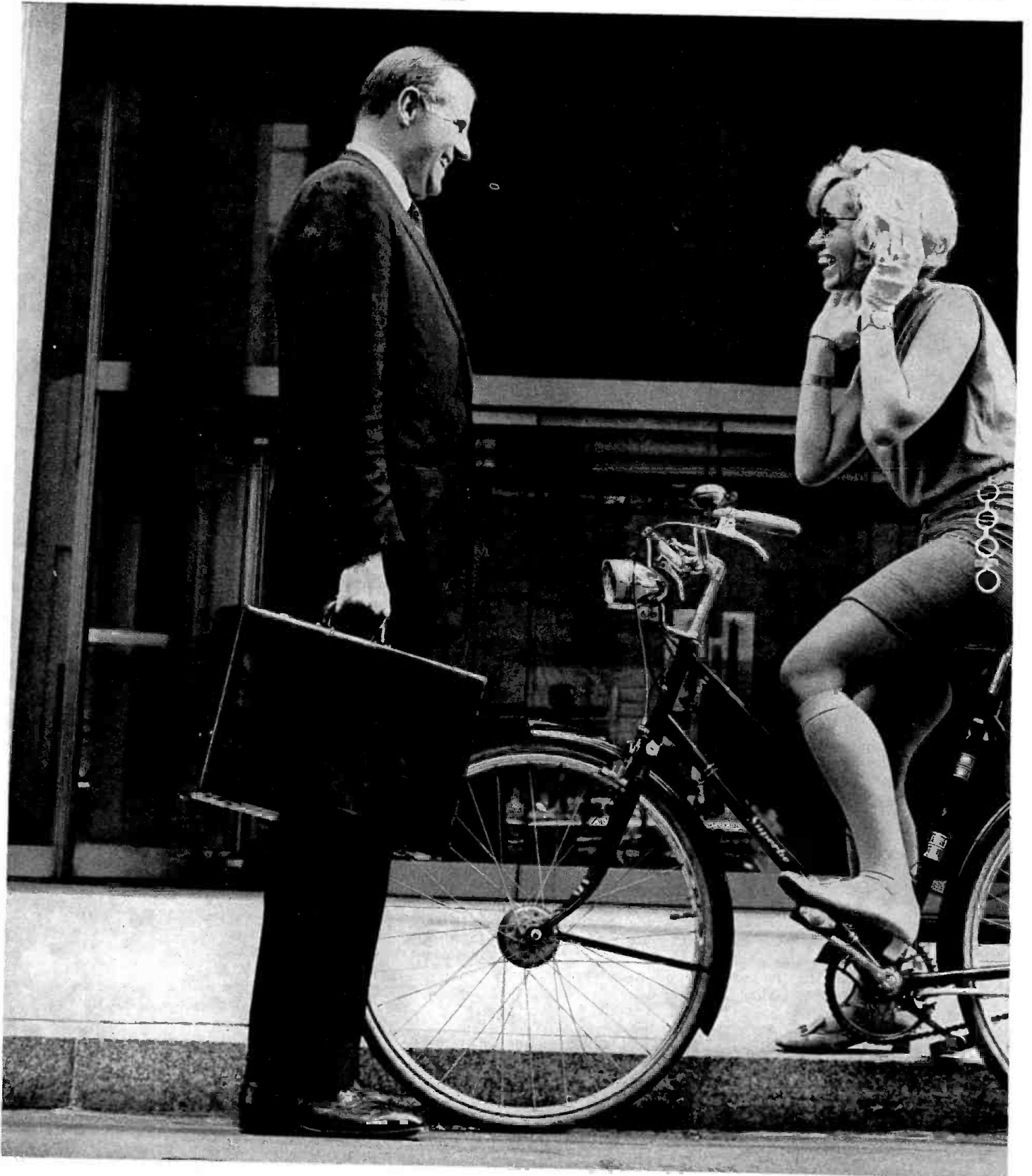
Easter, Mother's Day and Thanksgiving). The programs have been sold in more than 80 markets. In addition, North American is distributing an off-network special, *Henry Fonda and the Family*, a one-hour program of skits featuring Mr. Fonda.

Warner Brothers-Seven Arts last week received syndication rights to a one-hour special, *The Time of Their Lives*, which depicts the gaiety, color, music and tradition at five representative college campuses. It was produced by Corinthian Broadcasting Corp.

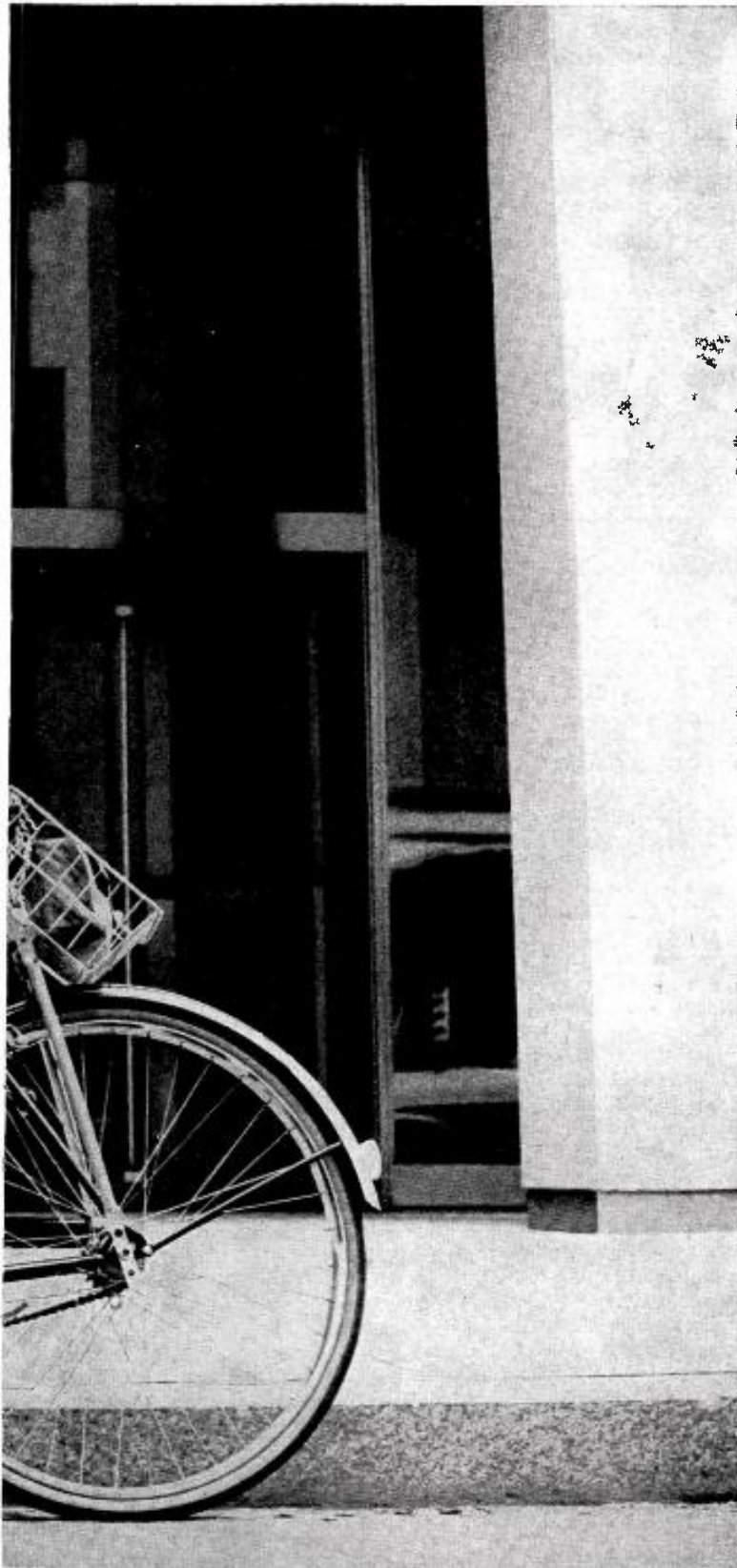
ABC Films is syndicating again this year its *New Year's Eve with Guy Lombardo*, a 90-minute special that is transmitted live. The special was carried on 80 stations last year and ABC Films hopes to crack the 100-station mark this year.

Peter M. Robeck & Co., New York, official reps for British Broadcasting Corp. programs in the U.S., will be offering an hour color special, *How They Filmed the "Grand Prix,"* and an English production of *As You Like It*, a one-hour-and-45-minute special star-

# What happened when bumped into her Blair



# Ellen Kourtides man on East 55th Street?



## She got her confirmations on the spot.

As a time buyer for Jack Tinker & Partners, Ellen faces a dozen dilemmas daily. Getting a taxi isn't one of them. She simply tools around town on a two-wheeler. When you have a Never-on-Sunday name like Kourtides, imagination is apt to be your strong suit, and Ellen's no exception.

Recently, she encountered—oops—her Blair man, Tom Hagner, on the street. Asked about adding some spots to her schedules. Got confirmations then and there.

There's a moral to this curbside happening. Because your Blair man is in constant contact with the stations John Blair represents, he is always in the best position to know—and to let you know—what's available. So you can choose while there's still a choice, and achieve the objectives of your media plan. When you want facts, rates, ratings, service—fast—call Blair.



BLAIR TELEVISION

ring Vanessa Redgrave. *As You Like It* has already been sold to Westinghouse Broadcasting, and will be shown on all five Westinghouse stations early in 1968. A Robeck official said the market for syndicated material, especially specials, is "much, much better." Com-

pany spokesmen said their volume during 1967-68 "will be up considerably over last year."

Krantz Films Inc., which has concentrated mainly on animated series recently, indicated that it was preparing to enter the field of syndicated spe-

cial. Company officials said Krantz is involved in negotiations for several entertainment specials that will be offered to stations throughout the country. Krantz spokesmen described the entertainment specials market as "bullish."

## BROADCAST ADVERTISING

# SOS plan generates flak

Many reps endorse TVB's plan for simplifying spot-TV buying, but some oppose everything except use of standard order and invoice forms

The new "Systems of Spot" (SOS) plan for hacking through spot television's paper-work jungle, announced by the Television Bureau of Advertising 10 days ago (BROADCASTING, Sept. 25), seemed off to an uneven start with station representatives last week.

Although a number of reps endorsed it in principle and some in detail, some others—including some leading ones—left little doubt that their endorsements extended only to the plan's use of standardized order-confirmation (contract) and invoice forms.

At least one major rep let it be known he was opposed to everything else in the plan, including not only its projected eventual use of a computer to speed order deliveries but also the new procedures it envisions. Another gave the same impression by implication.

On the other hand, another one of the biggest representation firms offered "wholehearted" endorsement of the TVB recommendations, and TVB officials themselves said they were pleased with over-all reaction thus far despite occasional—and not unexpected—questions and criticisms.

In distributing copies of the report and recommendations on SOS as developed by Arthur Young & Co., public accountants retained by TVB for the project, TVB had named six reps—Blair, Hollingbery, H-R Television, Meeker, Storer and Peters, Griffin, Woodward—as having committed themselves to use the SOS standard order-confirmation form and to urge their stations to use the standard invoice form.

**Protests From Reps** ■ When published, this brought protests from several who said they had agreed to use "a" standard form but not necessarily the one in the Arthur Young report on SOS.

It also brought from TVB a statement designed to dispel any impression,

which TVB said several people had drawn, that these firms had fully endorsed the entire SOS system.

"The fact of the matter," said Albin B. Nelson, TVB special projects director, who has supervised the SOS work, "is that these reps have promised only to use our standard forms on a manual basis. There has been no agreement to

### Stogie smokers unite

A Lima, Ohio, cigar maker has declared war on the little woman in the house and is using radio to wage its battles. D-W-G Corp., through Simons Michelson Co., Detroit, has decided "it's time to take a stand—a cigar stand." In a series of radio commercials running on 40 stations in 17 markets it's preaching this message in no uncertain terms. The commercials are aimed at men who want to smoke cigars but don't because the wife won't let them.

"If the woman in your life doesn't let you smoke your good Santa Fe cigar, kick over her ironing board on your way out," advises one of the spots. "Keep a cigar in your face and your woman in her place," is the recurring theme of the campaign, created and produced by Chuck Blore Creative Services, Hollywood.

The commercials are on behalf of D-W-G's Santa Fe, R. G. Dun and El Trelles cigar brands. Santa Fe spots are running in California; R. G. Dun in Ohio, Indiana and Michigan; and El Trelles in Texas and Louisiana markets. The campaign will average 25 to 40 spots a week.

go further. It is their feeling—and they are right—that disciplines in the handling of these forms must be reasonably perfected before we can even consider placing them in machines.

"Therefore our present plans call for the introduction and, hopefully, general acceptance of the proposed forms—for even this will be a giant step toward efficiency and real dollar savings."

**Reactions** ■ Here are reactions of the six reps named by TVB, as gathered last week:

■ Blair Television indicated standardization of forms is great but the rest of SOS should wait. Jack Fritz, vice president and general manager, said: "We at Blair heartily endorse the Arthur Young plan to promote the universal adoption of standardized contracts and billing invoice forms. As participants along with PGW in the tests [of SOS], we believe that when standardization has been achieved by the entire industry, then and only then should we consider further efforts to simplify national spot buying procedures."

■ PGW endorsed standardization of forms but reportedly has notified its stations that it opposes as "not sound" other features of SOS. President Lloyd Griffin did not go that far in his statement to BROADCASTING. He said: "PGW heartily endorses that part of the Arthur Young plan which recommends universal adoption of standard contract and invoice forms by stations and their representatives. While these forms have not been fully approved, progress is being made. We have no further comment at this time."

■ H-R Television is still examining the entire plan. Martin Goldberg, vice president and director of data processing and research, said: "No decision has been reached." He said H-R supports standardization but that "whether we support *this* standardization [the forms used in the SOS report], we

don't know yet."

▪ Storer Television Sales has agreed to use standardized forms, according to Francis P. Barron, executive vice president, "but we want to be sure they're the right forms." He said Storer officials are meeting with TVB this week for a review of the plan and to clear up some questions they have, but that in the meantime the firm has taken no position on the proposal. He thought it "terrific" that TVB had attacked the paper-work problem and said: "If they show us it will work, we certainly want to cooperate."

▪ The Meeker Co. agreed to use standard forms but as to the over-all plan the company "wants to look at it more thoroughly," according to President Robert D. C. Meeker. He said he would be "for it if it saves time and money."

▪ George P. Hollingbery Co. agreed "in essence" to use SOS forms, thinks the plan's purposes are "basically good and sound," but is "waiting for more information," according to Edgar E. White, vice president and research director.

**Katz Gets Phone Calls** ▪ One major rep not named by TVB as having committed itself to standard forms, the Katz Agency, said absence of its name in BROADCASTING's report on SOS prompted so many inquiries "regarding our position" that it prepared a statement.

Kenn Donnellon, director of corporate information, said: "Katz Television wholeheartedly endorses the TVB recommendations made to stations to standardize contract and billing forms and procedures for spot TV. Any action reducing paper work, which these suggestions should accomplish, is good for the spot industry."

Mr. Donnellon said Katz was not on the TVB committee that formulated SOS "because of the company's unique position as the only representative that bills and collects for all the stations it represents," but that Katz's procedures are compatible with the SOS proposals "in all major respects."

He said Sam Jones, assistant treasurer of Katz, consulted with TVB and "offered advice on Katz Television's experience with a centralized-billing operation.

"Looking ahead," he continued, "Katz is also aware that the SOS system may eventually involve data processing. Computer systems presently being tested by Katz will be compatible with proposals developed by TVB in this area."

**Some Flak** ▪ TVB authorities meanwhile appeared pleased with over-all reaction to SOS despite what they called "some flak here and there," which they said is always to be expected—and natural—in a project of this scope.

In his statement, Mr. Nelson also

# WOC presents 39

## newscasts daily

THE STATION THAT COVERS ALL AREAS OF INTEREST AND INTERESTS ALL PEOPLE OF THE AREA PRESENTS 265 MINUTES OF NEWS PER DAY.

Utilizing two-way radios, remote units, the WOC airplane, racks of receivers and monitoring all emergency frequencies 24 hours a day, the ten-man, full-time staff of WOC journalists blankets this two-state, ten-city market of nearly 350,000 people.

The thriving Quad-City area is news-hungry! WOC feeds it with NBC network news and local news to fill the gap left by other media. Hungry for sales? Spot your sales messages around the WOC News Program format. You'll like the menu WOC serves up daily.

Ask any WOC salesman to show you their recipe for heartier sales.



# WOC

RADIO  
1420

Davenport, Iowa

Serving the Greater Quad-Cities  
Davenport-Bettendorf, Iowa  
Rock Island-Moline-East Moline, Illinois  
and a host of other communities

Exclusive National Representative — McGavren-Guild-PGW Radio, Inc.

sought to dispel any idea "that the entire [SOS] system could be forced on the industry by the agencies."

He said: "Whether or not this is so, we at TVB would never have any part in such a forcing operation—and have always said so. No industry-wide system, whether it be as complex as the recommended SOS system, or a sim-

pler one, can ever be made to work unless all parties involved are sold on its merits. The reps themselves had a large part in initiating our 'systems of spot' study and have given us their enthusiastic cooperation all along. We would be ungrateful, indeed, were we now to bite the hand that has been so generous to us."

## How to sell radio highlights RAB meeting

### PLANS FOR SALES AID DISCLOSED BY DAVID

Broadcasters were urged last week to mount a more vigorous campaign for added radio dollars from the retailing industry.

The proposal was put forward during the Radio Advertising Bureau management conference in White Plains, N. Y., by Willis Penny, a retired Sears, Roebuck advertising executive who has been retained by the RAB as a consultant. He told the meeting that "retailers are taking a hard new look at the old attitudes and traditions of radio advertising."

"Come up with new and comprehensive sales presentations designed to communicate and educate retailers on the opportunities offered by radio," Mr. Penny urged his audience.

Miles David, RAB president, told the record number of broadcasters attending the New York meeting that RAB was launching a new project: a comprehensive sales manual to recruit, train and "re-enthuse" radio salesmen. He said the manual will be a joint project of RAB and the Research and Review Service of America Inc., Indianapolis. Mr. David indicated that the manual would take about a year to complete.

In a speech to the large-market session of the conference, Harvey Glascock, vice president and general manager of WNEW New York, pointed out that station salesmen initially sell the medium of radio to media supervisors, account personnel and members of the creative department. Once the decision is made to buy the medium, he continued, the WNEW salesmen employ research, their knowledge of the market and of the radio audience to help the buyer select the schedule that will serve the client best.

**Sales and Programing** ■ Kent Burkhardt, vice president, WQXI Atlanta, emphasized the interdependence of sales and programing in the operation of a successful radio station. He said that WQXI programs for young adults and "those who think young," and reported that station salesmen have been "remarkably successful selling commercial contests to clients."

Arthur Holt, an executive with the

Robert Eastman Co., reported the success Eastman has had in investing and operating two small-market radio stations—WTRX Flint, Mich., and KAFY Bakersfield, Calif. He said the Eastman organization trained its local sales staff by means of an intensive training program based on sales principles developed by Eastman over a period of years. He stated: "We've concentrated on recruiting young tigers just out of college, training them, exposing them to local sales and then promoting them."

Joan Sherman, commercial manager, WBNC Littleton, N. H., told another small-market session that her station has tripled its billing in 10 years while serving a community of only 13,000 with an average family income of "just above poverty level."

Mrs. Sherman explained the accomplishment by saying the station had taken "dead aim on the area's flourishing tourist business which attracts some 140,000 visitors annually." The station operates a successful tourist magazine, she said, and in winter broadcasts live from different ski areas every Saturday, with the area buying the time and allowing WBNC to run noncompeting advertisers.

### Business briefly . . .

**New York Life Insurance Co.**, in its first use of television, will cosponsor eight one-hour documentaries in the *American Profile* series on NBC-TV this fall. The sponsorship started last Friday (Sept. 29) on the first program, "Our Endangered Wild Life" (10-11 p.m.). Agency is, Compton Advertising, New York.

**Bulova Watch Co.**, through Young & Rubicam, both New York, has purchased sponsorship of a third Jack Paar special on NBC-TV, Wednesday, Dec. 6 (9-10 p.m. EST). Bulova was the sponsor for Mr. Paar's specials in May 1966 and May 1967.

**The American Tobacco Co.**, (Roi-Tan cigars), through Gardner Advertising, both New York, is backing its network/participations this fall (through Dec.

12) with spot TV and network radio.

**Westclox Division, General Time Corp.**, La Salle, Ill., is to begin its annual "Gift Time" promotion this month, including local radio and television commercials in more than 100 markets as part of the campaign. MacManus, John & Adams, New York, is the agency.

**Colgate-Palmolive Co.**, through Ted Bates & Co., both New York, has bought sponsorship for Ajax in four NBC Radio programs: *Emphasis, News on the Hour, Chet Huntley's Perspective on the News* and *David Brinkley Reports*. Another sponsor of *News on the Hour* is **Warner Lambert Pharmaceutical Co.**, Morris Plains, N.J., purchasing a 26-week run through Glenn Advertising Inc., Dallas.

**Sun-Maid Raisin Growers of California**, Kingsburg, Calif., through Erwin Wasey Inc., Los Angeles, is taking a new marketing direction in which network television will be used for the first time. Commercials will run on such network children's programs as *The Road Runner, Superman, The Lone Ranger, Frankenstein Jr. and the Impossibles, Underdog, and Captain Kangaroo*. Sun-Maid is putting its biggest promotional budget ever, about \$1 million, in back of the push. This marks the first time Sun-Maid has advertised directly to children.

**Ed Pinaud Inc.** ("YU" men's toiletries), through Chester Gore Co., both New York, will begin a new radio campaign using a one-minute musical jingle commercial created by the agency, this week. It'll run this month in New York (WABC, WMCA and WWRL), Washington (WPGC, WOL and WEAM) and Dallas (KLIF and WWR) for a total of 720 broadcasts, and will be repeated in those cities later in the year. Pinaud (a division of the Nestle-LeMur Co., New York) intends also to add other key markets.

**Monsanto Textile Division**, through Doyle Dane Bernbach, both New York, will sponsor Barbra Streisand's third special, *The Belle of 14th Street*, Wednesday, Oct. 11 (10-11 p.m. EDT) on CBS-TV. Jason Robards, John W. Bubbles and Smith & Dale will be guests.

### Rep appointments . . .

■ **WAPE** Jacksonville, Fla.: Edward Petry & Co., New York.

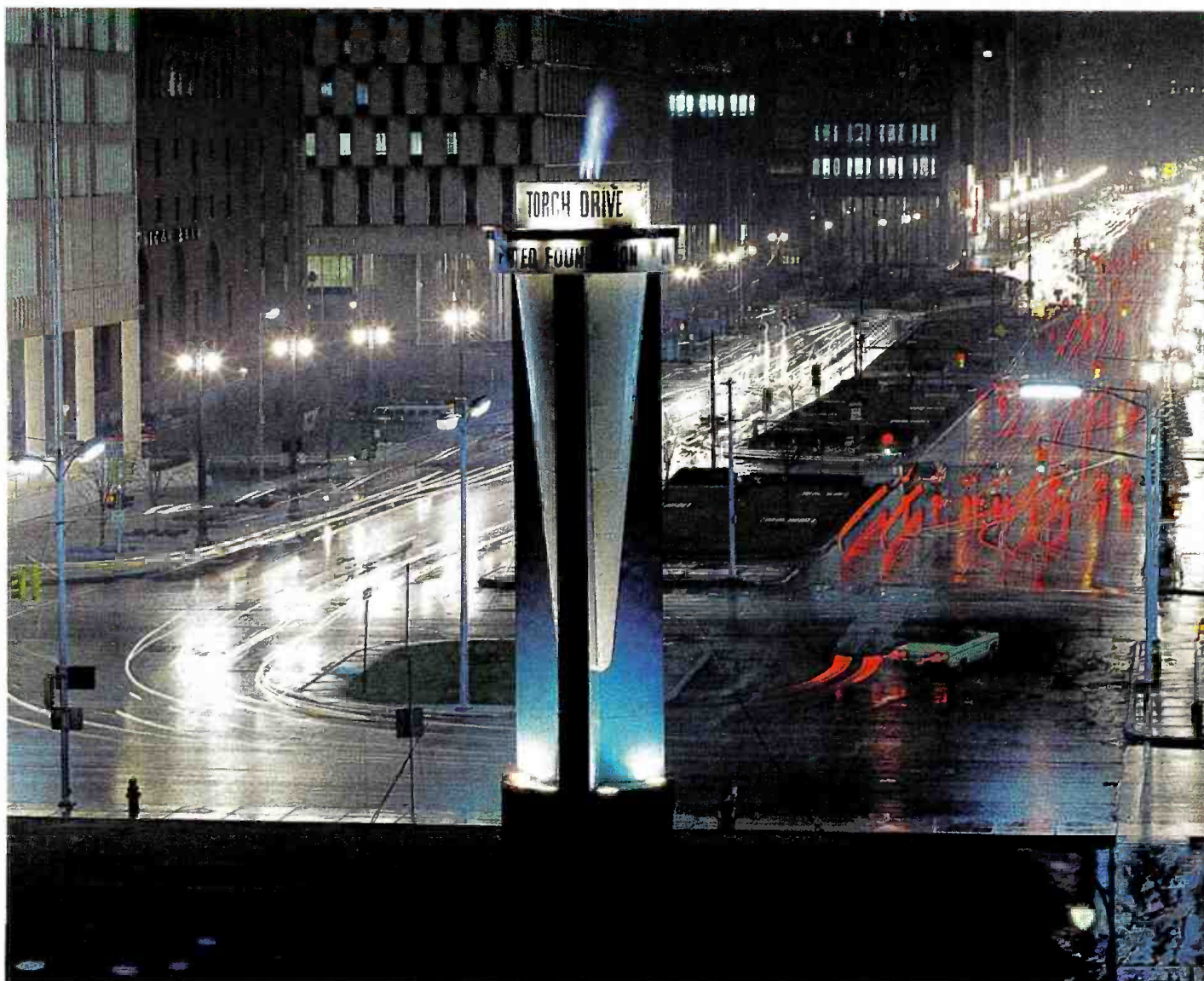
■ **WBAP** Fort Worth-Dallas: Henry I. Christal Co., Inc., New York.

■ **WKBR** Manchester and **WTSN** Dover, both New Hampshire: Bill Creed Associates, Boston.

■ **KIKI** Honolulu: Harlan G. Oakes & Associates, Los Angeles.



# DISTINCTIVELY DETROIT



Photograph by Kirsch Studios

**UNITED FOUNDATION TORCH DRIVE.** *In 1949, the Detroit UF pioneered the concept of "give once for all" campaigns now in operation in some 2,000 cities throughout the nation. The 1966 campaign raised over \$27.4 million, the largest sum ever collected by any united fund campaign anywhere.*

Just as Detroiters regard this bright, brave beacon as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

**WWJ and WWJ-TV**

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC.

NATIONAL TELEVISION REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • NATIONAL RADIO REPRESENTATIVES: MCGAVREN-GUILD-PGW RADIO, INC.

# Program Directors: We're putting you on the spot for 20/60 seconds.



For some people  
even a little scratch  
can kill.

We're asking you to cooperate in the 1967 **National Hemophilia Foundation Campaign.** Help the more than 100,000 Americans who suffer from this dread disease. Schedule brand new 20 and 60 second radio and television spots on behalf of a great cause. We'll be calling on you soon. Okay? Thanks.

## Fairchild 'special' aimed at select group

What may be a landmark event in television takes place on Oct. 11 when 32 commercial TV stations throughout the U.S. carry a half-hour briefing on integrated circuits, one of the fastest growing fields in electronics.

The color briefing, sponsored by Fairchild Semiconductor, a division of Fairchild Camera and Instrument Corp., will be presented in 32 markets known to have a high concentration of electronics engineers, scientists and technical managers. The program, designed to up-date and familiarize engineers with integrated circuits, will be conducted by top authorities in electronics. Integrated circuits are tiny electronic components utilizing solid-state devices. The state of the art has grown so rapidly, Fairchild says, that many practicing engineers and scientists are not yet aware of its present potential.

The briefing hopes to inform them, and in doing so, make a pitch for Fairchild-produced devices.

The program was produced by Faust/Day Inc. Advertising, Los Angeles, Fairchild's agency. Faust/Day also produced the two 90-second commercials that will be presented during the briefing.

The 32 stations will carry the program early in the morning in order to catch engineers before start of the business day, to avoid conflict with adult evening programs, and to take advantage of early morning time charges. Sports Network Inc., New York, lined up the 32 stations for Faust/Day. Stations east of Chicago will receive two feeds—at 6:30 a.m. and 7 a.m.—from SNI's tape center via AT&T lines; stations west of Chicago will receive a film version by mail.

**Heavy Promotion** ■ Presentation of the program, said to be the first of its kind in TV history, will follow an intensive promotional campaign utilizing technical trade publications, plus newspapers in the 32 markets.

Total cost of the presentation is said to be around \$200,000. Faust/Day spokesmen said that time and production charges total between \$35,000 and \$50,000, with about three times that amount earmarked for promotion.

According to Paul F. Keye, vice president and creative director at Faust/Day, the promotion costs were necessary because the briefing is the first to use commercial television to pinpoint a particular audience. "We don't know what the results will be," he said. "In effect, we're using a horizontal medium,



In the TV commercial, Fairchild's logo appears over a background of the company's integrated circuits.

television, to reach a vertical, specific audience that does not consider television as a source of technical information."

## TWA stays at FC&B after look around

The \$8-million Trans World Airlines account, which was threatening to go elsewhere, is staying with Foote, Cone & Belding. TWA spends some \$9 million a year in broadcast.

Last July TWA began a re-evaluation of its marketing and advertising operation for passenger service, and invited FC&B, its agency since 1956, and seven other New York agencies to make presentations. TWA on Sept. 11, delegated a 17-man committee, made up of officers and directors of the airline, to evaluate the presentations. The final decision—to stay with FC&B—was reported in New York last week by Lawrence V. Stapleton, TWA staff vice president of advertising and sales promotion.

Mr. Stapleton said: "Our primary concern was to insure full impartiality of selection. Toward this objective we opened our doors and books to the eight agencies, providing them with full source material on TWA, our marketing activities and our past and present advertising programs."

The choice proved difficult, he indicated, since all eight agencies—Ted Bates & Co.; Benton & Bowles; N.W. Ayer and Son; William Esty; Sullivan, Stauffer, Colwell & Bayles; McCann-Erickson; Dancer-Fitzgerald-Sample and FC&B—"came in with outstanding presentations, imaginative and creative."

TWA picked FC&B over the others, he noted, because of its "bright, original and contemporary approach, which presented fresh concepts embracing many areas of service and contained a number of exciting new selling ideas."

TWA allocates an estimated 45% of its budget to radio-TV. During 1967 FC&B placed the airline's first network

TV participation in CBS-TV's Jan. 15 Super Bowl pro football classic. In February it bought its first fully sponsored network TV show, NBC-TV's *Golden Globe Awards*.

TWA is currently sponsoring in AFL football on NBC-TV and also is in spot radio.

## MJ&A adds Southern California agency

MacManus, John & Adams Inc., Bloomfield Hills, Mich., last week acquired Atherton-Privett Inc., Beverly Hills, Calif. The acquisition, it was indicated, added to MJ&A's Los Angeles office, will give the national agency more than \$6 million in billings out of Southern California.

MJ&A has total billings of more than \$100 million. Among the accounts Atherton-Privett will bring to the Los Angeles office of MacManus are Jersey-maid Milk Products Co., Pacific Hawaiian Products Division (Hawaiian Punch), Knott's Berry Farm and Wals-ton & Co. (stockbroker).

John A. Privett and Alfred A. Atherton, principals in the acquired agency, have been appointed vice presidents of MJ&A.

## Agency appointments . . .

- Philip Morris Inc.'s Alpine, Galaxy, and Ambassador Super King cigarettes have been assigned to the Leo Burnett Co., Chicago, effective Jan. 1, 1968. Brands were at McCann-Erickson, New York. From \$2 to \$3-million is spent advertising Alpine, a menthol filter; Galaxy, a charcoal filter; and Ambassador Super Kings, a new 100 mm. brand now in test market. Leo Burnett also handles Philip Morris' Marlboro, Parliament and Philip Morris Filter cigarette brands.

- Southern California Gas Co., subsidiary of Pacific Lighting Corp., Los Angeles, has appointed Doyle Dane Bernbach, Los Angeles, to handle its marketing advertising programs. McCann-Erickson, Los Angeles, the gas advertiser's only agency for the last 35 years, will continue to handle corporate advertising.

- First Charter Financial Corp., Beverly Hills, has appointed Honig-Cooper & Harrington, Los Angeles, to handle its more than \$2 million annual advertising account. The Los Angeles office of H-C&H will be the agency of record but broadcast buying for Northern California will be handled by the agency's San Francisco office.

# Spot TV rises 2.8% in 2d quarter

## TVB ALSO REPORTS VIEWING AT NEW HIGH OF 5 HOURS 52 MINUTES

Advertisers are investing more in national-regional spot television and viewers on the average are watching more television daily, according to first-half 1967 figures.

In reporting the gains last week, the Television Bureau of Advertising said the advertiser spot investments in the first six months were \$9.5 million higher than a year ago, reaching a total of \$613,478,000.

TVB also released an analysis of spot-TV spending and listed the 100 top spot-TV advertisers in the second quarter. The quarterly figure was \$317,629,000, representing a 2.8% increase over the like period in 1966, based on 375 stations reporting during the second quarter of both years.

Household daily viewing time during the first half of the year increased six minutes, from 5 hours 46 minutes in the 1966 period to a record 5 hours 52 minutes this year, TVB said. The first-half 1966 viewing time was the previous high.

The spot expenditures are compiled by Leading National Advertisers-Rorabaugh Co.; the viewing data are based on A. C. Nielsen Co. reports.

Summary highpoints of the TVB analysis, covering the second quarter in spot-TV expenditures and the first half of the year in television viewing follow:

Spot—though the bulk of spot dollars was invested in night periods (over \$112 million), the biggest dollar increase was in early evening (from over \$74 million in second-quarter 1966 to nearly \$80 million in the 1967 period).

The one-minute announcement is by far the most used commercial length and also the biggest gainer in dollar revenue (moved up from \$213.9 million to \$225.5 million). (See table below.)

Viewing—there were gains along the line in several demographic breaks. And homes with color TV viewed 44 more minutes a day than homes with black-and-white sets (an average 6 hours 30

### Demographic breakdown of daily TV viewing

	Time Spent per TV Household	Increase over 1966
Head of house under 35 yrs.	6:30	+27 min.
Homes in "B" counties	6:01	+18 min.
Professional & white-collar homes	5:29	+16 min.
Families of three-four persons	6:33	+15 min.
Homes in "C" counties	5:57	+15 min.
Head of house with one year or more of college	5:21	+10 min.
Upper-income homes	5:32	+ 5 min.

Source: A. C. Nielsen Co.

minutes daily in color-TV households).  
(See table above.)

The top-100 spot-TV advertisers in the second quarter of 1967:

### TOP-100 SPOT-TV ADVERTISERS— SECOND QUARTER 1967 (Source: TVB/LNA-Rorabaugh)

1. Procter & Gamble	\$21,794,800	35. Borden Co.	1,733,500
2. General Foods	15,823,300	36. Miles Laboratories	1,710,300
3. Coca-Cola/bottlers	10,759,400	37. Ford Motor	1,697,900
4. Colgate-Palmolive	7,593,700	38. Pabst Brewing	1,680,700
5. Bristol-Myers	7,175,300	39. Avon Products	1,676,100
6. William Wrigley Jr., Co.	5,969,800	40. Chas. Pfizer & Co.	1,621,100
7. Lever Brothers	5,469,400	41. H. J. Heinz	1,602,600
8. Continental Baking	5,082,500	42. S. C. Johnson & Son	1,598,100
9. Alberto-Culver	4,152,100	43. National Biscuit	1,584,100
10. Kellogg Co.	4,150,700	44. Ralston Purina	1,563,600
11. Warner-Lambert Pharma.	3,798,700	45. Canadian Breweries	1,512,400
12. PepsiCo/bottlers	3,580,000	46. AT&T	1,472,600
13. Seven-Up/bottlers	3,554,400	47. Chrysler, dealers	1,460,300
14. Johnson & Johnson	3,402,500	48. Texaco	1,428,300
15. Shell Oil	3,317,700	49. Brown & Williamson Tobacco	1,379,000
16. Quaker Oats	3,273,600	50. Carter-Wallace	1,331,900
17. American Tobacco	3,205,400	51. Scott Paper	1,330,000
18. Philip Morris	3,120,300	52. Sterling Drug	1,329,000
19. Corn Products	2,735,300	53. Rheingold	1,322,600
20. Jos. Schlitz Brewing	2,720,400	54. Armour	1,314,100
21. General Mills	2,645,400	55. Gulf Oil	1,305,200
22. Ford Motor, dealers	2,549,000	56. Heublein	1,294,000
23. Standard Brands	2,496,100	57. Associated Brewing	1,284,500
24. Nestle Co.	2,357,400	58. P. Ballantine & Sons	1,274,100
25. General Motors, dealers	2,322,100	59. American Airlines	1,254,900
26. Gillette	2,308,400	60. Sears, Roebuck	1,253,300
27. American Home Products	2,294,100	61. Eastman Kodak	1,210,200
28. Mars Inc.	2,245,600	62. Canada Dry/bottlers	1,156,100
29. R. J. Reynolds Tobacco	2,234,900	63. United Air Lines	1,130,900
30. American Can Co.	2,200,000	64. Standard Oil of Ind.	1,111,400
31. Royal Crown Cola/bottlers	1,923,300	65. Texize Chemicals	1,103,900
32. General Motors	1,884,500	66. Standard Oil of Calif.	1,102,700
33. Liggett & Myers Tobacco	1,805,200	67. Standard Oil of N. J.	1,094,400
34. National Dairy Products	1,794,400	68. ITT	1,084,700
		69. Noxell	1,060,100
		70. Campbell Soup	1,057,400
		71. Wham-O Mfg.	1,017,900
		72. Falstaff Brewing	1,015,600
		73. Trans World Airlines	1,002,200
		74. Hills Brothers Coffee	1,001,900
		75. Mead Johnson	970,400
		76. Florida Citrus	961,900
		77. Bishop Industries	948,100
		78. Associated Products	924,900

### Spot TV activity by day parts and length of commercials second quarter '67

Time of Day	Amount	Percent	Length	Amount	Percent
Day	\$ 70,317,000	22.1	60's (40 's or more)	\$225,523,000	71.0
Early evening	79,860,000	25.1	20's (20-30 's)	57,109,000	18.0
Night	112,045,000	35.3	10's (8-10 's)	18,559,000	5.8
Late night	55,407,000	17.5	Programs	16,438,000	5.2
Total	\$317,629,000	100.0	Total	\$317,629,000	100.0

79. Anheuser-Busch	901,000
80. Purex	900,000
81. Mattel	899,200
82. United Vintners	873,100
83. Carnation	872,300
84. P. Lorillard	856,200
85. Greyhound	849,800
86. U. S. Borax & Chemical	833,000
87. Swift	808,100
88. Sunkist Growers	799,000
89. Hunt Foods & Industries	798,300
90. Chesebrough-Ponds	794,700
91. Pet	787,100
92. Beech-Nut Life Savers	783,000
93. Murine	782,400
94. Eversharp	779,600
95. Beatrice Foods	772,900
96. Standard Oil of Ohio	768,200
97. Schweppes	767,200
98. 3M	737,100
99. National Grape Co-op Assn.	733,100
100. Maybelline	729,900

## Battle lines against ad tax

Iowa's 3% levy delayed;  
ad, media groups plan  
strategy session

The growing attempt by state governments to tax advertising last week produced a court test in Iowa, plans for a seminar in New Orleans and word that the situation remained "fluid" in Pennsylvania.

A new Iowa law creating a 3% tax on sales and services is due to go into effect today (Oct. 2). However, on Wednesday (Sept. 27) the state attorney general said the tax on advertising was unconstitutional, and on Thursday (Sept. 28) a group of Iowa radio-TV stations, newspapers, ad agencies and retailers attacked the constitutionality of the law in a state court.

On Thursday the National Association of Broadcasters passed the word to state broadcaster associations that a "Crash Workshop on State Advertising Taxation" was set for New Orleans's Monteleone hotel on Dec. 8. (CLOSED CIRCUIT, Sept. 25).

In Pennsylvania a bill to put a 5% tax on advertising was reported still tabled in the House Ways and Means Committee but broadcasters and advertising executives weren't complimenting themselves yet. The bill appeared to have been dropped in June and then suddenly came back to life, although it hasn't come out of the committee yet.

**No Defense Time** ■ The Iowa tax, part of a broad-based bill, was passed in the legislature's 11th hour after the governor and legislative leaders worked out the details behind closed doors and before media in the state could mount opposition (BROADCASTING, July 17).

Last week's judgment by the attorney general that the tax, covering both intrastate and interstate advertising, would be unconstitutional does not automatically kill the measure. His report went to a legislative review committee, which appeared not to have accepted it.

The suit charging unconstitutionality of the ad tax was filed by Lee Enterprises Inc. (group broadcast owner) for the *Davenport Times-Democrat*; Perkins Brothers Co. for the *Sioux City Journal*, KTIV(TV) and KSCJ Sioux City; WOC-AM-FM-TV Davenport, WMT-AM-TV Cedar Rapids-Waterloo; Bawden Bais Inc., Davenport, and Creswell, Munsell, Schubert & Zirbell Inc., Cedar Rapids, both agencies; Petersen-Harned-Von Maur Inc., department store, and Lujack-Schierbrock Chevrolet Co.

The suit was filed in the Scott county district court in Davenport and a hearing is set for Wednesday (Oct. 4) on a temporary injunction.

**Pulling Together** ■ The New Orleans conference is a joint project of the NAB, National Newspaper Association and American Advertising Federation. The American Newspaper Publishers Association has also been invited to join the effort. Invitations are going to executives of state broadcaster associations, state newspaper associations and local advertising clubs.

A basic four-point agenda will cover: where media and agencies now stand on state taxation of advertising; what arguments have been most persuasive with state legislatures; which organizations have a stake in an ad tax and can be looked to for help, and how to organize defenses against an ad tax proposal.

The workshop will also provide an opportunity to assess past experiences, how surveillance is maintained in state capitals and which states seem most likely to raise the ad tax issue.

**Coordinated Effort** ■ One possible approach to combat such a tax seems to be the one developed in Pennsylvania by Robert Maurer, executive secretary of the Pennsylvania Association of Broadcasters. In June he spearheaded creation of the Pennsylvania Advertising Council. He is now chairman of the group, which seeks to bring media and agencies under one umbrella to coordinate common legislative interests.

Pennsylvania's legislature has already passed tax bills that are expected to produce an additional \$120 million a year. A variety of other taxes, including one on advertising, are being studied as potential suppliers of another \$160 million a year.

While there is a good chance that the ad tax bill may never get out of committee, Mr. Maurer pointed out that "anything can happen as long as the governor hasn't had the tax needs satisfied."

## TV code change appears certain

Oct. 4 joint session  
of TV code and TV boards  
likely to OK new standards

The National Association of Broadcasters television code time standards stand a good chance of being overhauled Wednesday (Oct. 4) with the new standards putting the emphasis on total nonprogram time and number of interruptions.

With two changes, a special code committee on Sept. 21 approved the original recommendations made by the TV code board in May (BROADCASTING, Sept. 25, May 22).

The changes are: classifying all credits in excess of 30 seconds as nonprogram material, and allowing five interruptions in one-hour prime-time variety programs.

At a July meeting voted the special committee to increase the number of interruptions in any prime-time hour program from four (as originally proposed by the code board) to five, and to restrict billboards to the name of product only.

At the Sept. 21 meeting, the proponents of four interruptions and five interruptions met halfway, approving five for variety shows and four for all other programs. The billboard language was changed back to the original code board proposal that limited billboards to the products advertised in the program, but did not restrict them solely to the name of the product.

Essentially, the new time standards will mean the code is getting rid of limiting the amount of nonprogram material that may be carried in any one interruption and is ceasing to count piggyback spots as two announcements.

**Both Boards** ■ This week's meeting is a joint session of the full TV code board and parent TV board. The recommendations of the special committee (five from each board) will go to the TV code board for formal recommendation, then to the TV board, which has the final say. The action taken Sept. 21 leads observers to feel the TV board will approve the changes.

The original changes had gone before the TV board in June, but it said the overhaul was "too big a lump to digest" in one sitting and ordered the special committee to come up with a plan and report back by Oct. 31.

The new time standards would:

- Define nonprogram material in all

times as billboards, commercials, credits in excess of 30 seconds and promos. Public-service spots and promos for the same show are excluded.

- Limit nonprogram time to 10 minutes per hour (from 10 minutes, 20 seconds) in prime time and to 16 minutes (from 16 minutes, 20 seconds) in other hours.

- Define an interruption as "any occurrence of nonprogram material within the main body of the program."

- Limit interruptions in prime time to two within any 30-minute program, five in a one-hour variety program, four in all other one-hour programs.

- Limit interruptions in nonprime time to four in any 30-minute period.

- Exempt news, weather and sports programs from the interruption standards.

- Limit billboards to programs sponsored by a single or alternate week advertiser and limit them to the products advertised in the program.

If approved, the time standards would go into effect Sept. 15, 1968. However, there probably would be nothing to stop code subscribers from adhering to them earlier than that date.

At Wednesday's meeting the code board and TV board are also expected to act on amendments to the cigarette advertising rules. It seems likely that they will approve elimination of smoking in cigarette commercials and they may relax the ban on the use of claims that a cigarette contains less tar and nicotine than another (CLOSED CIRCUIT, Sept. 18). The latter move, however, may be held back pending a move by the Federal Trade Commission in this direction.

## New cigarette bills stress health peril

"Danger," not "warning," would preface the stronger wording proposed by the Federal Trade Commission for cigarette packages under terms of a bill submitted Thursday (Sept. 28) by Representative Joseph P. Vigorito (D-Pa.). In other respects the bill is identical to legislation introduced several weeks ago by Senator Robert F. Kennedy (D-N. Y.) (BROADCASTING, Sept. 18).

Pending legislation already submitted in the House by John E. Moss (D-Calif.) would adopt the FTC caveat: "Warning: cigarette smoking is dangerous to health and may cause death from cancer and other diseases."

Other House members have been active in submitting legislation paralleling the other Kennedy bills submitted at the New York World Conference on

Smoking and Health Sept. 11. Senator Kennedy's bill to apply a sliding scale of excise taxes keyed to tar-nicotine ratings has been endorsed by Mr. Moss, John Jarman (D-Okla.), Henry Helstoski (D-N. J.) and James C. Corman (D-Calif.).

The same four congressmen are also backing a measure similar to Senator Kennedy's proposal that would authorize the FCC to regulate the hours and type of programs in which cigarette advertising could appear.

The Moss-Jarman-Helstoski bills are H.R. 12994 and 12995. The Corman proposals are H.R. 13132 and 13133.

## RCA ups its budget for TV advertising

RCA Sales Corp. will increase its 1967-68 advertising and promotion budget for RCA Victor home entertainment equipment by 17% over last year to a record total of \$18.5 million, it was announced last week by Jack M. Williams, sales vice president for advertising and promotion.

A strong network television effort will be led off by a Perry Como special Nov. 3 (7:30-8:30 p.m. EST) on NBC-TV. Mr. Williams said the special will be the focus of a \$5 million promotion campaign.

Other network-TV vehicles (all on NBC, which is owned by RCA) are the American League Football games, *Walt Disney's Wonderful World of Color*, *Daniel Boone*, the Tuesday Movie, *Run for Your Life*, *The Virginian*, *Star Trek*, *Man from U.N.C.L.E.*, *The Dean Martin Show*, *The Jerry Lewis Show*, *I Spy* and *Ironside*. NBC Radio's *Monitor* will carry color television and other product advertising.

## Xerox documentary set through spot-TV purchase

Xerox Corp., Rochester, N. Y., expects an independently organized lineup to about 110 TV stations to show its one-hour documentary, *A Nation of Immigrants*, based on President Kennedy's book of the same title.

The program, produced by Metro-media's Wolper Productions, is to be telecast in prime time between Oct. 19 and Oct. 25. Most stations will preempt network programs for it, Xerox said last week.

Papert, Koenig, Lois, New York, the advertiser's agency, negotiated with stations individually for the time clearance.

## Oct. 9 set for release of farm-radio report

The detailed research report that documents the extent of farm-radio listening will be disclosed by the National Association of Farm Broadcasters later this month for agency and advertiser groups in both Chicago and New York. The \$30,000 study has been prepared by Audits and Surveys Inc. (CLOSED CIRCUIT, July 31).

The initial presentation will be Oct. 9 in Chicago before a luncheon meeting of the National Agricultural Advertising and Marketing Association. The New York presentation will be a breakfast meeting Oct. 17. The presentors include NAFB President Bob Nance, WMT Cedar Rapids, Mich.; Jack Timmons, KWKH Shreveport, La., and Orion Samuelson, WGN Chicago. Mr. Timmons heads NAFB's farm-radio research committee.

## Dahl heads new K&E unit

Kenyon & Eckhardt, New York, announced last week that it has established a new division called Woman's



Miss Dahl

World and has named Arlene Dahl, the motion-picture actress and writer of beauty hints, as vice president of K&E and director of the division. While heading the new division, which will specialize in the development, design and marketing of products created exclusively or primarily for women. Miss Dahl will continue her career as an actress and writer.

## Dixon swiftly confirmed

Reappointment of Paul Rand Dixon to a full six-year term as member of the Federal Trade Commission was confirmed by the senate last week. He was appointed to the FTC in 1961 and has served since then as chairman. Mr. Dixon appeared at a brief Commerce Committee hearing last Tuesday (Sept. 26), during which no questions relating to broadcast-advertising problems were asked. Committee approval came that day and full Senate confirmation was voted the next. Mr. Dixon joined the staff of the FTC in 1938 and has been with the agency since then except for a period of Navy service in World War II and a stint with the Senate Antitrust and Monopoly Subcommittee from 1957 to 1961.

# FCC still groping for answer on 1% rule

It rejects staff proposal that mutual funds be permitted to own 10% of over-quota licenses

The FCC marched up the hill toward a three-year-old objective of revising its so-called 1% rule last week, then marched back down again with no final action being taken. But the staff was given some new instructions or how to proceed.

Purpose of the proceeding is to tailor commission rules that are designed to protect against monopoly control of broadcast properties to modern-day investment practices. As now written, the rules are violated, at least technically, by mutual funds and other investing institutions that have no interest in controlling the companies involved.

The difficulty is the commission's use of 1% as a benchmark to indicate control of corporations that are owned by 50 or more stockholders. Mutual funds acquiring that much or more of two or more companies that, together, own more stations than the rules permit one owner (seven AM's, seven FM's and seven TV's) are in violation of the rules; so are the licensees involved. The same problem crops up in connection with the duopoly rule, which prohibits licensees from owning two stations in the same service in the same area.

**Notice Issued** - The commission took formal notice of the problem in September 1964 in a combined notice of proposed rulemaking and inquiry, in which industry suggestions were sought on how to deal with it (BROADCASTING, Sept. 12, 1964). Last week, the commission considered, but turned aside, the staff's recommendations.

The staff proposed that, while it retains the 1% benchmark for individual investors and others intending to vote their stock, the commission permit mutual funds to own up to 10% of broadcast entities. The staff noted that the aim of fund investments is profit, not corporate control.

Another reason for the proposed benchmark was ease of administration. Mutual funds are prohibited by federal and state laws from owning more than 10% of any one company. Thus the

commission would not have the burden of policing mutual-fund broadcast holdings.

The Investment Company Institute of New York, which represents more than 150 mutual-fund investor groups and close to 100% of the mutuals' dollars, advanced similar arguments in comments recommending a 10% ceiling for the funds.

In addition, Wall Street analysts have warned that strict enforcement of the 1% rule could dry up an important source of investment money in broadcasting. Mutual funds two years ago were said to have \$1 billion invested in broadcasting, \$300 million of it in 37 widely held companies.

But some commissioners, notably Lee Loevinger, reportedly expressed the view that 10% was too high a ceiling and urged the staff to explore the feasibility of a lower standard. He is said to have suggested 3%, but this was understood to be a working figure, not one on which agreement had been reached.

**Loevinger's Position** - Commissioner Loevinger has opposed a 10% ceiling in the past. In a commission meeting with mutual-fund representatives two years ago, he noted that, under that standard, 10 mutual fund companies could own 100% of a broadcasting company, yet not be responsible for its operation (BROADCASTING, May 24, 1965). Last week, he reportedly pointed out that if, say, five funds each owned 10% of a group owner, the job of private investors seeking to gain control would be made much easier.

The commission also reportedly instructed the staff to consider a provision to cover stockbrokers, banks and other institutions that hold legal title to broadcast company stock but are not its beneficial owners. The commissioners reportedly felt there was no need for a limit to be placed on such holdings, since the legal owners do not vote the stock and are merely custodians for it. However, the commissioners suggested that the new benchmark figure

A KWWL-TV EDITORIAL

**"KWWL-TV presents more editorials than the other two Cedar Rapids-Waterloo stations combined!"**

**"SO WHAT!"**

So, an Elmo Roper study shows that 74% of viewers who see Television editorializing - want it!

Better yet, a 1967 survey of Eastern Iowa viewers shows 92% of those answering favor editorializing.

KWWL-TV's strong editorializing policy is ONE MORE reason you need to take a special look at the Cedar Rapids-Waterloo Television market the next time around

**...things are changing.**



**BLACKHAWK BROADCASTING COMPANY**

Waterloo, Iowa

KWWL-TV • KMMT-TV  
KWWL Radio • KLWW Radio  
KAUS Radio

be made applicable to the beneficial owners. Commission officials say that such a rule would follow the policy now being applied in connection with the 1% rule.

One problem in this connection is that although commission rules require the disclosure of such beneficial owners, not all investment houses serving as custodians provide licensees with the information they need to comply. Presumably new procedures would be devised to obtain such information, perhaps on a confidential basis.

**Won't Rock Boat** ■ Commission officials last week stressed that the agency is seeking to devise a rule that would cause the least disruption possible. And it was noted there were not likely to be many cases where the rule would come into play.

An analysis of the impact of various new benchmarks remains to be made. But two years ago, studies by investor representatives showed that 10 mutual funds and six trust companies and brokerage houses own or hold more than 1% of stock in two or more group owners. In all, some 50 licensees are publicly held, although these do include

the largest in the business.

There was no indication last week as to what action the commission will take to bring into compliance stockholders whose holdings are found to exceed whatever standard is adopted and the licensee involved. One possibility mentioned is to extend "grandfather" rights to existing stockholders.

The proposed rulemaking includes a provision that would enable the commission, through cease-and-desist orders, to require a stockholder to sell off stock in excess of whatever percentage the commission establishes as a ceiling. But there was some question within the commission last week as to whether its authority extends to the stock buying and selling practices of nonlicensees.

While the proceeding has been pending, the commission has not attempted to disturb situations in which licensee corporations are in violation of the rules as a result of the broadcast holdings of a stockholder. Instead, it has followed a policy of conditioning grants of new construction permits or of sales to the corporations on the agreement of the stockholders involved not to vote their stock.

members had remained off their posts, but he said he could not confirm or deny reports that by the end of the week a substantial number of the absentees were crossing picket lines to their assignments at ABC.

Donald F. Conaway, executive secretary of AFTRA, charged that ABC was "coercing" union members to return to work by citing personal contracts that the network and its owned stations had with certain employees. He said AFTRA would pledge legal and financial help for those members who became involved in lawsuits for refusing to cross NABET picket lines.

A spokesman for the New York local of AFTRA reported Thursday that charges had been brought by other members against Messrs. Beutel, Schubeck, Breslin, Antoine and Cosell and that a hearing would be held in New York on Oct. 9.

On the West Coast, at least five newsmen on the staff of KABC-TV Los Angeles were charged formally before the local AFTRA unit with violation of that union's order not to cross NABET picket lines. Charges were signed by several AFTRA members. Among those charged by AFTRA were Baxter Ward, news director and anchorman for KABC-TV's late afternoon and night newscasts. Also named in the charges are newscasters Carl George, Vince Williams, Robert Paige and sportscaster Jim Healy.

**News Slanted?** ■ Earlier, NABET charged that KABC-TV's radio affiliate, KABC, was distorting strike-news reports. The union indicated that it may file a formal complaint with the FCC.

NABET had been involved in ne-

## AFTRA members cross NABET picket lines

### BACK-TO-WORK MOVEMENT EVIDENT IN N.Y., L.A.

The strike by the National Association of Broadcast Employees and Technicians against ABC wound up its first week last Friday (Sept. 29) amid indications that support from other broadcast unions was beginning to crumble.

Approximately 1,300 employees at ABC installations throughout the country walked off their jobs on Sept. 22 in a dispute over a new contract (BROADCASTING, Sept. 25), and as the weekend approached, no negotiation sessions were held or scheduled.

ABC announced during the week that virtually normal broadcast operations were maintained through use of supervisory and other nonunion personnel. Important program changes were the substitution of reruns of the late evening *Joey Bishop Show* effective last Monday, and of *Hollywood Palace* starting Oct. 3.

Shortly after the strike began the American Federation of Television and Radio Artists asked its members to respect the NABET picket lines to reciprocate the support AFTRA received from the technical unions last spring when the performers' union struck all TV-radio networks. For several days, many AFTRA employees at ABC remained off their jobs, but late

last week a group began to return to work.

In Chicago, an ABC Radio spokesman said, *Don McNeill's Breakfast Club* radio network program was continuing with taped reruns and the Paul Harvey network news commentary had continued uninterrupted since the inception of the strike. (Mr. Harvey broadcast from Gastonia, N. C., on Monday and Tuesday and from St. Louis on Wednesday and Thursday, and thus did not have to cross NABET picket lines).

**Cross The Lines** ■ The back-to-work movement was strong in New York. Those who resumed their duties by Thursday or earlier were newscasters Bill Beutel, John Schubeck, Cindy Adams and Jimmy Breslin; reporters Gil Noble, Milt Lewis and Alan Jeffries; weatherman Tex Antoine and sports commentators Howard Cosell and Bud Wilkinson. In addition, all WABC New York disk jockeys returned on Thursday. They are Herb Oscar Anderson, Ron Lundy, Bob Lewis, Dan Ingram, Bruce Morrow, Chuck Leonard and Charley Greer.

As AFTRA members returned to work, support from Writers Guild of America employees at ABC began to waver. A WGA spokesman estimated that early last week about half of its



In Los Angeles: Perplexed KABC account executive John Winnaman (l) and production manager Bob Walsh try to figure out the complexities of studio equipment during the NABET walkout.



negotiations with both ABC and NBC when it broke off talks on Sept. 22 but struck ABC only. ABC claimed last week that NABET had singled out ABC as the strike target because "it assumed that ABC was economically less able to withstand a strike." ABC added that it "will not bend to this type of pressure tactic. . . ."

When negotiations broke off, NABET was demanding of both ABC and NBC a weekly wage rate for most of its technical employes of \$275; a four-day, 32-hour work week and an increase in pension contributions. The networks had offered an increase of \$34 a week over a three-year period to bring the key wage rate at that time to \$252 weekly; a shorter work day in the third year, an additional paid holiday and scheduling restrictions, which ABC termed "very expensive."

## Stations want no lyric-censor czar

Broadcasters are aware that questionable lyrics pose a problem on disk jockey programs, but the majority answering a questionnaire of the National Association of Broadcasters radio code showed no general enthusiasm for a central censoring office.

As reported to the NAB's radio

board in New York on Wednesday and Thursday (Sept. 27-28), nearly all of the more than 900 respondents said they had adequate prescreening procedures of their own and felt the decision of whether to air a record should be left to the licensee.

As an indication of how well they do screen material, 62% of the respondents said that in an average month they receive no complaints from listeners about records. Another 11% said they averaged one complaint a month, and 11% said they averaged two complaints a month.

The code board also recommended creation of a men-in-white standard, similar to one that has been in the TV code since 1963. The recommendation, which will go to the parent radio board for approval in January, would ban the use of medical personnel or actors representing them in commercials for health and medical products.

Also recommended by the code board, subject to radio board approval, are changes in single-sponsored program advertising time standards. The new standards would allow 90 seconds of advertising in a five-minute program; 150 seconds in a 10-minute program and 180 seconds in a 15-minute program. Present code standards carry single sponsorship up to one-hour programs, but with the decrease in the number of single sponsored half-hour or

hour shows, the code board felt time standards in that area are no longer necessary.

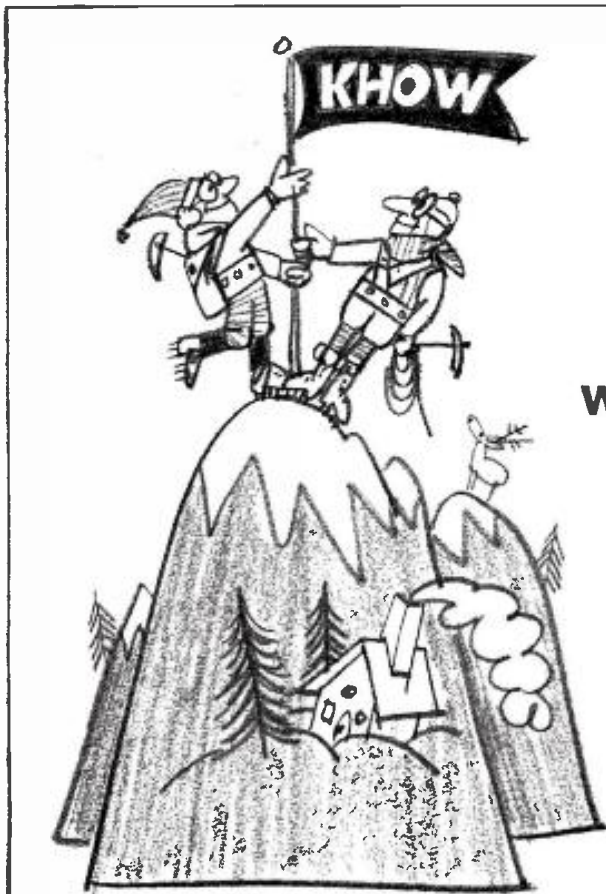
However, it is maintaining its maximum of 16 commercial minutes per hour and 10 minutes per half hour.

## Reeves buys Huntsville CATV for \$3 million

Reeves Broadcasting Corp. announced last week an agreement to acquire Television Distribution Inc., Huntsville, Ala., one of the largest CATV systems in the country, for \$3 million in cash and long-term notes.

The Huntsville system has 8,500 subscribers on more than 250 miles of cable "in front of more than 20,000 homes," according to J. Drayton Hastie, Reeves president. Mr. Hastie said Reeves will invest between \$700,000 and \$1 million to modernize and further expand the Huntsville system. Huntsville's population has increased from 16,000 in 1950 to more than 150,000 today.

The acquisition increases by nearly 50% the total number of Reeves's CATV subscribers to 26,000. Mr. Hastie predicted the company's CATV systems in Alabama, South Carolina, Maine, Virginia, Ohio and Oklahoma will be serving 40,000 to 50,000 subscribers within the next few years.



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# Stations sell for \$7.5 million

KTVE(TV) goes for \$3.7 million, WHBC-AM-FM

for \$2.8 million; WGN group buys WFMT(FM)

One television station, one standard radio station and two FM outlets were sold last week, with the aggregate consideration adding up to \$7,450,000. All are subject to FCC approval.

Sold were KTVE(TV) El Dorado, Ark.-Monroe, La., for a total of \$3,650,000; WHBC-AM-FM Canton, Ohio, for \$2.8 million, and WFMT(FM) Chicago for \$1 million.

KTVE, founded in 1955, was sold by J. B. Fuqua to Gray Communications Systems Inc. for \$3,250,000 plus \$400,000 for KTVE's real estate in Monroe. Gray Communications Systems, which only last week filed a registration statement with the Securities and Exchange Commission to sell almost 60% of its stock to the public (see page 53), is principally owned by James H. Gray. The group already owns WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla., as well as the *Albany* (Ga.) *Herald* and a CATV system in Albany.

Mr. Fuqua bought the channel 10 KTVE in 1964 for \$1.5 million. It and WJBF(TV) Augusta, Ga., are owned by Mr. Fuqua personally; he also is principal stockholder of Fuqua Industries Inc., a diversified company that owns WROZ and WTVW(TV) Evansville, Ind.; KTHI-TV Fargo, N. D.; KXOA Sacramento, Calif., and WTAC Flint, Mich.

The WHBC stations are being sold by Brush-Moore Newspapers Inc. to William H. Vodrey Jr. and family of East Liverpool; Joseph Kelly Vodrey of Canton, and Mr. and Mrs. Gerald F. Boyd and family of Portsmouth, all Ohio. Mrs. Boyd is the former Louise Vodrey.

**Newspaper Sales** • G. Gordon Strong, president of Brush-Moore, said that with the impending sale of the Brush-Moore publishing chain to Canadian-owned Thomson Newspapers Inc., it was necessary to dispose of the Canton radio stations. Brush-Moore's 12 newspapers are being sold to the Thomson interests for \$72 million (BROADCASTING, Aug. 28).

The new owners will continue WHBC programming and operating policies, Mr. Strong said, and there will be no changes in personnel. Paul Gilmor is station manager. All of the buyers have been connected with Brush-Moore in various capacities; Mr. Boyd has been administrative assistant and formerly was station manager of WPAY-AM-FM Portsmouth, Ohio.

WHBC, founded in 1925, operates

fulltime on 1480 kc with 5 kw, and is affiliated with ABC. WHBC-FM began in 1948 and is on 94.1 mc with 44 kw.

WFMT is being bought by group-broadcaster WGN Continental Broadcasting Co. from Bernard Jacobs. The contract to acquire the classical-music FM station was approved last Wednesday by the board of WGN Continental, a subsidiary of the Tribune Co. (*Chicago Tribune*), WGN Continental owns WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver. Mr. Jacobs, WFMT's founder, is selling because of his health. Ward L. Quaal, WGN Continental president, said WFMT's staff will be retained and will be "encouraged to continue and improve the creative programming which has made WFMT the most successful FM station in the country."

WFMT began in 1951 and operates on 98.7 mc with 135 kw. WFMT's frequency originally had been assigned to WGNB(FM), the sister operation of WGN-AM-TV, but WGNB was deleted in 1953. The Chicago FM will be the first in WGN Continental group.

## Kubasik criticizes House-passed CPB

The National Citizens' Committee for Public Television (NCC-PTV) last week attacked provisions in the House version of the Public Broadcast Act that would prohibit editorializing and entertainment programming.

Ben Kubasik, NCC executive director, speaking before the board of managers of the National Council of Churches in New York Thursday (Sept. 27), said the provisions "put an unnecessary block in the way of building a public-television system of greatness."

"We of the citizens' committee are certain that the debate over those two provisions is much more important than any other controversy in which public television has become involved," he said.

Mr. Kubasik said that "if those pro-

visions are narrowly construed—and they could be if they remain in the act—there would be no reason for talking about public television 15 or 20 years hence because nobody will be watching. Blandness or stifling balance does not commend itself to concern or involvement or participation."

He said that differences between the Carnegie Commission and the Ford Foundation over networking and financing "are going to be ironed out" along the lines of "what is found to work best."

Mr. Kubasik said the committee believes that "insulating public television from any kind of outside pressures" would be better done by providing "the broadest-based financial support possible from the private sector."

In that connection, he mentioned the committee's proposed study of financing alternatives for public television, announced last week by NCC Chairman Thomas P. F. Hoving (BROADCASTING, Sept. 25).

## LIN enters contest for WPEN-AM-FM

Group-broadcaster LIN Broadcasting Corp. submitted a bid of \$6.5 million for WPEN-AM-FM Philadelphia last week during court hearings concerning a contract signed last spring to sell the stations to a Philadelphia group for \$5 million (BROADCASTING, May 22).

The LIN offer, submitted in open court by Frederic Gregg Jr., president of the Nashville-headquartered group, was accompanied by a check for \$100,000 as a down payment. LIN is involved in two major purchases at the present time; it is buying the McLendon-owned KILT and KOST(FM), both Houston, for \$7,250,000—renegotiated from early summer's \$15-million transaction that included KLIF Dallas (BROADCASTING, Sept. 25), and WAVY-AM-TV Norfolk-Portsmouth, Va., for \$8 million.

In anticipation of its acquisition of the Dallas station, LIN arranged to sell its WMAK Nashville to George P. Mooney for \$787,500. Last month, LIN received FCC approval for purchase of WIL-AM-FM St. Louis for \$1,650,000 (BROADCASTING, Aug. 7). Other LIN stations: KEEL Shreveport, La.; WAKY Louisville, Ky., (both bought from McLendon); WBBF-AM-FM Rochester, N.Y., and WAND-TV Decatur, Ill. Through Gregg Cablevision Inc., the LIN group also owns CATV systems in Kentucky, Tennessee, Alabama, Florida and New Mexico. The firm also owns Teen America Associates, producers of the yearly Miss Teen-Age America Pageant;



Mr. Kubasik

LIN/Medallion Pictures Corp., distributor of feature films for TV, and a direct mail-direct sales firm in New York.

**Second Bid** — The LIN bid is the second offer for the Philadelphia stations that have been offered in court; the first, early this month, was by a group of Philadelphia businessmen, including David Milgrim, theater-chain owner; Jack Walgin, financier; Martin Orleans, builder, and Sylvan Cohen, attorney (BROADCASTING, Sept. 11).

The current litigation was brought by the present owners of WPEN-AM-FM, Penrose Industries Corp. (formerly Sun Ray Drug Co.), against a contract for the sale of the stations for \$5 million (BROADCASTING, May 29). The sales agreement was signed by Old Colony Trust Co. of Boston as trustee for the creditors of Penrose Industries. Buyers are also a Philadelphia group, headed by Martin Field, Philadelphia and Florida real estate owner. Old Colony has served notice on Mr. Field and his group that it is prepared to cancel its contract unless Mr. Field can provide certain payments on account. The Field group is preparing to contest this move.

## Two NCTA regionals to hear FCC's Cox

Cable-TV operators, who begin their annual round of regional meetings next week, are going to have the one FCC commissioner who's considered the most hard-lined about their business at two of their meetings. He's Commissioner Kenneth A. Cox and he's going to be at both the Minneapolis meeting, Oct. 23-24, and in Dallas, Nov. 9-10.

Mr. Cox is one of five of the seven FCC commissioners who has been lined up for appearance at the NCTA regional meeting. One meeting still does not have a commissioner assigned—Kansas City, Oct. 26-27.

At the first sessions in Philadelphia, Oct. 9-10, Commissioner Nicholas Johnson will represent the FCC. Other dates: Atlanta, Oct. 16-17, Commissioner Lee Loevinger; Cincinnati, Oct. 19-20, Commissioner James J. Wadsworth; San Diego, Nov. 13-14, Commissioner Robert E. Lee, and Portland, Ore., Nov. 16-17, Mr. Lee again.

NCTA has programed the regional meetings to include a speech by its president, Frederick W. Ford, panels on copyright and FCC regulation, demonstration of the use of 16mm film, and reports on membership and public relations. Each of the meetings will also include a closed session for uninhibited talk by members and staff.

The association has also urged state

and regional groups to schedule meetings in conjunction with the regional sessions. At the Philadelphia meeting next week, the Pennsylvania and New Jersey associations are sponsoring a panel on "CATV—Today and Tomorrow," to be moderated by George Barco, Meadville, Pa. Panel members will be Bill Daniels, Daniels and Associates, Denver; Irving B. Kahn, Teleprompter, New York; Milton J. Shapp, CATV pioneer, founder and former president of Jerrold Corp., who has just become a major stockholder in WHJB and WOKU(FM) Greensburg, Pa. (see page 42), and Archer S. Taylor, Malarkey, Taylor and Associates, Washington.

## Morris gets UHF

The FCC has awarded channel 41, Battle Creek, Mich., to BCU-TV, a new broadcast entity, one of whose 10 principals is former FCC Secretary Mary Jane Morris. Miss Morris is currently an attorney in Grand Rapids. In a concurrent action, the commission denied a petition of West Michigan Telecasters Inc., WZZM-TV Grand Rapids, calling for denial of the BCU-TV application.

The Spotlight Is on

# Spotmaster

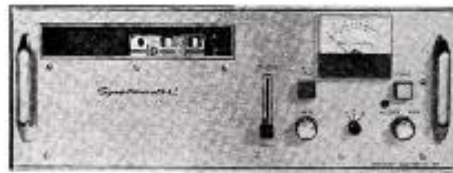
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## Hyde rerun opens IRTS's very special season

Just one day short of a year after the first one, FCC Chairman Rosel H. Hyde made his encore appearance Sept. 22 to speak to the International Radio and Television Society in New York (BROADCASTING, Sept. 25). And there was no diminution in the ranks of top broadcasters at the luncheon. Their numbers again necessitated a three-tier head table for:

Front Row (left to right): Howard H. Bell, NAB; Walter A. Schwartz, ABC Radio; Sol Taishoff, BROAD-

CASTING and *Television* magazines; Matthew J. Culligan, Mutual; Grover C. Cobb, KVGB Great Bend, Kan.; David C. Adams, NBC; Clark B. George, CBS Radio; John P. Cunningham, Cunningham & Walsh; George B. Storer Sr., Storer Broadcasting Co.; Leonard H. Goldenson, ABC; Rosel H. Hyde, FCC; Edward P. Shurick, president, IRTS, and H-R Television; Walter D. Scott, NBC; Robert E. Lee, FCC; John A. Schneider, CBS; Edward L. Bond, Jr., Young & Rubicam; Thomas W.

Moore, ABC; Edwin W. Ebel, General Foods Corp.; Julian Goodman, NBC; J. Leonard Reinsch, Cox Broadcasting Corp.; C. Wrede Petersmyer, Corinthian Broadcasting Corp.; Merle S. Jones, CBS; Donald H. McGannon, Westinghouse Broadcasting Co.; Don Durgin, NBC-TV; John P. Fraim, Jr., Mutual.

Middle Row: (left to right): Thomas H. Dawson, CBS-TV; Sam Cook Digges, CBS-Radio; Jack N. Berkman, Rust Craft Broadcasting Co.; Harold L. Neal Jr., ABC Radio;

## Shapp's cable interests grow with new move

Milton J. Shapp, CATV pioneer and unsuccessful 1966 Democratic candidate for governor of Pennsylvania, has taken his second step back into the cable-antenna industry—and as part of this move he's become a broadcaster too.

Mr. Shapp has bought a 37% interest in WHJB Inc., licensee of WHJB and WOKU-FM, both Greensburg, Pa. He is paying \$300,000 for the investment that includes CATV franchises for Greensburg and 16 surrounding communities in Westmoreland county.

Mr. Shapp was founder and former president of Jerrold Corp., Philadelphia, CATV equipment manufacturer and multiple cable system owner. He sold his Jerrold interests in 1966. Jerrold is merging with General Instrument Corp.,

New York, following stockholder meetings this month (BROADCASTING, Sept. 4). Earlier this year, Mr. Shapp and his group became 59% owner of Citca Corp., operator of the 20,000-subscriber CATV system in Williamsport, Pa.

WHJB Inc. is now principally owned by Melvin A. Goldberg, who is president. Mr. Goldberg will own 31%, and eight other stockholders will own the remaining 32% following FCC approval.

The Greensburg CATV system covering South and Southwest Greensburg and Jeannette is expected to be operating next winter. The company is understood to be investing \$1 million for the 180 miles of plant in Greensburg, having a potential of 23,000 homes. On a long range basis WHJB Inc. plans bringing CATV to a market with 100,000 homes. The systems will bring to subscribers the Pittsburgh, Johnstown and Altoona, all Pennsylvania, Wheeling, W. Va., and Steubenville, Ohio. TV

programs, as well as weather, news, and public service originations.

WHJB began in 1934 and is fulltime on 620 kc with 1 kw day, 500 w night. WOKU-FM is three years old and is on 107.1 mc with 3 kw.

## ABC-TV gains two in Alaska

ABC-TV has announced that KENI-TV Anchorage and KFAR-TV Fairbanks, both owned by Midnight Sun Broadcasters Inc., in Alaska, have switched primary affiliation from NBC-TV to ABC. Date of the new affiliation will be announced by ABC in the near future. Both KENI-TV and KFAR-TV reportedly now carry more ABC programming than NBC material, since more of NBC's programming is live or on tape and distances involved necessitate reliance on filmed material. NBC said stations would retain secondary affiliation with their network.



Weston C. Pullen Jr., Time-Life Broadcast; Thomas S. Murphy, Capital Cities Broadcasting Corp.; Hathaway Watson, RKO General Broadcasting; Clair R. McCollough, The Steinman Stations; Reuven Frank, NBC News; Elmer W. Lower, ABC News; Roger W. Clipp, Triangle Stations; Jack R. Howard, Scripps-Howard Broadcasting Co.; Stephen C. Riddleberger, NBC Radio; Frank P. Fogarty, Meredith Broadcasting Co.; Ward L. Quaal, WGN Continental Broadcasting Co.; Ralph W. Beaudin, ABC Radio; Richard E. Bailey, Sr., Sports Network Inc.; Raymond W. Welpott, NBC; John T. Murphy, Avco Broadcasting Corp.;

Thomas J. McDermott, N. W. Ayer & Son.

Back Row (left to right): Sydney M. Kaye, general counsel of Broadcast Music; Krin Crawford Holzhauser, American Women in Radio & Television; Robert P. Keim, Advertising Council; John W. Kiermaier, WNDT(TV) New York; Robert M. McGredy, Television Advertising Representatives; Elliott M. Sanger, Sr., All-Industry Radio Music License Committee; John F. Dille, Jr., Communicana Group of Indiana and NAB; Fred M. Thrower, WPIX-FM-TV; Roy Danish, Television Information Office; Irving B. Kahn, Teleprompter Corp.; Frederick W.

Ford, National Cable Television Assn.; Royal E. Blakeman, National Academy of Television Arts and Sciences; Howard S. Meighan, IRT Foundation; Peter W. Allport, Association of National Advertisers; Norman E. Cash, Television Bureau of Advertising; Frank Martin, John Blair & Co.; Robert K. King, Capital Cities Broadcasting Corp., and Lester W. Lindow, Association of Maximum Service Telecasters.

Chairman Hyde in his address stressed that the fairness doctrine requires broadcasters to do no more than conscience would dictate, and should not hinder radio-TV journalism.

## Nielsen-ARB disparity object of BRC study

The Broadcast Rating Council plans to make an engineering evaluation of the devices used by the American Research Bureau and the A. C. Nielsen Co. in their respective instantaneous TV-rating services in the New York market.

The decision stems at least in good part from differences in viewing levels reported by the two metered services—differences that have puzzled New York stations and brought intermittent protests from them since early this year.

The station protests are directed at ARB, whose New York report is said to show homes-using-television levels substantially lower than those reported by Nielsen—in extreme cases as much as 15-17 percentage points lower. In the latest outburst of protests some sta-

tions have dropped or threatened to drop their ARB subscriptions.

The Broadcast Rating Council authorized an engineering evaluation of the ARB and Nielsen devices early this year. The services reported, however, that they were making substantial modifications in their New York samples and the study was delayed for that reason. It is now expected to get under way in the relatively near future.

## Managers group formed to advise RKO General

Group-owner RKO General Broadcasting said last week that it has formed an operating committee of its TV station managers to act in an advisory role on RKO's broadcast policies, to include programing, sales, news and

public affairs, research and personnel.

The unit will be under the chairmanship of Malcolm C. Klein, manager of KHJ-TV Los Angeles. Along with the formation of the new committee, RKO General named Mr. Klein to an additional and newly created post of director of TV group operations. Mort Zimmerman, an executive with RKO General TV National Sales, becomes assistant director, also a new post. Mr. Klein will continue to manage KHJ-TV and will remain in Los Angeles. Mr. Zimmerman will continue in New York, but will move over from the sales arm to the headquarters staff.

Other members of the managers' committee are Jerome Bess, WOR-TV New York; William M. McCormick, WNAC-TV Boston; D. A. Noel, WHBQ-TV Memphis; Edwin C. Metcalfe, CKLW-TV Windsor-Detroit and Kiegler E. Flake, WHCT-TV Hartford, Conn. They will hold a first meeting in November.

## Scott sees growth from network-affiliate harmony

Walter D. Scott, chairman of NBC, last week held out assurances of a "bright, productive and profitable" future for television and called upon networks and their affiliates to approach it "in a spirit of joint effort and open cooperation."

Taking note of current economic uncertainty, he suggested that "the habit of success" has caused many broadcasters to be unduly dismayed by "a novel and temporary dip in the upward trend of revenues." He said TV actually has been hurt "far less" than print media, told broadcasters they should be "anything but pessimistic" and predicted TV's annual billings would reach \$6.5 billion over the next 10 years. This would compare with an estimated \$3 billion for 1967.

In an obvious allusion to charges that network sales practices have contributed to this year's spot-TV slow-down, Mr. Scott said he was "distressed to hear some voices within our own industry ascribe a temporary business softness to practices or relationships within broadcasting, rather than to the real cause: fluctuations in the American economy that touch all parts of it."

The NBC chairman, making the keynote speech at the opening of the second annual Management/Programming Seminar of TV Stations Inc. (see page 58), continued:

**TV-stations Needs** ■ "Networks must recognize the needs of affiliated stations for specifically local programming as essential ingredients of their service; and for adequate na-

tional-spot and local-sales inventory as an essential element of their economic well-being.

"By the same token, affiliated stations are aware that in large measure, the advertising values they offer come from the costly and risky net-



NBC's Scott

work program structure; and that it is in their own interests that networks be able to generate the revenue to develop and maintain programming which involves hundreds of millions of dollars each year in cost and risk.

"Any tendency of either segment to disregard or minimize the role of the other is ultimately self-defeat-

ing. The task for all of us is to reach a proper balance and harmony in the interests which usually coincide and sometimes conflict; and in doing so, we must be able accurately to identify our respective roles."

Explicitly recognizing charges that networks engage in spot sales by selling participations, Mr. Scott said it is true that advertisers sometimes shift allocations "from network to spot or from spot to network," but stressed that "the two media have striking differences." He explained:

"Network participation advertising aims at efficient, over-all national circulation. Spot television offers the distinct advantages of 'spotting' advertising by individual markets and facilities, providing enormous flexibility in regional and market concentration, emphasis and selectivity. It excels in many advertising purposes, as network television excels in others. The two media are essentially complementary rather than antagonistic, an attribute familiar to the sophisticated national advertisers who use them in varying combinations to fit their marketing needs."

**Financial Source** ■ He reminded stations that NBC is a station owner as well as a network organization and that in fact the TV-station operations have long been the biggest contributors to NBC's financial health.

"As a major television-station operator," he said, "my company has the liveliest interest—and the same concerns that all of you feel—about the local and spot television media. Our optimism about their

## Cutting down on paper work

**IBFM session gets rundown on computers,**

**other aids designed to help business office**

Computers and other more efficient ways of handling business paper work among stations, their representatives and the advertising agencies were the chief topics for the seventh annual conference of the Institute of Broadcasting Financial Management last week in Minneapolis. The workshop drew a record attendance of 220 members and guests.

Storer Broadcasting Co. revealed its new computer system for the handling of spot television availabilities more accurately and quickly while the Televi-

sion Bureau of Advertising explained its new Systems of Spot designed to simplify spot TV advertising (BROADCASTING, Sept. 25).

Other key topics of the meeting were station credit policies and collection practices. Guest speakers included Dr. Walter W. Heller, former head of the President's Council of Economic Advisors, and Senator Everett Dirksen (R-Ill.) who discussed national economic policies.

Blaine W. Whipple, secretary-treasurer of Kst. Inc., Salt Lake City, was

elected president of IBFM, succeeding Leonard Bridge, WOOD-AM-FM-TV Grand Rapids, Mich., who becomes board chairman (see page 69).

**Storer's System** ■ Peter Storer, executive vice president of Storer Broadcasting, said his company has spent three years and \$300,000 to develop the system dubbed "STARS" for Storer Television Availability Retrieval Service. He said the cost may hit \$500,000 before the project is completed.

John Quinlan of Peat, Marwick, Mitchell & Co., New York accounting firm working with Storer, said STARS is to be in operation by the end of this month and will be utilized by the five Storer-owned TV stations and their representative, Storer Television Sales Inc.

In its initial phase the system will provide availabilities for all five stations by commercial length, dates and times,

future is no less than our optimism about the future of television as a whole."

In projecting TV billings gains to an annual total of \$6.5 billion over the next decade, Mr. Scott predicted that local's gains would be the biggest, followed first by spot's and then by network's.

"Stations and networks can and should grow together and share in television's expansion, or they can grow apart and diminish its success," he said. "At no time in the history of our business have there been so many reasons for optimism."

"The color revolution is too important, the long-range growth of our economy is too promising, the opportunities for service to audiences and advertisers are too bright for us to pursue any road other than cooperation and understanding."

Two decades have shown that "common purpose and mutual destiny" transcend "the occasional differences over detail," he said, asserting that this sense of unity ought to be not only preserved but strengthened, because "on our mutual confidence in each other hangs the key to our success."

**Program Expenses** ■ Mr. Scott called the network-station relationship "the single most important tie that binds the world of broadcasting." Programming, he said, is "the central fact of television"—an element on which he said NBC spends "almost \$80 million a year for news and twice that amount for network entertainment programming."

He recognized that rising program costs have affected station as well as network economics, that stations as well as networks have made major investments in color equipment and color programming and that "the natural lag between rising costs and recovery, coupled with a temporary softness in the economy, has created strains." But these strains, he said, "should be recognized as temporary."

Color television, he said, is now at a growth point comparable to that of black-and-white after the lifting of the TV freeze, so that color TV "will be a novel medium to millions of viewers throughout the decade to come" and will establish itself, as black-and-white has done, as "a cornerstone of our national economy."

Mr. Scott predicted that the gross national product will increase 80% over the next 10 years, holding promise of major gains for all advertising media but especially, because of its "unique advantages," for television.

"Television's share of the advertising dollar, which has been increasing over the years, will continue to rise," he said.

**New Medium** ■ "More commercials will be produced—and watched—in color, thereby enhancing television's over-all attractiveness as an advertising medium."

"Thanks to color, television will be more than ever the medium of choice for the introduction of new products, especially those that can be easily demonstrated."

"Retail and dry-goods advertisers, who have until recently been locked into the forms of print media, will find a new and profitable home in the color medium."

"The growth of service industries, and their increasing reliance on color, will bring a new wave of business to all broadcasters."

But, he cautioned, "the rewards, however great, will be ours only if we earn them through programming that meets the expectations of our audiences."

"Within these audiences, especially those who will make up the 'young adults' of the seventies, there is a growing impatience with the routine and the repetitive, and a corresponding appetite for the 'happening,' the unique event, the special experience. Television helped create this appetite, and now it is taking steps to satisfy it on a large scale, so that broadcasting in general will keep pace with its own fantastic potential."

He said all three networks are already putting into practice the philosophy that programming, regular as well as special, "can contain elements of surprise, immediacy and novelty."

The combination of "event television" and "color revolution," he said, "brings television closer to actuality, heightens its impact and deepens the involvement of our audience," and "will perpetuate the upward spiral of set purchases, swelling the ranks of color-television viewers."

plus the corresponding demographic data. It also will process the order. In the more sophisticated second stage about a year from now the Storer system is also expected to make recommendations for best spots, produce the proposal going to the buyer, produce contracts and confirmations and provide a complete sales analysis system for the stations.

Also participating in the Storer presentation to the IBFM were C. W. Schellenger, treasurer of Storer Television Sales, and F. V. McCorry senior consultant to Peat.

A. B. Nelson, TVB special project director, reported to IBFM that broadcaster reaction to the new Systems of Spot project is "mixed but healthy." He indicated the SOS program will cause broadcasters to look at the problem from an industry point of view rather

than an individual station view.

Eventually SOS will go computer, Mr. Nelson said, and accomplish even greater efficiency and economy. Also taking part in this paper work simplification session were Bob Brady, Peters Griffin Woodward, New York, and Bill Montouri, Young & Rubicam, New York.

Roy Sachs, financial vice president. Campbell-Mithun, Minneapolis, proposed that broadcasters give cash discounts to agencies if they want the agencies to pay their accounts faster. He said the agencies would pass the saving along to clients and would be more encouraged to pay on time.

**Too Easy With Credit** ■ Mr. Sachs pointed out that the print media definitely get preferred treatment from agencies because of the prompt-pay discount policy there. The following

question-and-answer exchanges seemed to indicate broadcasters have been too lenient in their credit policies.

Richard P. Herbst, WPix(TV) New York, cited the lack of a positive approach by agencies on their commitments to stations and said the agencies should notify stations more promptly if there is a problem or discrepancy in a bill. He felt too that stations must put their own house in order, especially the sales department, by knowing exactly the data agencies need for speedier payments.

PGW's Mr. Brady explained his firm is helping to speed up payments by formalization of collection procedures on delinquent accounts. PGW also has set up a Teletype contract system with 11 stations to give the same information to all parties involved simultaneously, he said.

## FCC bones up on pay TV for Hill

FCC commissioners and staff members should be well versed when they appear for the House Communications Subcommittee's hearing on pay TV this week. The House probe, with FCC Chairman Rosel Hyde as lead-off witness, is to follow two days' of oral arguments at the commission on the same subject.

Starting Wednesday (Oct. 4) and possibly extending through to Friday, the first phase of the hearing—an outgrowth of a communications gap between the FCC and the Commerce Committee made evident at a spring briefing session (BROADCASTING, March 20)—will also hear Solomon Sagall, president of Teleglobe Pay-TV Inc., New York; representatives from Zenith Radio Corp., Chicago, and principals of the All Channel Television Society.

Aside from the FCC and Teleglobe, both set for Oct. 4, none of the other participants had by late Thursday (Sept. 28) been assigned dates for testimony. Named to appear for ACTS was William Putnam, ACTS chairman and president-general manager of

## No more sports remotes

WEW St. Louis will become the world's first radio station to base all operations in a major stadium, according to Charles P. Stanley, the station's president and general manager. WEW plans to have its new \$300,000 studio and office facilities in Busch Memorial Stadium completed by Dec. 1. The new 4,688 square-foot studio will more than double WEW's present space.

Springfield TV Broadcasting Corp.; Martin Firestone, ACTS general counsel, and possibly Leonard Stevens, ACTS vice president and executive vice president of WPHL-TV (ch. 17) Philadelphia.

Subcommittee Chairman Torbert Macdonald (D-Mass.) told BROADCASTING the purpose of the hearing was primarily to provide information to the Congress on the state of pay-TV proposals and the FCC's plans for any toll system of broadcasting. He said he had no prejudged intent to torpedo or sup-

port any specific plan. Representative John Dingell (D-Mich.), a Commerce Committee member, however, has introduced legislation that would prohibit the commission from approving any pay-TV system (H. R. 12435).

And Emanuel Celler, influential chairman of the House Judiciary Committee and long on record as a pay-TV opponent, is scheduled to testify during the FCC hearing today and Tuesday (Oct. 2-3). He has told the commission that pay-TV authorizations should be made by Congress (BROADCASTING, Sept. 25).

## Changing hands . . .

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

■ **KTVE(TV)** El Dorado, Ark.-Monroe, La.: Sold by J. B. Fuqua to Gray Communications Systems Inc. for \$3,650,000 (see page 42).

■ **WHBC-AM-FM** Canton, Ohio: Sold by Brush-Moore Newspapers Inc. to William H. Vodrey Jr., Joseph Kelly Vodrey and others for \$2.8 million (see page 42).

■ **WFMT(FM)** Chicago: Sold by Bernard Jacobs to WGN Continental Broadcasting Co. for approximately \$1 million (see page 42).

■ **WGGA** Gainesville, Ga.: 99.74% of outstanding voting stock sold by Charles Smithgall to James L. Kirk II for \$427,300. Mr. Kirk is majority stockholder in KVOL Lafayette, La. He is also certified public accountant and has majority stock in Southern Melody Inc., franchised Muzak operation. Mr. Smithgall, with his wife, owns WRNG North Atlanta and WRGA-AM-FM Rome, both Georgia, and is officer of WAAX Gadsden, Ala. He is also 51% stockholder of *Daily Times* and *Southeastern Poultry Times*, newspapers (both Gainesville, Ga.). WGGA operates fulltime on 550 kc with 5 kw days and 500 w nights.

■ **WHJB** and **WOKU(FM)** Greensburg, Pa.: 37% interest bought by Milton J. Shapp for \$300,000 (see page 44).

■ **WEIC-AM-FM** Charleston, Ill.: Sold by William L. Kepper to John Hurlbut for \$180,000. Mr. Hurlbut owns WVMC Mount Carmel and WGLC Mendota, both Illinois. He also owns daily and weekly newspapers in Illinois. WEIC is daytimer on 1270 kc with 1 kw. WEIC-FM operates on 92.1 mc with 2.2 kw. Broker: John D. Stebbins (revised item).

■ **WIDE** Biddeford, Me.: Sold by J. Alan Jasper to Hoy Communications Inc. for \$160,000. Hoy Communications, which is headed by F. Parker Hoy, owns WLAM Lewiston, Me. WADE operates fulltime on 1400 kc with 1 kw

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days and 250 w nights. Broker: Chapman & Co.

▪ **KBAB** Indianola, Iowa: Sold by Mr. and Mrs. Charles L. Hamilton to Robert E. Ingstad Jr. for \$75,000. Mr. Ingstad owns **KOVC** Valley City, **KAYJ** Jamestown and **KBNW** Wahpeton, all North Dakota; **KWAD** Wadena and **KLOH** Pipestone, both Minnesota. The Hamiltons also retain **KUWS-FM** Newton, Iowa. **KBAB** is fulltime on 1490 kc with 500 w days and 250 w nights. Broker: Blackburn & Co.

**APPROVED** ▪ *The following transfer of station interests was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 70).*

▪ **KTRG-TV** Honolulu: Sold by David Watumull to Richard Eaton for \$555,000. Mr. Eaton, through United Broadcasting Corp., owns **KECC-TV** El Centro (CP), **KALI** San Gabriel and **KUFY** (FM) San Mateo, all California; **WJMO** and **WCUY** (FM) Cleveland Heights, Ohio; **WMUR-TV** Manchester, N. H.; **WSD-AM-FM** and **WMET-TV** Baltimore (CP); **WOK-AM-TV** and **WFAN** (FM) Washington; **WBNX** New York; **WFAB** Miami; **WJMY** (TV) Detroit (CP), and **WINX** Rockville, Md. **KTRG-TV** operates with 30.7 kw visual, 6.2 kw aural, from an antenna height of 100 feet above average terrain.

## CATV court cases condition renewals

Pending civil antitrust suits against licensees whose renewal applications come up for FCC consideration often become conditions attached to such renewals. However a new twist to a familiar situation was added last week when the commission placed antitrust conditions on the renewals sought by three licensees whose parent corporations own, in part, CATV franchises and are defendants in suits brought by competing CATV companies.

The FCC placed the conditions on the renewals of Ohio stations **WHIO-AM-FM-TV** Dayton, owned by a subsidiary of Cox Broadcasting Corp.; **WHLO** Akron, owned by Susquehanna Broadcasting Co., and **WHBC-FM** Canton, owned by a subsidiary of Brush-Moore Newspapers Inc. Cox Broadcasting is 45% owner through its CATV subsidiary, Cox Cablevision Corp., of Buckeye Cablevision Inc., which serves Toledo, Ohio. Brush-Moore and Susquehanna are part owners in a tripartite media corporation called Penn-Mar CATV Inc., which operates a cable system in Hanover, Pa.

Though no complaint against the licensees had been filed with the FCC.

the commission said it placed the conditions on the renewals because court decisions adverse to the licensees might raise issues about their qualifications.

The antitrust action against Cox Cablevision was brought in 1965 by Woodruff Inc., owned by multiple-CATV-owner Edward Lamb Enterprises Inc., **WICU-AM-TV** Erie, Pa. Woodruff, an unsuccessful applicant for a CATV franchise in Toledo, alleged that the exclusive grant given Buckeye violated the Toledo city charter and effectively excluded Woodruff from obtaining a franchise. The cable company went to the civil courts seeking financial damages (BROADCASTING, June 28, 1965).

**Second Court Case** ▪ The suit against Penn-Mar CATV was filed by Radio Hanover Inc., **WHVR** Hanover, Pa., in March. Radio Hanover claimed that Penn-Mar sought to extend the telephone monopoly exercised by a wholly owned subsidiary of one of its principals into the monopolization of providing CATV service and broadband coaxial cable communications in the Hanover area and that Penn-Mar, by virtue of its foundation, had conspired in restraint of interstate trade and commerce in the provision of CATV service (BROADCASTING, March 20).

The commission action last week also

followed a similar procedure in recent months involving the license renewals of **WTVJ** (TV) Miami and **WLOS-TV** Asheville, N. C., owned by Wometco Enterprises Inc., which is involved in an antitrust dispute with Antwin Theaters Inc. (BROADCASTING, Aug. 7), and **WHBQ-AM-TV** Memphis, owned by RKO General Inc., whose parent corporation, General Tire & Rubber Co., is the subject of an antitrust court suit (BROADCASTING, Sept. 18).

## Appeals court denies two CATV cases

The federal appellate court in Washington last week upheld two FCC orders approving without hearings the carrying by CATV systems of distant signals, but in both cases it chided the commission for not being more specific in setting forth reasons for its actions.

Both cases involved the commission's rules on CATV systems and the top-100 markets. One case was on an appeal by **WNYS-TV** Syracuse, N. Y., against the commission's order last February permitting CATV systems in Auburn and Oswego, both New York,

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## Mount Hollywood site for Hall of Fame

A major group-station broadcaster, a veteran radio-station operator and an independent television-film production house have put together a \$6.5-million project that would include an aerial gondola system nearly 9,000 feet in length traveling to the top of a 1,650-foot-high Hollywood mountain to a Hall of Fame building honoring the radio, television, motion picture and recording industries. This project was proposed to the Los Angeles city council last week by the Los Angeles Landmark Co., a joint venture of RKO General Inc., Don Fedderson Productions and Cliff Gill Associates. RKO General, has a 42½% interest in the venture, the same as Fedderson. Cliff Gill is a 15% partner.

Board members of the new company are Thomas F. O'Neil, board chairman of both General Tire & Rubber Co. and RKO General Inc.;

Don Fedderson, president of the Hollywood-based production company bearing his name; Cliff Gill and Jack W. Minor, a vice president in Fedderson Productions. Mr. Gill has been appointed vice president and general manager of the operating company, while Mr. Minor is executive vice president.

The building will be "dedicated to the most outstanding individuals of Hollywood's motion pictures, television, radio and recording industries." It also will house exhibits and displays honoring the leading entertainment personalities.

RKO General owns and operates seven AM, six FM and six TV stations. Don Fedderson Productions produces *My Three Sons* and *A Family Affair*, both for CBS-TV. Cliff Gill, is the former owner of KEZY Anaheim, and holds 15% of KRML Carmel, both California.

to carry the New York City independent TV stations, and additional permission to two microwave-relay firms to supply these signals to the two cable operators.

The other case involved KCRG-TV and WMT-TV, both Cedar Rapids-Waterloo, Iowa, and their petitions for hearings on the plan of the Dubuque, Iowa, CATV system (owned by H&B American) to add three additional TV stations, Rock Island, Moline and Rockford, all Illinois, to its service. A key element in the Iowa case was the contention by KCRG-TV that it held a construction permit to increase the height of its transmitting antenna that would result in placing a grade-A signal over Dubuque, thus making it part of the Cedar Rapids-Waterloo market, ranked 74th among TV markets. The commission in denying the stations' request for a hearing last January held that Dubuque is not among the top-100 markets and that consideration must be based on operating facilities, not construction permits.

**Clarity Needed** ■ The commission's refusal to hold hearings in both cases was upheld by the court, in an unsigned opinion in the Syracuse case, and by Chief Judge David L. Bazelon in the Dubuque case.

In both cases the circuit judges admonished the commission to articulate with greater precision the public-interest considerations on which it determines that no hearing is necessary, as well as to require greater specificity

in petitions for waiver and for hearings. Judge Bazelon went one step farther and said he agreed that if hearings were required on "bare-bone" petitions, a hearing would almost always be required.

## Fire delays opening of new KTHI-TV studio

Despite a fire, that destroyed rugs and curtains, and damaged new equipment in the new 3,000-square-foot Grand Forks studios of KTHI-TV Fargo-Grand Forks, N.D., the studios are being rebuilt and equipment is being re-installed for its intended formal opening this month.

The new studio represents an investment of over \$250,000 (BROADCASTING, Aug. 21).

Since KTHI-TV also has studio facilities in Fargo, programing was switched there after the fire.

## WBZB hit with \$4,000 fine

The FCC has ordered Wbzb Broadcasting Service Inc., Wbzb Selma, N. C., to pay a \$4,000 fine for rule violations involving fraudulent billing practices and improper log entries. In answering the commission's earlier notice of apparent liability, Wbzb acknowledged issuing performance affidavits that misrepresented either the actual charges

for advertising or the "nature, content or quantity of such advertising," and admitted failure to state in the program logs the length of commercial continuity or the sponsor of one particular program broadcast by the station. Though Wbzb asked for mitigation of the forfeiture, the commission refused, saying that fraudulent billing practices "are serious violations" of the rules.

## Affiliates weigh ABC Radio's choices

ABC Radio affiliates last week heard for the first time the sounds the network—actually, four ABC networks—will provide starting next Jan. 1.

All affiliates last week also received notices that their contracts with the present ABC Radio network would terminate at the close of business Dec. 31. ABC's plan to provide four separate radio feeds tailored to fit differing station formats swings into operation Jan. 1 (BROADCASTING, Aug. 28 et seq.).

Samples of what each of the four services—American Contemporary, Information, Personality/Entertainment, and FM Networks—would provide were fed to affiliates in order that station managers could choose the format most compatible with their present programing.

ABC affiliates have been asked to make their choices as quickly as possible. Originally, the network had set a deadline of Oct. 1, by which time affiliates were to have chosen their new formats. ABC officials indicated last week, however, that the deadline would probably be extended since feed of the sample sounds was delayed by difficulties arising from the National Association of Broadcast Employees and Technicians strike (see page 40).

Several small-market stations said they had not yet received audio samples of the four services. Managers of these stations said the small size of their staffs prevented them from assigning a man to tape the incoming feed. ABC will mail tapes of the differing formats to them, they said.

ABC Radio, meanwhile, continues to present briefings on the new concept to advertisers, station representatives, and radio outlets not now affiliated with the network. ABC officials indicated that talks with several independent radio stations in New York are continuing. Object of these talks is to establish an affiliation between one or more independent stations and ABC. Discussions have also explored a possible arrangement wherein independent stations would provide programing to ABC affiliates outside the city.



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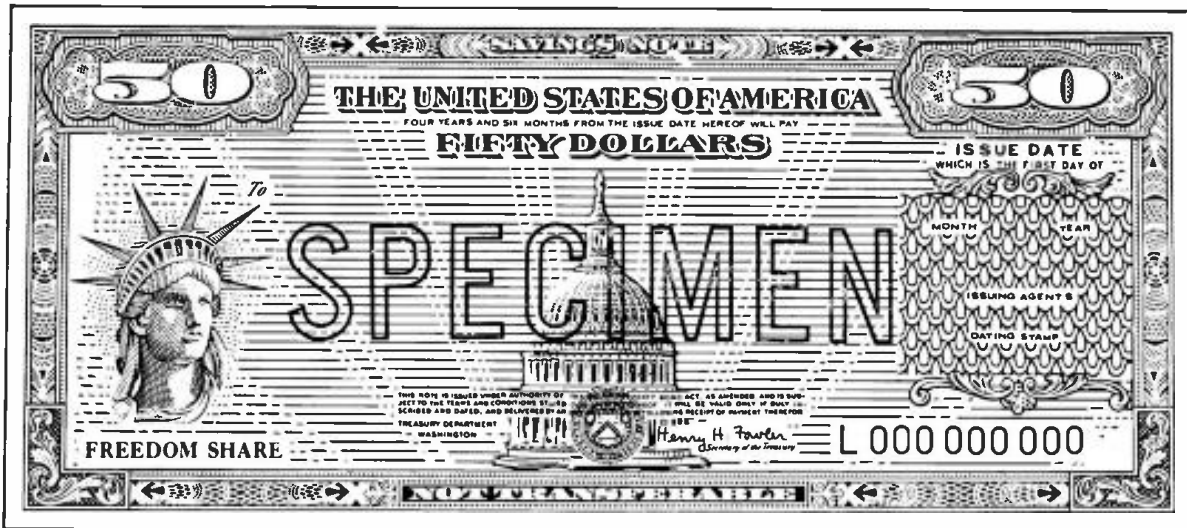
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# LIN registers stock, debenture offerings

## REVEALS EARNINGS OF PROPERTIES IT'S BUYING

LIN Broadcasting Corp., a publicly held group broadcaster that also has other interests, filed a registration statement with the Securities and Exchange Commission last week proposing to issue \$9 million worth of convertible, subordinated debentures, due to 1992, and also selling 363,000 shares of common stock at a maximum of \$27 a share, to realize \$9.8 million.

The two sales are being underwritten chiefly by Lehman Bros. and by C. E. Unterberg, Towbin Co.

The prospectus lists three selling stockholders: Broadcast Industries Inc. (the former Medallion Pictures Corp.), which owns 12.6% of the company, is selling 50,000 of its 125,000 shares; Smith, Barney & Co. (and officers), which owns 2.5%, is selling all of its 25,000 shares, and Media Consulting Corp., which owns 1.5%, is selling 8,000 of its 15,000 shares.

**LIN's Properties** - LIN owns six radio stations and one TV station and is acquiring another TV, an AM and two FM stations. It is also selling two of its existing radio stations.

LIN's radio stations are WBBF-AM-FM Rochester, N.Y.; WIL-AM-FM St. Louis; WAKY Louisville, Ky.; KEEL-AM-FM Shreveport, La.; WMAK Nashville, and KAAV-AM-FM Little Rock, Ark. Its one TV station is WAND-TV Decatur, Ill. It is acquiring WAVY-AM-TV Norfolk-Portsmouth, Va., for \$8 million, but is expected to sell the AM to Daniel P. Weinig, former general manager of WPAT-AM-FM Paterson, N. J., (CLOSED CIRCUIT, Sept. 14). It is also buying KILT and KOST(FM) Houston from the McLendon Corp. for \$7,250,000, and WLRS-FM Louisville for \$140,000. WMAK is being sold to George P. Mooney for \$750,000, and it is reported that the KAAV stations are being sold to an unidentified buyer for \$1.5 million.

LIN also owns eight operating CATV systems (in Tennessee, Arkansas, Kentucky and New Mexico, serving 6,150 subscribers) and holds franchises in 18 other communities. It also owns LIN/Medallion, film distributor; Teen-America Associates Inc., which runs the Miss Teen-Age America contests; and RTV Sales Inc., mail order-direct sales firm.

The registration also disclosed that LIN is buying a group of telephone-answering services and radio-page firms in New York City, serving subscribers in Manhattan and the Bronx, for \$3-

750,000.

The proceeds from the sale of debentures and stock will be used in connection with the pending Norfolk, Houston and Louisville station purchases, the New York telephone and radio-page firms acquisitions, repayment of short-term borrowing, and for working capital and general corporate purposes.

**P & L** - LIN had revenues of \$3,931,000 in 1966, with operating profit of \$819,000 after depreciation, amortization and deferred charges. Income before taxes was \$493,000; after taxes \$368,000 (73 cents a share). There were 506,218 shares outstanding at the end of last year.

For the first six months of this year, LIN's revenues were \$3.7 million; operating profit, \$405,000; and net income, \$73,000 (7 cents a share) with 989,651 shares outstanding.

Frederic Gregg Jr., chairman and president, owns 8.06% of the company, and received \$37,500 as aggregate remuneration last year. John R. Ozier owns 2.37%; Broadcast Industries Inc. (the former Medallion Pictures Corp.) owns 12.6%.

Included in the registration statement were income figures for the Norfolk-Portsmouth and Houston stations:

WAVY-AM-TV had net revenues of \$1,796,000 in 1966, with net income after taxes of \$128,000. For the first half of 1967, the Norfolk-Portsmouth stations had net revenues of \$902,000; and net income of \$44,000.

The KILT and KOST-FM net revenues in 1966 were \$1,453,000, with divisional operating income before corporate charges and taxes of \$661,000. In the first half of this year, net revenues were \$728,000, and divisional operating income, \$350,000.

LIN became a publicly held company in March 1966; it is traded over the counter. Last Thursday, it was quoted at 20¼ bid, 21½ asked.

### Shasta sells Ice

### Follies for \$5 million

Shasta Corp. of California, Palo Alto, which owns and operates KJEO (TV) Fresno, Calif., last week sold its Shipstads and Johnson Ice Follies property to Medical Investment Corp., Minneapolis, for \$5 million. The tele-

vision station was not involved in the sale.

George C. Fleharty, president of Shasta, will continue to head the Ice Follies, at least on a temporary basis. He also will continue as president and general manager of KJEO.

The 31-year-old ice show, which grossed about \$6 million last year, will operate as a subsidiary of Medical Investment Corp. Medicor, as it's known, is a publicly owned corporation, traded over-the-counter. It was founded 10 years ago by some Minnesota physicians as a lessor of equipment to the medical and dental professions, but subsequently expanded into banking and real estate, among other enterprises.

Last fall, Subscription Television Inc. was to acquire Shasta, including the Fresno TV station and Ice Follies properties and, in turn, Shasta, was to acquire 25% control of STV. The deal, however, was not consummated.

## Stock split OK'd at 20th Century-Fox

Twentieth Century-Fox Film Corp. has authorized a two-for-one common-stock split. Directors also approved the offer to stockholders to purchase new convertible subordinated debentures. The decisions were in line with the new financing program discussed earlier this year.

The special meeting of stockholders to approve the stock split and the increase of common stock from 5 million to 15 million shares is set for Nov. 6. Distribution of additional shares will be made on Nov. 24 to stockholders of record on Nov. 6.

Twentieth Century will have 3,520,143 shares outstanding prior to the split.

### H&B's net up 26%

H&B American Corp., Beverly Hills, Calif., which claims to be "the world's largest owner and operator of community antenna systems" (101,000 subscribers), reported a more than 26% increase in unaudited net income from operations for the fiscal year ended July 31. This net income figure is after providing \$129,000 for federal income tax. No such provision was necessary last year because of an operating loss carryover.

For the fiscal year ended July 31:

	1967	1966
Earnings per share	\$0.31	\$0.25
Net income	806,306	636,019
Gross revenues	5,915,970	5,114,137

# Gray forms new group, goes public

## ALSO ANNOUNCES PURCHASE OF KTVE-TV

A new public communications corporation that will consist of three TV stations and a daily newspaper has been formed by James H. Gray, principal owner of WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla., the *Albany* (Ga.) *Herald*, and a CATV system in Albany. The company is also buying KTVE-TV El Dorado, Ark.-Monroe, La., from J. B. Fuqua for \$3,650,000 (see page 42). Last week it filed a registration statement with the Securities and Exchange Commission in Washington.

The new company is Gray Communications Systems Inc. Mr. Gray owns 81.5%, but after the public sale of stock he will own 42%.

Planned for public sale are 205,800 shares of common stock to be sold at a maximum price of \$13 a share, with the company expecting to realize \$2,675,400 to be used, the prospectus said, for the acquisition of KTVE-TV. Mr. Gray is selling 104,400 shares of the 304,400 he holds; the company is selling 101,400 shares. Chief underwriters are Bache & Co. and Courts & Co.

In 1966, the company had total operating revenues of \$3,194,620, of which broadcasting accounted for \$1,635,140 after payment of commissions. Income before taxes was \$555,815; after taxes, \$305,768 (82 cents a share).

For the first half of 1967, total operating revenues were \$1,562,991, of which broadcasting accounted for \$791,112; income before taxes was \$174,774; after taxes, \$89,964 (24 cents a share).

**Increased Stock** ■ Last June, the company, formerly the Herald Publishing Co., reorganized under its new name and increased its authorized capital shares from 500 shares at \$100 par to 1 million shares at \$1 par.

Mr. Gray, who acquired his interest in 1946, received \$36,000 in 1966 as chairman and president. Raymond E. Carow, vice president of the company, and general manager of the TV properties, received \$35,499 in 1966. All officers and principal employees have retirement benefits and the company said it plans to institute a stock-option plan soon.

At the end of 1966, the company had total assets of \$3,190,721, with \$965,714 as total current assets. Total current liabilities totaled \$537,405; long-term debt, \$720,252, and retained earnings, \$1,527,424.

WALB-TV began operating in 1954 on channel 10. WJHG-TV, on channel

7, is 14 years old and was acquired in 1960 for \$340,000. KTVE-TV, which began in 1955, is on channel 10. All three stations are principally affiliated with NBC, with a secondary ABC affiliation. WALB-TV holds a permit from the FCC to move its antenna to a 2,000-foot-above-ground tower, for which it plans to spend almost \$500,000.

Gray Communications Systems' cable operation in Albany commenced only last week (on Sept. 25) with its first 16-mile section. The system planned to run 170 miles of cable with a potential of 10,000 homes.

## Outlet earnings decline slightly in first half

Outlet Co.'s combined broadcasting revenues and retail sales during the second fiscal quarter increased 2.6% over 1966 and combined net earnings for the quarter were 3% ahead of last year, Joseph S. Sinclair, president of the Providence, R. I., department store-broadcast complex, reported last week.

Overall six-months earnings were behind last year, but the 29.5% decline in earnings at the end of the first quarter dropped to 15.4% at the end of six months, Mr. Sinclair noted.

Outlet owns WJAR-AM-TV Providence, R.I. and WDBO-AM-FM-TV Orlando, Fla. For the six months ended July 31:

	1967	1966
Earned per share	\$0.43	\$0.51
Sales and broadcasting revenues	20,228,172	20,302,158
Costs and expenses	19,422,021	19,340,875
Earnings before taxes	806,151	961,283
Taxes on income	359,512	433,511
Net earnings	446,639	527,772
Shares outstanding	1,044,684	1,032,777

## Wometco chalks up some new records

Earnings and revenues rose to new highs for Wometco Enterprises Inc.'s 12-week and 36-week periods ended Sept. 9.

In the 12-week period, profits rose 4.6% to \$991,963 or 45 cents per share from \$948,213 or 43 cents per share a year ago. Revenues moved up 7.8% ahead of 1966 to \$13,194,622 from \$12,241,555.

In the 36-week period, the Miami-based diversified corporation with group broadcast holdings, gained 4.8% in profits and 14.3% in revenues from

1966. Dividends for the 36 weeks were \$775,999 (26%); and retained earnings were \$2,162,023 (74%).

The Sept. 1 acquisitions of National Studios Inc. and Professional Color Services Inc. are not included in Wometco's earnings report.

For the 36 weeks ended Sept. 9:

	1967	1966
Earned per share	\$1.32	\$1.26
Gross income	38,403,701	33,576,230
Net income before taxes	5,163,022	4,962,925
Net income after taxes	2,225,000	2,160,000
Net income	2,938,022	2,802,925
Shares outstanding	2,223,990	2,223,136

## Wolper's summer sales top \$1.1 million

Wolper Television Sales, a Metro-media company, has racked up \$1.1 million in new syndication business in the three-month period June 1-Aug. 31, representing a 300% jump over the same period in 1966 when sales registered \$292,000.

Walter Kingsley, Wolper Productions vice president, reported in an interview last week that the sales success resulted from "bullishness" with such products as *The Alan Burke Show*, released last March, and *The Woody Woodbury Show*, launched this month, both now in approximately 18 markets. Wolper, which began release of *Truth or Consequences* last December, has sold it in over 60 markets, he said.

Placed into syndication by Wolper recently were *When The Saints*, a one-hour color special on the New Orleans Saints professional football team, and a two-hour rock-music special, *Steve Paul's Scene*. The increase in programming and sales activities at Wolper TV Sales had led to an expansion by one-third in the company's staff.

## Financial notes . . .

■ Doyle Dane Bernbach Inc., New York, has declared a quarterly dividend of 20 cents per share on its class A and class B stocks, payable Oct. 14 to stockholders of record on Sept. 30.

■ Directors of Cox Broadcasting Corp., Atlanta, have declared a regular quarterly cash dividend of 12½ cents per share on the common stock, payable Oct. 16 to stockholders of record Sept. 22.

■ Regular quarterly dividend of 15 cents per share on common stock of Trans-Lux Corp., New York, was declared by company's board of directors, on Sept. 1. Dividend is payable Sept. 29 to stockholders of record Sept. 15.

## SEC filing shows Gannett's status

Revenues from TV and radio stations amounted to almost 5% of the \$100,699,734 in total revenues taken in by the Gannett Co., newspaper and broadcast group, in 1966. TV and radio revenues for the year amounted to \$4,859,427, the company showed in its registration statement filed with the Securities and Exchange Commission two weeks ago (BROADCASTING, Sept. 25).

Broadcast revenues for the first half of 1967 amounted to \$2,473,497, the company reported. Total half-year revenues were \$52,908,298.

In the 1966 calendar year, Gannett had income before taxes of \$14,178,570 and a net income of \$7,020,105 (\$1.65 a share). Average number of shares outstanding in 1966 was 4,244,360.

The registration at the SEC is for a public offering of 500,000 shares, with a maximum selling price of \$33 per share to realize \$16.5 million. Some \$14.2 million of the proceeds will be used to repay a bank loan used in the purchase of the Rockford, Ill., newspapers, the company stated. The chief underwriter is the First Boston Corp.

Gannett owns and operates 25 daily newspapers, principally in New York state, but also in Connecticut, Florida, Illinois and New Jersey. It also owns 14 weeklies and WHEC-AM-TV Rochester and WINR-AM-TV Binghamton, both New York; WREX-TV Rockford and WDAN-AM-FM Danville, both Illinois; WEZY-AM-FM Cocoa, Fla. It also owns a CATV system in Geneva, N. Y.

**Salaries** - Paul Miller, president of the company, received \$138,307 plus \$43,928 deferred for retirement in 1966. Other salaries: Allen H. Neuharth, executive vice president: \$71,113 and \$29,978; Lynn N. Bitner, senior vice president (who retired at the end of last year), \$104,126 and \$29,767.

The company's consolidated balance sheet as of June 30 showed total assets of \$111,023,391, with current assets adding up to \$24,717,320. Total current liabilities were listed at \$15,348,054; long-term debt, \$29,031,301, and retained earnings \$59,979,023.

Earlier this month, stockholders approved a recapitalization plan for the company that converted outstanding class-A and class-B common and participating preferred stock into a single voting class of common stock totaling 4,235,700 shares, and authorized 10-million shares. Principal stockholder is the Frank E. Gannett Newspaper Foundation, with 39%.

BROADCASTING, October 2, 1967

# MEMO TO MARKETERS OF BROADCAST MEDIA

COVERING ALL THE BASES...

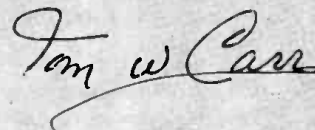
is one of the problems confronting your sales representatives. Here, they need all the help you can give them.

Through consistent tradepaper advertising you can help them cover off all the people who influence buying decisions:

- (1) You can give them support among the known buying influences they can reach but can't possibly contact often enough!
- (2) You can give them support among the known buying influences they cannot reach because they don't want to be reached!
- (3) You can give them support among the unknown buying influences which shift as swiftly as people, responsibilities, problems, opportunities!

Through consistent tradepaper advertising you can put your **FACTS** and **FIGURES** across to all the buying influences...allow your representatives to concentrate their efforts on the most important decision-makers.

By advertising in **MEDIA/SCOPE**...you can reach the full spread of the media buying team when they are considering all classes of media!



Tom W. Carr, Publisher

## Media/scope

Published by Standard Rate & Data Service, Inc.  
750 Third Ave., New York, N.Y.  5201 Old Orchard Rd., Skokie, Ill.  
The Robert W. Walker Company  
2411 W. Eighth St., Los Angeles, Calif.  57 Post St., San Francisco, Calif.

## GE answers (again) X-ray charges

Last week's House X-ray hearing, presumably the last of a long-running series of congressional exposures of General Electric Co.'s color-TV-set radiation problems, should have served at the very least to show lawmakers how old X-rays can lose their penetrating power. Despite continued attempts by congressmen to formulate high-voltage questions, GE witnesses parried the probes by simply reiterating answers already amply supplied during prior testimony.

The hearing, however, gave GE an opportunity to answer the Public Health Service testimony on measured X-radiation levels that were higher than those reported by GE (BROADCASTING, Aug. 21). After reconciling differences in measuring technique, GE witnesses said the two sets of figures could be made to agree. But GE defended its method of averaging values in the narrow beam emitted by some of its large-screen color sets on the grounds that movement of any part of the body that the beam might hit would result in the same sort of averaging of the beam's

intensity as far as any exposed tissue was concerned.

The House Public Health Subcommittee, under John Jarman (D-Okla.), also took testimony on medical, dental and industrial X-ray standards, an aspect of proposed legislation that provided the main focus of the most recent radiation hearings, held by the Senate Commerce Committee in late August (BROADCASTING, Sept. 4)

**Bill Backed** ■ During hearings before both houses of Congress, witnesses have almost unanimously endorsed proposed legislation that would empower the Secretary of Health, Education and Welfare to set and enforce radiation standards for electronic products. In last week's testimony GE supported such a measure but added that the company saw no reason to limit it to electronic products.

GE presented three sets of witnesses during the Jarman probe that lasted all day Thursday (Sept. 28). James F. Young, GE vice president-engineering, spoke for the legislation while suggesting changes that would insure government-industry cooperation in standards setting and in compliance procedures. James W. Nelson Jr., general manager of GE's X-ray department, discussed nontele- vision X-ray problems.

Appearing to present detailed testi-

mony on the color-TV modification program was Robert C. Wilson, GE vice president and general manager of the Industrial Drives Division who had been head of the consumer Electronic Division when the X-ray-emitting sets were discovered.

Aside from brief remarks by James G. Terrill Jr., director of the National Center for Radiological Health, who was in the audience, the full day's testimony was provided by GE witnesses. Dr. Terrill joined with several congressmen in suggesting that all high-voltage tube types should perhaps be provided with internal shielding. GE maintained that external shielding is still the technology of choice for most designs.

## Sioux Falls outlets take over new facilities

A 2,000-foot antenna tower and a new transmitter site is being jointly used by KSOO-TV and KELO-TV, both Sioux Falls, S.D. Both stations moved from previous transmitter sites in early August and full power operation was achieved in time for the start of the fall program season on NBC and CBS with which the stations are affiliated.

The transmitter site is nine and

## Rules on 3d-class licenses may be loosened

The FCC, which has made headlines over the past several months in connection with its responsibilities in the ABC-International Telephone & Telegraph Corp. merger case and the AT&T rate inquiry, last week got around to what many of its licensees consider a really crucial matter—the easing of the problem in hiring third-class operators.

Small-market stations say they are constantly losing such operators to the lure of big-city stations and their big-city pay scales and, as a result, are often burdened with the job of employing and training inexperienced people.

But the stations can't hire prospective operators until they have taken and passed the FCC test for a third-class ticket. And the would-be operators are frequently faced with a trip of several hundred miles to the nearest FCC field office, where the tests are given. The commission does schedule examinations at places

away from the field office, but only infrequently.

**Help Coming** ■ The commission can't do anything to help the small-market station meet the pay scale of the big-city station. But, in a notice of proposed rulemaking issued last week, it indicated it would do what it could about easing some of the problems that the journey to the FCC field offices raises for prospective operators.

The commission proposed amending its rules to provide for the issuance, by mail, of provisional radio operator certificates to applicants for third-class licenses before they meet regular examination requirements (CLOSED CIRCUIT, Sept. 25). The rule would require that a first-class operator certify that he is responsible for the technical maintenance of the station, that he has instructed the applicant and that he believes him capable of carrying about the duties of a third-class operator.

The provisional certificate would be good for only 12 months and would not be renewable. But the applicant would, presumably, be able to make arrangements in that time to travel to a commission field office to take the examination for a license.

Third-class operators are authorized to supervise the routine operation of a standard station, with authorized operating power of up to 10 kw and employing a nondirectional antenna, or an FM broadcast station with a power output of less than 25 kw, or a noncommercial FM station of 25 kw or less output power.

The commission said it believes its proposed procedure will aid small business "in that licensed radio operators should be more readily available and inexperienced persons may find employment in the broadcasting industry as an operator, without the immediate necessity of traveling long distances to a commission field office in order to take an examination."



## Imports rise sharply

Imports of TV receivers for the first half of 1967 were 39.8% above the first half of 1966 to \$53.8 million, and of radio for the same period, up 24.3% to \$85.1 million, the Electronic Industries Association reported last week.

The TV and radio import figures were part of an overall 32.8% rise in imports of selected consumer electronic and related products in the January-June period that reached a valuation of \$165 million. Exports by U.S. manufacturers in this category also rose for the period; up 4.2% to \$19.9 million.

one-half miles east of Sioux Falls and, according to reception and measurement reports, effects coverage 100 miles in all directions from the site, including eastern South Dakota, southwestern Minnesota, northwestern Iowa and border Nebraskan counties.

The tower, constructed by CH&T Division of Dresser Industries, will also be used by KELO-FM with an antenna mounted at the 1,900-foot level. Ksoo plans to apply for FM facilities in the future. The duplexed antenna system was designed by RCA.

## General Sarnoff peers into his crystal ball

Home and office information centers combining television, radio, printing and data terminals in integrated units were predicted last week within the next decade by Brigadier General David Sarnoff, RCA chairman, at the 25th anniversary ceremonies for RCA Laboratories in Princeton, N.J.

"When we reach this goal there will be no practical limitations to the nature, scope, or quality of the information and communications services that can be made available to us," General Sarnoff said.

His address was part of a four-day observance of the anniversary which included technical symposia.

## RCA has \$4 million sale

Largest single equipment purchase in RCA history was signed Sept. 22 with Kentucky State Educational Television Network, for \$4 million in UHF-TV transmitting equipment for 12 stations. RCA will also supply \$100,000 in film projection equipment, under separate contract.

## FCC allows use of digital meters

Digital meters, printers and other numerical readout devices may now be used to meter broadcast transmitters, according to an FCC rule amendment adopted last week. The rule change came at the request of ABC Inc., which asked approval for use of digital instruments because of their greater inherent accuracy over conventional meters.

Commission rules will now permit digital-meter indications to be read and entered on the operating log at the transmitter, but require to be present at the transmitter for standby use, either conventional meters or an extra digital meter. The rules also provide for a readout of three digits, decimal-point omission and a reading accurate to 2%.

## Comsat launches its 2d Pacific satellite

The second Pacific synchronous satellite for the Communications Satellite Corp. was launched last Wednesday and was on a true course by the weekend. The satellite is capable of handling telephone, telegraph, data and TV service between the continental U.S. and Hawaii, Japan and other parts of Asia. It was due to be triggered into its proper, 22,300-mile-high orbit Saturday or Sunday.

When it arrives on station, Pacific II will serve as a backup for Pacific I, placed into orbit early this year. Pacific II was built by Hughes Aircraft Co. and cost \$2.7 million.

Last week's launching was by the National Aeronautics and Space Administration at Cape Kennedy, Fla. Comsat will pay the agency \$3.5 million for launching services.

## Technical topics . . .

**Equipment-maker merger** ■ Jampro Antenna Co., Sacramento, Calif., has merged with Computer Equipment Corp., South El Monte, Calif. The merger involved an exchange of stock, the amount of which was not disclosed. Jampro, founded in 1958, has a 14,000-square-foot plant in addition to an antenna test range. Operations of Computer Equipment Corp. include nine electronic companies.

**Color-sync system** ■ Cohu Electronics Inc., San Diego, reports manufacturer of a new color-sync system designed for use with color television in both broadcast and closed circuit units. The new system (Model 2472-523) features a gen-locking device plus a plug-in color standard with color lock. Its price is \$2,240. FOB San Diego.

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# Television, under a microscope

TV Stations Inc. seminar examines everything

from soup to nuts in wide-ranging sessions,

hears predictions on the future of television

Television was examined from virtually every conceivable angle last week as blue-ribbon panels of more than 40 speakers at the second Management/Programing Seminar of TV Stations Inc. examined TV's present or conjectured about its future.

The event was a wide-ranging symposium with top industry figures focusing on such diverse subjects as satellite communications, prospective technological developments and government trends and views as well as more directly applicable topics such as "the station image," promotion and the future of programing.

The audience of about 200 executives from all parts of the country were exposed last Thursday and Friday (Sept. 28-29) to a broad sweep of speakers. They included the provocative Dr. Marshall McLuhan as well as NBC Board Chairman Walter Scott (see page 46), CBS News commentator Walter Cronkite, FCC Commissioners Kenneth A. Cox and Lee Loevinger.

This is the second consecutive year that TV Stations Inc., a program-buying and consultant organization, has held the seminar. The event was directed by Herb Jacobs, president of TV Stations Inc.

**Image** ■ Community involvement was the theme of a Thursday morning seminar on "Station Image," featuring five broadcast executives.

"The real area of community involvement is programing," and not just getting nationally known speakers to appear before 7,500 high school seniors or organizing a scholarship fund, according to Jefferson Standard Broadcasting Co. President Charles H. Crutchfield. He said his company had done both, but also concentrated on good programing for its community. He cited a *Noon Report* program of news, weather, sports and information that he said "attracts more audience than 20 prime-time programs on our number-one competitor, and advertisers invest more than \$100,000 annually in it."

In his 38 years' broadcasting experi-

ence, Mr. Crutchfield said, his greatest satisfaction has come from a program telecast last summer, *Weep for the Innocent*. The half-hour probe into recent Supreme Court rulings to insure rights of the criminal, but which "destroy the rights of the victim," was "not just another show to provide FCC eyewash. This one had teeth and it had substance and it had guts. It involved the viewer. It challenged him to act. He acted—and Congress reacted."

**News Important** ■ Jack Harris, president of KPRC-TV Houston, singled out news as "of primary importance in station operation today." He said it "may well become the main reason for the survival of the local independent television station."

Mr. Harris warned conferees: "A system of domestic-satellite transmission directly into the home would create powerful monopolies, even as it conserved spectrum space. It would certainly involve an economic upheaval on an unprecedented scale, for local stations and for the owners of some 56-million home receivers." The best insurance stations have "against this kind of obsolescence is in the quality of their own performance in their own communities," Mr. Harris said.

He proposed that the news department concentrate on "good news [which] must mean involvement." KPRC-TV's *Guns are for Killing*, a one-hour documentary about unrestricted gun sales and possible curbs, has brought various reactions: The news director's home being stoned three times, the program nominated for an "Emmy," and an invitation to show it before a Senate subcommittee probing the sale of guns.

On the topic of costs and budget administration, especially in secondary markets, Hamilton Shea, executive vice president of Gilmore Broadcasting Corp., offered this advice:

A station manager, he said, must be "one part politician and one part meat-cutter" particularly in secondary markets where the station is expected to do everything a big-market outlet does,

but on a shoestring budget. The politician role comes with a manager trying to get people involved—"get people wherever he finds them"—and put them on free and little expense to the station.

As a meatcutter, the manager must "get the last shriek or squeal out of a carcass." Mr. Shea suggested the station hire "stringers," which cost money but nevertheless are necessary for greater news coverage. A manager of a secondary-market station also has the problem of organizing his own miniature advertising agency, becoming his own copywriting salesman, photographer, creative man, etc., he asserted.

**Music Fees** ■ Problems and practices in station dealings with music-licensing organizations and in amortizing film costs were reviewed by Richard S. Stakes, controller and assistant general manager of the Evening Star Broadcasting Co., Washington.

He praised the Institute of Broadcasting Financial Management and the National Association of Broadcasters for their efforts to get an Internal Revenue Service ruling on film amortization changed from the present straight-line basis to something more nearly consistent with "the economic realities of the industry" and "generally accepted accounting principles."

Mort C. Watters, executive vice president of Scripps-Howard Broadcasting Co., reviewed community activity at S-H stations where program innovations, he said, play an important role. He cited development by WCPO-TV Cincinnati of a 30-minute *Impact* talk program featuring three local business and professional people, a guest involved in current events and a moderator, and a monthly *Newsmaker* show where three station newsmen interview headline personalities.

Another long-running WCPO-TV innovation, he said, has been *Call a Doctor*, on which viewers either write or call in to ask about medical problems.

**McLuhan Massage** ■ Dr. Marshall McLuhan, Fordham University professor of communications, who was the

seminar's Thursday luncheon speaker, was introduced as "a stimulator who need not be understood to be stimulating." Dr. Ralph Baldwin, president of Baldwin Associates and collaborator with Dr. McLuhan on his next book, "A Message to the Fishes," described his style as an "assault on reality, not an answer."

The basic premise of Dr. McLuhan's address, "Open Mind Surgery," was that electronic technology is converting the total environment into a teaching machine that will provide "rational man with his first inning in history" as programmer.

While insisting he was "not trying to present a program, only a perception," Dr. McLuhan said: "When you become aware of the evolutionary process, it becomes relatively easy to predict the next stages . . . in programing and entertainment, for example, the collapse of the star system and baseball's limited appeal as TV programing."

The television generation is interested in roles, not jobs, Dr. McLuhan said, and this accounts for everything from "rioting Negroes" to educational and "executive drop-outs."

He predicted both an economic slump "on a larger scale than the thirties within the next five years," and "a continued violent search for identity."

The economic slump, he explained, will come from a "slump of human drive and ambition" that he said characterizes today's "turned-on generation," just as the earlier depression stemmed from the "jazz babies" of the 1920's and their own lack of direction. But the depression now looming will be even worse than that, he warned, "unless we decide to operate differently."

Spokesmen for various viewpoints and interests outlined their understandings of the industry's future in Thursday afternoon's panel on "The Communications Explosion."

**Crystal Ball** ■ H. M. Beville, NBC planning vice president, made a number of economic predictions: U.S. gross national product will total \$1.5 trillion by 1977; total advertising expenditures will increase 81% to \$32 billion; TV advertising will increase by 50% over the next five years, 100% over the next 10, to a \$6.5 billion total for 1977.

Mr. Beville said the "color TV revolution"—an increase in color penetration from the current 20% to more than 80% by 1977—will make color TV "the dominant mass communications medium. This is by all odds the overriding fact of the future for everyone in this room," he asserted.

The increase in color penetration should provide broadcasters "the opportunity to price color programing at a rate which will reflect the added

values it provides advertisers and thus recover the added costs in colorizing our schedules," he said.

Mr. Beville warned that "much discussion of new technology fails completely to cope with the economic problem."

He said NBC is convinced communications satellites will perform a "major part of network distribution" through a dedicated [TV only] system, but sees "no future for direct-to-home [broadcast] satellite service" because of international policy questions, the problem of reallocating the spectrum or conversion of home sets and the threat such a system would pose to "our present system of local commercial outlets."

James H. Green, associate director of the President's office of telecommunications management, commended to broadcasters the experience of a harnessmaker who "cursed the automobile till the day he died."

"Historically we have paid far too little attention to meeting such challenges [technological innovation] soon enough and with sufficient resources" to reduce the "inevitable economic, social and organizational price-tags," Mr. Green said.

He cited the challenge of satellite

TV's "new international network. . . . You're going to be the ones to organize and exploit this new network" . . . and "wired distribution systems, by which I do not mean CATV [but] broadband channel delivery to each home" of services ranging from news and weather to professional consulting services. "What is technically possible today is only a pale indication of what tomorrow can bring."

**Timetable** ■ R. P. Havilland, General Electric Co. satellite and space systems engineer, sketched a timetable for various satellite systems development and operations: point-to-point relay systems are currently in operation. Distribution satellites, transmitting signals from the point of origination to the broadcast transmitter would require "perhaps three years after decision." Direct-to-home broadcast satellite service to rural areas would be possible within three-to-four years after decision, for metropolitan areas, about five years following decision.

Irving Kahn, president of Teleprompter Corp., emphasized technical development in the "rifle shot technique for hitting a specific target, your TV set, as opposed to broadcast, or shotgun distribution that covers a wide area but



## Pressure test for a rookie sportscaster

Covering the tightest American League pennant race in years can be a pretty serious endeavor, as rookie sportscaster Hubert Humphrey will readily testify. The Vice President, who recently joined the wcco Minneapolis-St. Paul sports staff for a two-game stint, kept the Minnesota Twins' fans astir with every foul ball or base hit, exclaim-

ing in each case: "There it goes!" Halsey Hall (r), 40-year-veteran in radio, is nonplussed, but his sidekick, Herb Carneal (l), cracks up as the Vice President remarks: "I don't know how these men judge the hits and fouls so well because from where I'm sitting, everything looks to me as though it's going out of the park."

## A CATV 'editorial'

The first saturation use of CATV—in behalf of a \$2.5-billion state-bond issue—is due to start soon on the 75 cable systems in New York state.

Promoted by Warren Fribley Jr., former Corning, N.Y., cable owner, a 12-minute, 16mm film urging voters to approve the bond issue at the November election has been produced and is scheduled to be transferred to TV tape and shown on all of the state's CATV systems. It is estimated that 140,000 families will see the film.

Mr. Fribley is making arrangements to borrow four video recorders. It will be run, it was explained, on any of the vacant channels on the cable system, on an all-day basis. Cost of producing the film is estimated at \$10,000, underwritten by CATV groups and other interested persons.

may miss the bullseye. . . ."

While such distribution is today piped by coaxial cable, "we have reason to hope [this] may be accomplished in many instances by short-haul, extremely high-frequency microwave" and later by such methods as laser and wave guide, he said.

He pointed out the steady increase in the number of channels that can be piped from three-to-five in the early fifties to the current nearly standard 12 channels to a prototype 20-channel system. "Actually, we can go on from there to filling all the channels of your TV set," Mr. Kahn said.

"One of the important factors in measuring impact of any new development is the amount of new use it develops, as opposed to the fragmentation or dilution of the status quo," according to Mr. Kahn. He outlined a defense of CATV carriage and origination on that basis and because "local government and the people that local government represents want CATV."

Mr. Kahn predicted that "before the end of the next decade at least 85% of all TV sets will be cable-served." He said: "The FCC, so long as it continues to pursue restrictive policies in regard to CATV, is on a collision course with local governing bodies and the public. In the long run, my money has got to be on the public getting what it wants, which seems to be better reception [particularly for color TV] and more channels."

**Pay TV** ■ Theodore W. Pierson, senior partner of the Washington law

firm of Pierson, Ball and Dowd, and counsel to Zenith in its Hartford pay-TV experiments, seemed less than optimistic about the future of this new medium.

He pointed out that what has been labelled "nationwide pay-TV would, under the terms of the proposal to the FCC, cover only the top-29 markets [with five stations], and that furthermore, investors are moving slowly."

Mr. Pierson said: "If FCC approval is forthcoming, there might be pay TV in two or three markets in the next four or five years.

"Pay TV is not 'a sleeping giant,'" he said. "It is neither a pigmy nor a giant, nor even a child that could grow into a giant. It will not interfere with the growth of commercial television."

But Mr. Pierson did argue that broadcasters who "are more able to look beyond their present mode of delivery as programmers, might consider cheaper, more efficient and more effective modes of delivery."

## New shows get no brass rings

### None in Nielsen top 10 for Sept. 11-17;

### CBS gets ratings edge

The early autumn forecast for the networks is for a poor ratings harvest for this season's crop of new shows. A new weekly Nielsen report was out Wednesday (Sept. 27), and with it came several insights into the possible outcome of a new season:

■ None of the new series made the top-10 list. Only eight appeared in the top-30. A total of 11 new shows, however, were buried in the bottom 20 programs. The rest (seven) were spread over the ratings area between.

■ As the composition of the top-10 programs points up, the culprit—or winner—at least at this point in the season is the powerhouse movie. The movies are battling the old favorites, and the fate of a single-night's schedule may be decided by how well the movie draws.

■ The weekly Niensens cover the 7:30-11 p.m. period of Sept. 11-17. For the week, CBS had the ratings edge. The weekly averages: CBS 21.1, NBC 19.2, ABC 15.4. (This report took in the second week of ABC's and

CBS's new seasons, and the first week of NBC's.)

CBS's movies Friday and Thursday night (two-partner "The Great Escape") had the highest ratings; NBC's *Bonanza* was third followed by NBC's Saturday movie, CBS's *Family Affair* and *Gomer Pyle*, NBC's Tuesday movie, CBS's *Andy Griffith* and *Lucy Show*, and ABC's *Bewitched*.

The eight new shows in the top 30, starting with ABC's *Flying Nun*, NBC's *High Chaparral* and *Jerry Lewis* (numbers 11, 12 and 13, respectively) included also CBS's *Carol Burnett* (16), NBC's *Mothers-In-Law* (20), CBS's *Gentle Ben* (21) NBC's *Kraft Music Hall* (25) and NBC's *Danny Thomas Show* (30).

**Back in the Field** ■ In between that level and the bottom scale: CBS's *He and She* (33), ABC's *Second Hundred Years* (34), NBC's *Ironsides* (36), CBS's *Good Morning World* (41), ABC's *Garrison's Gorillas* (45), CBS's *Cimarron Strip* (47), and ABC's *Cowboy in Africa* (53).

Among the bottom 20 were CBS's *Mannix* (61), ABC's *NYPD* (63), CBS's *Dundee and the Culhane* (65), ABC's *Judd for the Defense* (67), ABC's *Guns of Will Sonnett* (69).

New shows below the 70th position: NBC's *Maya*; ABC's *Hondo*, *Custer* and *Off to See the Wizard*, NBC's *Accidental Family* and ABC's *Good Company*. Carry-over shows in the bottom 20: ABC—*Newlywed Game*, *Hollywood Palace*, *Dating Game* and *Iron Horse*; NBC — *Tarzan*, *Man from U.N.C.L.E.*, *Run for Your Life* and *Star Trek*.

Below the number-10 position, the shows carried over from the past season and in the top 30 with a rating above a 19: CBS's *Gunsmoke*, *Beverly Hillbillies*, *Smothers Brothers*, *Red Skelton*, *Green Acres*, *Jackie Gleason*, *Ed Sullivan*, *Mission: Impossible*; ABC's Wednesday movie; NBC's *Dean Martin*, *Virginian* and *Get Smart*.

## Program notes . . .

**Personality parade** ■ A new weekly radio interview series, moderated by John K. M. McCaffery, is being distributed by TeleRadio Inc., 1619 Broadway, New York. Each half-hour will feature a personality from the fields of books, sports, theater, music or fashion. TeleRadio said that at least 20 stations have been signed for the show, with the first broadcasts scheduled this month.

**ETV sponsor** ■ The Pepsi-Cola Bottling Co. of Las Angeles, through Holzer/Taylor/McTigue/Dawson, that city, has awarded a \$15,000 grant to educational station KCET(TV) Los Angeles, to program 11 hours of Shakespeare's "The Wars of the Roses" cycle of plays. The

series, produced by the British Broadcasting Corp., will be shown for 11 successive Mondays beginning in October.

**Institutional Film** ■ Wolper Productions, Hollywood, a Metromedia Co., has been commissioned by the Bank of America to produce a half-hour documentary on the state of California. The institutional film will be shown by the bank to its 30,000 employees and subsequently will be distributed free to schools, civic groups and television stations.

**Stock market show** ■ A new informational-educational series, *The Stock Market and You*, is the result of a grant from Dempsey-Tegeler & Co., member of the New York Stock Exchange, to ETV station KCET(TV) Los Angeles. The series includes half-hour taped programs explaining the free enterprise system and how it works. These will be followed by one-hour open-line telephone question-and-answer periods. Host of the programs, Jon W. Darnall, a Los Angeles stock broker, who will answer the calls and provide explanations and interpretations for the callers.

**Biblical series** ■ A series of children's bible stories for TV in 4½ minute format and animated in color is being produced by Cameo Productions Inc., Chicago. Being made at a cost of \$500,000, the series is underwritten by the American Lutheran Church, St. Paul, which is to distribute the shows to stations free of charge beginning in January.

**NBC at Laurel** ■ First-time live network coverage of the Washington International to be run Nov. 11 at Laurel, Md., is planned by NBC-TV. The \$150,000 horse race will be shown in color on that Saturday, 4:30-5 p.m. NYT, and will also be broadcast on NBC Radio.

**Civil defense film offered** ■ The Office of Civil Defense, Department of the Army, has released an eight-minute color film entitled *Once to Make Ready*. The story concerns the community shelter planning program, formulated to provide fallout protection for all citizens, and aims at explaining the importance of, and urging personal involvement in, local governments undertaking the program. Noncommercial TV stations and interested groups may obtain a loan print from the Audio-Visual Planning Division, Office of Civil Defense, Washington.

**WIBF pops corn** ■ Audience emotions in the tri-state Delaware area are being exploited by WIBF-TV Jenkintown, Pa.; last month the station began its series entitled *The Best of the Worst*. Programs go back some 30 years, bringing

viewers "ye olde movyes" reeking of nostalgia and replete with trivia. Shows are aimed at both the young who embrace today's camp formats, and the old who wish only to reminisce. Weekly host, at 11:00 p.m. Saturdays and 4:30 p.m. Sundays, is WIP Philadelphia personality Tom Brown.

**Kennedy films released** ■ The NBC News production, *The Age of Kennedy*, has been released by McGraw-Hill Films. The black and white, 16-mm sound film, divided into two parts—*The Early Years* and *The Presidency*—is narrated by NBC News correspondent Chet Huntley, and features Henry Fonda's voice reciting John Kennedy's words.

**New teen show** ■ *Teen Whirl*, a new show featuring interviews, commentaries and discussions on topics of interest to youthful listeners, with Hal Jackson as emcee, will be introduced in October on radio stations across the United States. The show is distributed on disc for station programming by Radio Television Films Inc., 43 West 54th Street, New York.

## Kaiser begins building solid news structure

Kaiser Broadcasting Corp. has begun a step-up of news operations at two of its UHF stations and by the end of next year expects to have expanded the use of news on all six Kaiser U's.

A "prototype" news department is now being established at WKBS-TV Burlington, N. J.-Philadelphia, where Hardie H. Mintzer, former managing editor of news for WNEW-TV New York, has been hired to organize the WKBS-TV news operation. The plan (a \$500,000-plus investment) is to test WKBS-TV news and if successful, model other Kaiser stations' news operation after it.

News programming will be developed

## First NBC O&O TV show

The first TV series produced by the NBC Owned Television Stations Division's new program development unit is a weekday, variety-interview, half-hour show, it was announced last week. It began last week Monday through Friday, 1-1:30 p.m. on WKYC-TV Cleveland, an NBC-owned station, which is producing the program. Its cohorts will be Clay Cole and Mark Russell.

For the next few weeks the series will retain the name of *Three On The Town*, the program the new series is replacing. More than 300 applicants were interviewed before Mr. Cole and Mr. Russell were selected. The series will be offered to the other NBC-owned TV stations after "the bugs" are eliminated, a spokesman said.

to provide reports when the TV networks ordinarily are not feeding news. Mr. Mintzer explained the Kaiser concept as one of unsegmented reports on national, local, weather or sports news and topics worthy of investigative probing, covered in any length of time necessary—and followed through, even over several days, until "a wrong is righted or explained."

The plan envisions an "expandable" news format, a crew consisting of anchorman, five fulltime reporters, 15 to 20 stringers and three to four color-camera crews on 24-hour assignment.

Kaiser expects to have the Philadelphia news operation going by next spring. Its KHJK-TV San Francisco has already begun organizing a 15-man news operation. Kaiser expects to make news a keystone of its planned TV network, projected for 1970 (BROADCASTING, Sept. 25, 18).

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# TV NETWORK SHOWSHEETS: the lineups for fall-winter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: *sust.*, sustaining; *part.*, participating; *alt.*, alternate sponsor; *co-op*, cooperative local sponsorships; *cont.*, continued. All times Eastern. Showsheets are published at the beginning of each quarter.

## SUNDAY MORNING

### 10 a.m.-Noon

ABC-TV 10-10:30 *Linus the Lionhearted*, General Foods; 10:30-11 *Peter Potamus*, part.; 11-11:30 *Bullwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '67*, part. CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live* sust.; 11-11:30 *Camera 3*, sust.; 11:30-12 No network service  
NBC-TV No network service.

## SUNDAY AFTERNOON-EVENING

### Noon-1 p.m.

ABC-TV No network service.  
CBS-TV 12-12:30 No network service; 12:30-1 *Face The Nation*, part.  
NBC-TV No network service.

### 1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.  
CBS-TV No network service.  
NBC-TV 1-1:30 *Meet the Press*, sust.; 1:30-2 *Frontiers of Faith*, sust.

### 2-5 p.m.

ABC-TV 2-4 No network service; 4-4:30 *The Beagles*, part.; 4:30-5 *Magilla Gorilla*, part.

CBS-TV 2-2:30 No network service; 2:30-5 *NFL Football*, part.  
NBC-TV 2-5 *AFL Football*, part.

### 5-6 p.m.

ABC-TV No network service.  
CBS-TV 5-5:30 *I Love Lucy*, part.; 5:30-6 *Amateur Hour*, part.  
NBC-TV No network service.

### 6-7 p.m.

ABC-TV No network service.  
CBS-TV 6-6:30 *21st Century*, Union Carbide; 6:30-7 No network service.  
NBC-TV 6-6:30 *Frank McGee Sunday Report*, part.; 6:30-7:30 Various sports specials.

### 7-8 p.m.

ABC-TV 7-8 *Voyage to the Bottom of the Sea*, part.  
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Gentle Ben*, Kodak and part.  
NBC-TV 7-7:30 *Sports cont.*; 7:30-8:30 *Walt Disney's Wonderful World of Color*, RCA, Kodak, Gulf.

### 8-9 p.m.

ABC-TV 8-9 *FBI*, Ford.  
CBS-TV 8-9 *Ed Sullivan Show*, part.  
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *The Mothers-In-Law*, Procter & Gamble.

### 9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, Gillette, L&M, R. J. Reynolds, part.  
CBS-TV 9-10 *Smothers Brothers Comedy Hour*, part.  
NBC-TV 9-10 *Bonanza*, Chevrolet.

### 10-11 p.m.

ABC-TV 10-11 *Movie*, cont.  
CBS-TV 10-11 *Mission: Impossible*.  
NBC-TV 10-11 *The High Chaparral*, part.

### 11-11:15 p.m.

ABC-TV No network service.

CBS-TV 11-11:15 *News With Harry Reasoner*, part.  
NBC-TV No network service.

## MONDAY-FRIDAY

### 7-10 a.m.

ABC-TV No network service.  
CBS-TV 7:05-7:55 *CBS Morning News*, part. (2 feeds); 8-10 *Captain Kangaroo*, part. (2 feeds).  
NBC-TV 7-9 *Today Show*, part.; 9-10 No network service.

### 10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-10:55 *Dateline: Hollywood*, part.; 10:55-11 *Children's Doctor*, Bristol-Myers.  
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *Beverly Hillsbillies*, part.  
NBC-TV 10-10:25 *Snap Judgment*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

### 11-Noon

ABC-TV 11-11:30 *The Honeymoon Race*, part.; 11:30-12 *The Family Game*, part.  
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *Dick Van Dyke*, part.  
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *The Hollywood Squares*, part.

### Noon-1 p.m.

ABC-TV 12-12:30 *Everybody's Talking*, part.; 12:30-1 *Donna Reed Show*, part.  
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *CBS Midday News*, part.; 12:30-12:45 *Search for Tomorrow*, Procter & Gamble; 12:45-1 *The Guiding Light*, Procter & Gamble.  
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *Edwin Newman With the News*, part.

### 1-2 p.m.

ABC-TV 1-2 *The Fugitive*, part.  
CBS-TV 1-1:30 No network service; 1:30-2 *As the World Turns*, part.

## The specials on tap this quarter

### ABC-TV

Oct. 8: 4-5 p.m.  
*Robert Scott and his Race to the Pole*  
Oct. 22: 9-11 p.m.  
*Johnny Belinda*  
Oct. 23: 8:30-9:30 p.m.  
*Bear Bryant of Alabama*  
Oct. 23: 10-11 p.m.  
*The Long Childhood of Timmy*  
Oct. 24: 9:30-11  
*Kismet*  
Oct. 25: 7:30-10 p.m.  
*The King and I*  
Oct. 25: 10-11 p.m.  
*With Love . . . Sophia (Sophia Loren)*  
Oct. 27: 10-11 p.m.  
*John Davidson at Notre Dame*  
Nov. 12: 4-5 p.m.  
*Cortez and the Legend*  
Nov. 16: 9-10 p.m.  
*Carol Channing*  
Nov. 21: 8:30-9:30  
*Debbie Reynolds*  
Nov. 21: 10-11 p.m.  
*One Night Stands (Fleishman)*  
Nov. 27: 9:30-10 p.m.  
*Can You Hear Me*  
Dec. 12: 7:30-8:30 p.m.  
*Mr. Dickens of London*  
Dec. 23: 9:30-10:30 p.m.  
*Silent Night*  
Dec. 24: 7-8 p.m.  
*Christ Is Born*  
Dec. 24: 11:30 p.m.-12:30 a.m.  
*The Sheperdes Play*  
Dec. 24: 11:30 p.m.-12:30 a.m.

### CBS-TV

Oct. 11: 10-11 p.m.  
*Barbra Streisand*  
Oct. 17: 9:30-11 p.m.  
*CBS Playhouse: Do Not Go Gentle Into That Goodnight*  
Oct. 26: 7:30-8 p.m.  
*It's The Great Pumpkin, Charlie Brc (repeat)*  
Oct. 26: 8-9 p.m.  
*Don Knotts*  
Nov. 1: 7:30-8:30 p.m.  
*National Geographic Special: The Grizzly Bear*  
Nov. 11: 10-11:30 p.m.  
*Miss Teenage America*  
Nov. 23: 10 a.m.-Noon  
*Thanksgiving Day Parade*  
Dec. 3: 9-10 p.m.  
*Ford/Griffith/Thomas*  
Dec. 6: 7:30-8:30 p.m.  
*Aladdin*  
Dec. 6: 9-11 p.m.  
*CBS Playhouse: Dear Friends*  
Dec. 10: 7:30-8 p.m.  
*A Charlie Brown Christmas (repeat)*  
Dec. 11: 7:30-8:30 p.m.  
*National Geographic Special: to be announced*  
Dec. 17: 7-7:30 p.m.  
*How the Grinch Stole Christmas (repeat)*  
Dec. 25: 5-6 p.m.  
*Young People's Concert*  
Dec. 31: 6-7 p.m.  
*The Importance of Being Oscar—Part I*

### NBC-TV

Oct. 2: 9-10 p.m.  
*Danny Thomas Show*  
Oct. 24: 7:30 p.m.-conclusion  
*A Hard Day's Night (movie)*  
Nov. 11: 7:30-9 p.m.  
*Hallmark Hall of Fame: "Bell for Adano"*  
Nov. 13: 8-9 p.m.  
*Shipstads & Johnson Ice Follies*  
Nov. 13: 9-10 p.m.  
*Frank Sinatra Special*  
Nov. 15: 7:30-9 p.m.  
*Androcles and the Lion*  
Nov. 23: 10 a.m.-12 Noon  
*Macys Thanksgiving Day Parade*  
Nov. 28: 8-9 p.m.  
*All Star vs. Celebrity Baseball Game*  
Nov. 30: 7:30-8:30 p.m.  
*Perry Como*  
Dec. 3: 10-11 p.m.  
*America and Americans*  
Dec. 4: 9-11 p.m.  
*Hallmark Hall of Fame: "St. Joan"*  
Dec. 8: 7:30-8:30 p.m.  
*Rudolph the Red-Nosed Reindeer*  
Dec. 10: 9-10 p.m.  
*Radio City Music Hall at Christmas Time*  
Dec. 16: 7:30-8:30 p.m.  
*Mr. Magoo's Christmas Carol*  
Dec. 16: 8:30-9 p.m.  
*Christmas With Lorne Greene*  
Dec. 30: 7:30-8:30 p.m.  
*Orange Bowl Parade*

NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal*, part.; 1:55-2 *Nancy Dickerson With the News*, Clairol.

### 2-3 p.m.

ABC-TV 2-2:30 *The Newlywed Game*, part.; 2:30-2:55 *Dream Girl '67*, part.; 2:55-3 *News*, part.  
CBS-TV 2-2:30 *Love is a Many Splendored Thing*, part.; 2:30-3 *Art Linkletter's House Party*, part.  
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

### 3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *Dark Shadows*, part.  
CBS-TV 3-3:25 *To Tell The Truth*, part.; 3:25-3:30 *CBS Afternoon News*, part.; 3:30-4 *The Edge of Night*, part.  
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *You Don't Say*, part.

### 4-5 p.m.

ABC-TV 4-4:30 *The Dating Game*, part.; 4:30-5 No network service.  
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.  
NBC-TV 4-4:25 *The Match Game*, part.; 4:25-4:30 *Floyd Kalber With The News*, part.; 4:30-5 No network service.

### 5-6 p.m.

ABC-TV No network service.  
CBS-TV No network service.  
NBC-TV No network service.

### 6-7:30 p.m.

ABC-TV 6-6:30 *Peter Jennings With the News*, part.; 6:30-7 *News* (2d feed); 7-7:30 *News* (3d feed).  
CBS-TV 6-6:30 No network service; 6:30-7 *Evening News with Walter Cronkite*, part.; 7-7:30 *News* (2d feed).  
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report*, part 7-7:30 *Huntley-Brinkley* (2d feed).

### 11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30-1 *The Joey Bishop Show*, part.  
CBS-TV No network service.  
NBC-TV 11-11:30 No network service; 11:30-1 *The Tonight Show*, part.

## MONDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Cowboy in Africa*, part.; 8:30-9 *Rat Patrol*, part.  
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *The Lucy Show*, part.  
NBC-TV 7:30-8 *The Monkees*, Yardley and Kellogg; 8-9 *The Man From U.N.C.L.E.*, part.

### 9-10 p.m.

ABC-TV 9-9:30 *The Felony Squad*, part.; 9:30-10 *Peyton Place I*, part.  
CBS-TV 9-9:30 *Andy Griffith Show*, General Foods; 9:30-10 *A Family Affair*, part.  
NBC-TV 9-10 *Danny Thomas Hour*, Burlington Mills, R. J. Reynolds.

### 10-11 p.m.

ABC-TV 10-11 *The Big Valley*, part.  
CBS-TV 10-11 *Carol Burnett Show*, part.  
NBC-TV 10-11 *I Spy*, part.

## TUESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Garrison's Gorillas*, part.; 8:30-9:30 *The Invaders*, part.  
CBS-TV 7:30-8:30 *Daktari*, part.; 8:30-9:30 *Red Skelton*, American Home Products, Philip Morris, Reynolds Metals, Bristol Myers.  
NBC-TV 7:30-8 *I Dream of Jeannie*, part.; 8-9 *Jerry Lewis*, part.

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### 9-10 p.m.

ABC-TV 9-9:30 *Invaders*, cont.; 9:30-10 *N.Y.P.D.*  
CBS-TV 9-9:30 *Skelton* cont.; 9:30-10 *Good Morning World*, Proctor and Gamble.  
NBC-TV 9-11 *Tuesday Night at the Movies*, part.

### 10-11 p.m.

ABC-TV 10-11 *Hollywood Palace*, part.  
CBS-TV 10-11 *CBS News Hour*, part.  
NBC-TV 10-11 *Movie*, cont.

## WEDNESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Custer*, part.; 8:30-9 *The Second Hundred Years*, part.  
CBS-TV 7:30-8:30 *Lost in Space*, part.; 8:30-9 *Beverly Hillbillies*, part.  
NBC-TV 7:30-9 *The Virginian*, part.

### 9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movie*, part.  
CBS-TV 9-9:30 *Green Acres*, part.; 9:30-10 *He and She*, General Foods, Lever Brothers, and part.  
NBC-TV 9-10 *Kraft Music Hall*, Kraft.

### 10-11 p.m.

ABC-TV 10-11 *Movie*, cont.  
CBS-TV 10-11 *Dundee and the Culhane*, Philip Morris and part.  
NBC-TV 10-11 *Run for Your Life*, part.

## THURSDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8 *Batman*, part.; 8-8:30 *The Flying Nun*, Bristol Myers, Quaker Oats, Colgate, Palmolive; 8:30-9 *Bewitched*, Quaker Oats, Chevrolet.  
CBS-TV 7:30-9 *Cimarron Strip*, R. J. Reynolds, American Tobacco and part.  
NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-9:30 *Ironside*, part.

### 9-10 p.m.

ABC-TV 9-9:30 *That Girl*, part.; 9:30-10 *Peyton Place II*, part.  
CBS-TV 9-11 *Thursday Night Movie*, part.  
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Dragnet*, R. J. Reynolds, part.

### 10-11 p.m.

ABC-TV 10-10:30 *Good Company*; 10:30-11 No network service.  
CBS-TV 10-11 *Movie*, cont.  
NBC-TV 10-11 *Dean Martin Show*, part.

## FRIDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Off to See the Wizard*, part.; 8:30-9:30 *Hondo*, part.  
CBS-TV 7:30-8:30 *Wild Wild West*, part.; 8:30-9 *Gomer Pyle*, General Foods.  
NBC-TV 7:30-8:30 *Tarzan*, part.; 8:30-9:30 *Star Trek*, part.

### 9-10 p.m.

ABC-TV 9-9:30 *Hondo*, cont.; 9:30-10 *Guns of Will Sonnett*, part.  
CBS-TV 9-11 *Friday Night Movie*, part.  
NBC-TV 9-9:30 *Star Trek*, cont.; 9:30-10 *Accidental Family*, part.

### 10-11 p.m.

ABC-TV 10-11 *Judd for the Defense*, part.  
CBS-TV 10-11 *Movie*, cont.  
NBC-TV 10-11 *Actuality Specials/Bell Telephone Hour*, part. and Bell.

## SATURDAY

### 8-10 a.m.

ABC-TV 8-9 No network service; 9-9:30 *Casper Cartoons*, part.; 9:30-10 *Fantastic Four*.  
CBS-TV 8-9 *Captain Kangaroo*, part.; 9-9:30 *Frankenstein Jr. and the Impossibles*, part.; 9:30-10 *The Herculoids*, part.  
NBC-TV 8-9 No network service; 9-9:30 *Super 6*, part.; 9:30-10 *Super President*, part.

### 10-11 a.m.

ABC-TV 10-10:30 *Spiderman*; 10:30-11 *Journey to the Center of the Earth*.  
CBS-TV 10-10:30 *Shazzam*, part.; 10:30-11 *Space Ghost*, part.  
NBC-TV 10-10:30 *The Flintstones*, part.; 10:30-11 *Samson & Goliath*, part.

### 11 a.m.-Noon

ABC-TV 11-11:30 *King Kong*, part.; 11:30-12 *George of the Jungle*.  
CBS-TV 11-11:30 *Moby Dick & Mighty Mightor*, part.; 11:30-12:30 *Superman-Aquaman Hour of Adventure*, part.  
NBC-TV 11-11:30 *Birdman*, part.; 11:30-12 *Atom Ant/Secret Squirrel*, part.

### Noon-1 p.m.

ABC-TV 12-12:30 *The Beatles*; part.; 12:30-1:30 *American Bandstand*, part.  
CBS-TV 12-12:30 *Superman-Aquaman*, cont.; 12:30-1 *Jonny Quest*, part.  
NBC-TV 12-12:30 *Top Cat*, part.; 12:30-1 *Cool McCool*, part.

### 1-2 p.m.

ABC-TV 1-7:30 *American Bandstand*, cont.; 1:30-2 No network service.  
CBS-TV 1-1:30 *The Lone Ranger*, part.; 1:30-2 *Road Runner*, part.  
NBC-TV 1-1:30 *Animal Secrets*, part.; 1:30-2 No network service.

### 2-5 p.m.

ABC-TV 2-5 *NCAA Football*, part.  
CBS-TV 2-5 No network service.  
NBC-TV 2-5 No network service.

### 5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.; 6:30-7:30 No network service.  
CBS-TV 5-6:30 No network service; 6:30-7:30 *News With Roger Mudd* (2 feeds), part.  
NBC-TV 5-5:30 No network service; 5:30-6 *College Bowl*, General Electric; 6-6:30 No network service; 6:30-7:30 *Frank McGee Report* (2 feeds), part.

### 7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.; 8-8:30 *Newlywed Game*, part.; 8:30-9:30 *Lawrence Welk*, part.  
CBS-TV 7:30-8:30 *Jackie Gleason*, part.; 8:30-9 *My Three Sons*, part.  
NBC-TV 7:30-8:30 *Maya*, part.; 8:30-9 *Get Smart*, part.

### 9-10 p.m.

ABC-TV 9-9:30 *Welk*, cont.; 9:30-10:30 *Iron Horse*, part.  
CBS-TV 9-9:30 *Hogan's Heroes*, part.; 9:30-10 *Petticoat Junction*, Proctor & Gamble.  
NBC-TV 9-11 *Saturday Night At the Movies*, part.

### 10-11 p.m.

ABC-TV 10-10:30 *Iron Horse*, cont.; 10:30-11 *ABC Scope*.  
CBS-TV 10-11 *Mannix*, part.  
NBC-TV 10-11 *Movie*, cont.

### 11 p.m.-1 a.m.

ABC-TV No network service.  
CBS-TV No network service.  
NBC-TV 11-11:45 No network service; 11:45-1 *The Tonight Show*, part.

# ASCAP continues its battle for fees

## CATV, PUBLIC TV ARE NEW TARGETS FOR ROYALTIES

A pledge to fight CATV's exemption from royalty rules, a gentle warning that educational and public television face the same stance, a not-so-gentle stab at Broadcast Music Inc., a status report on the current copyright revision bill in Congress and interim financial and membership breakdowns were the highlights of



Mr. Adams

ing of the American Society of Composers, Authors & Publishers, held in Beverly Hills, Calif., last week.

CATV "looms larger and larger," ASCAP President Stanley Adams told an audience of some 500 members of the performing rights society. There's "no reason whatsoever to exempt large commercial users of published music," he emphasized and then warned against creating another juke-box situation where music is played largely unlicensed.

Mr. Adams also served notice on educational-television stations and on the public-broadcasting operation to be subsidized by government that they, too, will have to pay for music used.

"Why should they have music free?" he asked. "Don't they pay for rent and electricity?" He was quick to assure that noncommercial stations "would not be expected to pay anything as much" as commercial stations. He revealed that ASCAP is closing an agreement with the National Educational Television Network for a license at a "nominal rate," \$20,000 a year.

Earlier, Mr. Adams took a determined swipe at Broadcast Music Inc., suggesting that the rival rights organization was set up strictly as a tool of the broadcasting industry. Several times he stressed that BMI was run exclusively by broadcasters to serve broadcasters.

**Need for Copyright** ■ In reporting on the status of the copyright revision bill passed by the House last April, ASCAP's chief executive indicated that it's "not likely to pass" the Senate during the current session, but that he had hopes for it passing next year. Meanwhile, he pointed out, if an interim extension of copyright is not enacted several standards will pass into the public domain. Among copyrights scheduled to expire at the end of this year are "By the Light of the Silvery Moon,"

"Shine on Harvest Moon," "On Wisconsin," "Take Me out to the Ball Game," "I Wonder Who's Kissing Her Now," "Down By The Old Mill Stream" and "Alexander's Ragtime Band."

During the meeting it also was reported that more than 3,000 radio users of ASCAP music have been relicensed under new local agreements, while negotiations are going on for new agreements with local TV stations. In the last year about 300 actions were brought against license violators.

For the first eight months of this year, ended Aug. 31, total income for ASCAP amounted to \$34,654,633. This substantially exceeded the record \$31,823,426 grossed the corresponding eight months of 1966. Expenses were pared down to an all-time proportional low, the overhead for the eight months being only 14.7%, compared to 15.2% for the like period last year. As of Aug. 31, ASCAP had a total of 12,147 members, including 9,158 writers and 2,989 publishers. This amounts to a gain of 539 for the year to date of which 390 are writers and 149 publishers.

Among ASCAP's new members: The Mamas and The Papas and singer Joan Baez.

## Katz movie guide lists TV films

The track record of 459 feature films that have been presented on network television from September 1961 through December 1966 has been compiled into a report as well as distributed by Katz Television (published in the September 1967 issue of *Television* magazine).

The 42-page report contains several tables, including a list of the top-rated network movies during the period. This listing shows that the highest-rated network feature was "Bridge on the River Kwai," with a national Nielsen of 38.3, followed in order by "Gidget Goes Hawaiian," 29.6; "Doomsday Flight," 27.5; "Blue Hawaii," 27.3, and "The Mating Game," 27.1. ("Doomsday Flight" as well as "Fame is the Name of the Game," which ranked eighth in rating, were produced especially for TV for presentation on NBC-TV in prime time.)

Of the 459 titles carried by networks, 139 were from 20th Century-Fox; 96 were from Metro-Goldwyn-Mayer; 88 from Paramount; 73 from United Artists; 34 from Columbia Pictures; 14

each from Universal-International and Warner Brothers, and one from the Walter Reade Organization.

The study by Katz Television shows that 251 of the 459 features were subsequently released for syndication. Fox features led the pack of network movies that were offered to stations, totaling 122 (which were offered in syndication through Seven Arts). Of the total that were released to stations, 175 had had two network runs and 76 had had one network run.

Oliver T. Blackwell, vice president and director of audience development for Katz, commented that "network commitments for feature films are causing a drain on the supply of top-first-run features for local stations. This study should be of considerable assistance in making sound, economical decisions in the area of feature film programming."

## Second Triangle package presents 15 films

Triangle Program Sales has put a second package of feature films into syndication, according to Ben Barry, Triangle's director of program sales.

The new package, *The Exploitable*s, includes 15 mystery-adventure films, all produced for theatrical release after 1960, with eight in color. The films feature such performers as Edmund Purdom, Brad Harris, Senta Berger and Marisa Mell. Titles include "Secret of the Black Trunk," "The Invisible Terror," "The Final Race," and "Secret Agent 077 Operation Hong Kong." Mr. Barry, who recently joined Triangle with a library of 61 feature films, last August released *The Edgar Wallace Mystery Theater* package of 19 suspense films. He is now developing a third movie package, according to Triangle.

## TV gets access to Broadway stage

Television newsmen for the first time filmed segments of Broadway theater rehearsals under a one-year trial agreement between the League of New York Theaters and theatrical unions.

As a result of the agreement signed last week, New York television stations are allowed to film up to a half-hour of a play rehearsal provided the actors give their consent. Stations may use no more than one minute of the film on local newscasts; footage must be aired within 48 hours before or after the play's opening; and footage not used must be destroyed. Two New York outlets—WCBS-TV and WNBC-TV—took



quick advantage of the agreement and last week presented one-minute segments in local newscasts.

The agreement followed suggestions over the years by theatrical press agents who have been seeking more publicity for new Broadway shows. In the past, restrictive union regulations prevented local television stations from filming rehearsals.

The League of New York Theaters comprises the 35 houses generally considered to be Broadway theaters.

## Radio-TV weather meet to be held in Tampa

The American Meteorological Society's board on radio and television weathercasting seal of approval has scheduled a national conference on radio and television weathercasting Dec. 8-9 at the Causeway Inn, Tampa, Fla.

Topics will range from hurricane and tornado warning broadcasts to the relevance of a university degree in meteorology for the broadcast meteorologist.

Those wishing to attend should contact Roy Leep, WTVT(TV), Box 1198, Tampa 33601.

## 'Cartoon Classics' offered as features

Producer-distributor William Cayton, who estimates he has grossed about \$1.8 million on TV sales throughout the world of 360 episodes of his *Cartoon Classics* series since 1958, is now offering this programing to stations in feature-film form.

Mr. Cayton explained that the car-

toons originally were produced as features for theaters but the burgeoning market for TV product nine years ago prompted him to issue them to television. His company that produced and distributed the cartoons, Radio and Television Packagers Inc., decided several months ago to offer the programing to stations on this basis: Outlets that buy the 360-episode series also will receive at no extra cost the feature film version. There are a total 23 movies, which stations may present as specials.

To date four stations have bought the programing on this "bonus" plan: WHEN-TV Syracuse, N. Y.; KROC-TV Rochester, Minn.; KENS-TV San Antonio, Tex., and WDAF-TV Kansas City, Mo. Mr. Cayton recently appointed Firestone Syndication as sales agent for the property.

Mr. Cayton, who also produces and distributes boxing films to TV and theaters under other corporate entities, reported that final editing is being completed on three 90-minute productions, titled *The Heavyweight Championship*. The first, which will cover the era up to 1928, is expected to be in theaters by November and later will be released to television. The second special will run through the end of World War II and the third up to 1967.

## Radio series sales . . .

*All Time Heavyweight Tournament* (Woroner Productions): WFLA Tampa, WMBR Jacksonville and WCOA Pensacola, all Florida; WDAK Columbus, Ga.; WTAX Springfield, Ill.; WKBZ Muskegon, Mich.; WLOX Biloxi, Miss.; WERE Cleveland; WCAU Philadelphia; KLVJ Beaumont, Tex., and WGH Newport News, Va.

*Sing-A-Song With Big Ed* (Celebrities Productions): KWYN Wynne, Ark.:

WSGW and WNEM-FM, both Saginaw, WBCM Bay City, WQDC-FM Midland, WIOS Tawas City-East Tawas and WHSB Alpena, all Michigan.

*Memory Lane, All That Jazz* and *Sportraits* (L & S Program Planners): Armed Forces Radio & Television Service.

## TV series sales . . .

*Mr. Ed* (MCA TV): WTEV(TV) New Bedford, Mass.-Providence, R. I.; KSL-TV Salt Lake City; WTVQ(TV) Rockford, Ill., and WCCB-TV Charlotte, N. C.

*Wagon Train* (MCA TV): WMBD-TV Peoria, Ill.; WCIA(TV) Champaign, Ill.; WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn. KHAR-TV Anchorage; WAEO-TV Rhinelander, Wis.; WHEN-TV Syracuse, N. Y., and KNDO(TV) Yakima, Wash.

*Jack Broder Cheryl-TV feature film package* (TV Cinema Sales Corp. and Firestone Film Syndication Ltd.): KZAZ(TV) Nogales-Tucson, Ariz.; KCPX-TV Salt Lake City; KTVU(TV) Oakland-San Francisco; KTVT(TV) Fort Worth-Dallas; KOAT-TV Albuquerque, N. M.; WNAC-TV Boston; WHEN-TV Syracuse, N. Y.; WHTN-TV Charleston, W. Va., and WTVJ(TV) Miami.

*The Six-Day War* (Warner Bros.-Seven Arts): WLWI(TV) Indianapolis; WLBZ-TV Bangor, Me.; WFIE-TV Evansville, Ind.; WFRV-TV Green Bay, Wis.; WAVE-TV Louisville, Ky.; KARD-TV Wichita, Kan.; WBNF-TV Binghamton, N. Y.; WANE-TV Fort Wayne, Ind.; KOTV(TV) Tulsa, Okla., and WOR-TV New York.

*Mondo Cane* (Brad Marks Enterprises): WSBK-TV Boston; WHEC-TV Rochester, N. Y., and WGAN-TV Portland, Me.

## FANFARE

### BPA convention to hear Marshall McLuhan

Communications theorist Marshall McLuhan will head the list of speakers for the annual convention of the Broadcasters Promotion Association in Toronto Oct. 16-18, it was announced Thursday by BPA President George Rodman, WBKB-TV Chicago.

Dr. McLuhan will address the Oct. 17 luncheon session. BPA is meeting at the Royal York hotel.

Other speakers include Don Jamieson, four-time past president of the Canadian Association of Broadcasters and head of CJON St. John, Newfoundland; Philippe de Gaspé Beaubien, "mayor of Expo '67;" Dr. Andrew Stewart,

chairman of the Canadian Board of Broadcast Governors, and NBC-TV performer Hugh Downs.

Workshop sessions on various radio-TV station promotion subjects also are planned. BPA's annual banquet is Oct. 16. The trade-press cocktail precedes the banquet.

### Drumbeats . . .

**Two for Sarnoff** ■ Brigadier General David Sarnoff, RCA board chairman, will receive two awards in New York this month: the 1967 Freedom Award from the International Rescue Committee (nonsectarian, voluntary refugee agency) at a dinner Oct. 31 at the Waldorf-Astoria, and the 1967 Gold Key award (along with Secretary of

State Dean Rusk and M. L. Haider, Standard Oil Co. [New Jersey] board chairman) at a dinner in the Hilton hotel Oct. 11. The Gold Key ceremony is sponsored by the Avenue of the Americas Association and cites winners for contributions to inter-American friendship and economic strength.

**DJ "jailed for charity"** ■ Earl Trout of KDWB Minneapolis recently tied up traffic for blocks in all directions from a busy downtown intersection and refused to leave until he had collected \$10,000 for Aid for Leukemia-Stricken Children. After some twenty minutes, police told Mr. Trout that he would have to move his car or go to jail until the money was raised. A blatant bribery attempt failed. Consequently, Mr. Trout donned a striped prison costume, was

hauled off to the north side station and locked up. ALSAC volunteers and loyal listeners rose to the cause and the "teenagers' march against leukemia" solicited the \$10,000 "bail" by the next evening. Mr. Trout's civil disobedience was somewhat fraudulent, however, since the incident was pre-arranged with the Minneapolis police department.

**Golden Mike to Thornton** ■ American Women in Radio and Television has presented its Golden Mike award for the Mideast area to Kathy Thornton of WDBJ-TV Roanoke, Va. Mrs. Thornton was recognized for her in-depth coverage and interpretation of the War on Poverty program in the Roanoke Valley; the program has grown tremendously since she adopted it on her *Panorama* show in January 1966. The Southwest area award went to Betty Boyd of KTUL-TV Tulsa.

**Kids carnival draws 150,000** ■ At the end of KGMB Honolulu's five-day "Checkers and Pogo kids carnival," 750,000 ride tickets had been distributed to over 150,000 children. The tickets were offered in exchange for labels and bottle caps gathered from products of sponsors for KGBM's *Checkers* (Jim Hawthorne) and *Pogo* (Morgan White) children's show. The rides were limited to children ages two through 12; adults permitted to ride only if accompanied by a very small child.

**Prizes push tower** ■ As part of the inaugural celebration for its new 2,000-foot tower, KSOO-TV Sioux Falls, S. D.,



released 100 balloons over the listening area. Each balloon carried a card entitling finders and registered media buyers to various prizes including portable radios, cameras, clocks and color TV sets. Here, David N. Simmons (l), New York TV sales manager for Avery-Knodel Inc., which represents the ch. 13 station, presents Robert Jones, media supervisor for William Esty Co., his portable color set, first prize in the "power tower derby."

**Vicious circle** ■ KLEW-TV Lewiston, Idaho, KIMA-AM-TV Yakima, and KEPR-AM-TV Kennewick-Richland-Pasco, both Washington, are supposedly aspiring to be "losers." The station that does the poorest job in publicizing itself in its own community will win a dead albatross which must be displayed in its lobby for a year. On the other hand, the station doing the best promotion job "loses" the contest and is awarded a "consolation" prize consisting of a banquet and door prizes of television sets and other gifts.

## Social responsibility stressed in campaign

ABC-owned stations' "Get Involved" public-service campaign, which began last March exclusively in print media, has now added television. The campaign is on behalf of community service responsibility. The ABC stations, through deGarmo McCaffery Inc., New York, produced two one-minute TV spots for showing on WABC-TV New York, WBKB(TV) Chicago, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco.

Symon Cowles, director of advertising and publicity for the ABC division, said last week one of the TV spots ("The Telephone"), in black-and-white, will soon be released without charge to other stations throughout the country. In it, the phone rings as the voice of the announcer intones: "There's the Peace Corps . . . Vista and Operation Head Start. And the Red Cross, and the War on Poverty, and USO and Community Chest. But they are not enough. It takes people like you to help when somebody needs help."

The other spot (in color) features the face of an apathetic man—a John Doe with an expressionless stare—while around him in black-and-white ABC News film segments are shown with voice-over describing the action. The announcer asks: "What will it take to get you to do something? It doesn't even have to be a big thing. Just something. (Marching music.) Like marching in a parade. Or signing a petition. Or writing your congressman. Or speaking up at a PTA meeting. Or becoming a Boy Scout. Or coaching a little league."

The ABC campaign is costing an estimated \$200,000. So far the messages in print ("I have been thinking about . . .") have appeared in 14 publications. More TV spots are planned.

## WINS, WJW-TV gather heart group's awards

Recognized by the American Heart Association's 1967 Howard W. Blakelee awards for excellence in reporting on heart disease are a radio newscaster and a television program.

Jim Gordon, writer, producer and announcer at WINS New York won an award for his series of 12 interview programs on cardiovascular research, "No More Tears," the winning television program, was a half-hour documentary on rheumatic heart disease produced by WJW-TV Cleveland on Feb. 21, 1967.

The awards, each consisting of \$500 and a citation, will be presented Oct. 23 at a luncheon in San Francisco.

## CBS Radio affiliates get awards

Saul Haas (l), KIRO Seattle, received a "gold mike" award, marking 30 years of affiliation with CBS Radio, from Clark B. George, president of the CBS Radio Division, at the convention of the network's affiliates (BROADCASTING, Sept. 25). Mr. Haas signed KIRO's original affiliation agreement 30 years ago.

Other recipients: Ernie Saunders, WCHS Charleston, W. Va.; Odin Ramsland, KDAL Duluth, Minn.; Bob Nelson, WBAY Green Bay, Wis.; Dick Johnson, WMAZ Macon, Ga.; Lloyd Loers, KGLO Mason City, Iowa; Madge Holcomb, WGBI Scranton, Pa.; Mrs. Cullen Sullivan Moore, representing owner Wilton Hall, WAIM Anderson, S. C.; Bob Wilson



of CBS Radio representing President Withers Gavin. WCOC Meridian, Miss. Not represented at the ceremony, WPAR Parkersburg, W. Va., received its award by mail.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Gerald A. Browne, Donald K. Krabaur and David W. Leddick**, VP's with Grey Advertising, New York, named associate creative directors. **Frank Stong**, senior art director for McCann-Erickson, Los Angeles, appointed art director for Grey in Beverly Hills, Calif.

**Marvin Gwinn**, manager of Dallas office of Aylin Advertising Agency, named VP.

**James R. Parker**, with Edward Petry & Co., Chicago, named VP, western division for National Television Sales, that city.

**William N. Evans**, operations officer, American Advertising Federation, New York, elected VP. Mr. Evans coordinates activities with Washington and San Francisco branches.

**William J. Meyers**, formerly with MJB Co. in San Francisco and Leo Burnett Co. in Chicago, named VP-marketing for Shasta Beverages division of Consolidated Foods Corp., Hayward, Calif., with responsibility for Shasta's national sales and advertising programs.

**Barry Wetmore**, with art department of Honig-Cooper & Harrington, Los Angeles, appointed art director for Erwin Wasey Inc., that city.

**Henrietta Kieser**, formerly with agencies in both Omaha and Minneapolis, named creative director of Jocelyn & Gross Inc., Omaha.

**James M. Devine**, assistant media director at Sullivan, Stauffer, Colwell & Bayles, New York, joins Gumbinner-North Co. there as associate media director.

**Payne Williams**, with television center of University of South Carolina, Columbia, appointed director of radio and television at Swanson, Sinkey, Ellis, Inc., Lincoln, Neb. **William Kendall**, head of his own advertising and PR firm in Des Moines, Iowa, named creative coordinator at SSE in Lincoln.

**Lorraine Walker**, local sales manager for KCBN Reno, appointed general sales manager.

**James A. Capone**, director of audience promotion at WCAU-TV Philadelphia, appointed advertising and sales promotion manager at KYW-TV, that city.

**Joseph J. Sullivan Jr.**, account executive. CBS-TV Stations National Sales, New York, named sales manager, WCBS-TV. He replaces **Bernard Hirsch**, now VP and general manager, NBC-TV Spot Sales.

**Samuel A. Rosenblatt**, with WROW

Albany, N. Y., appointed sales manager of WSAZ Huntington, W. Va. Both are Capital Cities Broadcasting Corp. stations.



Mr. Houghton



Mr. Frey

**Francis Houghton**, creative manager, and **Samuel L. Frey**, VP for administration, with Ogilvy & Mather, New York, elected senior VP's. **Anthony Weir**, creative director, and **Jack Silverman**, television production group head, with O&M, New York, elected VP's.



Mr. Weir



Mr. Silverman

**Tom Morrissey**, account executive with KCOV-TV Santa Maria, Calif., named local sales manager.

**Norman B. Kaplan**, formerly with Jam Handy Organization in Detroit and with Enkay Communications in Detroit and Chicago, joins Rumrill-Hoyt Inc., New York, as manager, audio-visual presentations.

**Philip E. Mason**, formerly with Benton & Bowles and J. Walter Thompson Co., both New York, rejoins MacManus. John & Adams, Bloomfield Hills, Mich., as copy chief and creative supervisor.

**Stephanie Stefanssen**, previously with Grey Public Relations, New York, and head of own PR firm, Stephanie Stefanssen Public Relations, joins PR department of BBDO, New York, as account supervisor.

**Laurence J. Reilly**, in TV sales, The Katz Agency, New York, moves to Peters, Griffin, Woodward Inc., that city, as TV account executive.

**Joseph M. Conlon**, advertising copy supervisor for American Optical Co., Southbridge, Mass., appointed account executive for Sales Promotion Services Inc., West Hartford, Conn.

**John F. Putney**, with Gardner Advertising Co., St. Louis, joins Hockaday DeWolfe Giordano Inc., New York, as account executive.

**George Gould**, formerly advertising copy writer at Leonards department

store and account executive and media director of Witherspoon & Associates, both Fort Worth, joins WFAA-TV Dallas-Forth Worth as local account executive.

**John Nicksic**, regional advertising director for Household Finance Corp., Chicago, joins KPLR-TV St. Louis as account executive.

**Roger Clark**, program director of WGH Newport News, Va., appointed account executive.

**Richard L. Maender**, copy writer, and **Raymond C. Nyquist**, art director, join Needham, Harper & Steers, Chicago. Mr. Maender was with D. P. Brother & Co., Detroit, and Mr. Nyquist was with Edward H. Weiss & Co., Chicago.

**Carleton Hence**, with WFAA Video Productions, department of WFAA-TV Dallas-Forth Worth, appointed national sales representative.

**Al Westermann**, with WFBM-TV Indianapolis, joins sales staff of Metro TV Sales, New York.

**Sam Wilson**, with Leo Burnett Co., joins sales staff of WBKB-TV Chicago.

### MEDIA



Mr. Siegal

**Jack L. Siegal**, manager of TV-radio news and film activities for International Business Machines Corp., Armonk, N.Y., resigns to become president and general manager of Vermont-New York Television

Inc., permittee of WVMY-TV Burlington, Vt.

**Bernadine C. Washington**, women's director of WVMY-TV Burlington, Vt.

**William Stone**, chief engineer for Unicom Inc. (multiple CATV owner), New York, elected VP.

**Clark W. Davis**, formerly with Overmyer Broadcasting and Reeves Broadcasting Corp., both New York, appointed general manager of Coastal Broadcasting Systems Inc. (sale of WGBS-TV Miami, owned by Storer Broadcasting Co., to Coastal pending FCC approval).

**James H. Burgess**, managing director of KFRE-TV Fresno, Calif., named to post of general manager. **Ethan P. Bernstein**, station manager of KFRE, appointed to new post of general manager.

**George W. Green**, formerly with Spencer-Kennedy Laboratories Inc., Boston, and with Ameco Inc., Phoenix, named general manager of Jefferson-

Carolina Corp., Greensboro, N.C.

**Alan C. Garrett**, program director of KBYR Anchorage, named assistant manager and program director of KFRB Fairbanks, Alaska.

**Paul H. Goldman**, KNOE-TV Monroe, elected president of Louisiana Association of Broadcasters. Also elected: **Si Willing**, KMAR Winnsboro, VP-radio; **Tom Pears**, KLFY-TV Lafayette, VP-TV; **Marie Gifford**, KEEL Shreveport, treasurer.

**Mrs. Charles W. Fribley Jr.**, Corning, elected president of New York State Community Television Association. Other officers elected: **Leslie H. Read**, Teleprompter Corp., New York, VP; **Lawrence Flinn Jr.**, Vestal, secretary, and **Michael B. Arnold**, Olean, treasurer.

**Paul Puckett**, Johnson City, elected president of newly formed Tennessee Cable Television Association. Other officers: **Alvin Wood**, Dyersburg, VP; **Ken Knight**, Gregg Cablevision Inc. (multiple CATV owner), secretary-treasurer.

**Leo Levisay**, manager of CATV system in Liberal, Kan., appointed system manager of Teleprompter Cable Television of Greenwood, S.C. **Ralph Hilliard**, general manager of Intercity Cable Corp. of Rock Island, Ill., named system manager of Farmington Community TV in Farmington, N.M. Systems in Liberal, Greenwood and Farmington

are owned by Teleprompter Corp., New York.

**Byron Harrison**, with Midlen & Harrison, Washington communications law firm, rejoins FCC as legal counsel to Commissioner Robert E. Lee. Mr. Harrison had been attorney in commission's common carrier bureau for eight years before entering outside practice four years ago. In new job, he fills spot left vacant by appointment of **George S. Smith** as chief of Broadcast Bureau in August 1966 (BROADCASTING, Aug. 22, 1966).

**Don Otten**, with KPLR-TV St. Louis, named business manager.

**John A. Schneider**, president, CBS/Broadcast Group, appointed to college of arts and letters advisory council, University of Notre Dame, of which he is alumnus.

## PROGRAMING

**William Hart**, director of syndication sales for Screen Gems Inc., New York, named VP of firm's syndication sales division. **Larry Rosen**, producer of Mike Douglas Show, appointed producer for Screen Gems in Hollywood.

**Marvin Goodman**, director of sales for United Artists Television International, New York, named VP in charge of foreign operations.

**John E. Braislin**, production manager, West Coast division, LewRon Tele-

vision Inc., appointed director of operations of newly formed Hollywood Video Center.

**Lou Waters**, music director of KNEW Oakland, Calif., appointed program director of KKAU Honolulu.

**Richard Hudak**, with WHK Cleveland, appointed program director of WEEB Easton, Pa.



Mr. Wasserman

**Chuck Wasserman**, producer/director for Filmex Inc., New York, named VP in charge of production for Filmex West.

**John Grogan**, formerly with WNBC New York, and owner and operator of London's Lyric Theatre, appointed sales executive with Peter M. Robeck & Co., New York, exclusive distributor of BBC-TV productions in U.S.



Mr. Hecht

**Bert Hecht**, motion pictures production and sales executive, named VP-director of client services for Focus Presentations Inc., New York.

**Gilbert Martin Lefkovich**, production manager of WHYN-TV Springfield, Mass., named program director.

**Richard K. A'Hearn**, production manager for WRC-TV Washington, appointed manager of programs.

**Garry Vorhees**, program director of WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, named program and operations manager. **George Carroll**, production manager of WTRF-TV, also becomes assistant program director.

**Nicholas A. Basso**, news director of WTVN-TV Columbus, Ohio, appointed program manager.

**Fred Kiemel**, production manager for KMEN San Bernadino, Calif., named program director for KDEO El Cajon, Calif.

**Dick Biondi**, with KRLA Pasadena, Calif., joins WCFL Chicago as host of midnight-5 a.m. show.

## NEWS

**Murphy Martin**, newscaster for ABC News, New York, resigns. No future plans announced. Mr. Martin had asked ABC to relieve him of his contract which runs through January 1969.

**James Britnell**, Birmingham, Ala., bureau manager for UPI, becomes UPI's Tennessee regional executive, in Nashville, **Ron Riechmann** transfers from Chicago bureau to regional executive position for Michigan, with head-



## NAB alters some of its calling cards

National Association of Broadcasters' seven field representatives of station relations last week were redesignated regional managers. Action came while group was in Washington for yearly meeting with NAB headquarters staff. **Charles M. Stone** (seated), NAB VP for station services, gives card showing new title

to **James T. McKnight**, Sacramento, Calif. Other regional managers are (l-r): **Hamilton M. Woodle**, Sarasota, Fla.; **Ernest C. Sanders**, Davenport, Iowa; **Spencer Denison**, Kearny, N.J.; **Oliver W. Henry**, Wichita, Kan.; **Daniel M. Valentine**, Charlotte, N.C., and **Paul R. Fry**, Omaha.

quarters in Detroit. **Brenda Warner Rotzoll**, also of Chicago bureau, moves to London. **Alan Jenkins**, UPI New York, replaces **Dennis Fawcett**, who has resigned, in Caracas, Venezuela.

**John R. McGrath**, former U. S. Army captain who served also in advisory capacity in Vietnam for U. S., joins AP as broadcast regional membership executive. At present he is in New York studying AP structure and operations.

**Nelson Kirkwood** named executive news director of WIL St. Louis. **Gene Hirsch** and **Bob Watson** become news directors of WIL. **Bill Addison** and **Mike Rollins** named assistant news directors.

**Reginald Laite**, assistant news director at KYW Philadelphia, named news director.

**Bill Arp**, with WCCO Minneapolis, joins WABC New York as news editor. **Roy Wallace** named special projects editor of news and public affairs department of WABC.

**Tom Saizan**, news director at WMAX Grand Rapids, Mich., appointed reporter-photographer for WZZM-TV, that city.

**John T. Sullivan**, TV and radio columnist for *Boston Herald*; **Russ Van Arsdale**, newsman of KABC Los Angeles; **Jay Crellin**, newsman for KVOA-TV Tucson, Ariz.; **Gene Youngblood**, movie critic for *Los Angeles Herald-Examiner*; **Ezra Goodman**, author; and **Michael Duberchin**, Indiana writer-editor, all join news staff of KHJ-TV Los Angeles.

**Dug Terry**, with news department of WFAA Dallas, joins news department of WFAA-TV Dallas-Fort Worth.



Mr. Allen

**Spencer Allen**, veteran television journalist and broadcaster, named editorial director of KMOX-TV St. Louis.

**Doug Sefton**, member of *New York Daily News* staff appointed investigative reporter for WCBS-TV New York. **F. Gordon Barnes**, with WCBS-TV, named chief meteorologist.

**John D. Drummond**, with WHO-AM-TV Des Moines, Iowa, joins news staff of WIND Chicago.

**Jim Wynne**, with WLIP Kenosha, Wis., joins news staff of WLS Chicago.

**Don Karnes**, newsman with WBAL Baltimore, resigns. No future plans announced.

**Susan Marie Langa** joins news staff of WTVN-TV Columbus, Ohio.

**Gary L. Tredway**, with WTAR Norfolk, Va., joins WAVY-AM-TV Portsmouth-

## Blaine Whipple named IBFM president

**Blaine Whipple**, KSL-AM-TV Salt Lake City and VP-treasurer of Bonneville International Stations, elected president of Institute of Broadcasting Financial Management, succeeding **Leonard Bridge**, WOOD-AM-TV Grand Rapids, Mich., who becomes chairman of IBFM board. **Allan Dickey**, WTRF-TV Wheeling, W. Va., elected VP of IBFM and **Justin Liff**,

WGN-AM-TV Chicago, elected IBFM secretary-treasurer. New IBFM directors: **Paul W. Freas**, WMAL-TV Washington; **Robert E. Fredrikson**, Gilmore Broadcasting Corp., Kalamazoo, Mich.; **Clair W. Giles**, KCAU-TV Sioux City, Iowa; **Thomas M. Grote**, WDSU-AM-FM-TV New Orleans, and **John J. Rouse Jr.**, WAII-TV Atlanta and WIBC Inc.

Norfolk-Newport News, Va. as reporter.

## FANFARE

**Phil Cowan**, VP of public relations for Metromedia Inc., New York, named VP for Mann Scharf & Co., Los Angeles, public relations.

**David Kruter**, TV account executive, Joe Wolhander Associates, New York, joins **Bernie Ilson Inc.**, that city, as VP, and will handle industrial and entertainment accounts.

**Gerald L. Minnucci**, director of promotion, publicity and public relations with WPHL-TV Philadelphia, named director of audience promotion for WCAU-TV, that city.

**Evelyn Bloom**, formerly with WLWC-TV and WBNS, both Columbus, Ohio, appointed promotion-publicity director of WTVN-TV, that city.

**Anne Mangrum**, promotion manager of KLAS-TV Las Vegas, appointed traffic supervisor. **Barry ZeVan**, with KLAS-TV, named promotion-sales service manager.

**Gene Forssell**, promotion and merchandising director of KEYT-TV Santa Barbara, Calif., also appointed director of community relations.

## EQUIPMENT & ENGINEERING

**Ross D. Siragusa Jr.**, VP-marketing and sales, Admiral Corp., Chicago, named executive VP.

**R. E. McDowall**, executive VP of Cohu Electronics Inc., San Diego, resigns. No future plans announced. **A. Mack Rodgers**, secretary of Cohu, elected administrative VP and **N. D. Benner**, treasurer, elected financial VP.

**Ken Hildenbrand**, chief engineer of KPLR-TV St. Louis, named to newly created position of director of technical and engineering development for 220 Television Inc., licensee of KPLR-TV. **Wayne E. Anderson**, with KPLR-TV, succeeds Mr. Hildenbrand.

**A. L. Landsperger**, sales manager, alphanumeric displays, with Conrac division of Conrac Corp., Covina, Calif., named director of marketing of that

division.

**Herbert M. Holzberg**, with Ampex Corp., Redwood City, Calif., named Northeast regional sales manager for Philips Broadcast Equipment Corp., Paramus, N.J. **Charles E. Irvin** with Philips Broadcast in Paramus, appointed applications engineer.

**Peter De Graziano** named plant manager of Vikoa Inc.'s cable plant at Freehold, N. J. **Al Fletcher**, director of purchasing for Vikoa, named director of engineering.

**Peter Bechtol**, with Concord Electronics Corp., Los Angeles, appointed manager of sales development for Concord Communications Systems division of Concord.

**William A. Rheinfelder**, with Anacosta Astrodata Co., Anaheim, Calif., rejoins Ameco Engineering Corp., Phoenix, as staff scientist.

## ALLIED FIELDS

**Jerry Caliendo** joins Washington law firm of Cohen and Berfield. Mr. Caliendo was at FCC for year before entering private practice in Washington.

**Dr. Frank Kahn** appointed assistant professor and director of television in department of speech and theater at Hunter College in Bronx, City University of New York.

## DEATHS

**George MacGovern**, 62, senior VP and director of research, William Esty Co., New York, died Sept. 26 at New York's Columbia-Presbyterian Medical Center. Before joining Esty in 1953, MacGovern was director of sales development. NBC network sales. He was associated previously with *Look* magazine, Campbell-Ewald Co. and BBDO in Chicago. Surviving are his wife, Anna-Betty, and son.

**Robert Hall**, 42, announcer and former radio actor, died of cancer in New Rochelle (N.Y.) hospital Sept. 25. Star of radio's *The Green Hornet* from 1944-47, Mr. Hall had been host of *Music 'Til Dawn* program on WBS New York since 1953, and had been

CBS Radio and CBS-TV staff announcer since 1949. He is survived by his wife, Angela, and daughter.



**Nathan Lord, 63**, retired VP and general manager of W.A.V.E. Inc., Louisville, Ky., died Sept. 25 at his Louisville home. Death was caused by emphysema. W.A.V.E. Inc.

operates WAVE-AM-TV Louisville, WFIE-TV Evansville, Ind., and WFRV-TV Green Bay, Wis. Mr. Lord ran WAVE since it went on the air in 1933, and was VP and general manager. He was secretary and treasurer of W.A.V.E. Inc. from 1964 until

his retirement in 1966. He served as president and secretary, respectively, of WFIE-TV and WFRV-TV. Mr. Lord was founder of Kentucky Broadcasters Association in 1945. He has served as director of National Association of Broadcasters and member of NAB's legislative committee. He was former member of NBC's station planning and advisory committee and member of NBC-TV affiliates committee (BROADCASTING, Nov. 24, 1958). He was former president of Kentucky AP Radio Association. Surviving are his wife, Ruth, and three sons.

**Paul Girard, 58**, VP of broadcasting at Rodgers & Smith Advertising Inc., Dallas, died Sept. 17. Mr. Girard conceived, founded, and was first president

of Association of Broadcast Executives of Texas (ABET). He was formerly regional program manager of Hearst Radio Inc. from 1937 to 1941; executive producer for AP's radio division, from 1941-1948; founder of Paul Girard Co., regional station representative organization (1948-1956); and assistant director of radio and television for Tracy-Locke Co., Dallas from 1956 to 1963. Surviving are his wife, Lucille, and two daughters.

**John W. O'Harrow, 76**, who retired in 1957 as sales manager of Fetzer Broadcasting Co. (group owner), died Sept. 24 at his home in Clearwater, Fla. He joined Fetzer in 1939 as sales manager of wkzo Kalamazoo. Mr. O'Harrow is survived by his wife, Grace

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 21 through Sept. 27, 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 station

##### APPLICATION

**Kennewick, Wash.**—Apple Valley Broadcasting Inc. Seeks UHF ch. 42 (538-644 mc); ERP 181 kw vis., 38.2 kw aur. Ant. height above average terrain 1,280 ft.; ant. height above ground 210 ft. P. O. address: West 500 Boone Avenue, Spokane, Wash. 99201. Estimated construction cost \$350,000; first-year operating cost \$96,000; revenue \$125,000. Geographic coordinates 46° 06' 11" north lat.; 119° 07' 54" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-24DM. Legal counsel Arthur Stambler; consulting engineer Jules Cohen & Associates, both Washington. Principals: Wayne F. McNulty, vice president. Commission granted new TV ch. 35 in Yakima, Wash. to applicant Sept. 5. This application is for satellite operation. Ann. Sept. 26.

##### FINAL ACTION

**Battle Creek, Mich.**—FCC granted by memorandum, opinion and order, Mary Jane Morris, James R. Searer, Frederick G. H. Meyer, Peter C. Cook, Walter M. Klaus, Howard M. Elmore, Donald I. Battjes, Robert J. Miller, Arthur R. Snell and John W. Bertsch db/as BCU-TV. UHF ch. 65 (776-782 mc); ERP 186 kw vis., 37.1 kw aur. Ant. height above average terrain 330 ft.; above ground 399 ft. P. O. address: c/o Mary Jane Morris, 404 Fountain St., N.E., Grand Rapids, Mich. Estimated construction cost \$314,980; first-year operating cost \$150,000; revenue \$200,000. Studio and trans. location both near Augusta, Mich. Geographic coordinates 42° 19' 33" north lat., 85° 22' 25" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-27DH. Legal counsel Mary Jane Morris, Grand Rapids; consulting engineer Jules Cohen & Associates Washington. Principals: Miss Morris (26%) is lawyer; Mr. Searer (26%) is owner of Searer Industrial Court, Searer's Roller Court Inc., and Searer's Bank Messenger Service, all Muskegon, Mich. Action Sept. 27. Commissioner Cox concurred. Petition of West Michigan Telecasters Inc. (WZZM-TV ch. 13) Grand Rapids, Mich. for denial of BCU-TV application was denied.

##### INITIAL DECISION

■ Commission gives notice that July 28 initial decision proposing grant of application of WBLG-TV Inc., Lexington, Ky., for new UHF TV to operate on ch. 62 in Lexington (Doc. 16701) became effective Sept. 18 pursuant to Sec. 1.276 of commission's rules. Action Sept. 25.

##### OTHER ACTIONS

■ Review board in Savannah, Ga. TV broadcast proceeding, Docs. 16976, 16978 granted request for continuance of oral

argument filed by Lewis Broadcasting Corp. Sept. 25, and rescheduled oral argument before panel of review board for Oct. 6, commencing at 10 a.m.

■ Office of opinions and review on Sept. 19 Baltimore (Erway Television Corp. and Chesapeake Engineering Placement Service Inc.) TV proceeding. Dismissed as repetitious petition by Erway for reconsideration of action of Aug. 15, and dismissed as moot Erway's petition for leave to amend its application (Docs. 15875-6).

##### ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Sept. 22 in Homewood-Birmingham, Ala. (Chapman Radio and Television Co., Alabama Television, Inc., Birmingham Broadcasting Co. and Birmingham Television Corp. WBMG) TV proceeding scheduled certain procedural dates and ordered that hearing will resume on Nov. 21 (Docs. 15461 et al.).

■ Hearing Examiner Forest L. McClenning on Sept. 21 in Fayetteville, Ark. (Stamps Radio Broadcasting Co. and Noark Broadcasting Inc.) TV ch. 36 proceeding continued prehearing conference from Oct. 12 to Oct. 13 (Docs. 17704-5). On Sept. 20 in Jacksonville, Fla. (Florida-Georgia Television Inc. et al.) TV proceeding denied petition filed by Antwin Theatres Inc. for leave to intervene (Docs. 10634, 17582-4).

##### RULEMAKING ACTION

■ Broadcast Bureau on Sept. 19 in Vernal, Richfield, Salt Lake City, all Utah, and Rock Springs, Wyo., TV rulemaking proceeding (RM-1169) granted petition by KLUK Broadcasting Co. (KLUK), Salt Lake City, and extended time from Sept. 22 to Oct. 6 to file replies to oppositions to its petition for rulemaking.

##### CALL LETTER ACTION

■ Ononadaga UHF TV Inc., Syracuse, N. Y. Granted WOHN(TV).

##### DESIGNATED FOR HEARING


■ TV ch. 15, Sacramento, Calif., applications (Grayson Television Inc., and Hercules Broadcasting Co.) designated for hearing. Commission designated for comparative hearing applications of Grayson Television Inc. and Hercules Broadcasting Co. on financial issues and, with regard to Grayson application, issues relating to requisite qualifications. Dale Flewelling, licensee of FM station KXRQ in Sacramento is made a party respondent in proceeding. (by order) Action Sept. 27.

##### Existing TV stations

##### FINAL ACTIONS

■ WGBS-TV Miami — Broadcast Bureau granted mod. of CP to change ERP to 389 kw vis., 77.6 kw aur., type trans., type ant., and decrease ant. height to 920 ft. Action Sept. 20.

■ WDAF-TV Kansas City, Mo.—Broadcast Bureau granted CP to install an auxiliary




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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 21

	ON AIR		NOT ON AIR	
	Lic.	CP's	CP's	
Commercial AM	4,119 <sup>1</sup>	17	97	
Commercial FM	1,644	72	256	
Commercial TV-VHF	488 <sup>2</sup>	12	21	
Commercial TV-UHF	112 <sup>2</sup>	26	146	
Educational FM	305	13	29	
Educational TV-VHF	60	7	9	
Educational TV-UHF	49	12	48	

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 21

	VHF	UHF	Total
Commercial	519	278	797
Noncommercial	76	109	185

## STATION BOXSCORE

Compiled by FCC, July 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,118 <sup>1</sup>	1,642	600	304	109
CP's on air (new stations)	18	74	25	14	19
CP's not on air (new stations)	96	253	165	27	57
Total authorized stations	4,234	1,969	795	345	185
Licenses deleted	3	1	0	0	0
CP's deleted	0	0	1	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.

cast proceeding, Docs. 16876-78 granted petition filed Sept. 18 by Allied Broadcasting Inc. and extended to Oct. 23 time for filing exceptions to initial decision (FCC 67D-45, released Aug. 22). Action Sept. 20.

### CALL LETTER ACTIONS

■ A. C. Elliott Jr., Quitman, Miss. Granted WBFN.  
 ■ Stone County Broadcasters Inc. Wiggins, Miss. Granted WIGG.  
 ■ Valley Broadcasting Inc., Nelsonville, Ohio. Granted WNAL.

### DESIGNATED FOR HEARING

■ Sallisaw, Okla. and Booneville, Ark. AM applications designated for consolidated hearing. Commission has designated for consolidated hearing applications of Big Basin Radio and Booneville Broadcasting Corp. for new daytime AM's to operate on 1560 kc in Sallisaw and Booneville, respectively. Big Basin to operate with 250 w, and Booneville with 500 w. Hearing issues include financial qualification of both applicants. Opposing petition filed by Logan County Broadcasting Co. was denied. (By memorandum opinion and order; Commissioner Cox abstaining from voting.) Action Sept. 27.

### Existing AM stations

#### APPLICATIONS

WIVY Jacksonville, Fla.—Seeks CP to change frequency from 1050 kc to 1280 kc, increase power from 1 kw to 5 kw and install new trans. (Gates BC-5P-2). Ann. Sept. 23.

WIZR Johnstown, N. Y.—Seeks CP to change from directional ant. to non directional ant. Ann. Sept. 21.

KGCA Ruby, N. D.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. (CCA 1000D). Ann. Sept. 21.

WCIR Beckley, W. Va.—Seeks CP to change frequency from 1060 kc to 1070 kc, increase power during CH from 1 kw to 10 kw. Ann. Sept. 26.

#### FINAL ACTIONS

KTHO South Lake Tahoe, Calif.—Broadcast Bureau granted CP to change from DA-D to non-DA, change ant.-trans. location to Pioneer Trail and Al Tahoe Boulevard, South Lake, Tahoe; condition. Action Sept. 25.

WHA6 Baxley, Ga. — Broadcast Bureau granted CP to replace expired permit to install new type trans. as auxiliary trans. at main trans. location. Action Sept. 26.

WJBK Detroit—Broadcast Bureau granted mod. of CP to make changes in DA pattern. Action Sept. 25.

WUAG Greensboro, N. C.—Broadcast Bureau granted CP to change ant. location (same site). Action Sept. 28.

KFJM Grand Forks, N. D.—Broadcast Bureau granted CP to change ant.-trans. location to Highway #2 West, Grand Forks, make changes in ant. system and ground system. Action Sept. 25.

WDAD Indiana, Pa. — Broadcast Bureau granted CP to change auxiliary ant.-trans. location to intersection of Two Lick Road and Highway 422, Indiana, Pa., condition. Action Sept. 25.

KBLW Logan, Utah — Broadcast Bureau granted CP to change ant.-trans. location to On Utah Route 69, immediately West of Logan City boundary, Logan. Action Sept. 21.

#### INITIAL DECISION

■ Commission gives notice that Aug. 1 initial decision proposing grant of application of Quality Radio Inc. (WAKX), Superior, Wis. (Doc. 16477) and denial as being in default of applications of Arthur A. Cirilli, trustee in bankruptcy (WIGL), Superior (Docs. 16476, 16478), became effective Sept. 20 pursuant to Sec. 1.276 of commission's rules. Action Sept. 25.

#### OTHER ACTIONS

■ Honolulu AM proceeding (Royal Broadcasting Inc. (KHAI) and Radio KHAI Inc.). Commission denied Royal Broadcasting Inc.'s petition requesting expedition, severance and for immediate denial of competing application of Radio KHAI Inc. Commission found that proceeding requires oral argument before commission on exceptions to initial decision. (By memorandum opinion and order in Docs. 16676 and 16677). Action Sept. 27.

■ Petition by KISD Inc. of Sioux Falls, S. D. for disclosure of financial reports of KIHQ and KELO-FM, both Sioux Falls, has been denied by FCC. Petition was filed in connection with hearing on application by Sioux Empire Broadcasting Inc. for AM station in Sioux Falls (Docs. 17174, 17336). Station would become fifth AM station—fourth to be operated commercially. However, to afford KISD opportunity to make further showing on this point, commission

ant. Action Sept. 21.

#### INITIAL DECISION

■ Commission gives notice that July 27 initial decision proposing grant of application by Hawaiian Paradise Park Corp. for assignment of licenses of TV station KTRG-TV, ch. 13, and adjunct station KUT-67, Honolulu, to Friendly Broadcasting Co. (Doc. 16889), became effective Sept. 15 pursuant to Sec. 1.276 of commission's rules. Action Sept. 21.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Sept. 21 in Montgomery, Ala. (Cosmos Broadcasting Corp. WSFA-TV) TV proceeding granted petition by Gala Broadcasting Co. for leave to intervene (Doc. 16984).

■ Hearing Examiner Jay A. Kyle on Sept. 20 in Largo, Fla. (WLCY-TV Inc. WLCY-TV) TV proceeding granted request by the Association of Maximum Service Telecasters Inc. and extended time from Oct. 2 to Oct. 27 to file proposed findings and from Oct. 16 to Nov. 13 for replies (Doc. 17051).

### New AM stations

#### APPLICATIONS

Fergus Falls, Minn.—Harvest Radio. Seeks 1410 kc, 500 w-D. P.O. address: Box 122, Battle Lake, Minn. Estimated construction cost \$5,400; first-year operating cost \$25,000, revenue \$60,000. Principals: Frank and Gerald Bates, Herschel Blasing, Hiram Gronwald, Leonard Westrom, Waldo Nelson, Lowell S. Levine and Marie E. Niles. All are in farming except for Mr. Levine who is student and Mrs. Niles who owns children's shop. Ann. Sept. 25.

Lake City, S. C.—Coastline Broadcasting Inc. Seeks 1460 kc, 500 w. P. O. address: Box 202, Lake City 29560. Estimated construction cost \$19,012.96; first-year operating cost \$55,000; revenue \$55,000. Principals: F. Arnold Graham, president, S. Charles Green and James W. Floyd (33½% each). Mr. Green is farmer, engaged in real estate and is salesman for WJOT Lake City. Mr. Graham is farmer and salesman for WDKD Kingstree, S. C. Mr. Floyd is 50% partner in vegetable, tobacco and farming company. Ann. Sept. 21.

#### FINAL ACTIONS

Logan, Ohio—Logan Broadcasting Co. Review board granted 1510 kc, 5 kw-D, 500 w-

CH. P. O. address: 973 Betty Avenue, Logan. Estimated construction cost \$24,136; first-year operating cost \$6,000; revenue \$20,000. Principals: Dannie M. Devol (75%), George D. Charles (20%), and E. D. Ellison (5%). Mr. Charles is news director, announcer and salesman for WATH Athens, Ohio. Mr. Devol has interest in real estate, mobile home sales and investment firms. Action Sept. 20.

Tomahawk, Wis.—Tomahawk Broadcasting Co. Broadcast Bureau granted 810 kc, 500 w. P. O. address: 3828 Windsor Court, Ames, Iowa 50010. Estimated construction cost \$19,475.75; first-year operating cost, \$24,000, revenue \$30,000. Principals are Bruce J. Micek, program director and chief engineer at KASI Ames, Iowa, and Louise M. Micek, housewife (50% each). Action Sept. 19.

#### OTHER ACTIONS

■ Review board in Mobile, Ala. AM broadcast proceeding, Docs. 17555-58 granted to extent indicated in MO&O and denied in all other respects petition to enlarge and modify issues filed by WGOK Inc. Aug. 4. Action Sept. 25.

■ Review board in Montgomery, Ala. AM broadcast proceeding, Docs. 17058-59 granted petition for severance and deletion of issues filed June 5, by Fine Music Inc.; that application of Fine Music Inc. is severed from proceeding; and that said application is retained in hearing status on those issues applicable to it.

■ Cook Inc., Ellettsville, Ind. Petition denied and application returned. Commission has denied petition by Cook for reconsideration of commission's action of March 16, which designated for hearing eight mutually exclusive applications and which returned as unacceptable for filing application filed by Cook. Cook had requested facilities of 1,110 kc, 250 w-D. (By memorandum opinion and order.) Action Sept. 27.

■ Review board in Logan, Ohio AM broadcast proceeding, Docs. 17336-37 granted joint request for approval of agreement filed Aug. 18, by Logan Broadcasting Co. and Upper Broadcasting Co.; approved agreement to extent indicated; dismissed with prejudice application of Upper Broadcasting; granted application of Logan Broadcasting Co. subject to conditions set forth, and terminated proceeding; conditions. Action Sept. 20.

■ Review board in Lorain Ohio AM broad-



delegated to hearing examiner authority to let requested financial data be disclosed if examiner finds on basis of record that information is relevant. Action by memorandum opinion and order, Sept. 20. Commissioners Hyde (chairman), Lee, Cox, and Loevinger; Commissioner Johnson concurring.

■ Charlottesville, Va., AM broadcasts applications (WELK Inc., and WUVA) accepted for filing. Commission waived Sec. 73.37(c) of its rules concerning prohibited overlap and accepted for filing mutually exclusive applications of WELK Inc. (WELK) to change facilities of its station (class II, 1010 kc, 1 kw-D), to operation unlimited time on 1400 kc with 250 w-D, 1 kw-LS; and WUVA for new station to operate unlimited time on 1400 kc with 250 w-D, 1 kw-LS (class IV). (By letter; Commissioner Cox abstaining from voting.) Action Sept. 27.

#### ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham on Sept. 20 in Milton, Fla. (Milton Broadcasting Co.) proceeding on renewal of license of WEBY designated Examiner Herbert Sharfman, in lieu of Examiner Elizabeth C. Smith to serve as presiding officer. In accordance with previous schedule, prehearing conference will be held Sept. 27 in Washington, D. C., and hearing Nov. 13 in Milton, Fla. (Doc. 17613). And in New York (City of New York Municipal Broadcasting System, WNYC) proceeding continued prehearing conference scheduled for Sept. 27 to date to be specified by subsequent order (Docs. 11227, 17588).

#### RULEMAKING ACTION

■ WHOD Jackson, Ala. Commission has waived Sec. 73.37(a) of its rules (prohibited overlap requirements) and accepted for filing application of Jackson Broadcasting Inc. to change facilities of WHOD from 1290 kc, 1 kw-D, to 1230 kc, 250 w-N, 1 kw-LS. (By letter; Commissioner Cox abstaining from voting.) Action Sept. 27.

#### CALL LETTER APPLICATIONS

■ WWDS Radio Everett Inc., Everett, Pa. Requests WSKE.  
■ WKTE, T. E. Pendleton & Associates, King, N. C. Requests WFBV.

#### CALL LETTER ACTIONS

■ KASK, Pacific Coast Broadcasting Corp., Ontario, Calif. Granted KSOM.  
■ WCNT, Prairieland Broadcasters Inc., Centralia, Ill. Granted WILY.  
■ WRCR, B & G Broadcasting Inc., Maplewood, Minn. Granted WJSW.  
■ WSJT, Charles E. Payne, Chesapeake, Va. Granted WCPK.

#### DESIGNATED FOR HEARING

■ KUPD Tempe, Ariz. AM application designated for hearing. Commission has designated for hearing application of Tri-State Broadcasting Inc. to change facilities of KUPD on 1060 kc from 500 w, directional antenna, DA-1 (same day and night) to 10 kw-N, 50 kw-LS, directional antenna, DA-2 (different pattern day and night). Camelback Broadcasting Inc. (KXIV) Phoenix, had petitioned against change claiming KUPD proposed to serve Phoenix as well Tempe. Camelback's petition was dismissed as untimely filed. Commission, however, on its own motion, included Sec. 307(b) suburban communities issue to determine whether KUPD will realistically provide local transmission facility for its specified station location or for another larger community. Camelback was made a party to proceeding. (By memorandum opinion and order.) Action Sept. 27.

#### New FM stations

##### APPLICATIONS

■ Wooster, Ohio — College of Wooster. Seeks 91.9 mc, ch. 220, 0.388 kw. Ant. height above average terrain 43.48 ft. P. O. address: Dr. Winford B. Logan, Department of Speech, Wooster 44691. Estimated construction cost \$11,550; first-year operating cost \$2,050; revenue none. Principal: Mr. Logan is director of broadcasting. Ann. Sept. 25.  
■ Gold Beach, Ore.—James L. Hutchens. Seeks 92.7 mc, ch. 224, 0.902 kw. Ant. height above average terrain minus 735 ft. P. O. address: 351½ Madison Street, Corvallis, Ore. 97330. Estimated construction cost \$100;

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first-year operating cost \$600; revenue none. Principal: Mr. Hutchens is 41.33% owner of KFLY-AM-FM Corvallis, 100% owner of AM-FM in Central Point and 100% owner of AM in Gold Beach, all Oregon. Ann. Sept. 25.

Danville, Pa. — Montrose Broadcasting Corp. Seeks 96.7 mc, ch. 244, 0.338 kw. Ant. height above average terrain 760 ft. P. O. address: 348 Mill Street, Danville 17821. Estimated construction cost \$13,564; first-year operating cost \$5,000; revenue \$6,500. Principals: Larry Souder, general manager, W. Douglas Roe, president et al. Applicant is licensee of WPEL-AM-FM Montrose and WPGM Danville, both Pennsylvania. Ann. Sept. 25.

Shamokin, Pa. — Radio Anthracite Inc. Seeks 95.3 mc, ch. 237, 1.76 kw. Ant. height above average terrain 379 ft. P. O. address: Rock and Sunbury Streets, Shamokin 17872. Estimated construction cost \$26,700; first-year operating cost \$10,000; revenue \$15,000. Principals: Applicant is operator of WISL Shamokin. Robert E. Doebler, secretary, Henry W. Lark, president et al. Ann. Sept. 25.

\*Middlebury, Vt. — Middlebury College. Seeks 91.7 mc, ch. 219, 0.010 kw. Ant. height above average terrain 210 ft. P. O. address: Old Chapel, Middlebury 05753. Estimated construction cost \$3,145; first-year operating cost \$3,600; revenue none. Principals: James I. Armstrong, president of college. C. D. Brakeley, faculty adviser to college's WRMC, Hamilton, Shea, alumni trustee is executive vice president of Gilmore Broadcasting Corp.; licensee of KODE-AM-TV Joplin, Mo.; WEHT-TV Evansville, Ind.; KGUN-TV Tucson, Ariz. and WSWA-AM-FM-TV Harrisonburg, Va. Ann. Sept. 25.

McKinney, Tex.—AHE Broadcasting Corp. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 149.25 ft. P. O. address: 1531 Avenue K, Plano, Tex. 75074. Estimated construction cost \$12,000; first-year operating cost \$9,000 over and above KYAL; revenue \$13,000 over and above KYAL. Principal: Delwin W. Morton, president et al. Applicant operates KYAL McKinney and KAWA Waco-Marlin, Tex., and is applicant for new FM in Waco, Tex. (see below). Ann. Sept. 21.

Waco, Tex.—Morbro Inc. Seeks 97.5 mc, ch. 248, 100 kw. Ant. height above average terrain 159 ft. P. O. address: 1531 Avenue K, Plano, Tex. 75074. Estimated construction cost \$22,000; first-year operating cost \$12,000 over and above KAWA; revenue \$15,000 over and above KAWA. Principal: Delwin W. Morton, president et al. Applicant operates KYAL McKinney, Tex.; is applicant for new FM there (see above), and operates KAWA Waco-Marlin, Tex. Ann. Sept. 21.

Moses Lake, Wash. — KWIQ Radio Inc. Seeks 100.3 mc, ch. 262, 27.4 kw. Ant. height above average terrain 211 ft. P. O. address: Box 999, Moses Lake 98837. Estimated construction cost \$20,542; first-year operating cost \$3,000; revenue \$12,000. Principal: W. E. Lawrence, president (99.8%) et al. Applicant operates KWIQ Moses Lake. Ann. Sept. 21.

#### FINAL ACTIONS

Ablene, Kan.—KABI Inc. Broadcast Bureau granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 108.82 ft. P. O. address: 409 North West Third Street, Abilene, Kan. 67410. Estimated construction cost \$12,638.75; first-year operating cost \$2,345; revenue \$4,500. Principals: Norton E. Warner, president and Douglas K. Lyon, manager. Applicant is licensee of KABI Abilene. Action Sept. 20.

Waterford, Mich. Board of Education, Waterford Township School District—Broadcast Bureau granted CP for new class D noncommercial educational FM to operate on ch. 201 (88.1 mc.). Action Sept. 20.

Columbus, Miss.—Radio Columbus Inc. Review board granted 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 256 ft. P. O. address: c/o J. W. Furr, Box 707, Columbus 39701. Estimated construction cost \$29,764; first-year operating cost \$30,000; revenue \$36,000. Principals: J. W. Furr (50%), John N. Dowdle, W. C. Thomas Jr., Luther Wallin Jr., J. C. Mauldin and James A. Lancaster (each 10%). Mr. Furr has interests in auto parts company and plating mixes industry. He is also licensee of WMBC Macon, WMPA Aberdeen and WFOR-AM-FM Hattiesburg, all Mississippi. Mr. Dowdle is retailer and wholesaler of butane gas. Mr. Thomas is certified public accountant. Mr. Wallin is stockholder in National Bank of Commerce in Columbus. Mr. Mauldin is in retail furniture business. Mr. Lancaster is in real estate. Action Sept. 20.

McKinney, Tex.—Albert W. Brown. Broadcast Bureau granted 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 140 ft. P. O. address: Box 940, Sherman, Tex. Estimated construction cost \$19,729.51; first-year operating cost \$31,414.46; revenue \$34,500. Principals: Mr. Brown is C.P.A., is



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stockholder, treasurer and director of Texoma, Inc. director of bank, general contractor, in real estate and investments. Action Sept. 20.

#### OTHER ACTIONS

■ Review board in Fort Wayne, Ind. FM broadcast proceeding, Docs. 17594-95 granted petition filed Sept. 15 by Broadcast Bureau, and extended to Sept. 22, time for filing responsive pleadings to petition to enlarge hearing issues filed by Fort Wayne Broadcasting Co. Aug. 14. Action Sept. 20.

■ Review board in Columbus, Miss. FM broadcast proceeding, Docs. 17263-64 granted joint request for approval of agreement filed August 24, by Birney Imes Jr. and Radio Columbus, Inc.; approved agreement; dismissed application of Birney Imes Jr.; granted application of Radio Columbus, Inc. for new FM to operate on ch. 276 in Columbus, Miss., and terminated proceeding. Action Sept. 20.

■ Review board in Portland, Ore. FM broadcast proceeding, Docs. 17563-64 joint request for approval of agreement filed Aug. 21 by Western Broadcasting Co. and King Broadcasting Co., is held in abeyance for 15 days from release date of order pending receipt of further information as indicated in paragraphs (3) and (4). Action Sept. 20.

■ Review board in Athens, Tenn. FM broadcast proceeding, Docs. 17617-18 granted request for extension of time filed by Athens Broadcasting Inc. Sept. 19, and extended to Sept. 29, time for filing reply to opposition to petition for enlargement of issues filed Aug. 28, by Athens Broadcasting Inc. Action Sept. 21.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 20 in Moline, Ill. (Lee Enterprises Inc. and Mid America Broadcasting Inc.) FM proceeding granted petition by Lee Enterprises and continued certain procedural dates; hearing continued from Oct. 17 to Nov. 14 (Docs. 17345-6).

■ Hearing Examiner Jay A. Kyle on Sept. 21 in Gate City, Va.-Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.) FM proceeding scheduled further hearing conference for Nov. 27 and cancelled hearing scheduled for Oct. 11 (Docs. 17575-6).

#### RULEMAKING PETITIONS

■ KBRK-FM Brookings, S. D. — Requests institution of rulemaking proceedings so as to substitute ch. 232A for ch. 269A at Brookings, and for appropriate procedures to modify outstanding KBRK-FM permit to specify ch. 232 instead of ch. 269. Ann Sept. 22.

#### CALL LETTER APPLICATIONS

■ Carson City Broadcasting Corp., Carson City, Nev. Requests KRWL(FM).  
■ Robert Ingstad, Jamestown, N. D. Requests KKND(FM).

#### CALL LETTER ACTIONS

■ Greater Washington Educational TV Association, Washington. Granted \*WETA-FM.  
■ North Augusta Broadcasting Co., Augusta, Ga. Granted WTHB-FM.  
■ Triple R Inc., Jamestown, N. D. Granted

KSJFM(FM).

#### DESIGNATED FOR HEARING

Leesburg, Fla.—Broadcast Bureau designated for consolidated hearing applications for new FM stations to operate on ch. 294, (106.7 mc), Heard Broadcasting Inc. with ERP 40 kw, antenna height 231 ft.; Norfolk Broadcasting Corp., with ERP 40 kw, ant. height 257 ft. Action Sept. 19.

#### Existing FM stations

##### APPLICATION

■ WIHS(FM) Middletown, Conn.—Seeks CP to replace expired permit which authorized new FM. Ann Sept. 25.

##### FINAL ACTIONS

■ WTRE-FM Greensburg, Ind. — Broadcast Bureau granted mod. of CP to change type dual polarized ant., increase ERP to 3.5 kw, decrease ant. height to 272 ft. Action Sept. 26.

■ KJRG-FM Newton, Kan.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location, ERP 12 kw. Action Sept. 25.

■ \* WFUV(FM) New York—Broadcast Bureau granted CP to install new type trans., type ant., increase ERP to 50 kw, ant. height 220 ft.; conditions. Action Sept. 20.

##### ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham in Albany, Ore. (radio stations KNND and KRKT and Albany Radio Corp.) FM proceeding granted motion by KNND and KRKT and extended from Sept. 22 to Sept. 26 date for exchange of engineering and nonengineering exhibits (Docs. 17472-3). Action Sept. 21.

##### CALL LETTER ACTIONS

■ KOYA-FM, Pacific Coast Broadcasting Corp., Ontario, Calif. Granted KSOM-FM.

■ KUFY-FM, Intercontinental Radio Inc., San Mateo, Calif. Granted KVEZ-FM.

■ KCMK-FM, FM Broadcasting Inc., Kansas City, Mo. Granted KWKI-FM.

##### RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K06ED Las Vegas, N. M.; K02DZ, K09GR and K11GU, all Columbine Park, N. M.; K09AJ Medical Springs, Ore.; K08EK and K12EE Rangely, Colo.; K10DY Blue Mountain, Rangely rural area, Rangely and Artesia, all Colorado, and K02EI Silver Lake, Ore. Action Sept. 20.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: \*WHJE(FM) Carmel, Ind., and WHLP Centerville, Tenn. Action Sept. 22.

■ Broadcast Bureau granted renewal of license for following station: WMUK(FM) Kalamazoo, Mich. This renewal of license is subject to whatever action by commission may be appropriate in connection with petition of Circle Corp. (RM-1167), filed June 12, seeking addition of another FM channel assignment in Kalamazoo, Mich. for commercial use; and whatever action is taken in Doc. 14185, over-all FM educational allocation proceeding. Action Sept. 25.

#### Translators

##### ACTION

■ W08AA Gatlinburg, Tenn.—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 2, 54-60 mc, to ch. 3, 180-186 mc, change type trans. and ant. system; also change call letters to W08BB. Action Sept. 20.

##### ACTION ON MOTION

■ Hearing Examiner Charles J. Frederick on Sept. 20 in Lewistown, Mont. (The Montana Network, Crain-Snyder Television Inc. and Snyder & Associates Inc.) VHF TV translator proceeding granted petition by Snyder & Associates and dismissed, but with prejudice, its application (Docs. 17656-8).

#### CATV

##### APPLICATIONS

■ Greeley Video, Inc. — Requests distant signals from KTVU(TV) Oakland, \*KQED(TV) San Francisco; KTLA(TV) KFTV(TV), KCOP(TV), KCET(TV), KMEX-TV and KWHY-TV all Los Angeles; KLXA-TV Fontana, and KMTW(TV), Corona, all California to unincorporated areas of Weld county, all Colorado (Denver—ARB 41). Ann. Sept. 25.

■ Halifax Cable TV Inc.—Requests distant signals from WMFE-TV Orlando, WUFT(TV) Gainesville; WJXT(TV), WFGA-TV and WJKS-TV, all Jacksonville, all Florida. Systems also intend to carry WDUV-TV Jacksonville, Fla., and ch. 51, Ocala, Fla. when operational to Daytona Beach, South Daytona, and unincorporated areas of Volusia county, all Florida (Orlando-Daytona Beach, Fla.—ARB 66). Ann Sept. 25.

■ H. C. Ostertag Cable Television Inc.—Requests distant signals from WTTG(TV), WDCA-TV and WOOK-TV, all Washington; WPHL-TV, WCAU-TV, WIBF-TV, and WKBS-TV, all Philadelphia; WMET-TV Baltimore. System also intends to carry ch. 23, Philadelphia, and chs. 45 and 54, Baltimore, when operational to Wrightsville borough, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.—ARB 29). Ann. Sept. 25.

■ Susquehanna Broadcasting Co.—Requests distant signals from WKBS(TV), WPHL-TV, KYW-TV, WFIL-TV, WCAU-TV and WIBF-TV, all Philadelphia; WTTG(TV), WRC-TV, WDCA-TV and WOOK-TV, all Washington; and WMET-TV Baltimore. Systems also intend to carry any future UHF stations to operate at Philadelphia, Baltimore or Washington to Springettsbury township and West Manchester township, both Pennsylvania (Harrisburg-Lancaster-Lebanon-York—ARB 29). Ann. Sept. 25.

■ Tri-Town Video Inc. — Requests distant signals from WNEU-TV New York to Endicott and Union (part), both New York (Binghamton, N. Y.—ARB 85; Wilkes-Barre-Scranton, Pa.—ARB 69). Ann. Sept. 25.

■ Vestal Video Inc.—Requests distant signals from WCNV-TV Syracuse, N. Y. to Vestal township, Union township, and Owego township, all New York (Binghamton, N. Y.—ARB 85). Ann. Sept. 25.

##### OTHER ACTIONS

■ WJRT-TV Flint, Mich.—CATV task force dismissed as moot "petition for special relief". Action Sept. 15.

■ Office of opinions and review on Sept. 22 in Somerset-Punxsutawney-Brookport, Pa. (Laurel Cablevision Co. and Punxsutawney TV Cable Inc.) CATV granted petition by Punxsutawney TV Cable Inc. and extended time to Oct. 5 to file reply to oppositions to its Aug. 8 petition for reconsideration (Docs. 17538-40).

■ Anacortes, Bellingham, Burlington, Mount Vernon and Sedro Valley, Washington Total Telecab Inc.—CATV task force extended "motion for extension of time to comply with order" up to and including Oct. 1.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Sept. 21 in Lewiston and Auburn, both Maine (Cable Vision Inc.) CATV proceeding granted request by Cable Vision and continued Sept. 25 hearing to Sept. 26 (Doc. 17378).

■ Hearing Examiner Chester F. Naumowicz Jr. on Sept. 22 in Galax, Va. (United Transmission Inc.) CATV proceeding denied, without prejudice to resubmission at pre-hearing conference of Sept. 29, request by United Transmission Inc. for continuance of presently scheduled procedural dates (Docs. 17653).

#### Ownership changes

##### APPLICATIONS

■ KGUS(FM) Hot Springs, Ark.—Seeks assignment from C. J. Dickson, Guy R. Beck-

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ham and James M. Alexander d/b as Radio Hot Springs Co., to Radio Hot Springs Co. Inc. Messrs. Beckham and Alexander, each 25% partner, no longer wish to participate. Consideration is to assume full responsibilities. Ann. Sept. 26.

KCIB(FM) Fresno, Calif.—Seeks assignment of license from Egon A. and David L. Hofer Jr. d/b as American Family Broadcasters to Universal Broadcasting Co. for \$60,000. Principals: George M. Mardikian, president, B. Floyd Farr, vice president and George D. Snell, secretary-treasurer (each 33 1/3%). Messrs. Farr, Mardikian and Snell own KEEN and KBAY(FM) San Jose and KCVR-AM-FM Lodi, both California; KVEG-AM-FM Las Vegas, and KAHU Waipahu and KFOA(FM) Honolulu, both Hawaii. Mr. Mardikian also owns restaurant in San Francisco. Ann. Sept. 26.

KOCM(FM) Newport Beach, Calif.—Seeks transfer of control from Al Jarvis to Gary Burrill (16 2/3% before, 61 1/2% after) and Frank Oxart Sr. (38 1/3% before, 38 1/3% after). Consideration is \$12,500 cash upon closing and assumption of liability in amount of \$56,000. Ann. Sept. 26.

KCOY-TV Santa Maria, Calif.—Seeks assignment of license from Mill Acquistapace, Helen L. Pedotti, James H. Ranger (19.25% before, none after), Burns Rick and Marlon A. Smith d/b as Central Coast Television to Mill Acquistapace (19.22% before, 19.22% after), Helen L. Pedotti (45% before, 64.25% after), Burns Rick (6.53% before, 6.53% after) and Marlon A. Smith (10% before, 10% after) d/b as Central Coast Television. Consideration \$4,000 plus release from all obligations. Ann. Sept. 25.

KQXI Arvada, Colo.—Seeks assignment of license from Frances C. Gagline and Bernice Schwartz d/b as Radio Station KQXI to Frances C. Gagline, Bernice Schwartz (each 50% before, 2 1/2% after) and Richard P. McKee (none before, 15% after) d/b as same. Consideration \$44,350. Ann. Sept. 26.

WLAD-AM-FM Danbury, Conn.—Seeks transfer of control from City Trust Co., executor under will of James B. Lee, deceased, to City Trust Co., trustee under Pars. 4 and 5 of will of James B. Lee. Ann. Sept. 26.

WCKT(TV) Miami—Seeks transfer of control from Catchings Therrel. Principals: Sidney D. Ansin, president (23.2%), Edmund N. Ansin (35.8%), Ronald Ansin et al. Upon FCC approval, the Ansin will vote 64% of stock. Consideration \$185,000. Ann. Sept. 25.

WDEN-FM (requested calls) Macon, Ga.—Seeks assignment of license from Rowland Broadcasting Inc. to Radio Macon Inc. Principals: Marshall W. Rowland and Carol C. Rowland (each 50% before, 50% after). Rowland Broadcasting is licensee of WQIK-AM-FM Jacksonville, Fla. WDEN-FM is to be assigned to same corporation as WDEN, granted July 3 by commission. Ann. Sept. 25.

WNEX Macon, Ga.—Seeks transfer of control from E. M. Lowe, deceased, to J. Hall Jr. and First National Bank, as coexecutors of estate. Ann. Sept. 26.

KBAB Indianola, Iowa—Seeks assignment of license from Charles L. and Mildred B. Hamilton to Robert E. Ingstad Jr. for \$75,000 plus assumptions. Principal: Mr. Ingstad is stockholder, vice president and director of KOVC Valley City, N. D. Ann. Sept. 26.

WAST(TV) Albany, N. Y.—Seeks transfer of control from Stanley Warner Corp. to Glen Alden Corp., wholly owned subsidiary of McCrory Corp. Glen Alden Corp., a diversified publicly-owned corporation with interests in textiles and movie theaters, already owns 18% of Stanley Warner, which not only owns WAST but also International Playtex Corp. and the Stanley-Warner motion picture theater chain. Upon approval of stockholders, Stanley Warner common stockholders will receive for each S-W share from 0.50 share to 0.55 share of Glen Alden stock at the date of the stockholders' meetings. Upon completion of merger, Glen Alden Corp. will sell WAST, on ground its major interests are in textiles and motion picture theater operation. Glen Alden officers: Paul A. Johnston, president; Meshulam Riklis, chairman and chief executive officer. Ann. Sept. 26.

WNDN Kingston, N. Y.—Seeks assignment of license from Donald P. and Wilbur E. Nelson d/b as Nelson Broadcasting Co. to Kingston Broadcasters Inc. for \$16,800. Principals: Assignee is licensee of WKNY Kingston, N. Y. Edward A. Bernstein, vice president et al. Ann. Sept. 26.

WNDR Syracuse, N. Y.—Seeks transfer of control from Harriet M. and David A. Kyle to Leo Rosen. Consideration \$57,000. Ann. Sept. 26.

KVKM Monahans, Tex.—Seeks assignment of license from Monahans Broadcasters to Land of the Sun Broadcasters for \$100,000.

Principals: J. Ross Rucker, president, Merle L. Rucker, vice president and Bertha Jenness, secretary-treasurer. Mr. Rucker is general manager of KVKM-AM-TV Monahans and owner of KAVE Carlisbad, N. M. Mrs. Rucker is housewife. Mrs. Jenness is in insurance business. Ann. Sept. 26.

KZUN-AM-FM Opportunity, Wash.—Seeks transfer of control from Howard G. Olsen to KZUN Inc. Principals: Robert L. Swartz and Arthur R. MacKelvie (each 33 1/4% before, 50% after), Consideration \$30,000. Ann. Sept. 26.

WTAP-AM-FM-TV Parkersburg, W. Va.—Seeks assignment of license from T/R Inc. to Broadcasting Services Inc. for \$579,000. Principals: R. L. Drake Co. (100%), C. T. Garten, president, R. L. Drake, vice president et al. R. L. Drake Co. is manufacturer of ham radio equipment. Mr. Drake also manufactures radio crystals. Ann. Sept. 20.

WFON Fond du Lac, Wis.—Seeks assignment of CP from Samuel G. Costas, deceased, to Loula M. Beckman, executrix of estate. Mrs. Beckman is also president and 86 2/3% stockholder in restaurant. Ann. Sept. 20.

WOKY Milwaukee, WADO New York and KCBQ San Diego—Seeks relinquishment of positive control of Bartell Media Corp., stockholder of parent licensees of stations involved. Members of Bartell family in aggregate presently own 1,089,512 shares, or more than 50% of outstanding stock. There is proposed to be sold by Lee B. Bartell, David Bartell and Melvin M. Bartell, 25,000 shares. As a result, Bartell family in aggregate would own less than 50% of stock. Ann. Sept. 20.

#### ACTIONS

KTRG-TV Honolulu—FCC granted assignment of license from Hawaiian Paradise Park Corp. to Friendly Broadcasting Co., owned by Richard Eaton, for \$550,000. Mr. Eaton, through United Broadcast Corp., owns CP for KECC-TV El Centro, KALI San Gabriel and KUFY(FM) San Mateo, all California; WJMO and WCUY(FM) Cleveland Heights, Ohio; WMUR-TV Manchester, N. H.; WSID-AM-FM and WMET-TV Baltimore; WOOK-AM-TV and WFAN(FM) Washington; WBNX New York; WFAB Miami; WJMY(TV) (CP) Detroit, and WINX Rockville, Md. Action Sept. 21.

KYAK Anchorage—Broadcast Bureau granted assignment of CP from Richard C. Cruver to KYAK Inc. Principals: Richard C. Cruver (51%), Glenn S. Miller (47.1%) and Robert W. Fleming (1.9%). Action Sept. 21.

WRKV Rockville, Conn.—Broadcast Bureau granted assignment of CP from Richard M. Brescia, Jack Wormser and Marnette L. Sz tr/as Eagleon, to Rockville-Vernon Broadcasters Inc. for \$23,250. Principals: Richard M. and Michael Brescia, president and vice president, respectively. Bruno Scotta, vice president, et al. Mr. Richard Brescia is account executive for CBS. Mr. Michael Brescia is salesman for General Motors Service and Truck Co. Mr. Scotta is bus operator for transportation company. Action Sept. 21.

WTOP-AM-FM Washington and WJXT (TV) Jacksonville, Fla.—Broadcast Bureau granted assignment of licenses from The Washington Post Co. to Post-Newsweek Stations, Capitol Area Inc. and Post-Newsweek Stations, Florida Inc., respectively. No change of ownership and/or control. Action Sept. 26.

WHBO Tampa, Fla.—Broadcast Bureau granted transfer of control from James M. Holland, Bonita A. Fishback, Robert M. Ross and Billy R. Polk, to Bob A. Martin, who will acquire 48% and already holds 12%. Action Sept. 26.

WXLI-AM-FM Dublin, Ga.—Broadcast Bureau granted assignment of license from C. Theodore Kirby and Raymond C. Palmer (each 50%), d/b as The Laurens County Broadcasting Co., to C. Theodore Kirby (100%), tr/as company of same name. Consideration \$7,500. Action Sept. 21.

WSAV-AM-TV Savannah, Ga.—Broadcast Bureau granted transfer of control from Harben and Catherine Murray Daniel (deceased), as family unit, to Harben Daniel. Action Sept. 26.

WAYE Baltimore, Md.—Broadcast Bureau granted assignment of license from Erway Broadcasting Corp. to Adler Communications Corp. for \$650,000 plus \$140,000 to be paid to Guy S. Erway for covenant not to compete. Principals: Warren Adler, president (89% class B common), Joseph Luria, secretary-director and minority stockholder, W. Ronald Smith, vice president, director and second minority stockholder, John L. Bozza, secretary-treasurer, director and minority stockholder and Arthur A. Snowberger, vice president and minority stockholder. Mr. Adler is president, director and 60% owner of Warren Adler Ltd., advertising and public relations agency; president,

director and 100% owner of Apartment Shoppers Guide, publishing company; president, director, and 50% owner of House Shoppers Guide, publishing company; partner in Washington Real Estate Letter, publication; president, director and 50% owner of college education funds agency, and president and director of Regional Broadcasting Co., licensee of WHAG-AM-FM Hagerstown, Md. and applicant for new UHF there. Mr. Luria is attorney. Mr. Smith is vice president of Warren Adler Ltd., and vice president and director of Regional Broadcasting Co. Mr. Bozza is assistant treasurer of Warren Adler Ltd. and secretary-treasurer of Regional Broadcasting Co. Mr. Snowberger is partner in consulting engineer concern. Adler Communications owns 100% of Regional Broadcasting Co. Action Sept. 20.

WMUZ Detroit—Broadcast Bureau granted assignment of license from Haig Avedisian, administrator of estate of Percy B. Crawford, to WMUZ Radio Inc. Principals: Ruth Crawford Porter, president, Haig Avedisian, vice president and Donald B. Crawford, secretary-treasurer. Administrator is sole stockholder. Ruth Crawford, as executrix of estate of Percy Crawford, is licensee of WDAC Lancaster, Pa. and WYCA Hammond, Ind. Donald Crawford is president and sole stockholder of WDCX Buffalo, N. Y. Mrs. Porter and Donald Crawford are officers and directors of KELR El Reno, Okla. Action Sept. 21.

\*WQTV(TV) Binghamton, N. Y.—Broadcast Bureau granted assignment of CP from University of State of New York to Southern Tier Educational Television Association Inc. No consideration. Martin A. Helfer is chairman of board of Southern Tier. E. Ogden Bush is president and has interest in WDLA Walton, N. Y. Action Sept. 26.

WYBG Massena, N. Y.—FCC granted by order transfer of control from Robert D. Stoehr to Twin Tier Broadcasting Inc. Principals: Alexander V. Orlando, president (30%), Charles L. Snyder, secretary-treasurer (10%) and Michael J. DeSisti (60%). Dr. Orlando is physician and part owner of WTTC-AM-FM Towanda, Pa. Mr. Snyder is general manager and part owner of WTTC. Mr. DeSisti is attorney, director and stockholder of bank, in real estate and part owner of WTTC. Consideration \$64,000. Action Sept. 27.

WVNC Asheville, N. C., WMAZ-AM-FM-TV Macon, Ga., WFBC-AM-FM-TV Greenville, N. C. and WBIR-AM-FM-TV Knoxville, Tenn.—Broadcast Bureau granted assignment of license of WVNC from Asheville Citizen-Times Publishing Co., and WMAZ, WFBC and WBIR, from Southeastern Broadcasting Corp., all to Multimedia Inc. Application is for merger of three constituent corporations: Southeastern Broadcasting Corp., Asheville Citizen-Times Publishing Co. and The Greenville News-Piedmont Co. Surviving corporation upon consummation will be Multimedia Inc. Officers will be: Roger C. Peace, chairman, Robert A. Jolley, vice chairman, J. Kelly Sisk, president and treasurer et al. Mr. Peace is director of bank and railroad. Mr. Jolley is president and 50% stockholder of Royal Crown Bottling Co., president and 25% stockholder of realty company, and president and director of office building. Mr. Sisk is director of bank and insurance company. Action Sept. 22.

WGIV Charlotte, N. C.—Broadcast Bureau granted involuntary transfer of control from Francis M. Fitzgerald to Francis C. Fitzgerald, (90%) executrix of estate of Francis M. Fitzgerald. Action Sept. 21.

WILE-AM-FM Cambridge, Ohio—Broadcast Bureau granted assignment of license from Land O'Lakes Broadcasting Corp. to Cloverleaf Broadcasting Corp. In August, FCC granted transfer of control of Land O'Lakes to Cloverleaf. As a result, Cloverleaf is now sole stockholder of Land O'Lakes and wished to liquidate and dissolve that corporation, after prior approval is obtained from FCC for assignment of WILE-AM-FM. Action Sept. 25.

A-C Broadcasters assignment of CP of WAHT to Valley Communications Corp. and modification of CP for WAHT proceeding. Commission has dismissed petitions by Cedar Broadcasters (and its principals) and Lebanon Broadcasting Co. opposing transfer of construction permit of A-C Broadcasters (WAHT) to Valley Communications Corp. and application by WAHT for modification of CP to specify new transmitter site. Cedar is applicant for station in Lebanon, and Lebanon Broadcasting Co. is licensee of an existing station in Lebanon. E. Theodore Mallick and William E. Allau Jr., each of whom owns 50% interest in A-C, propose to assign CP for WAHT to Valley Communications Corp. Valley is owned by William E. Sullivan (51%). Austin

(Continued on page 82)

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

### RADIO

#### Help Wanted—Management

If you don't think FM is radio don't apply as manager of eastern powerful metro FM station already showing strong in ratings. Prefer solid AM background, heavy on sales, program-production imagination, and community sense of responsibility. Several years of actual managerial experience important—you could be important in smaller market ready to move up—you could be #2 in big city—but unless you want work and sell hard with exciting fast growing and diversifying company with additional future, additional opportunities, don't apply to Box J-281, BROADCASTING.

Station manager, suburban major market, excellent permanent opportunity with long-established profitable station. Send background, desires and compensation requirements first letter. Box K-14, BROADCASTING.

If you like small market radio . . . know all phases . . . announcing too . . . and, if you are interested in earning some ownership, and, if you think you'd like to live in Arizona . . . send photo, resume and requirements to Box K-33, BROADCASTING.

Manager for suburban Atlanta Station WOM'N, Decatur, Ga. Stock option opportunity for ownership equity. Vassar Eslinger, President.

#### Sales

Mid-west FM, AM format, better than average billing. Money for man willing to work. Box J-243, BROADCASTING.

Special for good man: Operation of profitable Muzak growth company in fast growing eastern city. Profit sharing. Box J-270, BROADCASTING.

N. M. CATV group desires producer-salesman-announcer; double commissions; 505-437-7258. Box K-26, BROADCASTING.

New Jersey independent AM-FM seeks experienced broadcast salesman with management know how and proven ability. Box K-28, BROADCASTING.

Salesman: Permanent with advancement opportunity in central Virginia for aggressive, creative man. \$150 weekly against 20% draw. Excellent working conditions with fine staff in beautiful community. Box K-47, BROADCASTING.

Join solid AM-FM station in one of highest income communities in nation. Looking for a creative salesman, aggressive, good broadcast sales record. Send resume to Lyle Davis, Sales Manager, WEEF Radio, Highland Park, Illinois.

Today this radio station begins a new sound in Washington, D. C. area. It is a formatted country concept. If you are creative and hard working, rush complete details as to why I should hire you. General Sales Manager, WPKK, 523 First St., Alexandria, Virginia 22311.

Sales opportunity—top rated station, outstanding market acceptance, where your efforts will pay off in good earnings. Beautiful area, excellent living conditions. We're looking for young, ambitious salesmen with some experience. Send resume and picture or contact Don Foutz, WROV Radio, Roanoke, Virginia 24015.

### Sales—(cont'd)

Regional salesman? Aggressive professional radio salesmen for WSBA, #1 station in Harrisburg-York-Lancaster . . . cover accounts Pittsburgh-Philadelphia-Baltimore-Washington area. Salary plus commission, exceptional "fringe" benefits. Send selling letter, resume and recent photo. to: Jack Herr, WSBA, York, Pa. 17405.

Florida Gold Coast—Ideal living-resort. Liberal commission, established list, allowances, hospitalization, generous draw. Young sales trainee considered with sufficient drive. Announcing also if desired. Call 1-305-278-1420.

### Announcers

Move up! Bright capable announcer wanted by established Illinois klowatt with upbeat MOR format, fine new facilities. Excellent starting pay, many fringe benefits. Include detailed experience, references in resume, tape. Box J-176, BROADCASTING.

Soul brother needed by soul station. Must be fabulous talker and good on board. Send photo, resume, tape, first response. Hurry . . . this is your opportunity. Box J-230, BROADCASTING.

150,000 2 station community needs announcer/talk/production man. If experienced can be operations manager. Solid New York State operation. Box J-247, BROADCASTING.

You tell us. What does it take to find a good announcer with a first phone who is dependable, not a bad check artist, has no drinking problem, doesn't peddle dope, isn't divorced and who can read a newscast without stumbling all over it and can do a good commercial selling job? We'll offer security for you and your family in exchange for dedicated service. Send salary required, photo and tape to Box K-20, BROADCASTING, Iowa station, good music.

Announcer salesman, \$70 plus commission. (Indiana). Box K-23, BROADCASTING.

Woman announcer—Some copy writing. \$70. (Indiana) Box K-24, BROADCASTING.

Top teen personality needed for evening slot. Present midwest station ratings 70% of 3 station market. If you are really good, rush tape, picture and resume immediately to Box K-32, BROADCASTING.

New York State fulltimer requires experienced announcer. Salary open. Box K-41, BROADCASTING.

First ticket R&B announcer also good on news and production. KDKO, Denver, Colorado.

Immediate opening experienced MOR announcer. Third endorsed. Good pay. Fringe benefits. Resume and tape to Bob Gribben, KDTH, Dubuque, Iowa.

Tan your hide in Oceanside. Southern California. Experienced, permanent morning man. 1st phone MOR. All fringe benefits. Ideal place to live. Contact P.D. Mike Wynn, PDQ, KUDE, Oceanside, Calif. 714-757-1320.

Night man for KVON, the Voice of News in California's beautiful Napa Valley. 1st phone, able to deliver quality, no-fub newscasts, handle sports-national wire news. Top opportunity with successful station. Send tape, resume, photo.

Immediate opening for experienced, mature professional announcer—MOR. First ticket preferred. Call WABJ, Adrian, Michigan. 313-285-7123.

### Announcers—(cont'd)

Have an immediate opening for an announcer with a first class ticket to pull air shift late afternoon and night on 10,000 watt station. No engineering required. Salary open. Call A. K. Harmon, WBSC, Bennettsville, S. C. 479-4051.

Opening soon announcer with 1st class phone on 24 hour exclusive top 40 station. Announcing must be excellent. Charlie H. Parish, Jr., Manager; Radio Station WCLS, Columbus, Georgia.

Announcer with 1st ticket MOR fulltime AM. Salary open. WCVL, Crawfordsville, Indiana. 317-362-8200.

Announcer or option announcer-sales. Modern country format. Alert, moving DJ, style. No drifters. If you are now working and feel you have reached limit of opportunity in smaller market, here is East coast opportunity in 8th largest market for right man. Send tape resume, and minimum salary requirements. No tapes returned. No phone calls. WDON, 1334 G St. N.W. Washington, D. C. 20005.

Morning man with professional background, ability to communicate. Production background and first phone essential. Air check and resume. General Manager, WEEF Radio, Highland Park, Illinois.

Wanted PD 1st phone, production a must. Salary open. Contact Don French, WFFG, Marathon, Florida.

Need first phone announcer immediately, no maintenance, starting \$125-\$140 for 44 hours depending on qualifications and experience. Raise in three months. Insurance, hospitalization, other benefits, pleasant working conditions, 60 miles from New York City. Call Wes Richards, P.D., WGNV, Newburgh, New York 914-561-2131.

Experienced staff announcer with third class license for adult station. Send tapes and resume WMBS Radio, Uniontown, Pennsylvania.

Immediate opening for announcer with 3rd phone. Call Jim Buffington, WMPA, Aberdeen, Mississippi.

Immediate opportunity!!! We aren't offering you a job, we are giving you an opportunity to join a top-notch, established organization in a competitive east coast market. WNRK, P.O. Box 425, Newark, Delaware, is looking for a first phone dj-newsman. No maintenance—University town. Salary open—opportunity unlimited. Call 302-737-5200 collect . . . Right now!!

Combo man, first phone, strong on production and music needed now. WTHD, new station on air 9/3/67. Send resume and tape, Box 324, Milford, Delaware. Call 302-422-7575.

WTTM, Trenton, New Jersey salutes Tom Durand, leaving after 25 years to join State Department. Position now open for morning man replacement. Phone Mr. Reilly, 609-OW-5-8515.

Gospel & Spiritual announcer. Immediate opening WTUG, 100% Negro programed, Tuscaloosa, Alabama. 3rd class ticket required. Call collect Jay Gilbert 205-759-1204.

Immediate opening for experienced announcer with 1st class license for morning shift on Southeastern Michigan's good music station. Send resume and tape to Irv Laing, Whittier Hotel, Detroit, Michigan 48214.

Wanted announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station, in Virginia. Good opportunity, good pay. Immediate opening. Call 703-629-2509 day, 703-647-8493 night.

## Announcers—(cont'd)

Professional tape appraisals, placements \$6.00. Howard Cortese, 127¼ Sunset Blvd., Los Angeles.

Top stereo in Utica, N. Y., needs mature sounding 3rd ticket announcer, immediately. Male or female. Call 315-733-7555.

## Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Chief engineer—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 6 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-148, BROADCASTING.

Chief engineer for directional daytimer, full-time stereo. Announcing helpful but not necessary. Insurance plan. Good salary for right man. Know all phases, strong on maintenance. Box J-258, BROADCASTING.

First phone—studio and transmitter duties AM & FM facility in major market. Send experience and salary to Box J-287, BROADCASTING.

Transmitter engineer experienced or inexperienced—immediate opening with group owned station in Scranton, Pennsylvania. Contact Mr. Morgan at WARM, Scranton, Pennsylvania. 717-346-4646.

Wanted. Chief engineer. Exp. remote control & directional, 5,000 watts at 540. Salary open. Call Bernie Barker, WDAK, Columbus, Georgia.

First phone, 1 kw directional daytimer. Contact Fran Cady, C. E. WIZR, Johnstown, New York.

## NEWS

Newsman for eastern contemporary station. Must be experienced in gathering and reporting. Great opportunity to locate in one of the nation's best markets. Send resume, tape and picture to Box K-2, BROADCASTING.

Wanted: An experienced newsman. Should be capable of setting up complete news department. Have mobile units, beep phones, all paraphernalia. Need a man to run those plus hot line, set up stringers, etc. Write or call M. E. Danbom, Radio Station KTBB, Tyler, Texas, Area Code 214, Lyric 4-7278.

Need second newsman immediately. Must gather and write local news and do air work. Should be dedicated to Broadcast news. Complete and modern facility in a progressive community. 3rd class ticket a must. 1st phone desirable. Many fringe benefits. Call or send resume & tape to Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

Need #2 man in two man news department. Starting \$120-\$130 for 44 hours, depending on qualifications and experience. Raise in three months. Insurance, hospitalization, other benefits. Pleasant working conditions. 60 miles from New York City. Call Dick Raskin, News Director, WGNV, Newburgh, New York before noon, 914-561-2131.

If you like public affairs, if you like outside as well as inside work, if you want to be a news-producer and air man in unique situation and extraordinary market area, you may be our next Director of Public Affairs of WHWH Princeton and WTOA-FM in Trenton, N. J. Program development, on-air news, specials, and interest in community affairs go hand in hand. Unusual daily two hour program part of responsibility. Call or write Herbert W. Hobler, Box 1350, Princeton, N. J.

2 top newsmen, major market 50,000 watt modern format station wants 2 men. Must have excellent sound and writing ability. Salary to start excellent. Union protection—health plan. Automatic pay increases. Write Don Lancer, News Director, WKBW, Buffalo, New York.

Experienced newsmen. Expanding staff, need men who can write, air, cover beat, follow directions. Excellent salary, outstanding benefits with station soon to join major group. Call or write Eric Aucoin, News Director, WLEE, Box 8765, Richmond, Virginia 23226. Call 703-288-2835.

## Production—Programming, Others

Program director for midwest 5 kw MOR. Want stable, serious minded man with experience who can also handle daily air show, or could be very production-minded. Young man who could assume PD duties. Send tape, photo, references and salary requirements to Box J-268, BROADCASTING.

Group operator has openings for program directors in two southern cities with top 40 rock experience. Must be promotion minded, contest oriented, idea man. Production ability on commercial spots very important. Annual salary in top four figures to start plus annual bonus based on ratings and business produced. Send complete details together with outline of successful ideas you have developed. Box K-50, BROADCASTING.

Morning man position open due to promotion within Talley Stations. Tape, resume, snapshot. WSML, Litchfield, Illinois.

Radio producer needed immediately. Duties include production of public affairs and other educational programs for state tape network and 68,000 watt FM station. Knowledge of classical music desirable. College degree required. Send audition tape and resume to Raymond Shirley, Department of Radio Services, University of Tennessee, Knoxville 37916. An equal opportunity employer.

Radio production specialist—Taiwan. GS-7; \$6451 per annum. To be combination announcer, writer producer and clerk in Armed Forces Network, Taipei, Taiwan. The network provides AM, FM and short wave broadcasts of command information, security and emergency information, news, entertainment and educational programs. As producer-writer, the employee will select, interpret and revise scripts to fit the occasion. Must have at least 4 years experience in the field of radio, movie, television or audiovisual communication in any combination of these fields that demonstrates ability to perform duties of the position. 24-month employment agreement. Transportation overseas and return furnished for employee and dependents. Rental family houses with quarters allowance available. Transportation of private automobile authorized. Send standard form 57 to: Navy Overseas Employment Office (Pacific), Federal Office Building, 50 Fulton Street, San Francisco, California 94102. An Equal Opportunity Employer.

## RADIO

### Situations Wanted Management

Young, aggressive sales promotion director seeks job as manager of radio station in New York or California. Box K-8, BROADCASTING.

General Manager—General sales manager large company one of three largest markets. Want general management good organization. Seventeen years broadcast background programming, sales, management. Will get high billing by creative selling. Up market position by improved programming. Have success formula. Forty year old family guy—highest character. Box K-8, BROADCASTING.

Texas large to medium market. You are looking for a pro salesman who learned the business from mike to management & construction. Over 25 years of solid experience. Best character and background reference. Financial status good. Looking for that final move. Box K-36, BROADCASTING.

CATV & broadcast executive. Excellent background in administration, marketing and economics seeks challenging job in Washington, Baltimore market. Box K-52, BROADCASTING.

Available now; Creative 28 yr. old hard working vet of the business 9 years. Sales, sports, programming—management opportunity with chance to become part owner. Phone—Sell ask for Pat, 714-256-5491.

## Sales

Professional salesman, Major market UHF, references, seeks growth opportunity, national local sales. Box K-27, BROADCASTING.

## Sales—(cont'd)

TV sales executive interested in becoming active investor, in radio station where sales ability can contribute to growth. Prefer station within 25 miles of Boston. Box K-34, BROADCASTING.

## Announcers

Sportscaster, 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-141, BROADCASTING.

Versatile network quality voice. Young, experienced, west coast based announcer will re-locate to metropolitan market. Box J-238, BROADCASTING.

Dear John . . . this is the year of the two-man team. If we can be of service to your crack organization . . . write Box J-249, BROADCASTING. (We're the funniest comedy team since the New York Mets). Love, H. & M.

Experienced football broadcaster desires northeastern college schedule. Tape available. Box J-254, BROADCASTING.

Experienced announcer, now employed 5 years same station. Intelligent, friendly attitude, seeking station with same. Knowledgeable country-western or middle-road. Southwest or southeast. Box J-289, BROADCASTING.

DJ-announcer, newscaster. Experienced. Personable. Married, will relocate, not a floater or prima donna. Box K-1, BROADCASTING.

Available—Experienced 1st phone announcer—Now. No tapes, Box K-3, BROADCASTING.

Announcer, dj, news, play-by-play. College grad. Military completed. 3 years experience. Box K-7, BROADCASTING.

Talk personality, now conducting one of the nation's major evening telephone programs, wants stronger market. Box K-16, BROADCASTING.

Announcer first phone wishes permanent position good music station. Have eight years solid experience as evening man. Western states area, prefer California. Will consider others. Require minimum \$600 per month. Box K-17, BROADCASTING.

Quality voice, mature. 2½ years experience. Age 25. 3rd ticket. Looking for area with some Jewish community. Hardworking. Reputable. Box K-18, BROADCASTING.

Bright DJ Announcer, authoritative, newscasting. Will relocate. Prefer East coast. Married; willing to work. 3rd class endorsed. Box K-19, BROADCASTING.

Dependable DJ news man. Tight board. Third endorsement. Available now. Box K-22, BROADCASTING.

First phone. Desire air work. Prefer country music. Box K-25, BROADCASTING.

Major market rock jock promotion minded, a real hard worker. Tight show excellent production. First phone, ratings-tremendous work record. Present employment 2½ years. . . Would like more challenge. Write Box K-29, BROADCASTING.

Do you need 3rd announcer with 2½ years experience, quality voice, devoted? Box K-31, BROADCASTING.

College grad with six years radio wants opportunity for advancement and challenge in the East or Mid-West. Box K-37, BROADCASTING.

Experienced morning man, third phone. MOR. . . Married, sober and reliable. . . Available immediately. Telephone 1-607-324-2615 or Box K-38, BROADCASTING.

Talented, capable broadcasting school graduate. Modified Top 40. Copywriting and production ability. 3rd phone. . . draft deferred. Box K-39, BROADCASTING.

Young, versatile, experienced announcer desires permanent position. Draft-free, college graduate with radio-TV major. 3rd phone endorsed, two years experience including generally considered top radio-TV station in over ¼ million market. Experience includes radio DJ, news, TV booth and production, radio P.R. for local university and P.R. and promotion work for National Guard. Midwest preferred, all considered. Stable MOR, or top 40 station in medium sized city. Write Box K-43, BROADCASTING.

## Announcers—(cont'd)

D.J./Announcer, broadcast school grad., exp. Third phone, Box K-53, BROADCASTING.

Top 40 jock, First phone, references, large markets. Box K-54, BROADCASTING.

Green Bay, Wisconsin number one rock jock ready to move. Experienced. Talented. Sponsors, ratings are proof of performance. Call Rob Sherwood 1-414-437-1911, Write WDUZ, Green Bay, Wisconsin.

Young announcer, radio school graduate, third phone endorsed, news, copy. Go anywhere. Bill Wycoff, telephone, 1-515-462-3620, Winterset, Iowa 50273.

Funny, warm personality mornings, metropolitan area. MOR. Family, \$175. Top production, versatility. Call 712-258-2784.

## Technical

Chief engineer seeks decent adult-music station free of: Slavedrivers, smokers, cigarette-beer ads, music to riot by, unshaven dirty creeps, newscasts dabbling in national destruction by degrees, gloom prophets. Clean House! Box K-30, BROADCASTING.

Engineer or combo. Eleven years experience, nine as combo. Presently chief in top ten market. Married, age 33, experienced all phases radio. Excellent references. Salary dependant on location. Relocation assistance required if over 50 miles. Giles Brown, 2862, Dover Lane, Apt. 203, Falls Church, Va. 703-560-9714 after 5:30.

## NEWS

50,000 watt newsman-air personality seeks opportunity in program/news department of small/medium market station. Salary secondary. Call 301-467-6988.

Available November—Top pro-News-Talk. Now working second market—wants climate and five figures—To build rating. Box K-57, BROADCASTING.

## Production—Programing, Others

Continuity girl. Attractive, talented, with imagination and proven ability; exceptional production copy. Box K-10, BROADCASTING.

Experienced PD/copy/production. Family man. Sober, reliable, creative. MOR station preferred. Box K-21, BROADCASTING.

Take charge programmer—Dynamic young grad ready to trade profitable ideas, sound judgment, ten years experience in all phases of broadcasting and the energy to obtain and hold top ratings, if you'll provide realistic salary, freedom in programing, permanency and advancement. Proven record, excellent references, complete resume and tape by calling 1-517-684-5788 mornings or writing to Box K-40, BROADCASTING.

Creative idea-man-experienced, talented DJ—motivating copy writer—knows music. Seeks challenging position as PD-DJ or Assistant PD-DJ. Box K-42, BROADCASTING.

Mature, intelligent top-40 program director needs challenge. First phone. Box K-46, BROADCASTING.

Major market announcer now at highest rated station looking for PD job in small or medium market. Will consider any format. Your chance for a young veteran pro. Call mornings 816-444-9675.

## TELEVISION—Help Wanted

### Announcers

Small market sports announcer! Ready to move up? Contact Don Picken, News Director, WJRT-TV, 2302 Lapeer, Flint, Mich.

On camera plus booth. Must be experienced doing commercials, weather, and/or sports. Full color NBC in south Florida offering salary plus top talent rate. Send resume, pictures, SOF or video tape to WPTV, Palm Beach, Florida.

### Technical

New England NBC affiliate. Assistant chief with good possibility of becoming chief. Must be experienced in studio and transmitter maintenance. Good pay. Box K-51, BROADCASTING.

## Technical—(cont'd)

TV Engineer—Immediate opening for engineer with first class license. Some experience desirable but will consider recent graduates. WDBO-TV, Box 1833, Orlando, Florida.

Immediate opening for broadcast engineers, all color station, second class phone license required. Send resume to WNY5-TV, Channel 9, Syracuse Inc., Box 9, Syracuse, New York 13214.

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.

General Electric—Technicians for WRGB, Union scale to \$12,000, exceptional additional benefits, TV schooling and/or experience required. Contact Charles King, 518-377-2261, Schenectady, N. Y.

Television technicians—Must have 5 years TV experience. Pay range \$3.97 to \$5.75 per hour. Excellent working conditions. Full government benefits. Normal hours 8:45 a.m. to 5:30 p.m. Mon.-Fri. Jobs in Washington, D. C. U. S. citizens only. Send application to U. S. Information Agency, IPT/R, Washington, D. C. 20547. An Equal Opportunity Employer.

First phone engineer for Pennsylvania UHF station. Phone collect Jack Schuster, Area Code 717-843-0043.

## NEWS

Top ten market VHF wants first rate reporter. Must be able to go get story, write and put it on the air. Broadcast experience desirable but news background paramount. No announcers or DJ's please. Send resume, photo and salary requirements. Box J-250, BROADCASTING.

Want news photographer for midwest medium market. High-priced "seniors" needn't call. Medium priced "juniors" do call . . . collect immediately . . . person-to-person . . . News director 815-963-5413, WTVO-TV, Rockford, Ill.

## Production—Programing, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Layout Artist Promotion Manager. Are you the No. 2 man in your dept? If so, Phila's first independent TV station has need for a layout artist (sales brochures, news print and magazine ads, outdoor advertising design) who is capable of overseeing administrative promotional dept. (reciprocal trade, contests, press releases and public relations) Call or write Gerald Minnucci, WPHL-TV, 230 South 15th Street, Phila. (215) PE 5-2320.

On-Air-Promotion Writer. WLWT, the nation's largest local live programing station is seeking a person to handle all activities related to promotion of local and network programing, both on-the-air and on a community wide basis. This person will also be exposed to sales promotion, advertising, and press relations activities within the department. Candidates should be young, draft-exempt, college graduates, with a degree in Journalism or Radio and TV. They should have the equivalent of at least one year's directly related experience in TV promotion or programing functions, and have the potential to grow in stature and responsibility within our expanding broadcast organization. We offer a good starting salary and a liberal fringe benefits program. Send a complete, confidential resume of age, education, marital status, experience, and current earnings to Employment Manager, AVCO Broadcasting, 140 W. Ninth Street, Cincinnati, Ohio, 45202. An Equal Opportunity Employer (M/F).

## TELEVISION

### Situations Wanted—Sales

Looking for Texas large to medium market sales. Over 25 years radio and TV from announcer to management, top references character, background and financial status. Box K-35, BROADCASTING.

## NEWS

Want maturity and personality in your news image? Multiple award winner, college graduate, all media veteran with exceptional writing ability and sharp appearance now seeking metropolitan assignment. Box K-5, BROADCASTING.

Wanted—Newsman or news director position in medium market news minded station. Currently news director, also anchorman, photographer, editor and writer. Nine years radio-TV experience. For authoritative, stable, reliable, alert, 24-hour newsman-airman write Box K-12, BROADCASTING.

Six years radio television news. On-camera, SOF-interviews, editorial writer, 16MM SIL. Good voice and appearance, vet 36, family man and civic minded with a will to dig. No sports. Offers dependability and professional quality. Seeking no. 2 man in medium mkt. Available Nov. 1st. Box K-56, BROADCASTING.

## Production—Programing, Others

Creative Producer-Director, writer, supervisor manager, TV-Radio, film, P. R. outstanding record, agency, major network affiliate, University ETV, International Education, experience. Seeks real challenge, stable opportunity which will reward loyal, imaginative hard work and ability. Presently employed. Will consider any location or overseas. Box J-158, BROADCASTING.

Producer-director with five years commercial and ETV experience seeks position in active station. Familiar with color, edit, and all phases of production. Now with major network. Will relocate. Salary \$10,000. Call 312-491-0446 or write Box K-13, BROADCASTING.

Looking for a challenge as a producer and/or director at a "professional" operation. Two years commercial television and one year instructional television experience. University degree, married, twenty-six, excellent background. Want to get ahead and progress. Box K-15, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted immediately used heavy duty self-supporting tower, 225'-300'. Set price or we will bid. Urgent! Box K-49, BROADCASTING.

Wanted by June 1, 1968: Guyed tower 610 ft. or 615 ft. capable of supporting 12 bay hi-band pedestal mount antenna together with 6 bay FM antenna and related equipment. Minimum 40 pound wind load. Contact Ivar Nelson, KFVY-TV, Bismarck, North Dakota, 701-223-0900.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3/8", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

Ampex PR 10 two track professional stereo recorder, in portable case. Equal to new. \$800.00. Box J-228, BROADCASTING.

AM Frequency measurement equipment, GR standard, digital counter, two receivers, HP audio Osc. Scope, 80" cabinet. Box J-283, BROADCASTING.

1-Hewlett-Packard 335B FM modulation-frequency monitor (98.1 mc) \$800.00. Don Whitney, KOSE, Osceola, Arkansas 72370.

RCA BTA-250L transmitter. On the air, in daily use, only selling because of power increase. \$500 firm and you pay shipping. WSMD, La Plata, Maryland.

New Gates producer used 100 hours, no modifications. Best offer over \$400. Box 965, Fremont, Nebraska.

Brand new remote amplifiers, 2 channel remote microphone amplifiers 2 1/2 inch VU Battery operated, 9 transistor \$95.00 FOB Kokomo, Grecco, Inc., 1830 S. Webster, Kokomo, Ind. 46901. Area 317-883-5688.

## FOR SALE—Equipment

### Continued

Self-supporting towers. 325' \$4,000.00 each—Guyed 330' \$1650.00, ground wire 75# lb. Bill Angle, 919-752-3040, Greenville, N.C. Box 55.

Browning model BR-3A67 and BT-3A-67 Background Music SCA receivers—67kc. Some require service. As is \$35.00 each—House of Sound, 714—2nd Avenue South, Minneapolis, Minn. 55402.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa. Calif. 95338.

Custom designed station sales aids. Market/station image brochures. Rate cards, promotional material, all types of graphics to enhance station's professional image. Individually created for broadcasters by the leader in the field. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill., 60515 (312) 696-5553.

Deejays—new monthly—"Humor Originals". Comedy lines by top comedy writers. Sample \$2. \$20 yearly. Gag Re-Cap Publications, Box 86, Dept. B, East Meadow, N. Y. 11554.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736, Merchandise Mart Sta., Chicago, 60654.

Jim Harris—Professional Production. Spots, intros, closes, Jingles. All production handled professionally. Reasonable. Write for brochure and rates. 1963 Campbell Road, Houston, Texas 77055.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans 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.

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Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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## INSTRUCTIONS—(Cont'd)

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Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

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See our display ad under instruction on page 80. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

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.

## RADIO—Help Wanted—News

# RADIO NEWSMAN - NOW!

Immediate opening for Radio Newsmen at Top-Rated major 50 KW station in Top Twenty market. We are looking for a newsman who has experience and ability to dig, write and deliver the news with authority. If you are a hard worker, conscientious and a professional newsman, we want to talk to you. All replies confidential. Send tape, photo and resume to:

Box J-237, Broadcasting.

## NEWS DIRECTOR

for major Eastern radio station  
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WWDC, one of the nation's foremost independent radio stations is increasing its sales staff. We are looking for a young man with creative sales ability, aggressiveness, the ability to communicate at all levels of our business, and a conviction of success. Excellent fringe benefits. If qualified, future earnings are unlimited. WRITE:

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Small market, beautiful area, excellent growth prospects, ABC affiliate, MOR, strong community involvement. Need a salesman (preferably one who can do some air-work), and an announcer (desirably one who can handle some sales). Contact J. R. Alston, general manager.  
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Must be capable of being a department head and delivering sports news in one of the nations major sports markets. Imagination and creative ability are as essential as experience. Sports opinions and comments will be welcomed, as part of this area's fastest moving news team. Send complete resume, tape, references and salary requirement.

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Immediate opening at network owned station, East coast. Excellent opportunity for person with solid background in all phases of TV production in busy full color studios. Supervise all local production, numerous network originations. An equal opportunity employer. Write:

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**Situations Wanted**

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**AVAILABLE NOV.**  
VP-Sales Manager. Top 20 VHF station. Interested only in management position affording growth. Ten years experience, age 45. Excellent record and references. All replies acknowledged.

Box K-48, Broadcasting.

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in ownership of worthwhile AM, FM, TV or CATV ventures. All situations seriously considered in strictest confidence.

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Box K-4, Broadcasting.

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Southeast Resort Area**

\$30,000 or will consider selling 50% interest.

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**Continued**

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(Continued from page 75)

Harkins (24.5%) and E. Theodore Mallick (24.5%). By separate action, commission notified A-C Broadcasters that it has incurred an apparent liability in amount of \$1,000 for willful and repeated violation of Sec. 1.65 of commission's rules. (By memorandum opinion and order and letter of notice of apparent liability; Commissioner Wadsworth abstaining from voting; Commissioner Johnson concurring in result.) Action Sept. 27.

WASC Spartanburg, S. C.—Broadcast Bureau granted assignment of CP from D. D. Foster d/b as Carolina Radio Broadcasting Co. to Carolina Radio Broadcasting Inc. Principals: George G. Beasley, president and

general manager and D. D. Foster, secretary and treasurer (each 50%). Mr. Beasley is principal of high school and has minority interest in WKYX-AM-FM Paducah, WPMC Goldsboro and pending new AM in Lenoir, both North Carolina, and is owner of WKBY, Chatam, Va. Mr. Foster is owner of sole owner of WASC since 1965. Is owner of insurance agency and president of mutual insurance company. Action Sept. 21.

KSTB Breckenridge, Tex.—Broadcast Bureau granted assignment of license from Gene A. Hutto. (70%) Bennie A. Fossen (25%) and John W. Fox III (5%) to Regal Broadcasting Corp. No change of ownership. Ann. Sept. 25.

KMSC(FM) Clearlake City, Tex.—Broadcast Bureau granted transfer of control from Taylor Broadcasting Co. to Saccomanno, Clegg & Martin. Principals: George V.

Lister (31% before, none after), John A. Powers (35% before, none after), Saccomanno, Clegg, Martin & Pinedo (20% before, none after), Jay Cran (14% before, 14% after) and Saccomanno, Clegg & Martin (none before, 86% after). Mr. Powers is selling his shares for \$18,880.62 plus liabilities. Action Sept. 26.

KTAE Taylor, Tex.—Broadcast Bureau granted transfer of control from K. L. McConchie and Killis Campbell Jr. to KTAE Inc., representing 50% interest in corporation to corporation. Consideration \$115,000. Action Sept. 25.

KYCN Wheatland, Wyo.—Broadcast Bureau granted transfer of control from Larry C. Cobb (50% before, none after) to Pioneer Broadcasting Inc. Principal: William R. Jones (50% before, 100% after). Consideration \$25,000. Action Sept. 26.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 27. 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.

■ Redwood City and Montebello, both Calif.—Nation Wide Cablevision (multiple CATV owner and subsidiary of Kaufman and Broad Building Co., West Los Angeles) has been granted franchises (BROADCASTING, Sept. 18).

Porterville, Calif.—Trans-Video Corp., El Cajon, Calif. (multiple CATV owner) has been granted a new agreement which calls for an increase in rates paid to the city. Trans-Video will pay the city 5% of annual gross revenue instead of the previous 2%.

Riverbank, Calif.—Tuolumne Cable-Vision

Inc. and Pete Hall have each applied for a franchise.

Edgewater, Colo.—Mountain States Video Inc., Denver, and Time-Life Inc., licensee of KLZ Denver (both multiple CATV owners) have each applied for a franchise.

Fort Morgan, Colo.—Fort Morgan Cable TV has applied for a franchise. Installation fee and monthly service charge would run a maximum of \$14.95 and \$4.95, respectively.

■ Sheridan, Colo.—Mountain States Video Inc. (multiple CATV owner) has been granted a 15-year franchise. Monthly service charge will run \$4.75, \$2.00 of which will go the city. The system will carry a maximum of 19 channels.

St. Augustine, Fla.—Gateway Cable TV Inc. has requested cancellation of franchise and return of \$50,000 performance bond. Gateway Cable TV Inc. claims that FCC regulations restricting number of stations it can air have made it financially unfeasible.

■ Nez Perce county, Idaho—Finer Living of Red Bluff Inc. has been granted a franchise.

Bridgeport and Lawrenceville, Ill., both (Vincennes University)—Entron Systems Inc., Silver Spring, Md. (multiple CATV owner), has begun construction if its system to serve the two towns. A minimum of seven channels will be offered for a monthly charge of \$4.95.

Waverly, Iowa—Cedar Valley Broadcasting Co., licensee of KWVY Waverly, has applied for a franchise.

Bridgewater, Mass.—National Cablevision Inc. (multiple CATV owner) of Boston has applied for a franchise. Installation and monthly service charge would run \$15 and \$4.95 respectively. City would receive 3% of annual gross revenue.

Gloucester, Mass.—Cablevision Corp. of America (multiple CATV owner) has applied for a franchise. Herbert Hoffman is president of Cablevision Corp. of America, owner of WBOS Boston and has 12 1/2% interest in WEMT(TV) Bangor, Me. Installation fee and monthly service charge would run \$14.95 and \$4.95 respectively. City would receive a negotiated franchise fee.

■ Hull, Mass.—Cablevision Corp. of America (multiple CATV owner) of Boston has been granted a franchise. Herbert Hoffman is president of Cablevision Corp. of America, owner of WBOS Boston and has 12 1/2% interest in WEMT(TV) Bangor, Me. Installation fee and monthly service charge will run \$14.95 and \$4.95 respectively. The city will receive a negotiated franchise fee.

■ Medford, Mass.—Cablevision Corp. of America (multiple CATV owner) of Boston, operating under the name of Medford Cablevision Inc. has been granted a franchise. Installation fee and monthly service charge will run \$15 and \$5 respectively.

New Bedford, Mass.—National Cablevision Inc. (multiple CATV owner) Boston: WTEV Cable Service Inc., affiliated with WGAL-TV Inc., licensee of WTEV New Bedford, Full Channel TV Inc. and Southern Massachusetts Cablevision Inc., affiliated with WBSS-AM-FM New Bedford have each applied for a franchise. National Cablevision's installation fee and monthly service charge would run \$15 and \$4.95 respectively. City would receive 3% of annual gross revenue. WTEV Cable Service, operator of system in Lancaster, Pa. (Cable Services Inc.), would pay city \$1,000 annually or 3% of annual gross revenue. Full Channel TV Inc. would charge \$19.95 for installation. Southern Massachusetts Cablevision Inc. would charge \$15 for installation.

North Attleboro, Mass.—National Cablevision Inc. (multiple CATV owner) and Cablevision Corp. of America (multiple CATV owner), both Boston, have each applied for a franchise. National Cablevision's installation fee and monthly service charge

would run \$15 and \$4.95 respectively. City would receive 3% of annual gross revenue. Cablevision Corp. of America's installation fee and monthly service charge would run \$14.95 and \$4.95, respectively. City would receive a negotiated franchise fee.

Weston, Mass.—National Cablevision Inc. (multiple CATV owner) of Boston has applied for a franchise. Installation fee and monthly service charge would run \$15 and \$4.95 respectively. City would receive 3% of annual gross revenue.

Winthrop, Mass.—Cablevision Corp. of America (multiple CATV owner) has applied for a franchise.

Sauk Rapids, Minn.—WJON Cablevision has applied for a franchise. There would be no installation charge and monthly service would run \$4.75. City would receive 2% of annual gross revenue during the first year, 4% during the second year and 6% thereafter. Andrew Hilger is president of both WJON Cablevision and WJON St. Cloud, Minn.

Virgini and Eveleth, both Minn.—Turnkey construction of 50-mile system serving these two communities has been awarded by Northland Cable TV Inc., franchise holder, to Unicom Inc., a subsidiary of the Katz Agency and multiple CATV owner. Plans call for the system to become operational by the latter part of December.

■ Jefferson county, Mo.—Time-Life Broadcast (multiple CATV owner) licensee of KLZ Denver, has been granted a 15-year franchise. Installation fee and monthly service charge will run \$14.95 and \$4.70, respectively. County will receive 4% of annual gross revenue. System will carry 12 channels initially on a 20-channel capacity. Mountain States Video (multiple CATV owner). Denver already holds a franchise for the county.

■ Milford, N. H.—Merrimack Valley CATV Inc. of Nashua (multiple CATV owner) has been granted a franchise. Thirteen channels will be offered.

■ Bloomingdale, N. J.—Ringwood CATV has been granted a franchise. City will receive 5% of the annual gross revenue or \$2,000 annually.

Coudersport, N. Y.—Coudersport TV Cable Service has been acquired by Bernard McManus of Sweden Valley for an undisclosed amount. Mr. McManus will install an entire new cable system and house connections. Two to three microwave channels will be added. Mr. McManus was also granted permission by borough council to raise monthly rates from \$3.75 to \$4.50. Monthly rates will rise to \$5.50 when the new service is added.

Wappinger Falls, N. Y.—Highway Displays Inc. (multiple CATV owner) Beacon Cable Corp. and Hudson Valley Cablevision have each applied for a franchise. High-Dislay's installation fee and monthly service charge would run \$20.00 and \$4.85, respectively. Highway Displays Inc. has systems in Highland, Hyde Park and the town of Wappinger, all New York. Beacon Cable Corp. rates would run \$19.95 for installation and \$5 per month. Hudson Valley Cablevision's installation fee and monthly service charge would run \$15 and \$5, respectively.

■ Loudonville, Ohio—Ashland County Cable Service Inc. has been granted 20-year franchise supplanting franchise granted in 1964 to Millersburg Community Television Co., Millersburg.

Ephrata township, Pa.—D&E Cable TV Co. has applied for a franchise. Installation fee and monthly service charge would run \$10 and \$4.50 respectively.

■ Greencastle, Pa.—Alleman Cable Co. has been granted a 25-year franchise. Monthly service charge will be slightly under \$5.

Puyallup, Wash.—Improved Signal Inc. of Seattle has applied for a franchise.

### FOR SALE—Stations

Continued

#### La Rue Media Brokers Inc.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**J**UST about everyone knows Art Linkletter, don't they? He's been around on radio and television as long as Jack Benny's Maxwell. His *People Are Funny* and *House Party* (the former now in syndication via NBC; the latter at the end of a long CBS Radio run, but continuing on network TV) were playing when LS/MFT, not LSD, was the abbreviation of the day.

He's the gentile's version of Georgie Jessel, the host for all seasons and practically any occasion. Daytime radio and television without him would be a peanut-butter sandwich without the jelly.

He can't sing, can't dance, isn't much of an actor. His special talent is getting other people to perform, particularly children. Probably no broadcast personality ever has been better with the kiddies. He speaks their language and it's always on their level, never up or down. Like Durante's malapropisms, Benny's thrift, Groucho's cigar, children are Art Linkletter's trademark.

It's a meal ticket but some of the fringe effects are showing. Mingling with the skate-board set for 20 years has its drawbacks. Art Linkletter once listed some of the "saccharine labels" that have adhered to him because he plied his trade mostly among those whose minds are still more bland than blown: "toothy, grinning, genial, wholesome, debonair—ad nauseam."

Is the ever-popular, ever-glib Mr. Linkletter really these things? Correction: Most people don't know Art Linkletter.

**Rough Start** ■ This apparently happy man, dedicated to fun and laughter, was thrust into life in a way that would curl David Copperfield's hair. He was born Gordon Arthur Kelly in Moose Jaw, Sask., 55 years ago of parents who were not then married to each other and who deserted him when he was only a few weeks old. The rejection was total. He was never to come in contact with them again. Instead a middle-aged couple, John and Mary Linkletter, adopted him when he was a month old.

Those early years were marred by a succession of relocations that must have devastated the rejected boy's already shaky sense of security. By the age of 7 he'd lived not only in Moose Jaw, but Lowell, Mass., Point Fermin, Calif., and San Diego. In his autobiography, "Confessions of a Happy Man," Art Linkletter tells how it was to be constantly rolling without gathering moss.

"As I look back on those early years," he wrote, "it seems to me that we were always living in little houses behind big houses, and as I grew older my one fervent wish was to have a street number without a half in it."

His foster father switched occupa-

## Shifting styles after 22 years of bland fun

tions seemingly with each move, changing from insurance salesman to operator of a five-and-dime store to shoe cobbler to "hellfire and damnation style" preacher. There were few frills. Money was scarce and hard-earned.

Art Linkletter went to work as a sort of pitchman for an ice-cream wagon, then walked a crack-of-dawn route for the *San Diego Union*, worked a switchboard and was a counselor at the local YMCA; also he was at various

times—in between riding freight trains from place to place—an usher, bellboy, tray washer, sheet-metal helper and shill in a gambling room. Jobs with a wealthy San Diego family and as a cafeteria helper saw him through college.

Are people funny? This side, the dark side of Art Linkletter, was sometimes downright grim. It was a time that shaped character and influenced a slew of diverse interests. Just look in how many directions the man has gone since he teamed up with writer-producer John Guedel and took off for success.

**Vast Holdings** ■ He's a director of Sierra Dawn Estates, a land development firm; owner of Art Linkletter Oil Enterprises; president of Tri Oil and Gas; chairman of the board of Bailey-Zweyer Insurance Co.; partner in Vandeburg-Linkletter Associates, public relations; partner in Swartz-Linkletter Co., builder and developer; director of Linkletter Foundation, a charitable organization; limited partner in Schwabacher & Co., investment bankers, and has extensive land, sheep, cattle and agriculture interests in Australia. He's on the board of directors of Western Airlines, Royal Crown Cola Co., Wilson Harrell Co., Neotec Inc., Valley Music Hall, Woodland Savings & Loan and 15-16 Co., real estate. And this is only a partial listing.

Does a man get this way by being bland? Is his talent and personality range merely limited to being clever at talking to unpredictable children? Art Linkletter has no self-doubts about the answer to this one.

"There are so many things I can say and do," he confided in an interview the other week. "I want to share my interests and knowledge with the public, show there's more to me than my image would indicate."

There's the reason for *The Lid's Off*—*With Linkletter*, his latest television effort. He tried to sell the show, which aims at controversy, to NBC-TV and CBS-TV, but they have him typecast as a top-flight lightweight, not capable of mixing in the heavyweight class. Finally the half-hour series was bought by the ABC-owned stations for programming in station time. It's also being distributed in syndication.

The program is critical to Mr. Linkletter. It's not a matter of profit and loss. Instead, after more than 32 years in show business, he wants to be known for something with mere substance.

Maybe Art Linkletter waited too long to take his lid off. Maybe the public isn't willing to buy anything more than his harmless good fun. Yet he could have stopped with those two shows and come out ahead. He made a lot of people laugh for a long, long time. Is that so bad?

## WEEK'S PROFILE



Arthur Gordon Linkletter—chairman of the board, Linkletter Enterprises, Hollywood; b. Moose Jaw, Sask., July 17, 1912; BA, San Diego State Teachers College, 1934; announcer, KGB San Diego, 1933-35; program director, KGB 1935-36; radio and public-address system director, Texas Centennial, Dallas, 1936-37; same position at San Francisco World's Fair, 1937-39; free-lance writer, producer and master of ceremonies, 1939-40; wrote and coproduced theme for San Francisco World's Fair, 1940; MC for radio shows, 1940-41; part owner and co-MC of "People Are Funny" on NBC Radio, 1941-42; MC and disk jockey on KSFO and KGO San Francisco, 1941-44; did short-wave broadcasts for Office of War Information and radio program director for Kaiser shipyards in Richmond, Calif., 1941-44; back as MC of "People Are Funny" series on radio, 1943-1963; MC of TV version of same program on NBC-TV, 1954-63; MC of "House Party" series on CBS-TV and radio, 1945-present; MC of "The Lid's Off—With Linkletter" series, 1967; author of seven books; m. Lois Foerster of San Diego, Nov. 27, 1935; children—Jack, 29; Dawn, 27; Robert, 23; Sharon, 21; Diane, 19; also has six grandchildren; hobbies—travel, handball, swimming, photography, skiing.

## The hot spot

**T**HE Television Bureau of Advertising's new "SOS" plan for simplifying spot television buying seems, at this writing, on the verge of kicking up a controversy. Some important reps, for example, are contending that the system has not been perfected, that some of the basic conclusions are questionable, that tests did not run smoothly and were less promising than the report indicates. There is evidence, too, of some confusion and antagonism about the proposal to use, eventually, a centralized computer to transmit order confirmations and make cost breakdowns.

We are in no position to judge which is right on the merits, or to what extent. We can say with some confidence, however, that if either side escalates the disagreement into a running controversy, the result will be good for neither side, because spot television itself will suffer.

It would be surprising, not to say miraculous, if the plan met with instant agreement on all sides. As described in detail in this magazine a week ago, it is a complicated plan—except in comparison with the system it is designed ultimately to replace—and to become effective will require a great deal of give-and-take on all sides.

If there is disagreement, we hope it will be stated, not left smoldering. But then let all sides try to work out solutions together. Nobody can deny the desirability of simplifying the paper-work and procedures that surround and obstruct the buying and selling of spot TV. Nobody can deny that, like most media in this unsettled year, spot TV needs all the help it can get. But a roaring controversy over how that help is to be provided is the last thing spot TV needs.

## Bold venture

**I**N the late 1940's when television was showing astronomical losses, the cliché ran: "You don't have to be crazy to get into TV, but it helps."

Then, in 1948, the outlook changed and the FCC imposed a freeze to devise a master plan. There were 108 stations operating or authorized and when the thaw came in 1952 the gold rush was on.

The master plan included not only 12 of the 13 original VHF channels (ch. 1 was pre-empted for other services) but also made provision for 70 UHF channels. With notable exceptions, however, very few of the UHF's made it, and during the next decade construction permits were abandoned almost wholesale.

Now, as was the case in both AM and FM broadcasting, the economic trade-winds have turned. UHF channels no longer go begging in desirable markets—even those having little hope of network affiliation. A UHF in Louisville, Ky., is being sold for nearly \$7 million—about the same price for which a VHF in San Francisco was sold a dozen years ago.

Among the most encouraging developments for UHF operators and aspirants is the all-UHF project of Kaiser Broadcasting Corp., which has blueprinted its own live interconnected TV network by late 1970 to serve some 50 stations. Kaiser now has authorizations for six UHF stations in the top-10 markets. It wants into New York or Chicago for the seventh and last permissible owned station.

Kaiser, a wholly owned subsidiary of the big Kaiser industries group, already has an investment in broadcast facilities in excess of \$30 million. By 1970, with its planned network and syndication businesses, the projected investment will be \$80 million to \$90 million. This expression of

confidence in the future of UHF broadcasting is bound to stimulate greater investments by others.

It was the all-channel receiver law that eliminated the greatest obstacle in the path of UHF development. The availability of product, notably syndicated series, feature film and off-network reruns, has provided the needed audience-building incentive, along with local events and news.

What this betokens is that local UHF is following the pattern of local radio after World War II. The program, not the frequency, became the thing in radio. The same holds for TV. The public is interested in program fare, not in spectrum location. It's all television.

## Fair play?

**T**HERE'S an axiom about good sportsmanship and hitting a guy while he's down.

For reasons still somewhat obscure, the National Association of Broadcast Employees and Technicians has elected to strike the ABC network at the very onset of the new season, which includes live pickups of numerous events.

ABC Inc., this past year, has endured the agony of having its twice-approved merger with ITT challenged in the courts. The NABET strike places it in double jeopardy.

What ever happened to fair play?

## Wrong places to look

**N**OW that the House has passed a bill to create a Corp. for Public Broadcasting (BROADCASTING, Sept. 25) and that compromise seems probable between that bill and one that the Senate passed earlier, it may be assumed that the corporation will indeed come into being.

That brings us to the next question of how public broadcasting is to be financed in the long range.

Thomas P.F. Hoving, chairman of the National Citizens' Committee for Public Television, proposed, in the same week the House passed the CPB bill, that television advertisers ought to contribute "a proper percentage" of their total advertising budgets to noncommercial TV. During House debate 25 congressmen voted for an amendment that would have assessed commercial broadcasters to pay for noncommercial broadcasting.

More of the same will be heard—and, no doubt, louder.



Drawn for BROADCASTING by Sid Hix  
"You kids watch too much TV . . . Ya oughta read more!"

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7038	
7735B	
8507A	separate mesh variant of the 7735B featuring high resolution and high signal uniformity... primarily for military and industrial applications
8572	separate mesh variant of 7038 featuring high resolution and high signal uniformity... for broadcast film cameras
4493	live color pick-up in TK-42 transistorized camera
4494	
4495	
8480/V1	for color film pick-up in transistorized TK-27... no other tube type will do
8134/V1	

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