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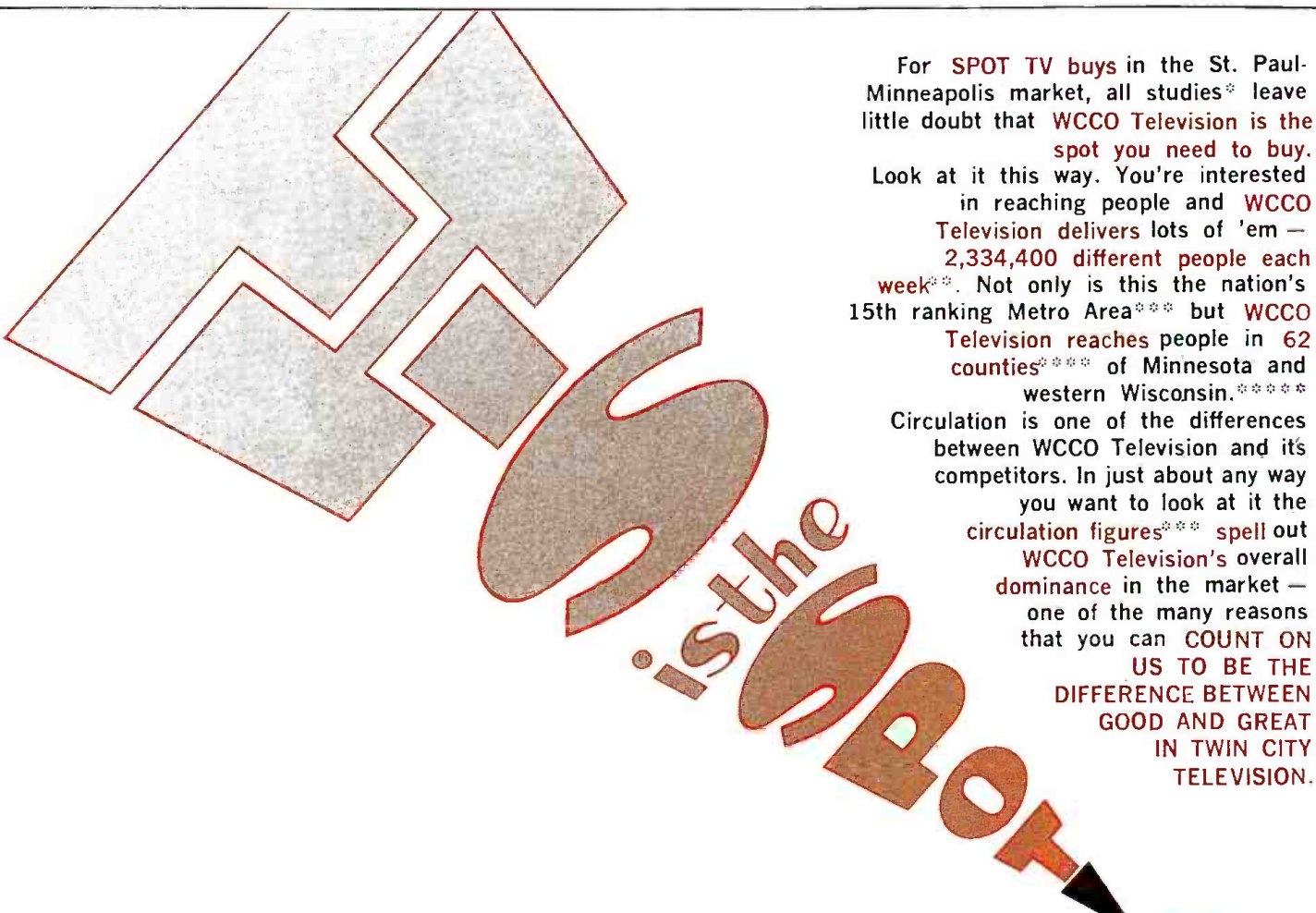
# Broadcasting

PERIODICALS THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Radio gets rougher for ITT-ABC merger. p27  
Radio-TV labor troubles coming to a head. p38  
Radio: a leading force for Negro progress. p71  
BPA readies strong motivation and psychology agenda. p100

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For SPOT TV buys in the St. Paul-Minneapolis market, all studies\* leave little doubt that WCCO Television is the spot you need to buy. Look at it this way. You're interested in reaching people and WCCO Television delivers lots of 'em — 2,334,400 different people each week\*\*. Not only is this the nation's 15th ranking Metro Area\*\*\* but WCCO Television reaches people in 62 counties\*\*\*\* of Minnesota and western Wisconsin\*\*\*\*\*. Circulation is one of the differences between WCCO Television and its competitors. In just about any way you want to look at it the circulation figures\*\*\* spell out WCCO Television's overall dominance in the market — one of the many reasons that you can COUNT ON US TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION.

\* Contact WCCO Television Research for details.  
\*\* Jan. 1966 ARB, Sign-on to Sign-off and special ARB Tab.  
\*\*\* Sales Management Nov. 10, 1966.  
\*\*\*\* 1965 ARB Coverage Study.  
\*\*\*\*\* Equivalent in size to the states of R.I., Vt., N.H., Mass., Conn., and N.J. combined.

NOTE: Audience data are estimates only, based on information supplied by indicated source, and subject to the limitations thereof.

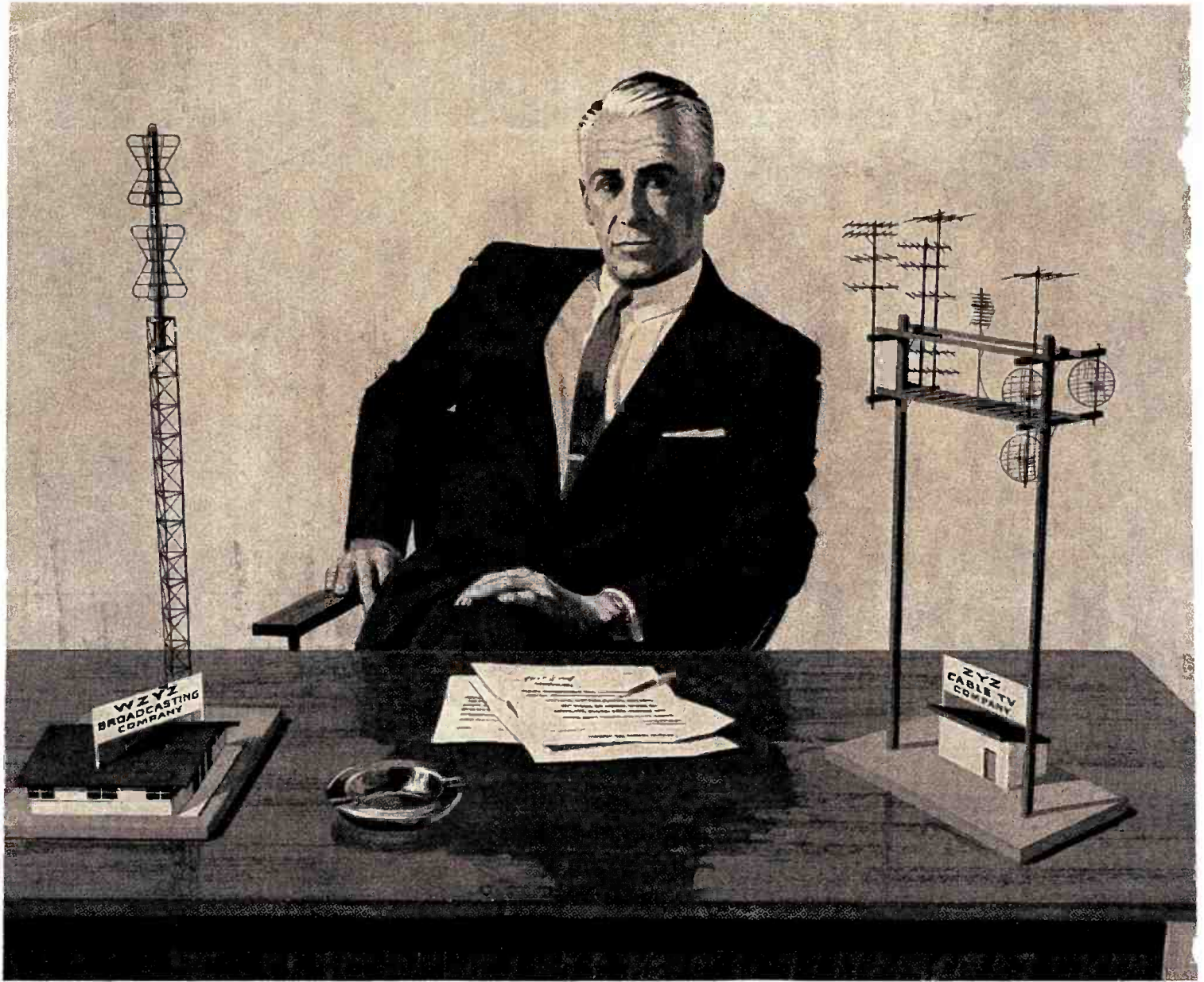
# WCCO

TELEVISION



REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

November 7, 1966



## **CABLE TV is a natural FOR BROADCASTERS**

More and more broadcasters are discovering that CATV is a perfectly logical way to diversify . . . and that they can depend on Jerrold for a truly complete CATV package of services and/or equipment. CATV systems are perfect partners for broadcasters. They insure quality reception, expand sta-

tion coverage, increase station revenues, and are themselves profitable operations. Let Jerrold's nationwide organization help you to diversify quickly and economically. For complete details on Jerrold's CATV services and equipment phone 215—925-9870, or write

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CATV Systems Division

**JERROLD ELECTRONICS CORPORATION**

401 Walnut St., Philadelphia, Pa. 19105

**FIRST IN CATV** The nation's largest and most experienced manufacturer/supplier of CATV services and equipment



## KTVI HOSTS 10,000 AT PRO FOOTBALL CLINIC

ST. LOUIS—KTVI treated more than 10,000 pro grid buffs of all ages to an impressive pro football clinic at St. Louis' new Civic Memorial Stadium Saturday morning. KTVI Sports Director, Ed Macauley, hosted as Charlie Winner, St. Louis Football Cardinal head coach, explained the finer points of the game.

Both the offensive and defensive teams featuring their individual popular players went through their paces while Ed Macauley and Coach Winner described each play. The action held the fans attention and, frequently, brought applause and cheers as each of the grid stars was featured. At one point, Big Red quarterback Charley Johnson stepped out of the backfield to join Winner and Macauley. The fans were treated to a first hand report on the problems of quarterbacking on the field.

The enthusiastic audience represented family groups, entire Junior League Football teams, father and son combinations, as well as moms and daughters.

This was the third sports clinic

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**KTVI?**

ST. LOUIS

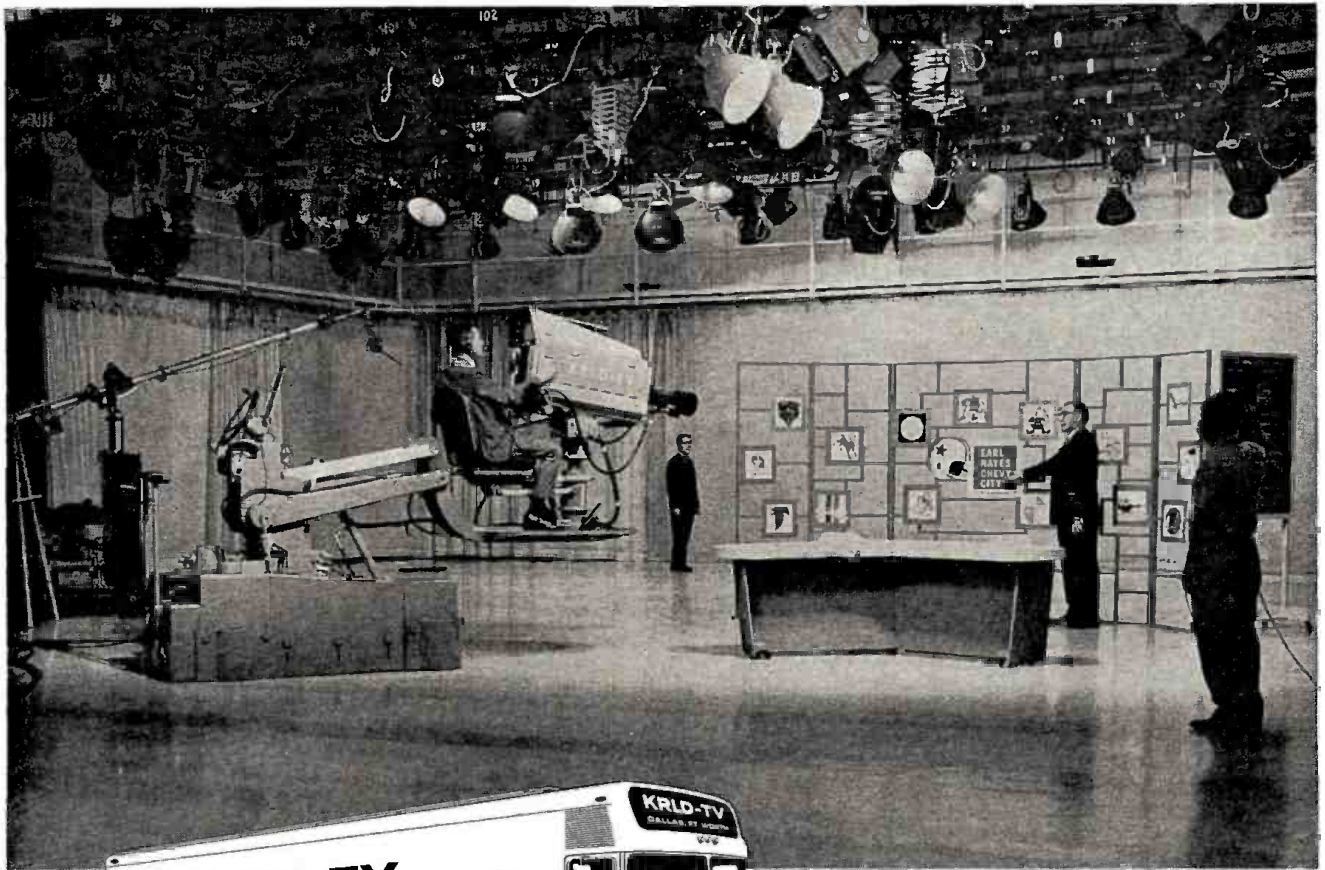
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**the most  
color-capable  
station in the  
dallas-ft.worth  
market...**

Be it a simple one camera studio commercial, a multi-camera production requiring a 60 x 80-ft. ultra-modern studio complete with a 20-ft. revolving stage, or a location taping session, KRLD-TV can fulfill the highest production requirements.

Channel 4's recently completed studio facilities offer the most modern television complex in the nation. Add to this the new 40-ft. color teleproduction cruiser, which incorporates the most sophisticated television equipment available, and you have a color capability unmatched by any other station in the Southwest.

Give KRLD-TV an opportunity to work with you on your next video-tape production.

**KRLD-TV**



represented nationally by ADVERTISING TIME SALES, INC.



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

Number of leading station reps, especially John Blair & Co., are unhappy about A. C. Nielsen Co. plan to bring out advance reports on local TV viewing this fall, based on hodgepodge of daylight and standard-time measurements for two of four weeks to be covered in full reports. Most are even more concerned over Nielsen plan to include with final report an index showing TV viewing levels in standard-vs-daylight-time periods but based on regional rather than local data and comparing full survey period (Oct. 20-Nov. 2 and Nov. 10-23, or 10 days of daylight time and 18 of standard) with last two weeks of period (Nov. 10-23, all in standard time).

*Reps claim advance report (based on Oct. 20-Nov. 2) will not give true picture of viewing, will be based on inadequate sample but will inevitably be used by agencies in buying simply because it will be available before full report; that daylight-vs-standard-time index will be misleading if not meaningless—and that both changes violate agreements reps thought they reached with Nielsen officials last summer. One of most outspoken critics is Melvin A. Goldberg, Blair research VP, who is also chairman of Station Representatives Association's research committee.*

### KRKD being sold

In final negotiation is sale of KRKD Los Angeles by International Church of Foursquare Gospel to Radion Inc., newly formed syndicate, for \$7,750,000 cash. Syndicate comprises Mid-Continent Investment Co., Doheny Oil Co. and an executive of Rexall Drug. KRKD, established in 1927, is on 1150 kc, with 5 kw D, 1 kw N, and was established by late evangelist, Aimee Semple McPherson, whose son, Dr. Rolf K. McPherson, now is president of operation. Transaction, expected to be completed this week, would be subject to FCC approval.

### Inflation note

National Association of Broadcasters will learn this week what three-man panel of architects (BROADCASTING, Oct. 31) thinks of proposed NAB headquarters-building design. Whether opinion will be favorable or not, delay in getting started is estimated to have already cost NAB \$250,000 in increased interest rates and construction costs. When project was put before joint board last June, it was tabbed

for \$1.8 million. But board's insistence on review of plans by panel came just before money market tightened.

*It's still uncertain what will happen when panel makes its report. If it finds serious fault in NAB plans, project will undoubtedly be set back at least eight months because board will discuss it at January meeting and then want to see new proposal at June meeting. If architectural trio basically approves plans, building committee is authorized to move ahead immediately. But it could also wait for January board meeting for official green light. In meantime cost continues to mount.*

### War news survey

Classified report on news dissemination procedures by all media in Vietnam has been drawn by high-level group comprising Frank J. Starzel, former general manager, Associated Press, Frank H. Bartholomew, board chairman, United Press International and Howard L. Chernoff, former West Coast broadcaster and number-two man at United States Information Agency. Report, based on Oct. 11-31 tour of war area and other Asian points has been submitted to USIA Director Leonard Marks for transmittal to Secretary of Defense Robert McNamara and possibly to White House. There are 475 accredited correspondents in Vietnam for all media, of whom about 275 represent U. S. media.

### Wire snippers

Latest Hollywood buzz is over shelving of "Barbed Wire," war story that was to be segment on *Bob Hope Presents The Chrysler Theater* series. Story has it that automobile advertiser felt plot was too anti-military for these sensitive times. Universal TV, producer of program, admits show has been put aside but denies that sponsor pressure had anything to do with decision. Indications now are that story may be developed as feature film.

### Expo '67 blues

Inside advice from Canada is that U. S. broadcast media can't be sure of substantial business from EXPO '67 even though request has been made for \$9 million additional budget for "TV in the U. S." When original

\$12 million budget was established for Montreal exposition U. S. broadcast media were excluded in favor of print and other exploitation and promotion expenditures, with free time sought on air. Repercussions were such that request was made for increased budget, but informed sources figure that even if \$9 million is authorized, not more than possibly \$2 million will go to broadcast. Agency handling media is Cockfield, Brown, Montreal.

### Nearing the bar

Odds are high that former FCC Chairman E. William Henry will settle down with law practice in Washington. He had been reported wavering between Washington legal practice and executive job with substantial concern in New York (CLOSED CIRCUIT, Oct. 17). But he is now said to be completing arrangements that will permit him to remain in Washington. Mr. Henry, Memphis native who left commission April 30 to help manage unsuccessful campaign of John J. Hooker Jr. for Tennessee gubernatorial nomination, has maintained home in Washington.

### Thinker for hire

Dr. Martin H. Seiden, former economic consultant to FCC on CATV, is proving to be young man on way up. At 32, he has formed consulting firm and has acquired number of major-league clients in various fields; in broadcasting, he has been retained by three television networks in connection with FCC's inquiry into AT&T rates. For client he won't name he is studying economic implications of potential new industry in which computers and communications lines would be used to sell information as product.

*Dr. Seiden recently completed stint as consultant to United Research Inc., of Cambridge, Mass., which made exhaustive study of commission's proposed top-50 multiple ownership rule for Council for Television Development. Dr. Seiden joined commission in July 1964, left in May 1965, after completing research job on CATV which emerged as An Economic Analysis of Community Antenna Television Systems and the Television Broadcasting Industry.*

# Fill in the FIRST NAME

 <p><b>GARDENIA</b> American physician, British loyalist in Revolution.</p> <p>-----<b>GARDEN</b> 1730?-1791</p>	 <p><b>COLLINSIA</b> Philadelphia botanist and philanthropist. President Pa. Horticultural Society.</p> <p>-----<b>COLLINS</b> 1764-1831</p>	 <p><b>ZINNIA</b> German botanist and physician. Early writer on anatomy of eye.</p> <p>-----<b>ZINN</b> 1727-1759</p>
 <p><b>CLINTONIA</b> American statesman. Presidential candidate defeated by Madison.</p> <p>-----<b>CLINTON</b> 1769-1828</p>	<h2>WIBBAGE NAME GAME</h2>	 <p><b>WISTERIA</b> Philadelphia physician, Professor of Anatomy, Univ. of Pennsylvania.</p> <p>-----<b>WISTAR</b> 1761-1818</p>
 <p><b>DAHLIA</b> Swedish botanist, pupil of Linnaeus.</p> <p>-----<b>DAHL</b> 18th Century</p>	 <p><b>POINSETTIA</b> American minister to Mexico and secretary of war.</p> <p>-----<b>POINSETT</b> 1779-1851</p>	 <p><b>BEGONIA</b> French patron of science and administrator.</p> <p>-----<b>BÉGON</b> 1638-1710</p>

## Practically everybody calls us by our first name—WIBBAGE

No need for flowery language. **MORE PEOPLE . . .** in **MORE HOMES** listen to **WIBG • Radio 99** than any other Philadelphia radio station. More Philadelphians get the message when you advertise on **WIBG • Radio 99**. In the **FIRST** place, they like the music . . . the personalities . . . and the games we play.

Michael Begon • DeWitt Clinton • Johann Gottfried Zinn • Caspar Wistar • Alexander Garden • Andreas Dahl • Johann Caspar Wistar • Joel Roberts Poinsett • Zachaeus Collins • Michael Begon • DeWitt Clinton • Johann Gottfried Zinn • Caspar Wistar • Alexander Garden • Andreas Dahl • Johann Caspar Wistar • Joel Roberts Poinsett • Zachaeus Collins



# WIBG • Radio 99

*Represented Nationally by Major Market Radio*

<b>STORER</b> BROADCASTING COMPANY	<b>LOS ANGELES</b> KGBS	<b>CLEVELAND</b> WJW	<b>MIAMI</b> WGBS	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJBK	<b>WIBG</b> PHILADELPHIA
<b>NEW YORK</b> WJN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> WAGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBK-TV	

\*All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—April-June, 1966; Share of Audience—Total Rated Time Periods, HOOPER—April-June, 1966

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## Broadcasting

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## What is an **influencible**®?

A potential customer who listens to Storz radio. An **influencible** is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®**. Get the response you want with Storz radio.

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# STORZ

WDGY Minneapolis-St. Paul  
(Blair)  
KXOK St. Louis  
(AM Sales)

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

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)



## ITT is surprised by Justice position

International Telephone and Telegraph Corp. expressed surprise Friday (Nov. 4) at Justice Department letter suggesting that FCC delay action on proposed ABC-ITT merger on ground it might present antitrust questions. Senator Gaylord Nelson (D-Wis.) hailed letter as "vindication" of position he has taken on merger.

Letter from Donald F. Turner, chief of Justice Department's antitrust division, said commission might consider it desirable to hold off its decision until Justice completed its study of proposed transaction (see page 27).

ITT said it is "unaware of any reason why the Justice Department should question the merger of ITT and ABC." Company said it has "cooperated fully" with department "from the beginning, providing them with voluminous information on every facet of our operations, both domestic and overseas."

ITT also said its counsel, "after extensive research," had concluded that "there are no violations of the antitrust laws of any sort inherent in this merger."

Senator Nelson, who has repeatedly urged commission to delay action until receiving Justice Department's views, said Mr. Turner's letter is "vindication" of his position that "nothing can be gained by hasty approval of this merger" without closer look at its long-term effects.

He questioned "logic of one federal agency approving a merger while another is trying to decide whether that merger is against the law."

In earlier statement, ITT said it would be happy to comply "promptly" with request of three FCC commissioners for information on company's foreign holdings.

ITT said much of detail sought by Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson is already matter of public record.

Statement noted that as of Oct. 31, ownership of ITT shares in foreign hands amounted to 6.8469% of total of 22,079,853 shares outstanding of both common and preferred. Of this total, 1,511,803 shares are registered in alien ownership. Largest foreign holding is that represented by Swiss interests—322,601 shares, representing 1.46% of total outstanding.

"We appreciate the opportunity to

supply . . . the requested supplemental information, so that the commission may complete its thorough and searching scrutiny of the merger application," ITT statement said.

## Leder heads RKO Pictures unit of RKO General Inc.

Formation of RKO Pictures Co. as separate division of RKO General Inc. and appointment of Robert J. Leder as president of new unit are being announced today (Nov. 4).

Mr. Leder, who advances from his post as executive vice president of RKO General Broadcasting, will direct company with activities including financing, producing and distributing of entertainment programing, such as motion pictures for theaters and TV as well as sports events, specials and other projects for TV.

In new organization, RKO General Productions will function as TV department of RKO Pictures Co. Other projects of new organization include Madison Square Garden-RKO General Sports Presentations, RKO General Attractions and RKO Music. Mr. Leder's promotion follows announcement of changes at RKO General Broadcasting's WOR Division last week (see page 10).

## GOP film dropped

After week of controversy over film Republicans planned to show on NBC Sunday (Nov. 6), GOP Congressional Committee announced Friday (Nov. 4) that Richard Nixon would substitute for \$45,000 production assailed by members of both parties.

Address by former vice president was to focus on election issues, analyze recent Manila conference and answer criticism of Mr. Nixon by President Johnson at his Friday news conference. Film titled *What's Going On Here?*, was blasted as being in bad taste and with distorting statements by cabinet members (see page 52).

## 12-High into syndication

Shortly after it became known that ABC-TV was dropping *12 O'Clock High* in January, 20th Century-Fox TV placed series into syndication and scored first sale to WPIX(TV) New York for mid-January start. Series consists of 78 hours, 16 of which are in color.

## NH&S-Benson group formed for Europe

First major step into international field by Needham, Harper & Steers, New York and Chicago, is being announced today (Nov. 7). In news conference held Friday (Nov. 4) partnership disclosed of NH&S and Benson Advertising Group, London, second largest British international advertising organization. They'll offer worldwide advertising services, through newly-formed and equally-owned Benson-Needham (Europe) created for purpose of acquiring controlling interests in other advertising agencies, principally in Europe. In arrangement, NH&S and Benson each will hold 20% interest in business of other.

NH&S expects its billings to come to \$92 million this year, and Benson's to \$71 million, making \$163 million combine in terms of billings strength "10th largest advertising agency in the world."

Companies will exchange three executives on their boards as well as "resident directors." NH&S was formed in 1964 in merger of Needham, Louis and Brorby Inc., Chicago, and Doherty, Clifford, Steers & Shenfield Inc., New York. Paul C. Harper Jr., NH&S president, said negotiations for control of agency in Spain already have been concluded and subject to approval of Spanish government, and that negotiations are underway also in France and Germany for acquisitions there.

Benson operates worldwide in English-speaking countries.

## Johnson needles 'users of people's airwaves'

President Johnson's feud with newsmen and seeming irritation with broadcasters (BROADCASTING, Oct. 24) took new turn Friday (Nov. 4) when he implied critical attitude about election commentary on air waves.

Responding to question by Dorese Bell, Mutual Broadcasting System, Washington, on Barry Goldwater prediction that Ronald Reagan would win governorship of California, President expressed "hope" that there has been no improvement in Senator Goldwater's judgment since 1964. He then added:

"When I see these predictions about elections, I would commend to all of

## WEEK'S HEADLINERS



Mr. Smith



Mr. Bess

**Robert S. Smith** named VP and general manager of WOR-AM-FM New York and **Jerome Bess** becomes VP and general manager of WOR-TV in realignment announced by Hathaway Watson, president, RKO General Broadcasting. Mr. Smith joined WOR as radio program manager in 1956, was elected VP in

charge of WOR Radio and Television Division in 1959 and last year took charge of WOR-AM-FM-TV. Mr. Bess, who joined RKO General Inc. in 1961, became VP of RKO General Broadcasting in 1962 and VP in charge of AM and TV operations in 1965.

**Theodore G. (Ted) Bergmann** elected VP for programing at Ted Bates & Co., New York. Mr. Bergmann had been advertising VP at Revlon Inc., president of Parkson Advertising Agency, VP and associate director of television at McCann-Erickson. Most recently he was president and owner of Charter Producers Corp., television program packager. He fills post at Bates that had been vacant for two years. Mr. Bergmann retains ownership of Charter Producers.

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

your attention, before you use the people's airwaves and the advertisers' columns, that you review their predictions two years ago and four years ago, and see just how accurate they were . . .".

In answer to another question about "cancelled" political trips, which President termed inappropriate since he implied he'd made no definite plans, Mr. Johnson added:

"The people of this country ought to know that all these cancelled plans primarily involve the imagination of people who phrase sentences and write columns, and have to report what they hope or what they imagine."

### Rumble seat era

ABC was to enter London-Brighton vintage car race (all day, 55 miles) over weekend (Nov. 6) with reporter Jim McCay and racing expert Phil Hill in front seat of \$7,000, 1904 Reo and ABC cameraman in rumble seat filming closeup "action."

Race was to be filmed in color for *Wide World of Sports* TV showing early next year. More than 200 aged automobiles will make run. Biggest worry: completion of course before car breaks down.

### Lucy all over

Lucille Ball will appear in, and Desilu Productions will produce, six one-hour TV specials to be filmed in color on location in various cities throughout world, it was announced Friday (Nov. 4). Both Chemstrand Co., sponsor of recent "Lucy in London"

special, and CBS-TV, network that carried program, are said to be interested in new projects.

Locations being considered are Canada, Hawaii, Japan, Denmark, France, Monaco, Switzerland and Scotland, with production scheduled to cover three-year period beginning late next fall.

### Ford for Gemini 12

Ford Motor Co., through J. Walter Thompson Co., New York, has assumed full sponsorship of ABC-TV's coverage of four-day, manned, Gemini-Titan 12 spaceflight, lifting off Wednesday, Nov. 9.

### Origination sessions highlight Pa. meeting

Pennsylvania CATV operators received word on program origination and many announced they were going to look more seriously.

Sessions on program origination highlighted three-day meeting of Pennsylvania Community Antenna Television Association in Pittsburgh running Nov. 1-3.

Heralded as session on practical problems of public service origination, cable attendees heard Lyle O. Keys, Telemation Inc., Salt Lake City; Frank Dobias, Lehighton, and Leo J. Grimone, Emporium, both Pennsylvania.

PCATA members also heard Stanley Kaufman, deputy chief of FCC's CATV Task Force, express hope backlog of waiver petitions might be cleaned up

in three months. This prediction was questioned by legal panel consisting of following Washington lawyers: E. Stratford Smith, John B. Cole and Lewis Cohen.

PCATA elected James R. Palmer, State College, as president.

### Shaker as chief of new ABC unit is speculation

ABC Inc. disclosed Friday (Nov. 4) that it has been studying various organizational changes to simplify reporting procedures of various related divisions of corporation. Study is being conducted by Simon B. Siegel, executive vice president of ABC Inc.

Statement acknowledged that Theodore Shaker, president of ABC Owned Stations, is candidate for one of proposed reporting changes, and said changes will be made public as they are made effective.

There was speculation Friday that at least part of reorganization might set up structure not unlike CBS's TV Stations Division, combining ABC Owned TV Stations Division, ABC-TV Spot Sales, ABC Films and possibly ABC International, into single unit. Other speculation, also unconfirmed, suggested Mr. Shaker was in line to head such unit. It was also thought that James E. Conley, now head of TV spot sales, would get advancement in new group.

### Clay-Williams fight

Films of closed-circuit telecast of Cassius Clay-Cleveland Williams heavyweight championship fight in Houston on Nov. 14 will be shown throughout Europe and in 35 other countries around world two to three days after event.

Charles Michelson Inc., New York, which is selling films worldwide (except in England where BBC is taking Early Bird transmission) reported Friday (Nov. 4) that European Broadcasting Union has bought rights on continent. In U. S., bout will be presented on closed-circuit TV to theaters and other locations.

### ABC-TV by 0.1

Three TV networks for second week in row were close, with ABC-TV one-tenth of point in lead, in Nielsen Multimarket Ratings Report.

For week ended Oct. 30, ratings were ABC-17.9, NBC-17.8, CBS-17.4. In nighttime wins by half-hour periods and nights of week: ABC 19 half-hours and Monday, Sunday; CBS 15 half-hours and Thursday and Saturday; NBC 15 half-hours, Tuesday and Wednesday; ABC and CBS tying Friday.

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a station representative can offer  
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## PRODUCT PROFILES OF NEGRO CONSUMERS [300 Product Categories]

Showing Negro vs. White Positions  
for Frequency of Usage  
Brand Preference  
Household Penetration

... These product profiles contain information on the markets with different Negro population proportions.

... These product profiles are prepared from Brand Rating Index, Inc., data on an IBM 360/30 by John E. Allen, Ph.D., our Vice President and Director of Research.

If you want to know your brand position in the General and Negro Market, call or write . . . .

### DORE and ALLEN, Inc.

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ATLANTA

CHICAGO

LOS ANGELES

SAN FRANCISCO

D. Parke Gibson, noted Negro Marketing Consultant, in the October, 1966 issue of THE GIBSON REPORT had this to say:

#### DORE AND ALLEN DEVELOP NEW LOOK AT RESEARCH

Research into the Negro market's buying potential for a given produce or service has not always been easy. It has resulted in too many generalizations about the market and its worth. While many advertisers have committed themselves to Negro market development, based on sketchy information, others have used such information as an excuse not to direct attention to the market.

**DATA OBTAINED** Dore and Allen, Inc., New York-headquartered representatives of Negro-oriented radio stations, has developed Negro Consumer Profiles, a system that will allow advertisers to better understand the Negro consumer market for a wide range of products in a number of Negro markets throughout the United States.

In a joint effort, Dore and Allen and the 86 Negro-oriented radio stations it represents have prepared detailed consumer profiles of Negro men and women for more than 300 product categories from data purchased from Brand Rating Research Inc., publishers of the Brand Rating Index. Additionally, they have some 400 brand preferences and usage profiles available.

**NEW LOOK AT DATA** Under the direction of Dr. John E. Allen, III, Ph.D., Vice President and Director of Research at Dore and Allen, detailed consumer profiles have been developed which will give advertisers a pinpointed look at Negro consumers in some 60 cities throughout the U. S.

**WHAT DOES IT MEAN?** The further refinement of knowledge about Negro consumers can have a beneficial effect, not only for advertisers and their agencies, but for media and communicators as well. Many advertisers are not even aware of how the Negro market stacks up in the broad spectrum of their marketing. For some advertisers, the new found knowledge will allow them to sharpen their practices in reaching and effectively selling the market. For others it might come as a startling revelation that the Negro is as important a consumer of their product as the data reveals. For these firms it will mean taking another look at a market that has often been placed in a "futures" file. Action programs will probably result.

**PROFILES AVAILABLE** Dore and Allen is making the Negro Consumer Profiles available to any interested executive, at no cost. Currently, over 20,000 pages of computer output have been produced. A typical report for a single product category can run as high as 50 or 60 pages, depending upon the number of brands involved. The material has a high statistical reliability.

In addition to the consumer profile, the reports contain comment on broadcast media campaigns that have influenced the brand picture, demographic data on all Negro-oriented radio markets in the U.S., plus complete volume-of-consumption projections.



LOW BUDGET COLOR TAPE SYSTEM NO. 3

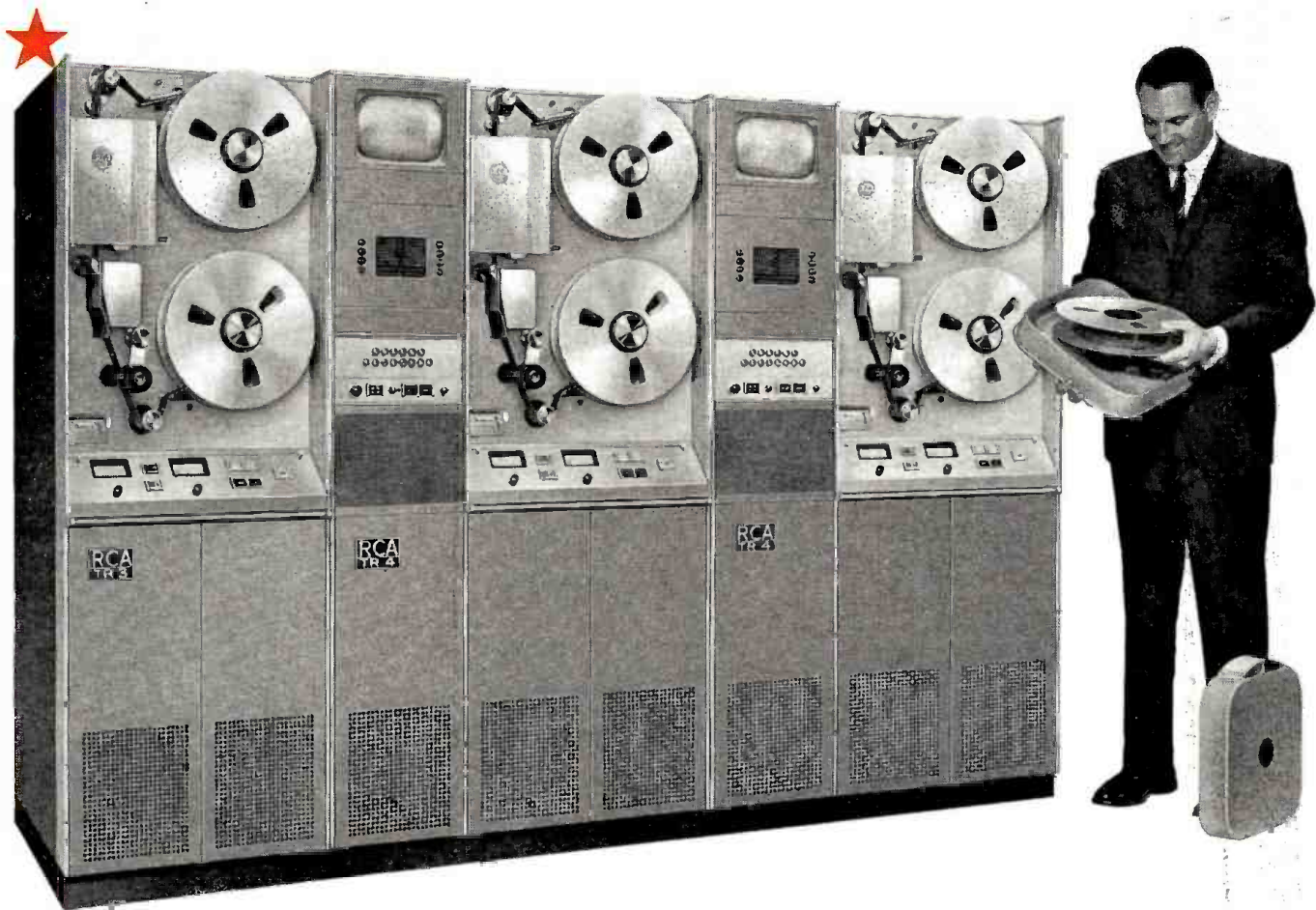
**...includes editing, dubbing, copying and delays...with simultaneous recording and**



**SYSTEM NO. 3B TWO RECORDER/PLAYERS,  
ONE PLAYER AND ONE REMOTE RECORDER**

Adding the TR-5 provides a mobile unit for on-location recording of commercials or special events. Records for monochrome or color. It also provides another recorder for studio use. (Note the TR-5 is for low band color only.)

- All this equipment is part of a matched line for broadcasters - matched in performance, features and appearance.
- All engineered and built by RCA, assuring single source responsibility.
- All designed for color television.



### SYSTEM NO. 3A TWO RECORDER/PLAYERS AND ONE PLAYER

With this system you can perform three taping functions at the same time. You can record on two and play on one or vice versa. It has all the efficiency of a three-machine system without the cost. (High band color is optional.)

For editing, you equip one recorder with the electronic splicing module. Then, tape-to-tape editing is available, either A-roll, B-roll, or live A-roll edit.

For making tape copies, you employ the TR-3 to play while recording on both TR-4's—making two tapes at a time. For program delays, one TR-4 puts a program on air (while commercial inserts are played by the TR-3) and the other TR-4 is used for recording the program to be delayed.

# playback

★ HIGH BAND COLOR

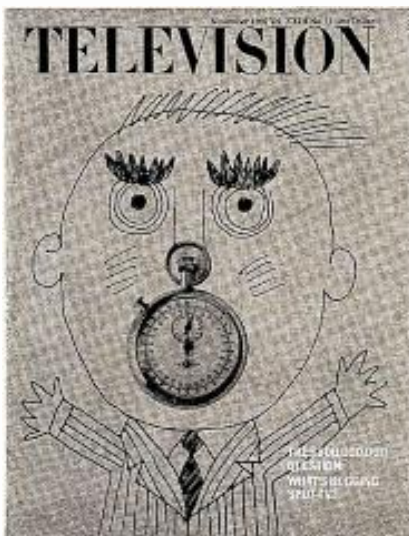
is optional accessory for TR-3 and TR-4 machines.

See your RCA Broadcast Representative for complete details, or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. for your copy of new Booklet.



THE MOST TRUSTED NAME IN ELECTRONICS

We get  
channels  
you  
can't get  
anywhere  
else.



In November: What's bugging spot TV? An analysis of spot spending and spot spenders in the past decade. A deep look at a new system to thin out the paperwork in spot buying. A step-by-step examination of the making of a spot campaign. What the critics say about the new season. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036; (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

## DATEBOOK

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

■Indicates first or revised listing.

### NOVEMBER

Nov. 2-13—4th (International Film Trade Fair) Film forum sponsored by Ceskoslovensky Filmexport, Brno, Czechoslovakia. For information contact Jerry Rappoport, 630 Ninth Ave., New York.

Nov. 6-9—Thirteenth annual convention of the Association Canadienne de la Radio et de la Television de Langue Francaise. Speakers include the Honorable Daniel Johnson, premier of the Province of Quebec; J. Alphonse Oulmet, president of the Canadian Broadcasting Corp.; Andrew Stewart, chairman of the Board of Broadcast Governors; Gerard Pelletier, chairman, broadcasting committee of the House of Commons; Jean-A. Pouliot, president of the Canadian Association of Broadcasters; and Gaby Lalonde of Young & Rubicam Ltd. Westbury hotel, Toronto.

Nov. 8-10—Seminar on computers in marketing and market research, spotlighting computer-based forecasting and sales analysis, sponsored by Computer Usage Education Inc., New York, educational subsidiary of Computer Usage Co. Marketing seminar will be led by Henry Stone, technical director, Computer Usage Co. Waldorf-Astoria hotel, New York.

Nov. 9—Annual meeting of shareholders of Seven Arts Productions Ltd. to elect 10 directors and to transact other business. Royal York hotel, Toronto.

Nov. 9-12—1966 convention of Sigma Delta Chi, professional journalistic society, Pittsburgh Hilton, Pittsburgh.

Nov. 10—New deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

Nov. 10—"Television in the space age—a new opportunity for the global advertiser," symposium sponsored by ABC International Television and the Worldvision Network. Features presentation and a panel composed of James McCormack, chairman of the board of Comsat; Asher Ende, chief of office of satellite communications, FCC; Barton Cummings, chairman of the board, Compton Advertising; Robert Young, vice president-corporate marketing world wide, Colgate-Palmolive Inc., and Joseph Waldschmitt, Page Communications Engineers. Lincoln Center, New York.

■Nov. 10—Second annual international television showcase, "A Salute to German Television," presented by the New York chapter of the National Academy of Television Arts and Sciences in association with the International Relations Committee and the German television networks. Trans Lux theatre, New York.

Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; Charles A. Sweeny, director of bureau of deceptive practices, Federal Trade Commission; George W. Armstrong, vice president, Storz Broadcasting Co. Portland Hilton hotel, Portland, Ore.

Nov. 11-13—Fall meeting of the Ohio Associated Press Broadcasters Association, Christopher Inn, Columbus.

■Nov. 11-13—Sixth annual second district convention of the Advertising Federation of America. Program participants include John H. Candioto, general sales manager of WTEV(TV) New Bedford, Mass.; Warren A. Bahr, senior vice president, media director of Young & Rubicam; Frank Blair, with

### NAB FALL CONFERENCES

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

Nov. 14-15 — Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

NBC-TV's Today show; and Jo Foxworth, vice president, Calkins & Holden Inc. Shelburne hotel, Atlantic City.

■Nov. 12—Annual meeting of program managers of stations represented by The Katz Agency, New York. Speakers include Sheldon Saltman, director of advertising, promotion and public relations, MCA-TV; and Frank N. Magid, who heads Cedar Rapids, Iowa, research firm bearing his name. Chase-Park Plaza hotel, St. Louis.

Nov. 12—Second annual creative seminar for Midwest members, National Federation of Advertising Agencies, O'Hare Inn, Chicago.

Nov. 13-16—Fall convention of California Community TV Association. El Mirador hotel, Palm Springs.

■Nov. 13-16—Annual convention-seminar of the Broadcasters' Promotion Association. St. Louis.

Nov. 14—Joint "newsmaker" luncheon of International Radio and Television Society with the National Association of Broadcasters. Vincent Waslewski, NAB president, is the speaker. Waldorf-Astoria hotel, New York.

Nov. 14—Twelfth annual promotion seminar sponsored by Edward Petry & Co. The theme of the session will be "Promotion clicks of '66". Chase-Park Plaza hotel, St. Louis.

Nov. 14—Radio and television workshop sessions sponsored by Peters, Griffin, Woodward Inc., for all stations represented by the company. Chase-Plaza hotel, St. Louis.

Nov. 14-16—1966 convention/seminar of the Broadcasters' Promotion Association. Chase-Park Plaza hotel, St. Louis.

Nov. 15-18—12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

■Nov. 17—Third annual "Forum on Broadcast Controls" co-sponsored by the radio-TV department of Indiana University and WLWI (TV) Indianapolis. Panel on "section 315 and elections" includes FCC Commissioner Nicholas Johnson and Henry Geller, FCC general counsel; Thomas O'Brian, vice president in charge of ABC Radio News, New York; Victor A. Sholis, vice president and director of WHAS-AM-FM-TV Louisville, Ky.; and J. R. Livesay, president of WTWO-TV Terre Haute, Ind. Indiana University, Bloomington.

Nov. 19—The fourth New Mexico Advertising Awards Craft Competition Awards Banquet, sponsored by the Albuquerque Advertising Club. Featured speaker is Norman E. Cash, president, Television Bureau of Advertising. Albuquerque Sunport, Albuquerque, N.M.

Nov. 20—Annual meeting of the Hollywood general membership of the Screen Actors Guild. Hollywood Palladium, Hollywood.

Nov. 24-27—Annual fall meeting of the National Association of Farm Broadcasters. Speakers include Vincent Waslewski, president of the National Association of Broadcasters. Conrad Hilton, Chicago.

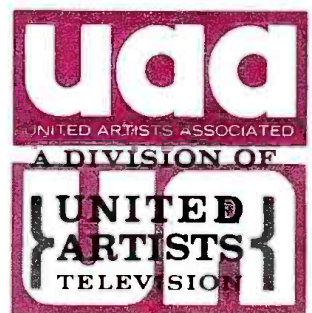
Nov. 28-Dec. 2—Second engineering/management seminar sponsored by the National

DEATHLESS DIALOG from MANY MOVIES ... #7 of a series

*“It’s not you  
I’m afraid of, darling  
—It’s myself...”*



Have no fear... UAA's here with 1500 Warner Brothers and RKO audience-winners. Program these fine features and you'll *never* hate yourself in the morning.



# John Blair & represents the top and radio stations





# Company television in the country.

**But we don't just  
give you a good time.**

That's only the beginning. To be number one in the station representative business, you have to offer more than high-quality broadcast time.

So we do.

We start with an outstanding sales team. Then we provide more research facilities, more service, and more tools and informational aids than any other representative company does.

And we're innovators, too.

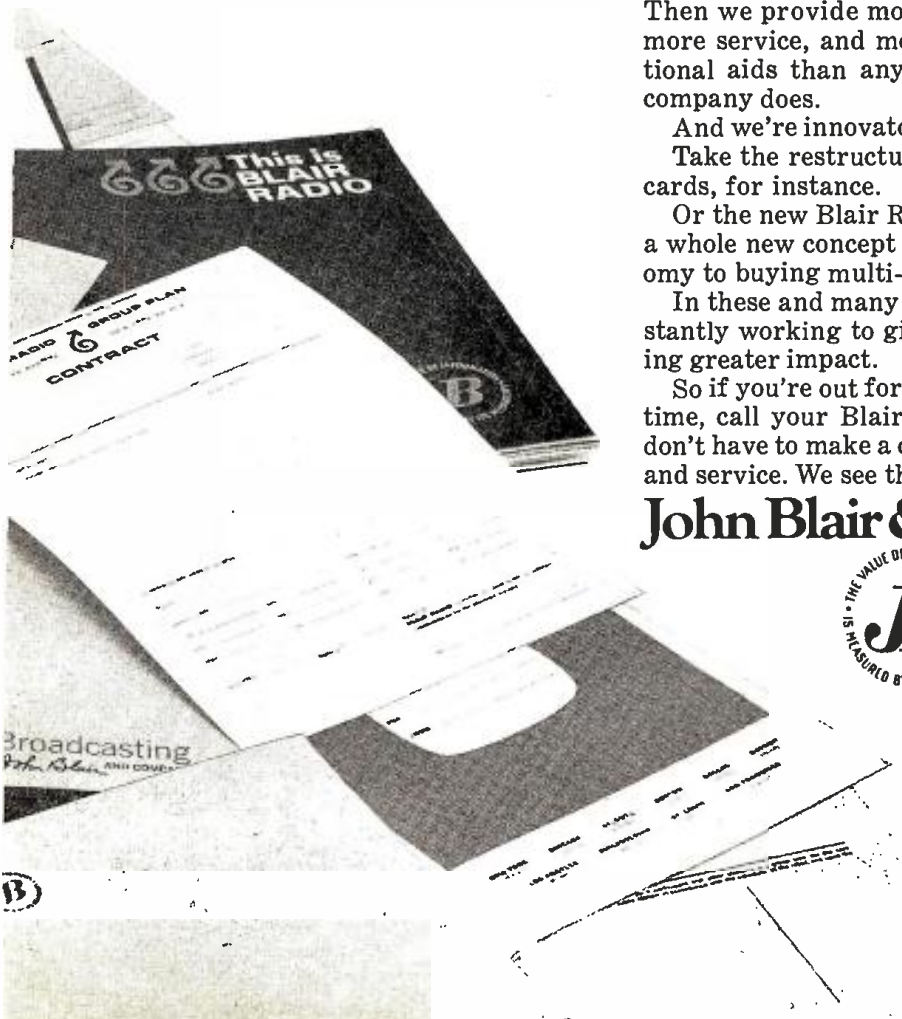
Take the restructuring of television rate cards, for instance.

Or the new Blair Radio Plans, that bring a whole new concept of flexibility and economy to buying multi-market radio.

In these and many other ways, we're constantly working to give broadcast advertising greater impact.

So if you're out for more than just a good time, call your Blair man. That way, you don't have to make a choice between quality and service. We see that you get both.

**John Blair & Company**



Hey —  
Isn't this  
what you want  
in a station?  
Frank  
FRANK E. KOEHLER V.P.  
and Manager

**Audience** — Primarily adults.  
**Coverage** — Metro Roanoke  
plus twenty-five counties.  
**Experience** — Over 41 years.  
**Facilities** — Staff of more than  
20 plus modern equipment.  
**Merchandising** — Award win-  
ning support.  
**Plus** — Award winning news dept.  
and simultaneous AM/FM.



Want more facts? Just ask:  
P. G. W. Inc. 277 Park Ave.  
N. Y. or Frank E. Koehler.

**WDBJ CBS RADIO**  
Roanoke, Virginia  
AM • 960 Kc. • 5000 watts  
FM • 94.9 Mc. • 14,500 watts  
PETERS, GRIFFIN, WOODWARD, INC.  
National Representatives

"Certain to be the  
standard reference  
for every student of  
broadcasting in the  
United States."

—LOUIS G. COWAN

## A TOWER IN BABEL

A HISTORY OF BROADCASTING  
IN THE UNITED STATES TO 1933

By ERIK BARNOUW

"It is a richly-detailed, ener-  
getically-researched account  
... qualifies as both entertain-  
ment and an aerial survey of  
American culture ... grabs  
history and waltzes it around.  
How often does romp and  
reference value unite in one  
book?"

—ROBERT J. LANDRY,  
*Variety*

16 pages of halftones,  
6 line drawings. \$8.50

At better bookstores  
**OXFORD UNIVERSITY PRESS**  
New York

Association of Broadcasters. Purdue Uni-  
versity, Lafayette, Ind.

Nov. 29-30—Executive committee, National  
Community Television Assn. Madison hotel,  
Washington.

Nov. 30—New deadline for reply comments  
to FCC on question of whether private en-  
tities should, or legally can, be authorized  
to operate their own private communica-  
tions satellite systems.

### DECEMBER

Dec. 1—Third annual New York area  
Emmy Awards luncheon sponsored by the  
New York chapter of the National Acad-  
emy of Television Arts and Sciences. Mayor  
John V. Lindsay will be the guest speaker.  
New York Hilton hotel, New York.

■Dec. 1-2—Foreign policy conference for  
editors and broadcasters sponsored by the  
Department of State. Department of State,  
Washington. Any bona fide representative of  
the domestic information media can have  
his name placed on the invitation list for  
these conferences by writing—or having his  
superior write—to the director, office of  
media services, Department of State, Wash-  
ington 20520.

Dec. 5—New deadline for reply comments  
on FCC's proposed rulemaking that would  
prohibit group owners from acquiring more  
than three television stations, not more  
than two of them VHF's in the top-50 tele-  
vision markets.

Dec. 5—Newsmaker luncheon sponsored by  
the International Radio and Television  
Society. Speaker will be Robert E. Kintner,  
secretary to the cabinet and special assis-  
tant to President Johnson. Waldorf-Astoria  
hotel, New York.

Dec. 9—Annual winter meeting and elec-  
tion of officers of the Arizona Broadcasters  
Association. Speakers include FCC Com-  
missioner Robert Bartley; Douglas Anello,  
general counsel of the National Association  
of Broadcasters, and Mike Wallace, CBS  
newscaster. Del Webb's Town House, Phoen-  
ix.

■Dec. 21—Annual meeting of stockholders of  
Columbia Pictures, New York

Dec. 30—New deadline for further com-  
ments regarding material submitted to FCC  
by November 30 on question of whether  
private entities should, or legally can, be  
authorized to operate their own private  
communications satellite systems.

### JANUARY

Jan. 3-4—Executive committee, National  
Community Television Assn. Madison hotel,  
Washington.

Jan. 14—New deadline for comments on  
proposed FCC rulemaking to amend part  
73 of the commission rules to specify, in  
lieu of the existing MEOV concept for AM  
stations, a standard method for calculating  
radiation for use in evaluating interference,  
coverage and overlap of mutually prohib-  
ited contours. The MEOV method is used  
to measure radiation from directional an-  
tennas.

Jan. 23-27—National Association of Broad-  
casters joint board meeting. Continental  
Hilton, Mexico City.

### FEBRUARY

Feb. 6-8—Meeting of National Community  
Television Association board of directors.  
Clearwater, Fla.

Feb. 15—New deadline for reply comments  
on proposed FCC rulemaking to amend part  
73 of the commission rules to specify, in  
lieu of the existing MEOV concept for AM  
stations, a standard method for calculating  
radiation for use in evaluating interference,  
coverage and overlap of mutually prohib-  
ited contours. The MEOV method is used

to measure radiation from directional an-  
tennas.

Feb. 21-23—20th annual conference of the  
Western Radio and Television Association.  
Disneyland hotel, Anaheim, Calif.

### MARCH

March 1-3—Annual National Association of  
Broadcasters state presidents conference.  
Sheraton-Park hotel, Washington.

March 6-7—Executive committee, National  
Community Television Assn. Madison hotel,  
Washington.

### APRIL

April 2-5—45th annual convention of Na-  
tional Association of Broadcasters. Conrad  
Hilton, Chicago.

■April 7-13—Third annual MIP-TV Interna-  
tional Television Program Market. Palais  
des Festivals, Cannes, France. For informa-  
tion contact Mr. Charles Michelson, 45 West  
45th St., New York 36. Telephone PLaza  
7-0695.

April 24-27—32nd national convention of  
the Audio Engineering Society. Hollywood  
Roosevelt hotel, Hollywood.

### MAY

May 3-7—16th annual national convention  
of the American Women in Radio and Tele-  
vision. Marriott Motor hotel, Atlanta.

May 22-27—5th International Television  
Symposium. Speakers include Federal Coun-  
cillor R. Gnagl, head of the Swiss Federal  
Department of Transport, Communications  
and Power. Montreux, Switzerland.

### JUNE

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

■Indicates first or revised listing.

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new address, including ZIP code, below. Please  
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company \_\_\_\_\_  
 Business  Home

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

Another way to slice it

EDITOR: In regard to the article concerning radio spectrum utilization which evaluates spectrum use by revenue produced (BROADCASTING, Oct. 24), the figures [of the Telecommunication Science Panel] are interesting, but somewhat misleading because the spectrum occupied by a particular service or application is customarily expressed by communications engineers in terms of percentage bandwidth, rather than simply the number of kilocycles or megacycles occupied.

This method takes note of the fact that as one proceeds higher in the radio spectrum wider bandwidths become increasingly available. The percentage bandwidth is usually computed on the basis of the mid-frequency, or alternately on the highest frequency involved. Note that this is not a true percentage in the usual sense because percentage bandwidths of over one hundred percent are quite possible in this method of calculation.

I have computed revenues in terms of percent bandwidth for AM, FM, and TV broadcasting based on the revenues reported in the article and have obtained the following figures:

AM \$12.1 million/percent bandwidth  
FM 1.3 million/percent bandwidth  
TV 18.5 million/percent bandwidth

[These compare with the published figures:

AM \$750.0 million/megacycle  
FM 1.1 million/megacycle  
TV 4.0 million/megacycle.]

Note that this method of calculating revenue produced yields a more equal result particularly since it takes note of the fact that AM broadcasting, while only occupying 1.07 megacycles, nevertheless takes up a large part of its portion of the radio spectrum.—William A. Tynan, technical editor, *Forecast FM, The FM Listening Guide, Washington, D.C.*

Still responding

EDITOR: It has been over a month since my "Monday Memo" appeared in BROADCASTING (Sept. 19), and hardly a day goes by that somebody in the industry doesn't mention having seen and read it.

The response supports the belief I have always held that BROADCASTING enjoys almost total readership in the industry.

I had occasion to attend a session of the Radio Advertising Bureau management conference at Pheasant Run

# Nobody in Washington debates about which is the important station: WTOP RADIO



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales

# FIRST

**SIGN-ON TO SIGN-OFF AGAIN WSYR-TV is No. 1**

**IN HOMES**  
Delivered in the Syracuse Market:  
\*32.3% More Than Station #2  
\*83.6% More Than Station #3

**7-7:30 P.M.**  
MONDAY THRU FRIDAY  
**WSYR-TV**  
is No. 1

**IN HOMES**  
Delivered in the Syracuse Market:  
\*79% More Than Station #2  
\*56% More Than Station #3

**11-11:30 P.M. NEWS**  
MONDAY THRU FRIDAY  
**WSYR-TV**  
is No. 1

**IN HOMES**  
Delivered in the Syracuse Market:  
\*79% More Than Station #2  
\*190% More Than Station #3

\*ARB for March, 1966  
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**  
Channel 3 • SYRACUSE, N. Y. • 100 KW  
Plus WSYE-TV channel 18 ELMSIRA, N. Y.

Get the Full Story from HARRINGTON, BIGHTS & PARSONS

## NEW FROM EMCEE

**1KW TRANSLATOR UHF**

**1KW TRANSMITTER UHF**

**1 WATT TRANSISTORIZED TRANSLATOR VHF ONLY**

Send for full details . . . now. **EMCEE**

**Electronics Missiles & Communications Inc.**  
160 EAST THIRD STREET, MT. VERNON, NEW YORK 10550  
TELEPHONE: (914) 668-3012

earlier this month, and spoke with at least 75 broadcasters whom I have known over a period of years. To a man, they mentioned seeing the article.—Stanley B. Noyes, president, Noyes Moran & Co., Downers Grove, Ill.

### BOOK NOTES

*"Where I Stand: The Record of a Reckless Man,"* by Hank Greenspun with Alex Pelle. David McKay Co., New York. 304 pp. \$5.50.

An autobiography of the owner of KLAS-TV Las Vegas and the *Las Vegas Sun*, this book tells of Mr. Greenspun's struggles as a crusading newspaper editor and his battles against local corruption and national figures such as Senators Joseph McCarthy and Pat McCarran. The book does not touch on any of Mr. Greenspun's broadcasting activities but entertainingly provides illumination of the unusual career of one of the industry's more colorful station owners. Before he began his newspaper career, Mr. Greenspun was convicted of violating the U. S. Neutrality Act for his activities as a gunrunner for the Haganah, Israel's volunteer army. Later he received a complete pardon from President Kennedy.

*"A Tower in Babel: A History of Broadcasting in the United States to 1933,"* by Erik Barnouw. Oxford University Press, New York. 344 pp., illus., index. \$8.50.

The earliest years of radio broadcasting contain the story of how a toy became an industry. Erik Barnouw, professor of dramatic arts in charge of graduate studies in film, radio and television at Columbia University, has completed the first volume of a projected three-volume history of the electronic media, covering the historically difficult and uncertain ground of those earliest years.

The book makes a scholarly contribution to an often neglected field, yet also provides vivid glimpses of American business and social history.

As a reference bonus, the book provides in an appendix the texts of two key pieces of early legislation that influenced both the growth of radio and subsequent acts of Congress: The Radio Act of 1912 and The Radio Act of 1927.

While no history of such a complex field could claim to be complete, some industry veterans will find that Professor Barnouw has cast too coarse a net. In the present volume, many significant contributions are passed over lightly and some prominent names in radio's pioneer years do not appear at all. Perhaps the volumes to come will repair some of the omissions.

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ASST. TREASURER . . . . . JOANNE T. COWAN

## Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

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Hollywood: 1880 North Vine Street, 90028. Telephone: 213 Hollywood 3-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Stephanie Alexander.

ASSISTANT PUBLISHER  
Lawrence B. Taishoff

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcasting Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
Copyright 1966. Broadcasting Publications Inc.

**SAY-  
DON'T YOU COLOR SETS  
EVER GET TURNED TO  
OTHER CHANNELS?**



**KVOO 2 TV**   
**TULSA**

Represented by



*The Original Station Representative*

## A calculated risk for Charlie Brown

The popularity of Charlie Brown has helped make things go better with Coke after Coke after Coke. But I suspect that from a purely personal viewpoint we, along with millions of other Americans, are pleased to see our little friends from the comic strips make it big on big-time television. We are delighted to see that they have retained all of their original charm with the added appeal of animation and sound.

Happily, we have had an instant winner with Charlie Brown. The day after *A Charlie Brown Christmas* was presented on CBS, good things began to happen. The public acclaimed and the critics praised the show. Nielsen ratings listed it as No. 2 for the two-week period ending Dec. 19, 1965. Some very gratifying words were used to describe reactions to the show. Old words were used that are seldom heard in these days of rating points and sharp reality. Words like "excellence," "imagination," and "skill."

The magic of the Charlie Brown television special has demonstrated that a sponsor and the program's viewers can be the twin beneficiaries of a corporate communication venture.

But to start with, we were not this optimistic. Let me tell you of the circumstances under which Charlie Brown came to be the apex of network television programming for the Coca-Cola Company.

**Objectives** ■ The story actually goes back to the basic objective we and our advertising agency, McCann-Erickson, set for *network* television programming back in 1965. The process of our thinking went something like this:

With the investment the Coca-Cola Co. and our bottlers have in *spot* television, every market in the country can be covered on a local basis . . . sizeable numbers can be generated in terms of local market audiences . . . thus, we can efficiently deliver our basic, hard-core selling messages market by market across the country.

Obviously, this is a firm foundation upon which to build an advertising structure for Coca-Cola. Only one more brick was necessary to truly complete that foundation . . . and that's where our network special came in.

Spot television weight, in the large quantities we use, puts us *on* the scene, and a vital part *of* the scene—making Coca-Cola an active part of today's major events.

By association, by actually participating in these events, we, in a very real

sense, acquire the added dimensions of "presence, impact, prestige and excitement."

It was our belief that the proper use of network television could add these dimensions to the spot television foundation we have built for the brand.

This kind of thinking quite logically led us to the television special as a vehicle for accomplishing our objective. With specials, we have an opportunity to do in-program minutes and even longer commercials that can play off the shows they're in, work right in with each program's pace and mood.

**From Theory to Practice** ■ The thinking part was over. We knew what we wanted to do and where we wanted to go, but the hardest part lay ahead . . . how to get it done.

And that leads me to the story of Charlie Brown, Charles Schulz and Lee Mendelson.

One bright day, McCann-Erickson showed us a film with which they were quite impressed. It was a Lee Mendelson production called "A Boy Named Charlie Brown." The treatment, in their opinion, was most interesting and they saw in it some shining elements of what could be done in a different form.

The agency made a fast contact with Messrs. Mendelson and Schulz. From this evolved a joint enthusiasm to do the first story with a Christmas theme, fully animated, and perhaps in half-hour length. That was about all they brought to us in Atlanta. The story line was thin, but the total concept showed real promise.

We were told, to the best of everybody's knowledge, a half-hour entertainment special had never appeared in prime time. And never had "Peanuts" characters been animated in longer than one-minute commercial form. We were

aware of the popularity of Charlie Brown in print. The question remained, "could the entertaining and intriguing group of little characters be brought to life in an animated form on network television?"

We believe that television should be entertainment pure and simple. We know that products that enjoy a leadership image, high consumer awareness and acceptance are judged by the quality of their advertising association across the mass market. However, excellence on television is not necessarily achieved just because it is sought. This would presume the existence of a vast reservoir of talent, competence, and material, which as we all know, does not in fact exist. With these sobering thoughts in mind, we made the decision to buy the program.

In retrospect, we were proved correct. Was our decision predicated on some special clairvoyance, secret Madison Avenue information, or blind luck? The answer to each is no. Rather, our choice was predicated on the belief that big rewards are worth a *professionally calculated* risk. In fact, a \$250,000 risk, which is big money in any league. We also clearly realize that no one can bat a thousand in this business, but where there is no risk, there is little profit.

This rewards-with risk concept, of course, depends on an agency-advertiser relationship of great confidence and shared responsibility both for success and for disappointments.

We believe that the risk-reward concept in our evaluation of Charlie Brown television potential has produced some extra advantages for Coca-Cola. Among these benefits are dollar savings, better time periods, perhaps fuller clearances, and, of course, programming pertinent to our special media objectives.



Albert E. Pickhardt has been with the Coca-Cola Co. for 14 years. He's worked up the executive ladder from district representative in the Western Coca-Cola Bottling Co. in 1952 through a series of field residencies. His most recent assignments have been in the Coca-Cola Brand Management Group. He's now the soft drink company's home market product manager. Today's memo is adapted from a speech Mr. Pickhardt made before the San Francisco Advertising Club.

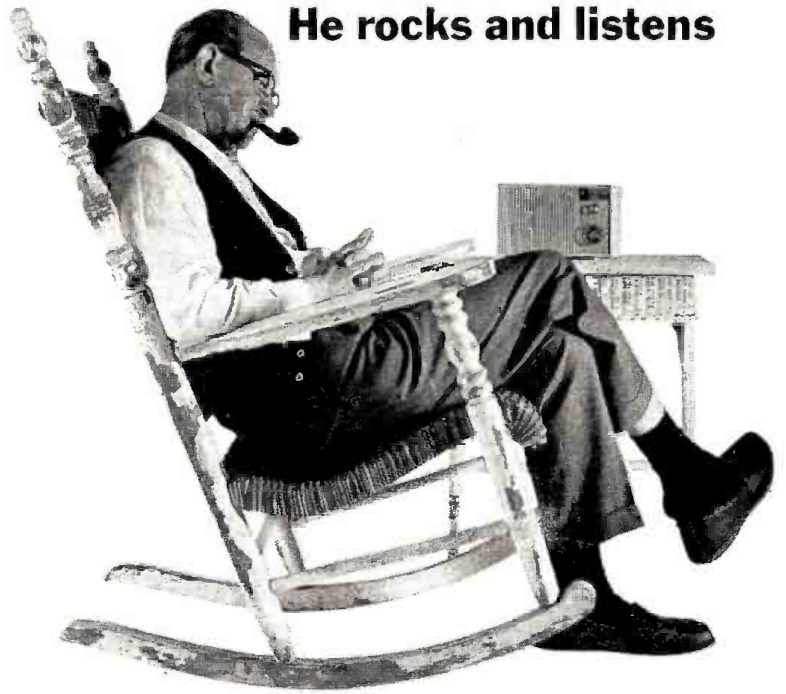
# FOR SALE

Timebuyers only! WTRF-TV is selling FULL COLORCASTING availabilities. Live color, film, tape or slides will impressively sell the audience you're after in the big Wheeling-Steubenville Ohio Valley Empire. Buy colorFULL WTRF-TV, Wheeling, West Virginia from Bob Ferguson or Cy Ackermann . . . or contact Blair Television.

**He listens and rocks**



**He rocks and listens**



**He listens and spends!  
The Mutual Tween-ager.**

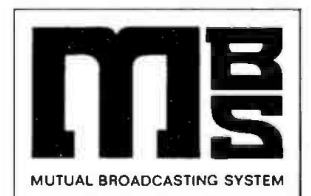


You can reach the Teen-ager and Middle-ager on *any* network. But it's the *Tween-ager* between 18 and 49 who really jingles the cash register! The Tween-ager spends heavily on his young, large or growing-larger family.

Mutual has a higher percentage of Tween-agers in its vast audience than any other network.\* In over 500 markets coast to coast.

If you want *reach* — plus a firm *grasp* on those all-important Tween-age purse strings — hitch onto Mutual Radio!

\*Sindlinger





**Okay.**

**Write down every radio program you listened to yesterday, and the time you listened.**

**Now do the same for the day before.**

**And the day before that.**

**Now do you feel self-administered research can really measure today's radio?**



730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

Nothing takes the place of personal interviews in the home.



**The Pulse, Inc.**



# San Franciscans catch 29 of the top 30 advertisers on KTVU

29 out of the top 30 advertisers bought schedules on KTVU in this past year.\* Why? Because KTVU continues to deliver results in this vast, rich TV market. Sales results keep the important advertisers on KTVU year after year. One more reason why KTVU is the Nation's LEADING Independent Television Station.



SAN FRANCISCO-OAKLAND  
Represented by H-R Television

**CBC** Cux Broadcasting Corporation stations:  
WSB AM-FM-TV, Atlanta; WHIO  
AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte;  
WIOD AM-FM, Miami; WIIC-TV, Pittsburgh;  
KTVU, San Francisco-Oakland

\*Based on TVB estimates of top national spot advertisers in 1965.

# Sand in the gears on ITT-ABC

Antitrust chief asks FCC to stall on merger;

Commission minority seeks more data from Geneen;

Senators keep pressing FCC to take deeper look

The FCC, which has been under increasing congressional pressure to delay action on the proposed \$2.5 billion merger between ABC and the International Telephone and Telegraph Corp., last week ran into a caution light flashed by the Department of Justice.

Donald F. Turner, chief of the department's antitrust division, told the commission that his division's analysis of the proposal "indicates a sufficient possibility of significant anticompetitive effects to indicate that substantial antitrust questions are presented," and added: "I thought it appropriate to inform you of our preliminary views in order that the commission . . . might consider the possibility of deferring its own final action until the Department of Justice has arrived at a final decision on the antitrust aspects of the merger."

Mr. Turner's comments, in a letter addressed to FCC Chairman Rosel H. Hyde, appeared to be a serious obstacle to what had been expected to be reasonably prompt—and favorable—commission action on applications providing for the transfer of ABC's 17 AM, FM and TV stations to ITT.

The letter was delivered to the commission on Thursday, the same day that three commission members regarded as opponents or at least questioners of the merger had sent a letter to Harold S. Geneen, president and chairman of ITT, asking for information on the company's foreign interests. The commissioners' letter appeared designed to develop information on possible conflicts of interest that might result from the ownership of ABC by a company with far-flung foreign holdings.

**Word from the Hill** ■ Mr. Turner's letter also came as requests from members of the Senate continued to press the commission to hold off final action until the proposal was explored further, either in a congressional hearing or in an evidentiary hearing before an FCC examiner.

However, the letter to Mr. Geneen

was not regarded by members of the commission as likely to stall commission consideration for very long. And there appeared to be no inclination on the part of the commissioners—whatever their views of the merger—to cave in to congressional pressure.

Indeed, some are expressing privately considerable annoyance at what they regard as wholly improper congressional interference in commission processes. Commissioners favorable to the merger have even produced court cases supporting the view that the commission has no choice but to ignore their congressional mail on the subject.

However, Mr. Turner's letter is different. The commission has been maintaining close liaison with the antitrust division since applications for the merger were filed last March, and has

periodically prodded Mr. Turner for the division's views on the merger. Invariably, his responses, to the commission, as well as to congressional queries, have been noncommittal. Accordingly, members of the commission and the staff had virtually concluded that Justice did not intend to go on record with its views before the commission acted.

**Response to Hyde** ■ But Mr. Turner's letter, which was in response to one two weeks ago from Chairman Hyde expressing the commission's interest in resolving the matter, appeared to be an invitation to the commission to delay action until it heard from him. He made clear, however, that the division had not reached a final conclusion as to whether the merger would violate the antitrust laws and that "we may of course conclude that it does not."

Mr. Turner has been under almost

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## New man in the middle



ITT's Geneen



Justice's Turner



ABC's Goldenson

## SAND IN THE GEARS ON ABC-ITT continued

as much pressure in the matter as the commission. Senator Gaylord Nelson (D-Wis.), who initiated Hill interest in the proposed merger last month, has repeatedly pressed Justice for its views—and just as frequently has asked the commission to wait until it received them.

The commission last week appeared on the verge of final approval of the merger, very likely by a 4-to-3 vote. The commissioners discussed the matter at their meeting Wednesday and, reportedly, instructed the staff to make "minor" revisions in the draft order approving the merger, and to bring the matter back for further consideration this week.

Commissioner Robert T. Bartley, the fiercest opponent of the merger on the commission, has already prepared a draft of a dissenting opinion. Commissioners Kenneth A. Cox and Nicholas Johnson are also said to be preparing statements. Both are believed also to oppose the merger, but some observers feel one or both might switch over to the other side—assuming Justice doesn't hand down an unfavorable ruling.

Commissioners Bartley, Cox and Johnson signed the letter to Mr. Geneen requesting information on ITT's foreign holdings. The letter, reportedly authored in the main by Commissioner Johnson, reflects concern over one of the central questions posed by the proposed merger—whether the independence of ABC's news can be maintained in the face of ITT's financial interests in other countries. ITT earns 60% of its revenues overseas.

**Further Probe** ■ The letter noted that the two-day oral hearing on the proposed merger in September touched on a number of questions concerning ITT's foreign affiliates, but didn't explore them "in depth," and said further information is needed "for a thorough consideration" of the proposal.

The commissioners requested:

- A list of all confiscations or expropriations by any foreign government of ITT property since the company's inception. ITT claims to the U.S. government for losses incurred overseas are to be included, as well as other litigation involving foreign governments, other foreign public entities or foreign corporations.

- A list of the 10 largest owners of ITT stock in each country where ITT does business, additional foreign owners of over 100 shares of stock, and total shares owned by foreign citizens, governments and entities.

- A list of ITT's foreign subsidiaries

and affiliates, along with names, nationalities and significant business interests and government connections of all directors and principal officers, as well as the major stockholders in other than wholly owned companies.

- A list of joint ventures and significant agreements between ITT or its affiliates and any foreign company, foreign government or other public body. Any rights which such interests have in ITT operations in case of emergency are to be included.

- Long-range contracts or other long-term agreements with such foreign entities.

- Any employees of ITT or its subsidiaries whose duties include liaison with foreign governments.

The commissioners' letter appeared to echo concern expressed two weeks ago by Senator Wayne Morse (D-Ore.). The senator, writing to the commission

### Equipment for ABC center

Facilities for a new ABC Radio network center in New York will be supplied by Visual Electronics Corp., New York, under a \$500,000 contract announced jointly by the companies last week.

The equipment will be installed at 1926 Broadway. The system includes seven radio studio control rooms, two tape rooms, two tape edit rooms and a transmission-recording facility. A monitoring system with switching gear and a maintenance facility will also be installed.

Visual will provide McCurdy Radio Industries Ltd. equipment for the project. Completion of the facility is set for the fall of next year.

as chairman of the subcommittee on Latin American affairs, said ITT's "substantial overseas commitments in 118 countries raise unexplored issues as to the desirability of giving it control of a major radio and television network." He asked the commission not to act until Congress could determine whether conflicts of interests would be involved (BROADCASTING, Oct. 31).

However, commission officials said the commissioners' letter was in preparation before the issue was raised by the senator.

Congressional mail to the commission on the proposed merger was highlighted

last week by a letter from Senator Philip A. Hart, (D-Mich.), who urged the commission to hold a full evidentiary hearing on the matter.

The senator, who is chairman of the Senate Antitrust and Monopoly Subcommittee, referred to the "magnitude and vast implications" of the proposed merger, and said: "A full and complete record would be desirable before a final decision is reached."

**Other Criticism** ■ The letter was typical of a number of critical comments in the press which appear to imply the commission restricted the unusual oral argument it held on the case to proponents of the merger (see page 27).

An evidentiary hearing, Senator Hart wrote, "would seem a helpful adjunct to the limited testimony recently given the commission by the presidents of ABC and ITT. Regardless of your ultimate decision, the public is entitled to the assurance that all the facts have been thoroughly presented and examined in depth and that all the implications have been clearly understood."

Senator Nelson, who is chairman of the Senate Monopoly Subcommittee of the Small Business Committee, seized on the three commissioners' letter as "creating some question as to whether all the necessary information has been gathered." In a statement issued by his office, he said there has been "enough doubt cast in this case" for the commission to consider reopening the hearings. "Two days of 'so-called hearings' is not enough to consider the largest proposed merger in the history of the FCC."

Commission officials, who bristle at the implications they are attempting to stack the deck in favor of the merger, note that the staff presented the commission with an exhaustive analysis of the applications. They also point out that all interested parties were invited to participate in the hearing and that, although the case had received considerable publicity since merger talk was first broached almost a year ago, no opponents of the merger came forward.

**Nelson Cites Support** ■ Senator Nelson last week, in the fourth letter he sent the commission on the issue, referred to two documents he feels bear out points he has made in his earlier messages. One is a House Antitrust Subcommittee report, published 10 years ago, calling for close liaison between the Justice Department and the FCC on mergers involving broadcasting interests. The other is a July 23, 1956, letter to the commission from Senator Warren G. Magnuson, chairman of the Senate Commerce Committee. In the letter, Senator Magnuson says the commission should not permit radio frequencies "to fall into the control

## All the news that's fit to print—and then some

The FCC, which has managed in the past to make itself look bad without any help from outsiders, received a considerable amount of help last week from the daily press in its coverages of and comment on developments in the proposed merger of ABC and the International Telephone and Telegraph Corp.

Responsible news media made a number of serious misstatements in connection with the case—and all helped put the commission, and the proposed merger, in a bad light.

Fred P. Graham, in a *New York Times* story Tuesday, was seeking to point up the uniqueness of the two-day oral hearing the commission held on the proposed merger in September. In contrast, he wrote, the commission "routinely assigns an examiner to take voluminous testi-

mony before transferring the ownership of a single station."

Actually, it's the unusual transfer or assignment case—one in which facts are in dispute—which goes to hearing. Most are handled on the basis of paper pleadings.

But before anyone could tell him the facts, Morton Mintz picked up Mr. Graham's error for a long piece he wrote for the *Washington Post* on Wednesday.

Another error crept into the lead paragraph of a *Post* editorial on the proposed merger ("No Need to Rush") the next morning. "Thus far," editorial said, "the FCC has limited its investigation to two days of hearings in which adversaries had no opportunity to state their views."

Actually, the commission, in setting up the unusual oral argument,

afforded "interested parties" who wished to submit information an opportunity to do so. None did. However, the commission staff presented its views of the pertinent issues and questions.

On Thursday, also, the UPI, in a dispatch on the letter of three commissioners to ITT concerning its foreign holdings (see page 27), said, "It was a 4-to-3 vote that resulted in only two days of hearings on the merger."

Actually, the vote was 6-to-1. Commissioner Robert T. Bartley was the lone dissenter, arguing for a full evidentiary hearing. Commissioners Kenneth A. Cox and Nicholas Johnson, who with Commissioner Bartley signed last week's letter to ITT, concurred in the vote for the oral hearing.

of those who are only interested in the profits which can be derived from broadcasting, or in using them for self-aggrandizement of large corporate owners."

The congressional correspondence has raised again the troublesome question of how far members of Congress may properly intervene in commission matters. The commission appears to believe the letters on the proposed merger have passed the boundary of propriety.

Max Paglin, the commission's executive director, has replied to several of the letters, in accordance with commission regulations for dealing with off-the-record contacts. And in responding to Senator Morse, Mr. Paglin pointedly referred to the proposed merger as "a docketed, adjudicatory" proceeding, and said it would be inappropriate for the commission to answer his letter.

Among court cases commissioners have researched in considering how to treat the congressional mail is one in which the U.S. Court of Appeals in New Orleans court earlier this year reversed an order of the Federal Trade Commission at least in part because a Senate subcommittee had involved itself in the merits of the case under consideration. At issue was an FTC order requiring Pillsbury to divest itself of assets it allegedly acquired in violation of the antitrust laws. The court held that the subcommittee, by getting into the merits of the case, had deprived Pillsbury of procedural due process.

Another case cited involved a rule-making to reassign channels in Spring-

field, Ill., and St. Louis, Mo. The court vacated the commission's decision after evidence of ex parte representations was presented, and said: "Interested attempts to influence any member of the commission . . . except by the recognized and public processes go to the very core of the commission's quasi-judicial power. . . ."

Commissioners also have cases to cite in defense of their determination not to discuss the proposed merger—with members of Congress or anyone else not authorized to participate in the discussions. It involves a court decision to vacate an FTC order because of a speech commission Chairman Paul Rand Dixon had made on the matter under consideration. The court held that the chairman's speech, while the matter was pending, indicated he had already made up his mind on the subject. "We conclude," the court said, "that Chairman Dixon's participation in the hearing amounted in the circumstances to a denial of due process which invalidated the order under review."

## Theater owner blasts ABC and Wometco

The FCC was asked last week to strip ABC and Wometco Enterprises Inc. of the licenses of their owned or controlled television stations—nine in all. But it wasn't the companies' broadcasting activities that sparked the request so much as the conduct of their motion-picture theater operations.

The request was made by Antwin

Theatres Inc., operator of a drive-in movie theater in the Greater Miami area. Antwin claims the "illegal, fraudulent and monopolistic activities" of ABC and Wometco have caused the theater to lose more than \$700,000 since it was opened in 1956.

At issue is the asserted inability of Antwin to obtain first-run movies for its Golden Glades theater. Antwin claims that ABC and Wometco, through their ownership of theaters in Dade county (Miami) and throughout the state of Florida, as well as their ownership of television stations, were able to "induce" movie distributors to join them in their "agreement" to "maintain and perpetuate their monopoly over the exhibition of first-run pictures in Dade county."

Antwin claimed the "inducement" was effected by ABC and Wometco "threats" not to acquire films for their theaters or their TV stations from distributors providing Golden Glades theater with first-run pictures. Antwin noted that the television market is a particularly important one for distributors seeking to rent "old pictures which otherwise have little or no value."

ABC Theatres — ABC, through subsidiaries, operates 472 motion-picture theaters in the South and Midwest; its Florida States subsidiary operates 50 theaters in Florida, nine of them in Greater Miami. Wometco, directly and through subsidiaries, operates 33 theaters in the state, 22 in Greater Miami.

Moreover, Antwin said, the motion-picture films that ABC rents for its theaters, owned stations and network, and those that Wometco rents for its

theaters and stations, are obtained from the same distributors "from whom Antwin must rent first-run film if Antwin is to survive."

Antwin asked the commission to deny the pending applications for the renewal of licenses for Wometco's owned or controlled WTVJ(TV) Miami and WFGA-TV Jacksonville, both Florida; and WLOS-TV Asheville, N.C.; and to call for and deny license-renewal applications for KVOS-TV Bellingham, Wash., owned by Wometco, and ABC's WXYZ-TV Detroit, WBKB(TV) Chicago, KGO-TV San Francisco, KABC-TV Los Angeles,

WABC-TV New York.

Antwin's petition to the FCC was foreshadowed last summer by a triple-damage antitrust suit that the theater company filed against ABC, Wometco and a number of motion-picture distributors. The suit was filed in the federal court for the southern district of New York.

Antwin said that renewal of any of the ABC or Wometco licenses would "enable those companies to continue using the leverage of the buying power" that station ownership gives them to deprive it of a free market in which

to obtain first-run pictures. "Such renewal," Antwin added, "would directly contribute to forcing [it] to close down its theater or to run it at a loss" to a point where it would be taken over by creditors or forced to sell to Wometco or Florida States.

Antwin also said that, regardless of "the particular uses and threatened uses" of ABC's and Wometco's buying power, the renewal of any of those companies' licenses adds to the motion-picture buying power with which [Antwin] has to compete, and thus increases its competitive disadvantage.

# Ownership proposal bombarded

No favorable comments received by commission on its plan to limit groups in top-50 market; liberalize present rule, say some in industry

The three television networks and eight other multiple owners added their voices last week to that of the Council for Television Development in opposing the FCC's proposal to limit the expansion of multiple owners into the top-50 markets. The deadline for comments passed Tuesday (Nov. 1) without a favorable word being said for the proposal.

In the main, the networks and others commenting last week stressed the points made by the United Research Inc., in the \$275,000 study it made in behalf of the CTD, the organization of 42 licensees that was formed last year to fight the proposed rule (BROADCASTING, Sept. 19).

They disputed the commission's contention that there is a trend to concentration of control of television stations in the top markets—a major premise on which the proposal was based—and argued that the proposed rule would be anticompetitive and would work against a major commission goal of promoting diversity of program sources.

If any changes are made, several of those filing comments said, they should be to liberalize the existing rule.

**More Not Less** ■ Newhouse Broadcasting Corp., which owns four VHF and two UHF stations, said it would be interested in acquiring additional UHF's if the commission adopted a "less restrictive" rule than the one now on the books. It suggested that government-industry studies be undertaken on alternatives to the present limitations.

NBC and Metromedia Inc. also said that if the present "rule of seven" is

changed, the revision should be upward. NBC said the commission should permit ownership of more than seven stations in designated markets or groupings of markets or of types of stations. ABC, while not urging a change in the rule, said that if its proposed merger with ITT is approved, it would acquire two UHF stations.

One roughed-out alternative to the commission's proposal came from Plains Television Corp., owner of four UHF stations. Plains said a rule intended to achieve the commission's objective of limiting the power and influence of any single operator must take into account the differences between VHF and UHF stations, as well as between various-sized markets.

Plains suggested that the commission permit ownership of an increased number of stations if the outlets are concentrated in smaller markets. And to overcome the "disparity" between VHF and UHF stations, Plains said, the commission "might set a limit of 10 UHF stations, as against a limit of five VHF stations." Plains also proposed that the commission not count satellite stations against an owner's quota where the satellites are only a means to make up for the coverage deficiencies of a basic UHF station.

**Commission Proposal** ■ The commission's proposed rule would prohibit broadcasters from acquiring more than three television stations in the top 50 markets—no more than two of them VHF's. However, it would not require divestiture of facilities by broadcasters now owning more than the proposed limit of stations. And the present overall limit of seven stations (no more

than five VHF's), in effect since 1954, would not be changed.

A policy requiring hearings on applications that would result in a broadcaster owning more than the proposed limit has been in effect since June 1965, when the proposed rule was issued for comment (BROADCASTING, June 28, 1965). But the commission waived the policy each of the four times it was asked to do so.

The commission, in proposing the tighter rule, expressed concern over what it said was a trend to concentration of control of television stations in the top markets. But several of those commenting last week challenged the statistical analysis on which the commission's concern was based.

CBS noted that UHF stations, "which add increasingly to competition in the major markets," were not included in the commission figures, while the commission counted as multiple ownerships those situations in which a VHF in a top-50 market was commonly owned with another station, VHF or UHF, in any market. If UHF stations were counted and multiple owners were defined as those with more than one station in the top-50 markets, a pattern of increased diversification of ownership, not less, would emerge, CBS said.

NBC said the commission's basic error was in discussing the top-50 markets as the "market" in which concentration could be examined. The commission, NBC said, "to be realistic, must consider the issue of concentration of control with relation only to each particular market in which competing stations operate, not with respect to some artificial agglomerate of mis-

# UP FRONT

## WITH BART McLENDON; UP FRONT IN VIETNAM

□ Following his release from active duty as a U. S. Marine, 19-year-old Gordon McLendon, Jr., became broadcasting's first and only teenage war correspondent. Reporting from the very teeth of the savage fighting at Operation Hastings, only 200 meters from the 17th Parallel, from four different air strikes in Air Force O1F's and F100's, reporting as part of the squad in the night patrol ambush at Kim Ding, from the co-pilot's seat of the tiny Piper Cub which is always FAC (Forward Air Controller) accompanying all U. S. air strikes, Bart McLendon is among the war's most adventuresome correspondents. □ Undoubtedly, history will assign the name "The Teenagers' War" to the conflict in Vietnam. It is being fought in large measure by tens of thousands of teenagers who have yet to cast their first votes.



McLendon's battle reports, commentaries, and interviews — dramatic, forceful, bitter, arresting, heroic, sometimes unnerving — are one of the brilliant new chapters in the history of war correspondence. □ These radio stations and newspapers across the country are currently broadcasting reports from Bart McLendon direct from Vietnam — WMCA, New York □ X-TRA News over Los Angeles □ WGBS, Miami □ KABL, San Francisco □ KISN, Portland □ KLIF, Dallas □ WIFE, Indianapolis □ KOIL, Omaha □ WDGY, Minneapolis □ KNOE, Monroe □ WNOE, New Orleans □ KXOK, St. Louis □ WHB, Kansas City □ KTSA, San Antonio □ WYSL, Buffalo □ KILT, Houston □ KOMA, Oklahoma City □ WNUS, Chicago □ KGLA, Los Angeles □ WDTM, Detroit □ Plus the Chicago Sun-Times and 53 other newspapers.



**BART McLENDON (second from left) WITH MARINE NIGHT AMBUSH SQUAD.**

cellaneous markets related only by the fact that they are the largest."

**Competition on Rise** ■ And the law firm of Covington and Burling, filing on behalf of 10 TV stations owned by three group owners (Corinthian Stations, George W. Norton and Post-Newsweek), said the groups face more competition today than they did 10 years ago—not only from stations within their markets but from other media, such as motion pictures, newspapers and magazines.

ABC and others commenting also pointed to what they said was an increase in competition in the major markets in arguing that the proposed rule would actually be anticompetitive, in that it would block the emergence of tough new competitors. Metro-media said the proposal would erect for present networks a "shield" of protection from potential competition, since it would freeze out the most likely entrants in the networking field at their present level of station ownership.

Most of those commenting also said the rule would have a particularly harmful effect on the development of UHF by precluding those they considered best able to operate UHF's—the multiple owners, with the experience and financial resources to make a success of a risky venture—from owning such stations in major markets.

CBS noted that Kaiser Broadcasting Corp. and D. H. Overmyer Communication Corp., two powerful new forces in the development of UHF, consider that the successful UHF operations require more than three stations in the top markets.

And ABC, referring to the losses its network operation has sustained in recent years (BROADCASTING, Sept. 12), said that "ownership by the networks of TV stations in key markets [which provide profits] is a sine qua non to successful TV networking operations." A rule barring newcomers from owning more than two VHF facilities in the top markets, ABC added, "would most certainly militate against the establishment of a competitive fourth network"—and the additional programming it would provide.

**Programming** ■ A fourth network is only one potential source of programming that would probably be lost if the rule were adopted, according to those commenting last week. Covington and Burling, describing multiple ownership as providing a "counterweight to the influence of networks," said that groups can and do take the risks involved in producing programming—something "disorganized, financially weak stations are in no position to do."

CBS noted that since 1957, stations have furnished more than 50% of the total nonnetwork first-run syndicated programming, and that of all such sta-

tion-supplied programming, groups that would be proscribed by the proposed rule have supplied about 90%.

Storer Broadcasting Co., one of the 42 members of the CTD, cited its own record as a licensee, dating back to 1927, a case history bearing out URI's findings favorable to group ownership. Storer, which owns five VHF and one UHF in the top-50 markets, noted the "stability" of its operations (that is length of ownership of its stations), the "responsibility" of its management in the operations of the stations (through detailed procedures station managers are required to follow), the "local autonomy" of its stations in making news judgments and determining programming policies, and the "contributions" it has made to diversity of programming (through its programming subsidiary, Storer Programs Inc.) and "to broadcast service generally" (through its "pioneering" developments in AM, FM and TV).

The commission also heard from a would-be owner in the major markets—General Electric Broadcasting Co. GE, which owns WRGB(TV) Schenectady, N. Y., (37th market) and WSIX-TV Nashville, Tenn., (42d market), said a rule prohibiting it from acquiring additional stations in the top markets, "so as to better compete with other group owners," would be "grossly unfair" as well as highly "inimical to the public interest." GE indicated it would find the restriction particularly galling since its research and development facilities had been used from the early days of radio to help overcome "the technical problems which have confronted the broadcaster."

## Question mark still over KFWB sale

The proposed \$10,750,000 sale of KFWB Los Angeles to Westinghouse Broadcasting Co. was still alive last week—at least technically. But of apparent greater concern to licensee Crowell-Collier & MacMillan Inc. is whether the FCC will proceed with tentative plans to order a revocation hearing on the station's license.

The sale contract, signed in January, permits cancellation of the agreement if a final commission order were not issued by Oct. 31. A final order cannot be issued until 30 days after commission approval of the sale, and the commission has not yet acted.

Accordingly, the contract could be cancelled, and WBC, claiming the owner permitted the station's financial position to deteriorate, has said it would

do just that if Crowell-Collier & MacMillan refused to negotiate a lower price (BROADCASTING, Oct. 24). The licensee has indicated it would not agree to a lower price. But so far neither side has moved to terminate the agreement.

Both sides are awaiting commission action on its proposal to designate the station's license for a revocation hearing as a result of the alleged involvement of station personnel in the agency's payola investigation. The commission instructed the staff three weeks ago to draft a revocation-hearing order. Adoption of the hearing order would reduce the chances of the sale.

## NAB regionals reopen in St. Louis

The National Association of Broadcasters touring company returns to the road this week for the second round of regional fall conferences. The sessions open in St. Louis Thursday and Friday (Nov. 10-11), move to New York on Nov. 14-15, then to Charlotte, N. C., on Nov. 17-18 and close out in Jacksonville, Fla., on Nov. 21-22.

Although there are no formal luncheons at the conferences this year, the New York registrants will hear a luncheon address by NAB President Vincent Wasilewski. He will be speaking at a joint luncheon to be given by NAB and the International Radio and Television Society on Nov. 14.

Participants for the TV sessions at the four conferences are:

Land mobile and the spectrum—James J. Bailey, General Motors Corp. in St. Louis; Edward Bond Jr., Union Carbide in New York and Jacksonville, and Frank M. Smith, National Association of Manufacturers in Charlotte.

Management problem—Thad M. Sandstrom, WIBW-TV Topeka, Kan.; Donald L. Dahlman, WLWD(TV) Dayton, Ohio, and Joseph S. Bonansinga, WGEM-TV Quincy, Ill. (St. Louis). James W. Higgins, WWNV-TV Carthage-Watertown, N. Y.; Eugene W. Wilkin, WGAN-TV Portland, Me., and Robert K. King, WKBW-TV Buffalo, N. Y. (New York); Samuel S. Carey, WRVA-TV Richmond, Va.; Wilson C. Wearn, WFBC-TV Greenville, and Carter Hardwick, WIS-TV Columbia, both South Carolina (Charlotte). Bob McRaney Jr., WLBT-TV Jackson, Miss; George W. Harvey, WFLA-TV Tampa, Fla., and Joseph M. Higgins, WATL-TV Atlanta (Jacksonville).

Participants in the radio sessions are: Public relations—George J. Volger, KWPC Muscatine, Iowa, and Don C. Dailey, KGBX Springfield, Mo. (St. Louis). Herbert L. Krueger, WTAG





## Europe was fantastic, but not like FARGO!

**W**E ain't just a-kidding — us Hayseeds makes big dough, and we ain't saving it for that little \$100,000 house out in Darien that's not really as big at it looks!

That's another thing that makes us one heck of a market for such non-conspicuous stuff as groceries, toiletries, beverages and Bentleys (we save \$300

each on those radiators!). And *that's* why so many advertisers who wouldn't usually be caught dead in a market our size, are steadies on WDAY Radio and TV!

That's the picture, and there really isn't any other worth mentioning. Ask Peters, Griffin, Woodward for all the facts!

# WDAY WDAY-TV

The Know-How Stations in  
FARGO, N. D.



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

Worcester, Mass., and Roy Meachum, Post-Newsweek Stations, Washington (New York). J. Robert Covington, Jefferson Standard Broadcasting Co., Charlotte, and Frank Gaither, Cox Broadcasting Corp., Atlanta (Charlotte). Harold M. Wheelahan, WDSU New Orleans and J. Frank Jarman, WDNC Durham, N. C. (Jacksonville).

FM programing—Harvey Glascock, WNEW-FM New York in St. Louis and Jacksonville; Lynn Christian, WPIX-FM New York and David Polinger, WTFM-(FM) Lake Success, N. Y., both in New York, and Everett L. Dillard, WASH (FM) Washington in Charlotte.

## Broadcasters are joiners

Station association survey by NAB documents rise in membership, activity

Radio and television station membership in state broadcasting associations went up 334 from 1964 to 1966, according to the National Association of Broadcasters. An NAB survey, based on information from 48 state groups, showed the average total revenue for the state associations rose during the two-year period from \$7,987 to \$10,458. Average revenue in 1966 doubled compared to the 1962 figure of \$5,125.

The study, conducted by Alvin M. King, NAB director of state association liaison, also showed the 76% of all radio stations are now members of state associations compared with 72% in 1964 and only 57% in 1959. Comparable TV figures show 81% of all stations are now members against 76% two years ago and 48% in 1959.

Four state groups reported membership of more than 200 radio and TV stations and associates in 1966. Only two associations were above the 200 figure in 1964.

Total revenue for all state groups in 1966 was \$439,232. This ranged from a minimum of \$225 to a maximum of \$52,000. There were 17 state associations that reported revenues in excess of \$10,000.

Membership dues brought in \$291,492 to the state associations and associate membership dues produced \$29,196. Other sources of income, reported by 21 state groups, totaled \$114,294 and ranged from \$30 to \$35,000. It came from convention fees, state fairs, group insurance and other projects.

**More Paid Directors** ■ The survey also showed that 40 associations had

executive secretaries or directors. This is almost double the 23 associations that had salaried personnel in 1962. Thirty-four groups had executive secretaries in 1964.

Five associations reported paying their salaried personnel more than \$10,000 yearly, six paid between \$5,000 and \$10,000, 11 between \$2,500 and \$5,000 and 18 paid \$2,500 or less.

The survey also noted that scholarships ranging from \$100 to \$1,000 are donated by 35 state groups to students interested in radio and television. Other state association activities at the academic level include: career guidance clinics, summer seminars, station field trips, internship programs, educational programs, establishing high school broadcasting clubs, encouraging broadcasting courses at junior colleges, job placement for graduates, guest lectures by educators and participation in state meetings by educators and students.

In the area of legislative liaison all states report having contact with state and/or federal legislators during the year. Regular meetings with federal legislators are held by 13 associations and regular meetings with state officials are held by 10 associations.

## Comings and goings in NAB codes

The National Association of Broadcasters radio code had a net loss of six members and the TV code lost one member in the Aug. 15 to Sept. 15 period. The radio code gained 23 and lost 29 members.

KVKM-TV Monahans-Odessa, Tex., withdrew from the TV code.

Radio additions: KIRV Fresno, Calif.; WDCF Dade City and WINT Winter Haven, both Florida; KFLI Mountain Home and KMCL McCall, both Idaho; WFMS(FM) Indianapolis; WPDE Paris, Ky.; WGMZ(FM) Flint, Mich.; KDWA Hastings, Minn.; WEHH-AM-FM Elmira Heights, N. Y.; WGNC-AM-FM Gastonia and WNCA Siler City, both North Carolina; WELW Willoughby, Ohio; KLOO Corvallis, KVAS Astoria and KWJJ Portland, all Oregon; KBUH Brigham City, Utah; KREN Renton, KREW Sunnyside and KBBO Yakima, all Washington; KATI Casper, Wyo.

Radio withdrawals: WBIB Centreville, Ala.; KEZY Anaheim, Calif.; WVCF Orlando and WBAR Bartow, both Florida; WBBK Blakely, WHITE Griffin, WISK Americus, WKEV-AM-FM Griffin, WLBB

Carrollton and WRCF Athens, all Georgia; KWBB and KQTY(FM), both Wichita, Kan.; WFIA Louisville and WMTL Leitchfield, both Kentucky; KLUV Haynesville, La.; WXTN Lexington, Miss.; KRYS Roswell, N. M.; KNNN Cottage Grove, Ore.; WJSO Jonesboro, Tenn.; KGTN Georgetown, Tex.; KBBC Centerville, Utah; WHLF-AM-FM South Boston and WNRV Narrows, both Virginia; KCLX Colfax, Wash.; WBKV-AM-FM West Bend, Wis.; KVOW Riverton, Wyo.

## Two waivers granted for CATV imports

The FCC continued last week to scratch the surface of the backlog problem produced by the so-called top-100-market CATV rule adopted in March (BROADCASTING, March 7).

The commission granted the requests of Mission Cable TV Inc., Poway, Calif., and Athens TV Cable Co., Athens, Tenn., to carry, respectively, the signals of a Los Angeles educational station and a Knoxville, Tenn., UHF. The CATV's are two of some 120 petitioners that have requested waiver of the rule that requires CATV's to obtain commission permission in a hearing before transmitting TV signals beyond their grade B contour into the grade A coverage area of top-100 market TV stations.

Mission Cable's waiver will permit the Poway system to supply its subscribers with the signals of noncommercial educational KCET(TV) Los Angeles. The waiver will terminate, the commission said, when an ETV station begins operating in San Diego.

The FCC ordered Mission last June to stop importing KCET(TV)'s signals to its system in Poway. In the cease and desist order the commission stated that it would determine in a separate hearing upon proper request for waiver whether the public interest would be served by carriage of KCET(TV)'s signals.

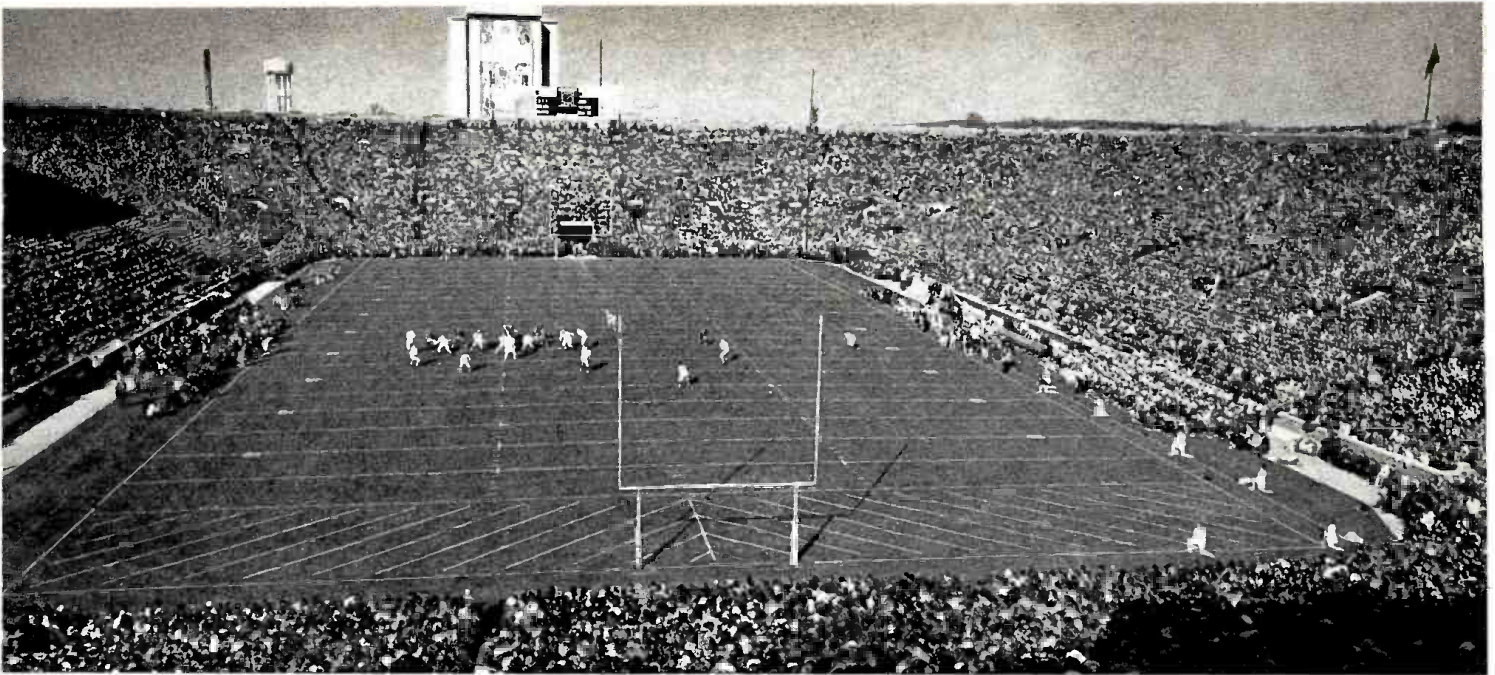
The waiver granted to Athens TV Cable authorizes that system to carry the signals of WTVR(TV) (ch. 26) Knoxville to subscribers in Athens. The CATV will also carry the signals of WDEF-TV, WRCB-TV, WTBC-TV, all Chattanooga, and WATB-TV and WBR-TV, both Knoxville, the commission said.

## ETV studies shouldn't hobble Comsat—Magnuson

Ford Foundation's plan to use domestic communications-satellite funds to underwrite educational broadcasting may not find a great deal of sympathy on Capitol Hill, particularly if it inter-



Mr. King



University of Notre Dame Stadium in South Bend, Indiana.

**Why WNDU-TV, South Bend bought  
Volumes 2,3,4,5,7,8,9,10 and 11  
of Seven Arts' "Films of the 50's & 60's"**

**Says Wm. Thomas Hamilton:**

Vice President and General Manager, WNDU-TV, South Bend, Indiana

“The Seven Arts' 'Films of the 50's and 60's' we have bought for WNDU-TV have been among our best program buys, especially because about 50% of the features in each Volume are in color which is obviously extremely important to us at this time.

We use Seven Arts' features for 'The 3:30 Movie,' Monday through Friday; 'Saturday Night at the Movies, Part II' at 10 p.m.; Sunday evening 'Ten O'Clock Theatre' and for our Saturday and Sunday matinees at 11:00 a.m. and 2:00 p.m.

Audience reaction to these films has been especially enthusiastic, so much so that we telecast

**Seven Arts' features  
in prime time**

on a regular basis on WNDU-TV's 'Friday Night at the Movies' 6:30-8:30 p.m.

From a sales standpoint, Seven Arts' features are practically pre-sold.

Top titles and name stars are proven natural vehicles for our local, regional and national advertisers including: Proctor & Gamble's Bold, Carling's Black Label Beer, Spic & Span, Bristol-Meyers' Citrisun, Charmin Paper Products, Alka-Seltzer, H&R Block Tax Service and Kellogg's Cereals. ”



**Seven Arts** ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

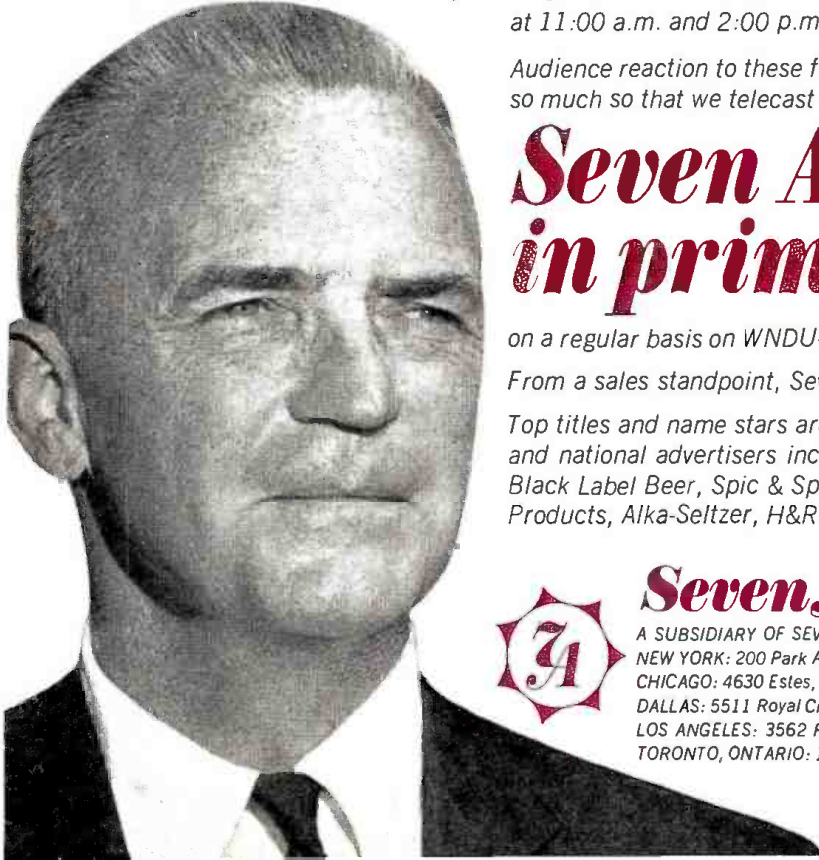
NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 7-1717

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

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



feres with action of the Communications Satellite Corp.

That was one interpretation of remarks made by Senator Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, at a trip to Comsat ground station in Brewster Flat, Wash.

The senator said that the government has a commitment to the Comsat stockholders since the corporation was created by congressional action, and "we can't abolish it overnight just because there are other ideas for ETV."

He said his committee would look into various proposals to support ETV adding he hoped they would not "interfere with Comsat."

## No operating plans, Bell tells CATV's

An AT&T spokesman told CATV operators that Bell companies are not interested in becoming CATV system owners; it wants only to provide general communications services, including CATV channels.

Stressing that Bell companies are continuing to supply pole attachment rights where they are available, Wil-

lian M. Ellinghaus, assistant vice president of the parent corporation, added that the policy of AT&T is to provide a "free choice" to CATV owners—pole line attachments or channel leases. Mr. Ellinghaus spoke at the fall meeting of the West Virginia and Mid-Atlantic Community TV Association meeting Oct. 28 at White Sulphur Springs, W. Va.

He reported that at the present time, AT&T has pole attachment agreements with 1,100 CATV systems, up more than 400 in the last 18 months, in over 1,500 communities. He also stated that Bell companies have channel-service lease arrangements with 32 CATV systems and 60 other CATV channel systems are under construction.

The Bell System, he said, "holds no threat to the future healthy existence of a privately owned CATV system." Only recently, he explained, the AT&T policy of owning headends of leased CATV systems were changed so that customers who order CATV channels have an option as to whether they want to own the headend or permit the telephone company to do so. This shows that AT&T has no plans to enter the CATV industry as an operator, he declared.

**One Condition** ■ In his only condition on pole attachments, Mr. Ellinghaus stressed that from the beginning Bell companies have refused to permit

more than one CATV system to use their poles. Where there are duplicate CATV systems, he said, the others have the choice of ordering CATV channel service from the telephone company or putting up their own poles.

And, he added, the telephone company will never deal with any CATV operator unless he has an official permit from local authorities.

To charges that AT&T's Western Electric Co. was specifying technical standards for CATV equipment that would force all equipment to meet these specifications, Mr. Ellinghaus answered: "This . . . specification details the necessary technical limitations and invites any and all manufacturers whose equipment can meet these limitations to submit their products for purchase consideration by Western Electric."

**FCC Probe** ■ AT&T, and other telephone companies, are under attack by the National Community Television Association on antitrust grounds. NCTA alleged that the telephone companies are trying to gobble up the CATV business, and it asked the FCC to institute proceedings to force them out of the cable antenna industry (BROADCASTING, Oct. 17). The FCC also has undertaken to review the rate tariffs for CATV channels filed by various AT&T and independent telephone companies.

## A clean bill for Jim Aubrey

Settlement stipulations in the CBS stockholder suit against James T. Aubrey Jr. will be considered today (Nov. 7) in New York State Supreme Court. Terms of the agreement have already been recommended by a court-appointed referee and they apparently clear the former CBS-TV president of all charges brought against him.

The settlement document says the plaintiffs "are unable to prove any impropriety in the conduct of CBS affairs" by Mr. Aubrey.

In the suit, filed a year-and-a-half ago, minority stockholders Edward Morrison and Betty Tummons had charged Mr. Aubrey with partiality toward two production companies, Filmways and Richelieu Productions, to the disadvantage of CBS. They alleged that Mr. Aubrey had a financial interest in Richelieu and that Filmways paid "a substantial part" of his rent, thereby drawing him into transactions with the production company to the interest of CBS.

The referee's report said there was no evidence that Mr. Aubrey had an interest in Richelieu and that "the rent which Aubrey paid was equitable for

## GOING TO THE NAB REGIONAL CONFERENCE IN NEW YORK?

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nonexclusive occupancy and that he continued to pay the same rent after he no longer could prefer Filmways by reason of his severance with CBS." Mr. Aubrey was dismissed by CBS in February 1965.

**Landed Top Programs** ■ Testimony refuted the claim that CBS's relation with Filmways was irregular, according to the report. In fact it noted that CBS dealings with the production company resulted in acquisition of a number of hit shows, among them, *Beverly Hillbillies*, *Petticoat Junction* and *Green Acres*.

It also refuted the charge that CBS had been dissatisfied with Mr. Aubrey's administration of the television network, noting that the company had privately investigated the relation of Mr. Aubrey and Richelieu as a result of an FCC inquiry and that no preferential treatment has been disclosed.



Mr. Aubrey

Settlement stipulations provide that Mr. Aubrey will lose option rights on 3,000 shares of CBS common stock. He also waives the right to have

CBS pay his legal expenses for the suit. However, the terms require the company to return Mr. Aubrey's options on 7,821 CBS shares at \$16.63 per share and to deliver him 10,821 shares and \$107,486 according to his termination agreement. This stock and cash have been held in escrow pending the outcome of the stockholder suit.

Last week CBS common stock had a market price in the range of \$55 a share, meaning Mr. Aubrey would be giving up approximately \$115,000 as the cost of a pretrial settlement.

## NBC color reports now on monthly basis

NBC is announcing today (Nov. 7) that because of an anticipated surge in color-TV set buying this fall it plans to release monthly estimates of color-TV households during the fourth quarter. Ordinarily, NBC's estimates are issued on a quarterly basis.

As of Oct. 1, NBC estimated a total 8.1 million color homes (14.6% of all TV households). This was 86% more than the 4,360,000 (8.1% of all TV households) on that date last year.

NBC's newest estimates, the eighth in its series covering 21 months, are based on both industry sources and on special surveys of color-set production, inventory at the factory, distributor and retail levels, and set scrappage.

## All-ad station concludes massive listener survey

Gordon McLendon's unique all-classified advertising radio station, KADS (FM) Los Angeles, was scheduled to conclude last week what's claimed to be "the most comprehensive" survey of on-the-air listener needs and desires ever attempted. The McLendon Corp., which last July was granted the application for the assignment of the license of KGLA(FM) Los Angeles (call letters changed to KADS), has been conducting a round-the-clock, 24-hour, live, call-in interview program as a means to finding out how best to present classified ads in a broadcast form. By the time the live telephone examination of the Los Angeles community was to conclude on Nov. 4, a total of 268 hours of continuous on-the-air interviewing was to have been compiled by the station.

A key finding of the survey, which offered listeners the opportunity to broadcast free classified ads, was that advertisements delivered by listeners had more "listenability" than the same ad presented by an announcer. As a result, KADS has determined to carry many of its classified ads in the actual voice of the listener-advertiser in the

form of call-ins to the Los Angeles area station.

This and many other findings of the on-air survey are being prepared by KADS in the form of a progress report to be submitted to the FCC. The classified-advertising station was to begin formal broadcast operations at 5 p.m., Nov. 4.

A daily schedule of all-classified advertising from 6 a.m. to 10 p.m. is planned, in the beginning.

However, when the new format catches on, it is hoped that a 24-hour all-classified operation can be achieved at the Los Angeles station.

## Changing hands . . .

**APPROVED** ■ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 106).*

■ **KLOK** San Jose, Calif.: Sold by E. L. and Florence S. Baker to W. Thomas and M. Phillip Davis for \$1,026,277. Buyers own KWIZ-AM-FM Santa Ana, kc with 10 kw days, and with 5 kw nights.

### EXCLUSIVE BROADCAST PROPERTIES!

#### WEST

**TEXAS**—1 kw daytimer in single station, county seat town, earning \$27,000 to owner. Excellent opportunity for owner-operator. Can be purchased with a \$25,000 down payment.

#### NEW

**MEXICO**—AM-FM combination in excellent growth area. County retail sales of \$100,000,000 annually. 1965 billings \$149,000—12% increase this year. Excellent equipment, beautiful plant. Priced at \$325,000 with \$150,000 down.

Contact—George W. Moore in our Dallas office

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# Strike threats hang heavy over TV-radio

## SAG, AFTRA and IBEW all threaten to walk out after negotiations that have gone on for months

The virus of labor-management antagonism, which infected and immobilized key U. S. industries during periods of 1966, is spreading to the broadcast field with threats of strikes that could hobble networks, advertisers, agencies and producers of TV-radio commercials.

The symptoms of disaffection have been latent for months but the crisis rose to the surface last week when both the Screen Actors Guild and the American Federation of Television and Radio Artists disclosed they are seeking strike authorizations from their memberships in the key sector of filmed, tape and live commercials.

To compound the problems, the International Brotherhood of Electrical Workers, which has jurisdiction over technical employes at CBS, voiced threats to strike last week following protracted negotiations of almost a year to hammer out a contract to replace one that expired on Jan. 31, 1966. Scrutinizing carefully the progress of CBS-IBEW talks is the National Association of Broadcast Employes and Technicians (NABET), which begins discussions with ABC and NBC in early January on a new contract to succeed one expiring on March 31, 1967.

The overriding issue in both the performers' and the engineers' negotiations is money, though there are also fringe provisions to be ironed out.

**Impasse** ■ In the case of SAG and AFTRA, which are negotiating jointly in the vital TV commercials area, both unions have charged that management negotiators not only have rejected their demands for "reasonable" increases but are attempting to "roll back" the fee structure established in the current three-year contract, which expires on Nov. 15. IBEW is maintaining, in essence, that the wage increases offered by CBS are not enough.

The three unions have based their demands for contract improvements in wages, fees and fringe benefits on one common denominator: Industry revenues have risen considerably over the past few years, they assert, and labor is entitled to some of the fruits of this

prosperity.

Broadcast management officials were less vocal than the unions in their comments on developments. Efforts to obtain information on the latest progress in talks, including counter-proposals made, were met with uniform "no comment." One industry source was optimistic that settlements could be reached with all unions before drastic action was taken.

IBEW represents some 1,200 technicians employed at CBS throughout the country. The present minimum scale for experienced technicians is \$212 per week. The union reportedly

### SAG-AFTRA demands

The Screen Actors Guild and the American Federation of Television & Radio Artists have handed management negotiators 12 pages of suggested changes to the present 60-page commercial contract which became effective Nov. 16, 1963. Among some of the changes proposed by SAG-AFTRA are the following:

Group singers of five or more who appear on camera would be raised from current \$71 each for one use of commercial in a 13-week cycle on a class A program to \$80; players (except group singers) appearing in dealer commercials on camera would be paid \$544 for use of commercials for six months, as compared with \$473 now; performers appearing in more than one commercial with a dealer identification or tag would be paid an additional \$35 for on-camera and \$25 for off-camera, as compared with current \$25 and \$15 respectively, for each identification commercial beyond one. New demands seek coverage for stuntmen and ask for payment for commercials to be used for tests or in test markets or for copy testing.

has demanded an increase to \$245 a week for the first year of a two-and-a-half-year contract; \$255 for the second year and \$265 for the last six months.

A recent CBS offer was said to include a 6% raise for the first year of a three-year contract; 10% for the second year, and 6% for the third. A report circulated last week that CBS has raised the offer slightly, but no confirmation was available. CBS said there was hope that the latest proposal would be submitted to the membership in a referendum.

After the expiration of the contract on Jan. 31, talks were continued on an informal extension basis until June, when CBS served notice of termination. IBEW members are working without a contract, but negotiations have been held from time to time in Washington, San Francisco, St. Louis and New Orleans.

**Union View** ■ One union official characterized CBS's various offers as "niggardly" in view of the network's earnings picture and charged that CBS is "deliberately attempting to provoke a walkout." He claimed that during negotiations, network representatives have said that "this is the year of minimum gains."

There is precedent for an IBEW strike against CBS. In April 1958, approximately 1,300 engineers and technicians struck the network for 12 days (BROADCASTING, April 28, 1958) and returned with a new contract including a wage increase of about 6%.

The TV and radio networks maintained operations throughout that tie-up, using supervisory and other non-union personnel who had undergone technical training. It is standard operating procedure for all three networks to train nonunion employes in various phases of technical operations to meet the contingencies of labor disputes.

The commercial talks involving SAG and AFTRA and various elements of the broadcast advertising business are more complex than those between CBS and IBEW. They apply to more than 25,000 members of both SAG, which has jurisdiction over filmed commercials, and AFTRA, which negotiates in the area of live-taped commercials. (Separately, AFTRA is negotiating various TV-radio program codes with networks and with transcription producers.)

The filmed and tape-commercials sector is deemed the crucial one, though the others also are significant. In this area SAG and AFTRA are again negotiating jointly with an industry team consisting of spokesmen for agencies, advertisers, networks and commercial producers.

Several weeks ago AFTRA-SAG presented to management a set of detailed and involved proposals covering their



**THE KATZ AGENCY, Inc.**

is pleased to announce that

November 1, 1966

our Radio Division

began representing the radio station

Serving Greater New York's Greater New Yorkers

RADIO STATION  
**WPAT**  
93AM & 93FM

A Division of Capital Cities Broadcasting Corporation

demands for payments to performers appearing in commercials (BROADCASTING, Oct. 10). An examination of the proposals indicated that the talent unions were seeking increases ranging up to 25% in some key phases of a suggested pact.

**Higher Rates** ■ For example, SAG-AFTRA sought an increase in the session fee (the pay for appearing in a production of a commercial) from the present \$105 to \$125. Performers also are paid on the basis of the use and reuse of commercials and among the increases proposed by the unions are these: class A program (more than 20-unit cities), from \$105 to \$125 for a single use, on-camera; wild-spot (non-network), on camera, for 13-week use in New York, Chicago and Los Angeles, from \$360 to \$425.

Taking cognizance of the proliferation of piggyback commercials, the unions are seeking full and separate additional fees for each additional name, product or service depicted or mentioned in a spot announcement. The unions also claimed there has been an expanding use of U. S.-produced commercials abroad and have requested additional payment for such use of spots.

The strike threats by SAG and AFTRA last week followed several months of negotiations in New York. All of the unions released announce-

ments that they were seeking authorizations from their memberships to call strikes because of management's rejections of their proposals.

Charlton Heston, president of SAG, sent letters to the membership accompanying strike ballots. He claimed that TV network income has risen 40% during the three-year period of the present guild contract and that network revenue over the past 10 years "has increased an unbelievable 131.5%."

He said that despite the "enormous growth" in profits of the television advertising business, the industry's negotiators not only are refusing proposals for "reasonable increases" and "adjustments of inequities," but are declaring that the union's present rates are "just too high" and are asking that they be "substantially rolled back."

The deadline for the return of strike ballots to SAG was set at noon, Nov. 15.

**Authority to Strike** ■ In a similar pronouncement, AFTRA asked for a strike authorization to be voted at a series of membership meetings. The first was to be held in Hollywood yesterday (Nov. 6), with others set in New York, Nov. 10; in Chicago Nov. 13 and in Washington on a date to be announced.

SAG called the first strike in its history in late 1952, a union official said,

and after two and a half months, it was settled. As a result, SAG won a system of fees for actors providing for use and reuse payments for commercials in which they appeared. AFTRA and SAG have been negotiating jointly in the commercials area since 1960.

The TV commercials negotiations, which are being held in New York, involve ABC, CBS, NBC, the American Association of Advertising Agencies, the Association of National Advertisers and the Film Producers Association of New York.

Spearheading the talks are the nation's largest advertisers, represented through the joint policy committee on broadcast talent union relations. This committee is composed of representatives of the ANA and AAAA. Harry Saz, vice president in charge of media services for Ted Bates & Co., New York, heads management's negotiating committee.

The chief negotiators for the talent unions are Donald Conaway, national executive director of AFTRA, and John L. Dales, national executive secretary of SAG.

**Countercharges** ■ One talent union official claimed that industry's counterproposals would "roll back" some fees under the present TV commercials agreement "as much as 50%."

Management representatives would

## Broadcasters first in line for space at new sports arena

Television and radio will have featured billing in the sculptured-columned sports arena CATV operator Jack Kent Cooke is building at a cost of more than \$14 million in Inglewood, Calif., for his basketball Lakers and his hockey Kings. Along with other broadcast facilities, the new structure, to be called The Forum, will have space for at least four color-TV cameras, several TV and radio interview rooms, boxes for perhaps three announcers,

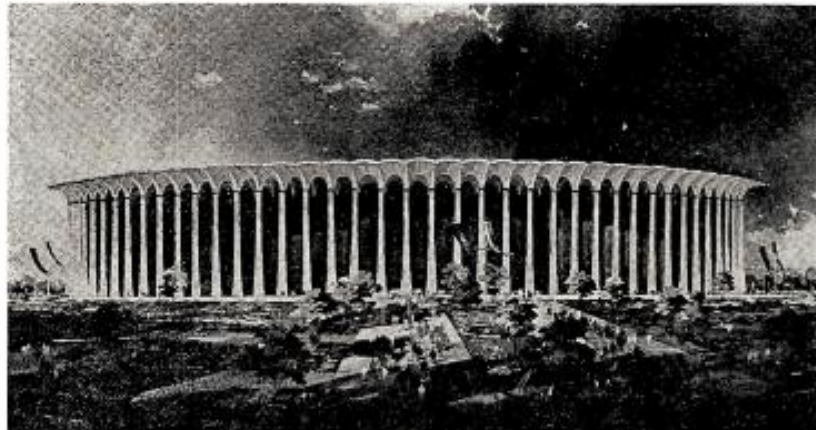
and will have provisions for a 200-pound portable microwave disk antenna on its roof and a 17-foot by 28-foot broadcast storage or operations room behind main camera positions.

Mr. Cooke will have his own private club and a separate special club will be provided for season ticket holders. Press, radio and TV personnel also will have a special room of their own, adjacent to the press box.

The 54-year-old millionaire sportsman, who was born in Hamilton, Ont., but who became an American citizen in 1960, started on the road to riches as the manager of CJCS Stratford, Ont., in 1937. At one time he was a group station owner in radio. Today, through his Jack Kent Cooke Inc. holding company, he owns American Cablevision, which has about 78,000 community antenna television subscribers in eight states; Transamerican Microwave Inc.; American Sales Promotion Co., which provides promotion materials for CATV operators, and American Cable Electronics, which designs and makes CATV equipment. Mr. Cooke's California Sports Inc. owns the professional basketball Los Angeles Lakers and the National Hockey League expansion franchise for Los Angeles.

He gained the hockey franchise largely on the strength of pledging to build his own arena. The Forum is the result of that pledge.

The building is to be completed by the end of 1967, with opening date projected for Jan. 1, 1968.





# Meet the fine executives behind United Broadcasting Company...



*Successful  
men like  
Robert L.  
Wittig of  
UBC Sales.*



Robert Wittig opened a one-man rep office 17 years ago to sell advertisers on ethnic radio's powerful potential. Since few media men were talking in terms of ethnic markets, Wittig hired an answering service to handle the faint trickle of calls. Today, the "office" has grown into UBC Sales, with offices in New York, Chicago, and Washington. And national

sales director and vice president is Robert Wittig. Seventeen years spent educating agencies and clients on the burgeoning ethnic market have paid off. For now these markets are considered in all major media compilations. Success is rarely easy, but it helps to begin with a sound idea, as Robert Wittig discovered in 1949.



## UNITED BROADCASTING COMPANY

REPRESENTED NATIONALLY BY UBC SALES. / NEW YORK: BOB WITTIG, 7 E. 43RD STREET, CHICAGO: WARREN DANIELS, 110 N. MICHIGAN AVENUE, WRIGLEY BUILDING

not comment on the unions' contentions or report on the discussions. One said there was an understanding that there would be no discussion of the negotiations while talks were under way, but that he was "always optimistic" that a strike could somehow be averted.

In addition to the TV commercials area, AFTRA is holding separate discussions with networks on various national codes covering performers in live-taped TV programs, commercial radio programs, sustaining radio programs, radio commercials, owned-and-operated-station staff announcers and, for the first time, an agreement covering newsmen on a national basis. Included in these negotiations are ABC, CBS, Mutual and NBC.

William C. Fitts Jr., vice president, employe relations, CBS, heads the management team conducting talks with AFTRA on its various program codes.

AFTRA reportedly is seeking wage increases approximating 20% in these negotiations, contending this figure would be consistent with the rise in the cost of living since the framing of the present contract in 1963.

**Speedup in Talks** ■ Both union and management acknowledged late last week that talks would undoubtedly proceed on an accelerated basis until Nov. 15, when current talent agreements expire. If prospects for a settlement brighten as the deadline approaches, it is conceivable that talks will be extended. In 1963, for example, agreement in the TV commercials area was not attained until mid-December.

Though industry spokesmen would not offer explanations for their reported stand calling for "roll backs" in wages, fees and conditions for TV commercials, it was interpreted by union officials as a bargaining stance. The latter expressed dismay that management's initial offers did not propose at least token increases over the 1963 money formula but instead, they claimed, sought decreases.

One explanation from a management executive not involved in the negotiations was that the industry is seeking to hold the line on talent payments on

the theory that such compensation has already reached a reasonable level. It is assumed that the industry would settle for modest gains over the present pact but not so steep as the 20-25% initially sought by the unions.

## NAB objects to FCC's code use

### 3d question on commercial form held detrimental to self-regulation idea

The National Association of Broadcasters Code Authority last week objected to the new FCC policy under which the commission has adopted, as its own guidelines, NAB commercial time standards.

Howard Bell, NAB code authority director, said that the FCC's three-item questionnaire, which is going to all licensees, would have been sufficient with just the first two questions. The third question, he said, "looks like the lifted eyebrow technique."

The questionnaire, announced by the FCC last month (BROADCASTING, Oct. 17 et seq.), asks: the maximum amount of time stations intend to devote to commercials in any one hour; how often and under what circumstances they expect to exceed the normal limits; how radio stations planning to carry more than 18 minutes an hour and TV stations proposing more than 16 minutes an hour justify the extra time.

Mr. Bell suggested the FCC "reconsider" the third question and eliminate it. He said the suggestion is in "the interests of self-regulation, which I think all commissioners favor—since none has spoken out against it."

The new commercial policy replaces the commission's case-by-case procedure whereby the FCC set up a 20-minute standard for non-code radio stations and, in effect, created a double standard. The NAB code limit for radio is 18 minutes an hour. Any code station that said it would go over the 18 minutes was asked by the FCC how it could represent itself as a code station and still exceed the prescribed code limits.

**Fingering Code Members** ■ This philosophy was taken by some, Mr. Bell included, as commission enforcement of an industry code. "It's evident," he said, "that the FCC was singling out code subscribers who were going to deviate from the code. But it wasn't

going after non-code subscribers" who said they would go above the FCC-established standard of 20-minutes per hour.

The commission's policy, the code director added, was simply "gross discrimination against code subscribers. The commission should never question a code subscriber who says he'll exceed the code time standards. It's the code authority's job to enforce them and we don't want the FCC to help us enforce the code. I don't think it was their inclination to do so, but the policy made it seem that way."

The code director noted FCC Chairman Rosel Hyde, speaking for an NAB code presentation and to the Federal Communications Bar Association, indicated he didn't want to encroach upon self-regulation efforts and the codes. Further, Mr. Bell said, "the FCC recognized in its previous policy that the informal 20-minute time standards quite honestly weren't helping the self-regulatory effort."

While the commission, through the new questionnaire, seems to be trying to "extricate itself" from the earlier policy, he went on, "I don't think it's completely solved it with respect to the codes."

Until the new questionnaire was announced, the commission had gone almost two years looking at commercialization policies on a case-by-case basis. That procedure began in January 1964 after Congress forced the FCC to abandon a plan to adopt a rule limiting commercial time.

**Confusion** ■ Mr. Bell said the first two questions on the new questionnaire provide the FCC with all the answers it needs. The third question, he said, "is detrimental in that it utilizes specific figures that are used in the codes and tends to confuse the issue and broadcasters."

Based on 30 years of experience, he said, the FCC is in "a good position to evaluate information at renewal time, and when it asks how much commercial time a station carries. It doesn't need specific figures."

Mr. Bell said the new questionnaire does offer one improvement as far as the code authority is concerned. "It does remove this question of an informal 20 minute rule and it does eliminate the possibility of discrimination against code subscribers."

However, he was concerned about the FCC's 16-minute figure for TV stations. NAB has two TV figures; 16 minutes in non-prime time, and 10 minutes, 20 seconds in prime time. In both instances NAB includes material that under FCC definition would not fall in the commercial category. The FCC figures, he said, just make it more confusing for the stations.

### FM rep goes West

Quality Media Inc., New York-based FM station representative, has opened West Coast offices at 4600 Coldwater Canyon, Studio City, Calif. Telephone number is 213-985-2201. Arthur K. Crawford, formerly with Dan B. Miner Co. Advertising (now Honig-Cooper & Harrington), will head QMI's West Coast operations.

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- Delivers Men-men-men • One-of-a-kind show
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**OLYMPUS TELEVISION**

# The trouble spots in news control

## SDX report lists incidents of 1966 in continuing fight by newsmen to crack official barriers

A spate of problems encountered by broadcast newsmen and other journalists during 1966 was described last week by the Freedom of Information Committee of Sigma Delta Chi, professional, journalistic society.

One of the sorest scars left by the years skirmishes between officialdom and broadcasters, the committee reported, was the "doubleheader" news conference held last June. At this conference, the President held a regular, untelevised news conference, and then immediately followed it with a "repeat" at the White House TV studios. At the studio, the President repeated a statement on Vietnam and accepted one question from each of the three TV network newsmen—but the question had to be one asked at the earlier news conference.

TV newsmen protested this procedure, and a few weeks later a regular news conference at the LBJ Ranch in Texas was fully televised and carried on all three networks, SDX reported.

The society criticized the Johnson administration for maintaining "an atmosphere of censorship and secrecy," particularly at the White House and the Pentagon. It was critical of the President's policy of calling news conferences on short notice, which resulted in limiting attendance to White House "regulars" and not permitting full scale broadcast coverage of the conference.

The report refers to the running battle between Morley Safer, CBS newsmen in Vietnam and Arthur Sylvester, Defense Department public-information chief.

It also relates the difficulty placed in the way of the TV networks in securing copies of motion-picture film taken by the Air Force during the July U. S. bombing of oil installations near Hanoi and Haiphong. All the Defense Department would release were still blowups of some of the footage.

"Ironically," SDX said, "first public films of the bombing—shown first on CBS and later on ABC—were films shot by foreign newsmen in North Vietnam."

Earlier in the year, the committee

reported, the Treasury Department informed the three networks that all film originating in North Vietnam, Communist China and North Korea required special licensing for importation under the Foreign Assets Control Regulations. In time, a blanket license was issued for importation from China, but it was only toward the end of the year that the networks were informed a similar blanket license would be issued for footage from North Vietnam. Until this was issued, each film had to be cleared individually.

**Congressional Barriers** ■ But the going continued difficult for television in Congress. No live television or filming was permitted of the Senate Ethics Committee hearings on charges of misconduct against Senator Thomas J. Dodd (D-Conn.). But, live TV coverage was permitted when Secretary of State Dean Rusk testified before the Senate Preparedness Subcommittee. No dent was made on the outright ban against television by House committees.

Broadcasters and the Radio-TV News Directors Association last June peti-

### A for-real peacock now

NBC-TV turns into 100% full-color network today, completing a colorization process that began in 1954 when it carried 68 hours of programing in color. *Concentration* the network's last black-and-white presentation (Mondays, 10:30 a.m.) will turn to color this morning with a snap of host Hugh Downs' fingers. NBC-TV's last black-and-white news program, *NBC News with Edwin Newman*, made the switch to color last month. The network estimates it will show 4,500 color hours in the 1966-67 season.

tioned the FCC to drop all restrictions based on Section 315 and the commission's "fairness doctrine." "They expect to be turned down by the FCC and then go to court," SDX said.

And in New York, the state senate permitted pooled coverage of the debate on proposed changes in that state's divorce laws. This was on an experimental basis.

On the dark side, SDX reported, police officials in Pennsylvania erected a "press barrier" during the hunt for the kidnaper of a young girl in the Shade Gap area. A WJAC-TV Johnstown newsmen was found guilty of failing to observe the roadblock, although police officials admitted that regular traffic was permitted to continue through. In Tennessee a WLAC-TV Nashville photographer was arrested and incarcerated for four hours for taking the picture of a judge and a defendant coming out of the back stairs of the courthouse. In Texas a KTVT-TV Dallas photographer challenged a ban on taking pictures in the hallways outside the federal court. He was fined for contempt and appealed.

A bright picture was found in California where the California Judicial Council modified its Rule 980 to permit experiments in courtroom photography. Rule 980, which took effect in January, forbids broadcast or photographic equipment in courtrooms. The California Broadcasters Association is reportedly planning, SDX said, to ask the 1967 session of the legislature to eliminate Rule 980. Democratic California Governor Edmund (Pat) Brown, who is campaigning for re-election, has said he is in favor of this revocation.

**Major Gain** ■ The passage of the federal open records law was the major achievement for freedom of information in 1966, SDX said. But, it warned, there could be efforts to twist the legislation into a "closed records law."

The most significant problems on the state level continue to be coverage of crime news and the courts, the society said. The U. S. Supreme Court decision in the Sheppard case was called "the most far-reaching with its extensive commentary on the coverage of the trial by newspapers, radio and television."

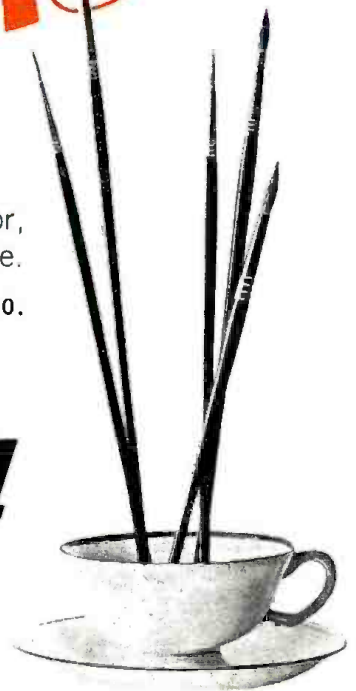
The Reardon report of the American Bar Association "has been a most disturbing development . . ." SDX said. It added: "While it may be well-intentioned, the report carries within it the potential for unduly curbing newspapers and even destroying the watchdog role of the press in the criminal law enforcement field."

In the light of the Sheppard deci-

ABC COLOR  
COLOR FILM  
COLOR SLIDES  
AND TAPE  
NOW  
COLOR CAMERAS

If your spots don't show up on our air in color,  
it's because you planned them in black and white.  
In Pittsburgh, TAKE TAE. Take total color, too.

**WTAE-TV 4**  
BASIC ABC • REPRESENTED BY KATZ



## Moving ahead with 'in-group' programing

Canaan Productions, New York, a packaging and production firm that accents contemporary ideas, events and new talent, will be making its radio network bow on ABC early in January and is tentatively set with a prime-time TV series for a late spring or summer start.



Mr. Kline

Robert Kline, president, who formed the company 16 months ago, reported last week that the next six months promise to be busy and hectic for Canaan. The company produced a half-hour special, *What's In?* which was carried on ABC-TV last month, and as a consequence, ABC-TV has expressed its intention of carrying a one-hour version of the special in prime-time on a weekly basis in 1967. The TV series will spotlight comic-personality Dick Cavett and will concentrate on what's "in" with respect to people, ideas and events through interviews, improvisations and exchanges between Mr. Cavett and guests.

Canaan already has begun production on its two radio series for ABC. One will be a Monday-through-Friday one-hour presentation titled "*What's Happening*," originating from the Hotel Plaza in New York and focusing on personalities in the arts attending parties there. It will be spontaneous and without script. The second radio series is a half-hour weekly program called *The In Group*, which will be produced from "wherever things are happening," such as the Dartmouth Winter Carnival and the Mardi Gras in New Orleans.

Mr. Kline noted that in line with Canaan's "ideas-events-new talent" credo, the company has packaged and produced the *Firing Line* one-hour syndicated TV series spotlighting the controversial author-editor William Buckley Jr. as well as a one-hour Woody Allen special (in syndication) and the *What's In* special on ABC-TV. Mr. Kline, who formerly was package supervisor on the *Hootenany* TV series and an executive with MCA, said Canaan also is developing two half-hour TV series, one starring Woody Woodbury and another featuring Chuck McCann, and a TV documentary on basketball star Bill Russell.

sion, the society urged newsmen to try to avoid those circumstances that are difficult to justify with the public or in the courts. It also suggested that newsmen consult with knowledgeable men in the field and to file a detailed report with SDX.

Chairman of the SDX committee was Clark Mollenhoff, *Des Moines Register* and *tribune*, Washington. Vice chairmen were William J. Small, CBS, Washington; Murray Seeger, *Newsweek*, Washington; John Seigenthaler, *Nashville Tennessean*, and Alvin E. Austin, University of North Dakota. Among the ex-officio members of the committee was John W. Roberts, Time-Life Broadcasting, Washington, representing the Radio-Television News Directors Association.

### Radio series sales . . .

*Points on Pets* and *Your Green Garden* (Woroner Productions): KATE Albert Lea, KAGE Winona, and KDUZ Hutchinson, all Minnesota, and WCCN Neillsville, Wis.

*Radio A La Carte* (Mark Century): Kvoov Tulsa, Okla.; KALL Salt Lake

City; WVAM Altoona, WEEX Easton, WLAN Lancaster, and WTRA Latrobe, all Pennsylvania; WSTP St. Paul; WRBC Jackson, Miss; WLCO Eustis; WGTO Cypress Gardens, and WGMA Hollywood, all Florida; WDUX Waupaca, Wis.; WOMP Bellaire, Ohio; WDBZ Dubuque, Iowa; WBTH Williamson, and WVAR Richwood, both West Virginia; KICA Clovis, KGRT Las Cruces, and KHOB Hobbs, all New Mexico; WKIX Raleigh, N. C.; KYNG Coos Bay, Ore.; CKPR Port Arthur; CKDA Victoria, and CKNB Campbellton, all Canada.

*12 Hours of New Year's* (Triangle): WFHR-AM-FM Wisconsin Rapids, Wis., and WBNB St. Thomas, Virgin Islands.

*World of Money* (Signal Productions): WDBQ Dubuque, Iowa; WEJL Scranton, Pa.; KTWO Casper, Wyo., and WKBN Youngstown, Ohio.

*Doctor's House Call* (Signal Productions): KGBX Springfield, Mo.; wsvb Crewe, Va.; WGAC Augusta, Ga.; WBML Macon, Ga., and KLZ Denver.

*Superfun* (Spot Productions): WJBK Detroit; WJW Cleveland; WIBG Philadelphia; KPRC Houston; KIRO Seattle;

KIFM Bakersfield, Calif.; WHIO Dayton, Ohio; KBAT San Antonio, Tex.; KDWB Minneapolis; WRTA Altoona, Pa.; WQAM Miami, and KXOK St. Louis.

*Point of Law* (Signal Productions): WGAR Cleveland; WJLK Asbury Park, N. J.; WJCW Johnson City, Tenn.; KGGM Albuquerque, N. M., and KBRN Brighton, Colo.

*The Nelson Boswell Program* (Lord-House Recording & Publishing Co.): KASY Auburn, Wash., and WFTL Fort Lauderdale, Fla.

## Rights to Teleprompter for Clay-Williams bout

Teleprompter Corp. has obtained exclusive CATV rights in the U. S. to the Cassius Clay-Cleveland Williams heavy-weight fight that will be held Nov. 14 in Houston.

The major CATV systems operator said last week it expects 20 to 25 systems to carry the scheduled 15-rounder and the it also plans to provide closed-circuit TV facilities to more than 100 theaters in this country and in Canada. The CATV rights were obtained by agreement with Main Bout Inc., fight promoter for Cassius Clay.

The Clay-Williams fight has already been sold to WHCT(TV) (ch. 18) Hartford, Conn., the subscription TV outlet of RKO General Phonevision Co.


Mutual, which purchased exclusive U. S. radio rights to the fight (BROADCASTING, Oct. 10), expects to play it live to over 600 stations in this country and Canada. Mutual's original one-quarter sponsor, STP, a chemical compounds division of Studebaker Corp., Chicago, through Arthur Meyerhoff Associates, that city, has extended its buy to full sponsorship.

## Sales top \$2 million for 'DeLuxe 20' pack

More than \$2 million in sales have been grossed by "The DeLuxe 20" package of feature films in the two months of its TV release, it was announced last week by Abe Mandell, president of Independent Television Corp.

The package has been sold in more than 60 markets, Mr. Mandell said, and latest sales were to KIFI-TV Idaho Falls, Idaho; KRDO-TV Colorado Springs, and WDBJ-TV Roanoke, Va. Major-market stations which have bought the package include WABC-TV New York; KHJ-TV Los Angeles, WDSU-TV New Orleans; WNAC-TV Boston and WFIL-TV Philadelphia.

# WGAN appoints BLAIR RADIO

The Big Station in Maine, WGAN Portland, has appointed Blair Radio as national representatives, effective November 1, 1966. In the heart of vacation-land, 5,000-watt WGAN covers 67% of all Maine families, broadcasting 24 hours a day at 560 kilocycles. Now, to buy the number one radio station in Maine, call the number one station representatives—John Blair & Company. **Blair Radio** 



## Coast UHF plans continuous stock-market coverage

KWHY-TV Los Angeles has hatched a television programming concept to make profitable use of its previously unused daytime hours. Starting Nov. 14, eight hours daily, Monday through Friday, from 7 a.m. to 3 p.m., the channel 22 station will provide continuous television coverage of stock market prices, using a split screen. In the upper left KWHY-TV will show major market quotations, transactions, trends and leaders, news bulletins along with information concerning over-the-counter and unlisted stocks.

The lower half of the screen will show the actual moving stock market ticker tapes of three stock exchanges, New York, American and Pacific Coast. The upper-right quarter of the screen will continu-

ously billboard the sponsor's message. At rotating times throughout the program, which will begin with the opening of the New York Stock Exchange and conclude with a half-hour business wrap-up after the close of the Pacific Stock Exchange, at least the full upper two-thirds of the screen will be devoted to the sponsor's 30-second or one-minute TV commercials.

KWHY-TV feels that the audience potential for *The Stock Market* program encompasses everyone who now owns stock, or is considering the ownership of stocks. It hopes the program will appeal to a mass as well as a class audience, but it particularly hopes to attract business and financial leaders who possess superior income and buying

power. Program rates are pegged at \$230 for a one-hour buy on a one-time basis, while a one-minute spot on a one-time rate will sell for \$42.

KWHY-TV has worked out details for the programs with the various stock exchanges involved, which in turn own the rights to the program. The station, which has been going on the air at 5:30 p.m. each day, is installing ticker tapes and computer units, which will duplicate those used by the different stock exchanges. In effect, KWHY-TV is setting up its own stock market board room.

The UHF station, on the air for about 19 months, changed its call letters last August. It used to be KPOL-TV.

### Program notes . . .

**Fred and Wilma Saturdays** ■ NBC-TV has set *The Flintstones*, a prime-time entry on ABC-TV for several seasons, as a Saturday morning show (10-10:30), effective next Jan. 7, bumping *Top Cat* from its current noon to 12:30 p.m. period (CLOSED CIRCUIT, Oct. 31). To effect the change several Saturday children's shows have been switched. The new lineup (all half-hour shows); *Super 6* at 9; *Atom Ant* at 9:30; *Flintstones*, *Space Kiddettes* at 10:30; *Secret Squirrel* at 11; *The Jetsons* at 11:30; *Cool McCool* at noon; *The Smithsonian* at 12:30 p.m. and *Animal Secrets* at 1 p.m.

**Look at Communism** ■ *Inside Red China*, an hour CBS News special on the daily life of the Chinese people under Communism, will be presented Tuesday, Nov. 22 (10-11 p.m. EST) on CBS-TV. Commenting on films taken on the Asian mainland last spring will be Hans Konigsberger, Robert Guilain and Dr. Han Suyin, all of whom have recently been inside Red China.

**Fun-fun-fun** ■ NBC News will explore the new morality of "the pursuit of pleasure" in the U. S. in an hour TV special produced and directed by Stuart Schulburg, early next year.

**United church** ■ A mass communications committee, composed of representatives from all religious faiths, has been formed to present the Texas Gulf Coast market areas with unified religious radio-TV programming. Beginning Nov. 15, *The Ecumenical Quest*, a KPRC-TV Houston-produced series of four half-hour TV discussions on the new ecumenical

movement, will be available to interested stations, according to Reverend Myron Slater, committee chairman.

**Rehabilitation** ■ The Chicago Educational Television Association, operating under a grant from the Vocational Rehabilitation Administration, Washington, will produce 13 half-hour documentaries exploring the rehabilitation of the mentally ill.

**All-news FM** ■ KABC-FM Los Angeles announced plans last week to convert its programming to an all-news operation with an initial 163 hours of weekly programming time effective in December. KABC-FM will function with a separate news department staff and news programming from KABC. Duplicated broadcasting will consist of only 61½ hours out of the 163 hours of total weekly on-the-air-time.

**A new home** ■ National Telefilms Associates, New York, has moved to 120 East 56 Street. Phone number has been changed to Plaza 5-9807.

**Gold for the Monkees** ■ RCA Victor Records has announced that the Monkees' first Colgems single, "Last Train to Clarksville," and the album, "The Monkees," have been awarded Gold Records by the Record Industry Association of America. The single, which has sold over one million copies, was released four weeks before debut of the weekly NBC-TV series, *The Monkees*. The album which has exceeded \$1 million in sales, was released at the time of the network debut, Sept. 12.

**In the saddle** ■ WMAD Madison, Wis.

has initiated an all-country and western music format.

**Hocdown** ■ WKTE King, N. C., has adapted an all-country-and-western music format.

### Royal Shakespeare Co. to do plays for CBS-TV

CBS-TV has signed a long-term agreement with the Royal Shakespeare Company of Stratford-upon-Avon for the presentations of plays of William Shakespeare on the network, it was announced last week.

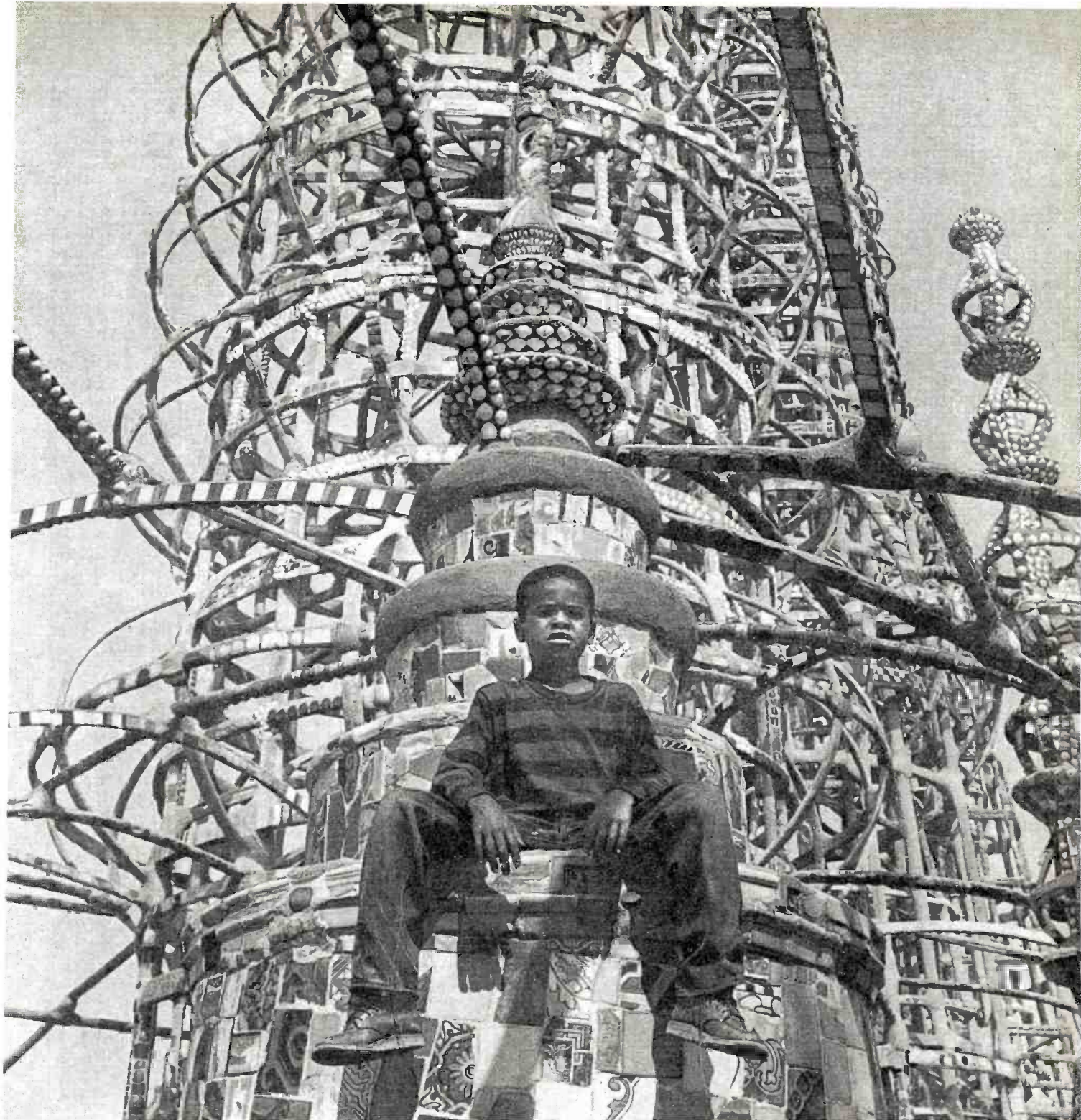
John T. Reynolds, CBS-TV president, said the agreement initially calls for two of the plays to be produced during the 1967-68 season and a third during 1968-69. The first three productions will be "King Lear" "Macbeth" and "A Midsummer Nights Dream." After their showing on CBS-TV, the two-hour films will be distributed theatrically throughout the world by Filmways Inc. Each of the productions will cost approximately \$500,000.

### TV series sales . . .

*The Story of Christmas* (Seven Arts): WALA-TV Mobile, Ala.; WKTU(TV) Utica, N. Y.; WJTV(TV) Jackson, Miss., and WKYT-TV Lexington, Ky.

*Doctor's House Call* (Broadcast Sales Inc.): KARD-TV Wichita, Kan.; WZZM-TV Grand Rapids, Mich.; WAVE-TV Louisville, Ky.; WJAR-TV Providence, R. I.; WFLA-TV Tampa, and WFTV(TV) Orlando, both Florida.





Photographed by Nelson Shawn for KRLA's "Sounds of the West" Collection.

## "I Will Sing You a Song, My Son."

Here

The Watts Towers,  
photographed with its own sound of  
one man who  
"wanted to do something for the United States  
because there are nice people  
in this country."

and Hear

**KRLA,**  
the sort of sound that makes you want to  
collect all the bits and pieces  
and build something with the strength to stand.  
Like a belief.

KRLA / Los Angeles' listened-to radio station  
Sold Nationally by H-R Representatives, Inc.

# A \$7-million show election night

## NETWORKS TURN EVERYTHING ON TO COVER OFF-YEAR RETURNS

Once upon election time, broadcast newsmen hung around the wire service tickers, waiting for the returns. The roles have been reversed, probably for good.

When the three TV networks go on the air in color at 7 p.m., Tuesday, Nov. 8, wire service newsmen will be in the studios, taking from network coverage the kind of news and analysis people used to get days later from the Sunday paper. Reporters from the prestigious *New York Times* and *Washington Post* and other newspapers and magazines will be right beside them. The *Times* and the *Post* purchased CBS's Vote Profile Analysis projections for the second year, and sent their staffers to the network for instruction in the techniques of modern election coverage.

The networks are spending \$7 million this off-year election night. Part of the price tag covers their 60% share of the joint network-wire service News Election Service (see box this page). That buys the raw vote totals. The balance buys what is planned to be the fastest, most comprehensive and accurate election coverage in history. In addition to NES figures, returns from between 2,700 and 7,000 key precincts will be fed into each network's computers. Current totals, projected trends and decisions, and vote analyses are planned to flow out of the other side to on-camera newsmen, and in some cases, directly onto the viewers' screens.

This represents a new advance in network coverage. TV and computers share a common language of electronic impulses, and this year the computers will be speaking directly to the TV screen via digital-to-video converters. These devices not only replace some of the mechanically posted displays but produce moving representations—lettering, numbers, maps and bar graphs—with the flexibility and visual impact of a film but without film's delays.

The networks' computers themselves are the same that were used in the 1964 presidential elections. But their programming for this year's 505 House, Senate and gubernatorial races is the most complex to date. They will produce demographic, geographic, income, ethnic and vote analyses of unparalleled sophistication, describing the elections in process and explaining their projected outcomes long before all the votes have been counted.

J. Richard Eimers, head of NES,

commented last week: "NES is the adder. But what the networks are doing with computers—well, I fought it for years, but to an old hard-news reporter, it's unbelievable!"

**ABC's 'Brain Trust'** ■ ABC News is making a \$2.5-million effort to gain first-class citizenship this year. The base of the ABC operation is its "brain trust," and RSVP-programmed twin Burroughs 5500 computers.

In addition to NES returns, the Research Selected Vote Profile (RSVP) analysis system will process returns from 3,000 key precincts nationally.

ABC News will have 3,500 stringers and state political analysts in the field, and a technical-editorial staff of 600 in New York. ABC-TV's remote capability on election night totals 27 locations.

Manager of election coverage Arnold Snyder directed the unit's two years of preparation, working with pollster John F. Kraft and Burroughs Corp. technicians. Noted Mr. Snyder: "We went to work 24 hours after Nov. 3, 1964, examining video tapes of everybody's coverage that night, and

### Counting house

News Election Service (NES) is the joint effort of ABC News, CBS News, NBC News, the Associated Press and United Press International to provide tabulated vote totals throughout election night. Each subscriber pays a 20% share of NES's \$1.4 million budget, and provides the staff and facilities to cover an agreed-upon number of states. A total of 100,000 stringers phone the returns from the precincts through a network of county, state and regional managers, to the national headquarters in the Graybar building in New York. There, the returns are finally tabulated and relayed by teletype to the five subscribers.

NES was organized for the 1964 election. This year, it is running a pilot computer project to tabulate the returns from 11 western states in Los Angeles (BROADCASTING, Oct. 17). If the project is successful, NES will employ such a regional computer set-up to process the returns from the 1968 presidential elections. J. Richard Eimers heads the operation.

haven't stopped working since."

Mr. Snyder shares leadership of the "brain trust" with ABC's political editor, William H. Lawrence, whose primary job will be to decide projections and announce them on immediate cut-ins, "no matter what's happening." These cut-ins will be prefaced with "bulletin alarm signals" on the viewers' sets.

Partial sponsorship of ABC-TV coverage has been bought by Whitehall Laboratories, through Ted Bates & Co., and Miles Laboratories, through Jack Tinker & Partners.

Both ABC-TV and ABC Radio affiliates will program five minutes before the half-hour, 10 before the hour, for total local originations of 15 minutes per hour.

ABC Radio coverage will begin at 7:30 p.m. with a remote capability of 34 locations. Sponsorship is being sold locally by the affiliates.

**CBS Has VPA** ■ CBS News' Vote Profile Analysis (VPA) system was designed by Louis Harris Associates and the IBM Corp. Integrated IBM 2250 and 2260 computers will process independently gathered returns from 2,700 precincts, in addition to basic NES data.

Besides more comprehensive projection and analysis, CBS will make important innovations this year in the area of visuals. They include: the "victorygraph," which is designed to present projected winners almost as fast as the computers decide them; the "issues-graph," which presents a political breakdown of the new Congress on 15 key issues, and the results in two important local referendums (a sampling of voter opinion on Vietnam in Dearborn, Mich., and on the police review board in New York City). The "electiongraph" compares present with past races in 35 senatorial and 35 gubernatorial elections.

CBS-TV's remote capability is 21 locations. TV affiliates will originate seven minutes of programming both at 23 minutes and 53 minutes past the hour. Executive producer is Av Westin.

CBS-TV sponsors are American Motors, through Benton & Bowles; Koratron Co., through McCann-Erickson; The Carnation Co., through Erwin Wasey; Magnavox, through Kenyon & Eckhardt, and the Institute of Life Insurance, through J. Walter Thompson Co.

The Institute of Life Insurance will sponsor one-quarter of both CBS-TV

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Guy Lombardo *live* from New York's Waldorf-Astoria! Last year's historic first live syndication of this New Year's Eve special was so big, so successful, that this year 50 stations have already booked him—and it's only the beginning of November. So don't get caught without this New Year's Eve date. Make your reservations now. This Guy knows how to start a New Year right.



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 WNAC-TV, Boston  
 WKBW-TV, Buffalo  
 KCRG-TV, Cedar Rapids  
 WBBM-TV, Chicago  
 KRDO-TV, Colorado Springs  
 WTVN-TV, Columbus  
 WBAP-TV, Dallas/Ft. Worth

WHIO-TV, Dayton  
 WAND-TV, Decatur  
 KBTU, Denver  
 WOI-TV, Des Moines/Ames  
 WJBK-TV, Detroit  
 KTHI-TV, Fargo  
 WANE-TV, Fort Wayne  
 WHP-TV, Harrisburg  
 WISH-TV, Indianapolis  
 WKZO-TV, Kalamazoo/  
 Grand Rapids  
 WLYH-TV, Lebanon  
 KABC-TV, Los Angeles

WKOW-TV, Madison  
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 WTMJ-TV, Milwaukee  
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 WREX-TV, Rockford  
 WBOC-TV, Salisbury  
 KUTV, Salt Lake City  
 KGO-TV, San Francisco  
 WDAU-TV, Scranton  
 WSJV-TV, South Bend  
 KMOX-TV, St. Louis  
 WIBW-TV, Topeka  
 KVOA-TV, Tucson  
 WMAL-TV, Washington, D.C.  
 WWNY-TV, Watertown  
 WSBA-TV, York

and NBC-TV coverage. Donald Barnes, vice president for advertising of the institute, said last week: "We think there will be a good deal of dial twisting election night, so we bought staggered commercials on the two networks. We expect to hit a total audience of 40 million that night."

CBS Radio coverage will begin at 7 p.m. with reporters in 12 remote locations. Sponsorship is through the local affiliates.

**NBC's Dual System** ■ NBC News will be running a dual election-coverage system, as far as returns-collection and computer evaluation are concerned. There will be 10,000 stringers covering 3,500 precincts for vote projections and another 3,500 for analysis. Besides a key precinct projection, NBC will be running a county-by-county projection, on two coupled RCA 3301 and 301 computer systems.

NBC's EVA (Electronic Vote Analysis) system was organized by Frank Jordan, manager of election planning, and Richard Scammon, former director of the U. S. Census and NBC's chief elections analyst. Executive TV and radio producer is Robert Northshield.

NBC's visuals include tote-board totals of actual votes counted, vote percentages, and projected percentages—"the actual returns will be running a race with our projections," as manager Frank Jordan put it. The NBC Divcon system is programed for 3,000 different analysis displays, and the "early morning line" on the new Congress is programed for 16 issues with 25,000 "stands" by candidates.

NBC-TV will have a capability for 15 remotes. Affiliates will program 10 minutes per hour, in two five-minute segments before the hour and the half hour.

Xerox Corp., through Papert, Koenig, Lois will sponsor one-half of NBC's coverage. Bulova Watch Co., through Young and Rubicam, will split the other half with the Institute of Life Insurance.

NBC Radio coverage will begin at 7 p.m. with a remote capability of 21. Sponsorship was sold by the affiliates.

MBS's live coverage, from 7:30 p.m. until 2 a.m. or "whenever the California races wrap up," will be based on 22 regional beeper telephone feeds to its Washington and New York headquarters.

All three TV networks downgrade the importance of first election predictions. One spokesman said: "The race for 'firsts' distorts the news." Another said: "We'd much rather be right than first, or even fast." A third said: "We'll have our share of 'firsts,' but we're most interested in giving the viewers the 'how' and 'why' and the meaning of the elections."

## Reprise: GOP film draws fire

Democrats charge LBJ quoted out of context; tiff reminiscent of '64

History may have repeated itself last week as the Republican party, for the second consecutive election campaign, faced the agonizing decision of scuttling a film it had produced for nationwide television.

It was also the second week in a row the GOP had been the butt of criticism for alleged distortion in a video film.

After a flurry of heated charges by the head of the Democratic party focused attention on the film early last week, the GOP first contended it had never finished the film and was still revising it and by Thursday was reported considering abandoning the project. The move to scrap the production gained impetus after President Johnson, who bore the brunt of the GOP attack in the film, announced he would undergo surgery and when Senator Thurston B. Morton (R-Ky.), chairman of the Republican Senatorial Campaign Committee, said his group would refuse to pay its \$15,000 share of the film if it were shown on TV.

At week's end, a few days before the scheduled showing over national TV, the party was contemplating replacement of the beleaguered picture with a

30-minute address by former Vice President Richard Nixon. Both Senator Morton and Representative Melvin R. Laird (R-Wis.), chairman of the House Republican conference, joined other party colleagues in objecting to the film.

**Opening Counterattack** ■ The whole furor started when the head of the Democratic National Committee, in a letter to the Fair Campaign Practices Committee, last week attacked the film scheduled to be shown by the GOP Sunday (Nov. 6) on NBC. Democratic chairman John M. Bailey urged the committee, which investigates complaints on campaign practices, to ban the film.

Mr. Bailey alleged the film, titled "What's Going On Here?" took the words of President Johnson and other administration officials out of context to twist meaning.

The 30-minute film, produced by the Republican Congressional Campaign Committee, was also repudiated by GOP National Chairman Ray C. Bliss and by the Republican Senatorial Campaign Committee. Mr. Bliss who viewed the film said the national committee did not want to be identified with it in any way and officials of the senatorial committee reportedly said it was in "bad taste" and likely to cost Republicans votes next Tuesday.

Spokesmen for the GOP Congressional Committee, however, claimed the final production, which was to cost \$45,000, had not yet been completed and doubted that Mr. Bailey could have seen it.

**Vietnam Scenes** ■ The film reportedly shows American soldiers being struck by Viet Cong gunfire and coffins of U. S. troops killed in Vietnam accompanied by excerpts from President Johnson's speeches opposing any enlargement of the war. Other segments show administration officials making promises Republicans say they haven't kept.

The previous week the same Republican Congressional Campaign Committee was asked by the Fair Campaign Practices Committee to reconsider its decision to send out tapes of an address by President Johnson in which a dubbed-in announcer's voice and applause drowned out key passages to make it seem as though Mr. Johnson were endorsing the GOP (BROADCASTING, Oct. 31).

The furor over the film last week was a reminder of the controversy generated by another Republican campaign film during the 1964 election campaign. GOP presidential candidate Barry Goldwater halted a showing of the 1964 film titled *Choice* after it met with criticism and was branded as "pornographic" by critics. Parts of that film showed pictures of girls in topless bathing suits. Actor Raymond Massey, who narrated that film, is also the announcer



Mr. Bailey doth protest

of this year's.

Meanwhile the Republican Congressional Committee, which has claimed its party is not getting the same exposure on radio and television that its opponents are, again appealed to ABC-TV for air time and was rejected. Earlier the group had contacted all three networks for such time. NBC granted the group a half-hour on the Sunday before the election—during which the GOP planned to show the disputed film—in conjunction with an equal period for the Democrats. CBS rejected the request immediately and ABC said it would study the matter. However, when the GOP followed up the request, ABC gave a final answer.

## Congress, industry argue endorsements

The war of words over broadcasters' endorsement of political candidates, the first volley of which rang out two weeks ago when two influential congressmen challenged the practice, intensified last week as a third House elder and the president of CBS exchanged comments on the issue.

On the heels of a statement by Commerce Committee Chairman Harley O. Staggers (D-W.Va.), which had the backing of House Speaker John W. McCormack (D-Mass.), Representative Emanuel Celler (D-N.Y.), powerful chairman of the House Judiciary Committee, last week also criticized the practice. In a letter to FCC Chairman Rosel H. Hyde, Representative Celler said such endorsements by their very nature cannot comply with the commission's fairness doctrine and urged the FCC to prohibit them. He said that seven CBS-owned radio and television stations had endorsed local and statewide office-seekers.

Such declarations of support, he added, cannot give the opposition reasonable opportunity to receive equal treatment in compliance with the FCC doctrine. Since the broadcaster has a monopoly over the air waves, his position in the community is different and superior to other community spokesmen, he said. He therefore urged the FCC to take steps to prohibit stations from extending their endorsement of local and national candidates and to order a moratorium until such laws are promulgated.

CBS Replies ■ Dr. Frank Stanton, president of CBS, emphasized, however, that for every issue in favor of a candidate, they have offered opponents the opportunity to reply. He added that editorializing "is a right and responsibility" CBS exercises with great discretion and under no circumstances can it

be alleged CBS stations have been in violation of the strictest definition of a fairness doctrine. Dr. Stanton added FCC hearings in the past have concluded that editorializing "was not only eminently sound but required by the Constitution."

He also sent Representative Celler a four-page CBS policy note, issued Nov. 2 and sent to officers of CBS and its groups and divisions. It sought to inform them of the history of broadcast editorializing and the CBS position on it in anticipation of inquiries arising

from Representative Staggers's recent warning that he would investigate the matter next year if he returns as committee head (BROADCASTING, Aug. 2),

The statement pointed out that while newspapers rarely offer unendorsed candidates the right to reply to editorial endorsements, broadcast stations "invariably" offer such opportunity. The replies, it said, increase the amount of time donated by stations during campaigns. The CBS stations also decide their position locally and stations in Illinois and California currently find



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†ARB's 1965 Television Market Analysis.

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# ELECTION DAY GREETINGS

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themselves backing different parties. The fact that broadcasting stations outnumber newspapers adds greater opportunity to the dissemination of diversified opinion than newspapers do, it continued.

Dr. Stanton also noted that CBS-owned stations broadcast 4,338 different editorials and 768 replies from Jan. 1, 1960, to Oct. 1, 1966.

## Adams: hope for TV-ASCAP peace

Discussions to explore the prospects for a negotiated settlement of the rate dispute between television stations and the American Society of Composers, Authors and Publishers are expected to start "in the near future," President Stanley Adams told the semiannual East Coast meeting of ASCAP members last week.

Actually, other sources reported, some such discussions have already been held. An ASCAP official said the prevailing attitude on both sides seemed to be a sincere desire to reach a mutually satisfactory settlement of the case, which has already dragged through almost four years in the courts.

There have been intermittent efforts to reach a negotiated settlement in the past. The case involves a lawsuit brought by TV stations, through the All-Industry Television Stations Music License Committee, asking the court to determine "reasonable" fees for stations to pay ASCAP for their use of its music.

Negotiations in a similar dispute between the TV networks and ASCAP, relating to payments for the use of ASCAP music on the networks and on network-owned stations, led to agreement in principle two years ago. Mr. Adams told the ASCAP meeting, held Tuesday (Nov. 1) in New York, that lawyers for the two sides were still working on some of the "whereases" to implement that agreement.

Mr. Adams said that after negotiating with the All-Industry Television Stations Committee ASCAP would "turn to radio," which has similar suits pending to establish "reasonable" fees for use of ASCAP music on stations and networks.

In other reports at the ASCAP meeting, held in New York, ASCAP members were told that the society's receipts for the first 10 months of this year totaled \$35,482,364 while salaries and expenses came to \$5,935,000, a new record for salaries and expenses in relation to gross revenues.

## Subliminal learning techniques studied

The once-feared advertising message flashed on a theater screen to stimulate a subliminal response in an audience may soon become a valuable educational tool for use in the home. According to Dr. Raymond S. Ross, director of the Speech Psychology Experimental Laboratory at Wayne State University (WSU), Detroit, subliminal communication is a feasible instrument for "painless learning."

The WSU professor says "attitude and learning are intimately related." A student's attitude toward a lecturer's authority and his subsequent desire to assimilate information because of "prestige suggestion" has already been successfully proven in the laboratory. Now the WSU researchers are exploring areas of subliminal communication which may affect the TV viewer and businessman.

By-product learning offers a combination of the entertainment and educational facets of TV. By means of a device built into the set, the

viewer may watch his favorite program and simultaneously be exposed to foreign language vocabulary words that are projected rapidly across the screen.

Sleep-teaching techniques may be enhanced further by use of compressed speech, which increases the normal flow of words from about 130 to as much as 750 words per minute (wpm) without pitch distortion. Through research, successful comprehension of 400 wpm has been demonstrated. And the prospect of assimilating even faster speeds becomes potentially feasible provided the conscious mind remains suppressed. Shortly, businessmen traveling to work may be able to absorb speech-compressed books on their car tape recorders even as they concentrate on their stereo music tapes.

Ross and his researchers indicate subliminal communication has limitless applications. "There is nothing mysterious or mystical about this," he says, "it takes only hardware and creative research design."

# Equal time sliced very thin

Section 315 decision grants time to Montana candidate whose rival appeared fleetingly on another's spots

The perils of Sec. 315 of the Communications Act are never-ending. The FCC found that out last week, as it let stand a staff ruling that none of the commissioners liked, that made a U. S. senator angry and that may cause mischief in the future. The only positive note was the satisfaction it brought to a Republican candidate for the Montana state legislature. He was slated to get 38 seconds of prime time on two Great Falls, Mont., TV stations, about half of it free.

The problem grew out of a complaint from the candidate, Jerrold A. Weissman, about film clips featuring Senator Lee Metcalf (D-Mont.) being shown on the two stations, KRTV(TV) and KFBB-TV.

Mr. Weissman wasn't complaining about the appearance of Senator Metcalf, who is running for re-election, but about the appearance of one of several University of Montana students seen fleetingly in the two 60-second and one 20-second film spots. The student—or ex-student now (the film was made last March)—is Russell Doty, one of Mr. Weissman's opponents in the campaign.

KRTV says that about four seconds of each of the 60-second spots and 14 seconds of the 20-second clip show Mr. Doty. None of the students is identified, and none of the conversation is recorded.

But Mr. Weissman wanted equal opportunity as provided by the equal-time law. Ordinarily, the stations would have had no problem. However, the Metcalf spots had been shown after 6 p.m., and the stations, because of the large number of candidates seeking office, had adopted a policy of limiting after-6 p.m. political advertising to candidates for governor, senator and U. S. representative.

'Mechanical Approach' ■ Mr. Weissman, however, complained to the FCC, and the commission staff, taking what one official later called a "mechanical approach" to the law, held that, yes, Mr. Doty's appearance constitutes a "use" of the station's facilities and, therefore, Mr. Weissman was entitled to equal opportunity.

KRTV, however, asked the commission to review the matter. And the commission took it up last week. The members fussed at it, poked it, turned it over, and agreed that the staff's answer wasn't satisfactory.

But no one had another one that a majority could accept. After all, reversal of the staff's position, without a careful rationale, would reverse a large

body of precedents stating clearly that, except where specifically provided otherwise by law, a use is a use is a use.

So, figuratively holding its nose, the commission decided to let the staff answer stand, but with the understanding it wasn't to be added to the body of precedent and that efforts be made to chart a more acceptable approach to the kind of problem posed. Even so, the vote was only 4 to 2, with Commissioners Lee Loevinger and Robert T. Bartley dissenting. Chairman Rosel H. Hyde, and Commissioners Kenneth A. Cox, James J. Wadsworth, Nicholas Johnson and Robert E. Lee were in the majority.

The upshot of the matter: Mr. Weissman is to get a four-second and a 14-second spot on KRTV at no cost (only one of the 60-second Metcalf spots was involved in the request). The station felt this was required since Mr. Doty had not paid for the time. But while Mr. Doty didn't say anything on the Metcalf spots, Mr. Weissman was set to make a campaign pitch.

KFBB, which held it wasn't obliged to make time available since it had not received a "formal" request from Mr. Weissman, offered to sell him a 20-second spot after 6 p.m. He accepted.

But while Mr. Weissman had reason to be satisfied, Senator Metcalf definitely did not. The stations, after Mr. Weissman made his request for equal opportunity, pulled the three spots off the air.

"And," said one of the senator's aides last week, "they were three of our best spots. The senator is very upset about this."

The aide said the senator would not attempt to invoke a provision of the Communications Act prohibiting stations from censoring political candidates. "But he thinks something will have to be done about rulings like that."

## Labunski's counsel: Remember minority

A radio broadcaster's responsibility in upgrading the public's taste is a dual problem in the view of Stephen B. Labunski, president, NBC Radio division.

Mr. Labunski in an interview last week on radio (WNEW New York's *The Truth About Radio: A WNEW Inquiry*) said that a broadcaster must serve majority tastes "without forgetting about the minority."

He said that the broadcaster in serv-



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ing existing minority tastes must "also continue to expose the majority to new ideas on the chance that they may broaden their taste . . . If you play music, which attracts a person who simply, by definition, likes music, and then you give him a serious program and he doesn't turn you off and he stays and he gets interested—even if only 20% of the music audience remains to hear a talk program—you've accomplished a great deal."

Mr. Labunski said that the broadcaster has to keep trying to change tastes and to get people to "interest themselves in more and new things." He noted that the word "uplifting" in this frame of reference "is a judgment rather than a description."

He also said that it was not quite possible to say that it was either news or entertainment that attracts more people to radio because motivations to listen are varied. Mr. Labunski said that radio first of all is a habit, that people turn on the radio by habit without thinking about it, noting also that radio sets sell themselves with almost no direct advertising investment of setmakers.

## GE's 'Pick-a-Show' to be handled by Trans-Lux

Trans-Lux Television Corp., New York, will act as a packager, supplying all physical materials and operational details, for a new live TV-telephone guessing game entitled *Pick A Show*, which is being syndicated. The program, originated on WRGB(TV) Schenectady, N. Y., was licensed to Trans-Lux by the General Electric Broadcasting Co. First sales by Trans-Lux were made last week to WGR-TV Buffalo, N. Y. and WOKR(TV) Rochester, N. Y.

*Pick A Show's* local host telephones viewers who guess a station's call letters, hidden behind a selection of photographs that represent the station's programming lineup. This is the first of several new programs in the Trans-Lux syndication lineup with two more to be announced soon.

## D.C. newsfilm service opens

Bert Martin, for six years cameraman with WGN Chicago and for several years chief cameraman with WGN's Washington bureau has opened a complete newsfilm service for television. Located at 1905 Fairview Avenue, N.E., Washington, 20002, Mr. Martin and associates offer all types of film work from stills to movies and laboratory work. They propose to represent groups and individual stations as a Washington photographic bureau. Telephone is (202) 526-1177.

# ABC 2d season all but set

More than 1 of 3 shows shuffled; action, games, Wednesday movie planned

There'll be more movies and new action-adventure and game shows on ABC-TV next January. The network's second season plans, announced last week, also point up more cancellations of season-starters than a year ago.

The new movie night, as expected, will be Wednesday, 9-11 p.m.

ABC said its second season will be launched Jan. 10. To effect its changes, the network last week announced it will cancel six shows and shuffle several others on its schedule.

ABC earlier had cancelled the "Tammy Grimes" series. Thus seven shows—six of them new—that had started this season for ABC will be off the air by mid-season.

The new shows: the one-hour *The Invaders* adventure show, the one-hour *The Avengers* (British spy drama) or *Man in a Suitcase* (also British, and with an espionage-agent theme), the half-hour *Rango* comedy-western produced by Danny Thomas and Aaron Spelling, and a half-hour *The Newlywed Game*, a nighttime version of an ABC daytime game show.

To be dropped: *The Hawk*, *The Milton Berle Show*, *12 O'Clock High* and *Shane*, all one-hour series and all new this season with the exception of *12 O'Clock*, *The Rounders* and *The Man Who Never Was*, both half-hours and new this season.

To make way for its second season, ABC will have cancelled five-and-one-half hours per week of programming since the start of the programming year last September. Last year, ABC, which then instituted its "second season" concept, dropped five shows that represented three hours of weekly programming.

CBS-TV and NBC-TV have disclosed plans to drop one show apiece this winter. Both shows are new, *The Jean Arthur Show* (Mon., 10-10:30) on CBS, which will be replaced by *To Tell the Truth*; *The Hero* (Thurs., 9:30-10) on NBC, to be replaced Jan. 5 by a new *Dragnet* series.

Still said to be subject to possible replacement are CBS's *Run, Buddy Run* (Mon., 8-8:30) and NBC's *Roger Miller Show* (Mon., 8:30-9). CBS also is watching the Sunday, 9-10, *Garry*

*Moore Show* ratings performance closely.

ABC's new-show mortality at mid-season comes to six out of 16 entries, or more than one out of three shows. The network reduced its impress of newly developed series by inserting a second motion picture night (it has been running movies on Sunday) and by retaining *Dating Game*, itself a replacement show this season, and adding *The Newlywed Game*. The game shows were developed initially for daytime programming.

ABC said it had but one decision yet to make on the new lineup—the placement of either *The Avengers* or *Man in a Suitcase* in the Friday 10-11 period. The mid-season schedule released last week by ABC has Sunday and Monday night untouched, but every other night of the week has some changes. They begin on Tuesday at 8:30 with *Invaders*, followed at 9:30 by *Peyton Place II* and with *The Fugitive* retained at 10.

On Wednesday, movies go in at 9 and run to 11. On Thursday *Bewitched* moves back a half-hour to start at 8:30, *Love on a Rooftop* is shifted to 9 from Tuesday and *Stage 67*, now seen on Wednesday, moves in at 10.

On Friday, *Rango* is in at 9 and *Fruits of Southampton* is shifted to 9:30 from Tuesday, with *Avengers* or *Suitcase* following at 10. On Saturday, *Dating Game* at 7:30 and *The Newlywed Game* at 8 replaces *Shane*.

## Top-20 Arbitrons

Based on national Arbitron rating estimates week of Oct. 23-29, 1966

Rank	Program	Rating estimates
1	It's the Great Pumpkin, Charlie Brown (CBS)	28.9
2	Lucy in London (CBS)	28.7
3	Jackie Gleason (CBS)	25.4
4	Bonanza (NBC)	24.6
5	Green Acres (CBS)	23.6
6	Red Skelton (CBS)	23.3
7	Peyton Place I (ABC)	22.1
8	Family Affair* (CBS)	22.0
9	Ed Sullivan (CBS)	21.8
10	Thursday Night Movie/President in Asia (CBS)	21.0
11	Tuesday Night Movie (NBC)	20.8
12	The Dean Martin Show (NBC)	20.7
13	Beverly Hillbillies (CBS)	20.0
	Gomer Pyle (CBS)	20.0
15	The Lawrence Welk Show (ABC)	19.9
16	Hogan's Heroes (CBS)	19.2
17	Friday Movies (CBS)	19.1
18	Hollywood Palace (ABC)	19.0
19	Gunsmoke (CBS)	18.8
20	Rat Patrol* (ABC)	18.7

\*Indicates new show





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## Author sues, claims football TV plot

Florida author S. Robert Tralins has filed a suit against the FCC, the National Collegiate Athletic Association and ABC, charging those parties with being responsible for discrimination in regional football telecasts.

Mr. Tralins asked the U.S. District Court in Miami to prohibit carriage of certain football telecasts scheduled for Saturday (Nov. 19) and also to declare what rights he, as a Florida citizen, has in determining which football games are shown in the region where he lives.

He argued that on Nov. 19 residents of "most northern" cities will be able to view Michigan State vs. Notre Dame followed by USC vs. UCLA whereas "most southern inhabitants" will be permitted to see only Kentucky vs. Tennessee followed by Stanford vs. California.

Contending that the teams appearing before northern TV on that date comprise the top four teams in the country, Mr. Tralins said there is "no sensible reason for depriving southern citizens

of top-grade college football viewing . . . and the decision to show the top four teams in action only to northern residents is arbitrary, capricious and unreasonable."

He also charged that "this systematic plan has existed throughout the year" and as a result the "citizens of the South, regardless of their views on civil rights or other administration policies, have been permitted to watch only the lower-rated football teams in action." Mr. Tralins said that if the court does not act in his favor, "those regions in this country that don't follow administration policies will be permitted to see only such teams as Slippery Rock in action, whereas the areas of this country that support the administration program will be permitted to see the top-flight teams on the TV screens."

Mr. Tralins argued that earlier this season, while the citizens of Florida watched Duke vs. Clemson, those in the east saw Arkansas vs. Texas; that while southerners were viewing Texas A & M vs. Baylor, eastern residents watched Purdue vs. Michigan State; and that they also saw Florida State vs. Virginia Tech while the east viewed Missouri vs. Nebraska.

## CBS still leads in Arbitrons

CBS-TV continued to lead in nighttime average audience in the overnight Arbitrons, according to ratings covering the 7:30-11 p.m. period in the week Oct. 24-30. The ratings: CBS—17.9, NBC—16.1 and ABC—14.6. In wins by half-hours and nights of the week, CBS took 26 half-hours and five nights; NBC 14 half-hours and Tuesday and Sunday, ABC, with no nights, had nine half-hours.

## 71 million saw 'Kwai'—ABC

The research department at ABC-TV has revised its estimate of the total audience for its *Bridge on the River Kwai* presentation in September. The figure is now estimated at 71 million viewers, and ABC is claiming *Kwai* as "TV's all-time box office champion."

The ABC announcement came on the eve of its next prime-time movie special, Samuel Goldwyn's *Hans Christian Andersen*, under the sponsorship of Eastern Airlines, through Young & Rubicam, New York, last Friday.

## BROADCAST ADVERTISING

# FCC raps 3 for overcommercializing

## 10 OTHER STATIONS GET CHANCE TO REFILE ON NEW FORM

Three radio stations found themselves on the wrong side of an FCC cut-off point last week, as the commission hit them with one-year license renewals on the ground they had failed to abide by their promises on commercialization. Ten others, whose cases were more recent, received something of a reprieve, as the commission directed them to complete the commission's new questionnaire on commercial proposals.

The stations given one-year renewals on a 3-to-2 vote of the commission were KTKT Tucson, Ariz., KFOR Lincoln, Neb., and KEEN San Jose, Calif. Action on the three cases had been pending for up to a year; since July the matter had been held up as the commission sought to develop a new approach to its policy of policing commercials on a case-by-case basis (BROADCASTING, July 11).

The new approach finally adopted was the new questionnaire that was sent to all licensees last month (BROADCASTING, Oct. 17) and is designed to put all licensees on the same footing in reporting on their commercial proposals.

Voting for the short-term renewals were Commissioners Kenneth A. Cox

and Robert E. Lee, with Commissioner Nicholas Johnson concurring. Chairman Rosel H. Hyde and Commissioner Robert T. Bartley favored full renewals. Commissioner James J. Wadsworth was absent and Commissioner Lee Loevinger, who normally votes for full renewals in such cases, abstained to permit action on the long-pending matters.

**Johnson Statement** ■ Commissioner Johnson issued a statement saying he was concurring only "because of the applicants' failure to operate their stations fully in accordance with their proposals regarding commercialization." He withheld comment on the broader questions of the commission's "most rational, appropriate and effective ultimate role with respect to regulation of commercial practices."

The 10 being asked to complete the new questionnaire were due for renewal of their licenses on Oct. 1. The staff had proposed letters of inquiry—to three about apparent violations of proposed commercial policies, to the remainder because of what were considered inordinately high commercial policies for the future.

The commission, however, decided to

afford them an opportunity to have their records checked on the same basis as that of all other licensees.

The new questionnaire asks licensees to report the amount of time they normally intend to carry in any hour and state how often and under what circumstances they expect to exceed those normal limits. AM and FM licensees who propose more than 18 minutes of commercials and TV licensees who propose more than 16 minutes are asked to explain how their proposals are in keeping with the needs and interests of their communities.

The first two questions are lifted from the new AM-FM and TV forms now being used; the 16- and 18-minute reference points are taken from the commercial time standards of the National Association of Broadcasters codes.

**Amend Applications** ■ The three stations to be queried on promise versus performance will in effect be asked to amend their 1963 applications by converting the proposals they made then into terms of the new questionnaire. The stations are WEIF Moundsville, W. Va., and WHEE Martinsville and WRAD Radford, both Virginia.

WRAD, a member of the National

# If people don't believe in the station, they won't believe your jams and jellies are the berries.



WJZ-TV and Baltimore have an interesting mutual interest. Both station and community love "Bird-watching". Bird-watching here is more exciting than in any other place in the world. The Birds are Orioles. And WJZ-TV is their station. We've been with them through thick and thin. And this year has been delightfully thick. The Jr. Orioles had a World Series to exercise their 20,000 pairs of devoted vocal chords over. WJZ-TV helped organize these young baseball rooters with the aid of local civic and business leaders. But Baltimore is more than baseball. And so is WJZ-TV. This station like all Group W Stations is involved in the community. And Baltimore has a lot for this station to be involved in. Baltimore is the home of literary greats. So the station did a series of half hour documentaries on H. L. Mencken, Edgar Allen Poe, and F. Scott Fitzgerald. Baltimore has Johns Hopkins. And so the station used the center's facilities to put together discussion programs to explore contemporary subjects. Baltimore has youth. WJZ-TV's youth program series, Generation 66, isn't limited only to what's happening today, but also what will happen when these kids grow up. So any time in the next twenty years or so that you would like to reach the people of Baltimore, WJZ-TV will be able to tell you how. And you can believe what WJZ-TV tells you. The people of Baltimore do.

**WJZ-TV** GROUP **W**

WESTINGHOUSE BROADCASTING COMPANY  
REPRESENTED NATIONALLY BY TVAR

## Tar ratings spur ad action—for some brands

The November issue of *Reader's Digest* ranks Carlton, Marvels, Duke of Durham, True and Montclair cigarettes (in that order) as yielding least tar and nicotine of popular brands. A similar study in 1957 boosted Kents to national prominence, but last week advertiser and agency reactions to the ratings ranged from soaring ambition to complete indifference.

Stephano Brothers, Philadelphia manufacturer of the second-ranked Marvels, has brought in new machines and gone into overtime to maximize production. The company has also parted company with its old agency, Aitkin-Kynett, Philadelphia. Harold LeDuc, vice president of Stephano's new agency, Gray and Rogers, Philadelphia, was busy planning print identification of the Marvel package for New York, where the brand was virtually unknown prior to the current *Digest* study. The agency is planning to expand beyond both New York and print, but is presently undecided as to timing and specifics.

True, a new brand, ranked fourth by the *Reader's Digest*, was ranked first in a similar study released last month by the Roswell Park Memorial Institute, cancer research center in Buffalo, N.Y. When the *Digest*

study was released, True was in expanded test-marketing in 10 cities. Within a day following the new study, True was on radio; within four days, on TV. P. Lorillard, through Foote, Cone & Belding, New York, plans to "give True exposure equal to the top two or three brands, with 82% or more" of their media budget in broadcast. (Combined network and spot radio and TV would figure at about \$16-million yearly.)

On the other hand, Liggett & Myers, manufacturer of the third rated Duke of Durham, has "no media plans at present," according to a spokesman for the agency, J. Walter Thompson Co., New York. Duke has been inactive for a year and a half.

American Tobacco manufactures Carlton and Montclair, and both brands are with N. W. Ayer, New York. American was quoted by the *New York Times* as saying, "We will probably take advantage of the situation," but both advertiser and agency declined last week, "as a matter of policy," to discuss media plans.

The November issue of the *Reader's Digest* appeared Oct. 27 on newsstands.

Association of Broadcasters radio code, had presented its proposal in 1963 in terms of an hour. The commission staff said the station had violated the code in 17% of the hours checked. WEIF and WHEE, which presented their promises in terms of 15-minute segments, were said to have exceeded proposed limits in 41% and 25% of the segments checked.

It wasn't clear, however, what new information the commission hoped to gain from most of remainder, since all had used the new reporting form in filing their renewal applications. In three cases, stations proposing more than 18 minutes in their "normal" hours will be required to state why their normal-hours proposal is in keeping with their communities' needs and interests.

But in all 10 cases, the commission staff felt that the stations had proposed too many hours in which it expected to exceed its normal limits. And the questionnaire doesn't provide any space for explaining that answer.

Staff members, who were not present when the commission decided to request the stations to complete the questionnaire, suggested that the applicants might take the opportunity to reduce their proposed special hours or explain

how they arrived at their proposals.

The stations are WAQE-AM-FM Towson, WQMR Silver Spring, both Maryland; WCHV-AM, WCCV-FM Charlottesville, WHAP Hopewell, and WAGE Leesburg, all Virginia; WKEE-AM-FM Huntington, W. Va., and WGAY(FM) Washington.

## Seven-market package offered by CBS FM's

Seven CBS-owned FM stations have announced a package advertising plan for 52 week-sponsors. Called Initial Buy Plan (IBP), the plan provides for 10 one-minute spots in each of the seven markets at \$500 per week, 20 minutes in each market for \$900 and 30 minutes in each for \$1,200.

The introductory rate schedule will expire March 1, 1967, but advertisers coming into IBP will have rate protection for three years. The stations are WCBS-FM New York, WBBM-FM Chicago, KNX-FM Los Angeles, WCAU-FM Philadelphia, WEEL-FM Boston, KMOX-FM St. Louis and KCBS-FM San Francisco.

## Mennen to drop W&L over 'basic disagreement'

Warwick & Legler Inc., New York, last week said a "basic disagreement on creative philosophy" has led to the termination of a 10-year relationship with the Mennen Co., Morristown, N. J.

The Mennen account, estimated to bill in the neighborhood of \$2 million, includes Skin Bracer, spray deodorant, pushbutton deodorant and lather shave cream, shave talc, bath talc, Sof' Stroke shave cream and Scannon Ltd. (a Mennen subsidiary) for the Kanon fragrance and toiletry line. Mennen spends at an estimated rate of more than \$1 million yearly in radio-TV.

Mennen is expected to continue with W&L until a new agency is appointed, which is expected after Jan. 31. Other Mennen products are handled by Grey Advertising (baby and food products division) and Warren, Muller, Dolobowsky Inc. (deodorant and after-shave lotion), both New York.

## Business briefly . . .

**Mission Pak Co.**, Los Angeles, through Carson/Roberts Inc., same city, is abandoning spot television for the first time and switching the major slice of its 1966 holiday advertising budget to spot radio. Newspapers and general magazines also will be used. Plans call for the placement of 60-second spots on most radio stations in Los Angeles, San Francisco and San Diego. Radio buys start the week of Nov. 21 and run until the week before Christmas. Last year spot TV accounted for about one-quarter of Mission Pak's overall ad budget of some \$900,000. The gift fruits and gourmet packages advertiser spent less than \$100,000 in spot radio last year.

**Dishmaster Corp.**, Bloomfield Hills, Mich., through Anderson-McConnell Advertising Agency, Hollywood, will spend \$115,000, in spot TV and print, to promote its imperial dishmaster and new garbage disposer products. Spots will feature both products of four Los Angeles stations, on two stations each in San Francisco and San Diego and on one station each in Phoenix and Tucson, both Arizona; Dallas, Houston and San Antonio, Tex.

**Southern California Ford Dealers Advertising Association**, through J. Walter Thompson Co., Los Angeles, this week begins an extensive TV-radio-newspaper-outdoor advertising campaign that includes color TV spots on 12 stations in southern California. Radio spots will be used on 60 stations.

**John H. Breck Inc.**, Springfield, Mass., (division of American Cyanamid Co., Wayne, N. J.), has bought sponsorship

# Want to buy an island?

# Buy WAPA-TV.




**For Sale: The entire island of  
Puerto Rico. Seventh\* largest  
metro market in the U.S.**



Only one advertising medium covers the entire island of Puerto Rico, and that's television. In Puerto Rico, television is WAPA-TV. With its new tower, 4,049 feet above sea level and affiliate WOLE-TV (Aguadilla-Mayaguez), WAPA-TV reaches all of Puerto Rico's TV households, island-wide, and in full color, too!

So is it any wonder that WAPA-TV's Don Cholito says, "Wanna buy an island?"

"Buy WAPA-TV!" **4** WAPA-TV

Television subsidiary of Screen Gems, Inc. 

\*SRDS Metro Population Rank

## A Roman bar mitzvah with egg kichel

What better scene for a biscuit maker than Rome, once the site of epicurean banquets? And what better flavor for biscuit commercials filmed in Rome than cosmopolitan humor?

Picture a Saturday morning in Rome where at the main synagogue, upon completion of a bar mitzvah confirmation of a 13-year-old Jewish boy, a reception follows complete with expresso coffee, champagne, Stella D'oro dietetic egg kichel and Mandel (almond) toast and, of all things, lasagna.

Stella D'oro Biscuit Co., New York, through Firestone & Associates Inc., Philadelphia, has mixed these ingredients in the last of its 1965-66 series of eight one-minute TV commercials filmed in color in Italy. Its bar mitzvah spot is being released in New York, Chicago, Los Angeles, San Francisco, Philadelphia, Boston,

Detroit, Miami and Tampa, Fla.

All of the 1965-66 batch of spots, each a spoof on what Americans see in the Italian scene, are being backed by 90% of Stella D'oro's budget, estimated at over \$500,000. This year in intermittent stages the commercials have been released in some 24 markets.

In 1963, Stella D'oro cooked up a similar bunch of eight black-and-white TV messages, also filmed in Italy. The theme then was that Americans don't have to go to Italy to enjoy Stella D'oro cookies, biscuits, toasts and bread sticks. Some of these spots are still being run on stations in the advertiser's markets.

The company has in the last three years attempted to expand audience interest in its motto: "Add the continental touch to your table with Stella D'oro." Six years ago, Stella D'oro concentrated on a "hard sell"

directed to the Italian community in America.

The new color series emphasizes a visual aspect of continental life, scored with up-tempo music by Music Makers to accent the humor. Each spot ends with a punch line to identify Stella D'oro's diversified products.

The commercial released before its current bar mitzvah spot portrayed a teenage party where a plump girl attracts boys away from their frugging partners with Stella D'oro fruit pastry. The tag line: "Even if you're not a swinger, you'll get action with Stella D'oro fruit pastry."

Other commercials in the series show a walking girl with breadsticks, a thief with a Lady Stella assortment, a clown with egg jumbo, a fat lady with dietetic egg biscuits, a skinny man with sesame cookies, and a baron with anisette toast.

in NBC Radio's *Monitor* and *Emphasis*. Agency is Young & Rubicam, New York.

**Plough Inc.**, through Lake-Spiro-Shurman, both Memphis, and **Peter Paul Inc.**, Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, both have purchased sponsorship in NBC-TV's *The Girl from U.N.C.L.E.*, *Tuesday Movies*, *The Virginian*, *I Spy*, *Daniel Boone*, *Star Trek*, *Tarzan* and *Saturday Movies*. Plough has also bought time in *The Andy Williams Show*, *Run for Your Life*, *Laredo*, *Flipper* and *Please Don't Eat the Daisies*.

## Smaller market buying cited in Keystone study

Importance of the nation's smaller markets as targets for advertisers is pointed up in a study made public last week by Keystone Broadcasting System. It shows that \$83 billion of the country's total \$250 billion annual retail sales are accounted for by the smaller, or C and D counties.

The study, based on data from the *Census of Retail Trade for 1965*, also shows that retail sales in the C and D county coverage areas of Keystone's 1,180 affiliated radio stations amount to \$72 billion a year or about 86% of the total for all C and D counties.

Noel A. Rhys, Keystone executive vice president, said the study was prompted by signs of increased agency

and advertiser interest in the smaller markets. It includes a listing of Keystone affiliates and the C and D counties within the coverage area of each. Copies may be obtained from Keystone headquarters, 111 West Washington Street, Chicago.

## Commercials in production . . .

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

**Heller Corp.**, 1606 North Highland, Hollywood 90028.

International House of Pancakes, North Hollywood (restaurants); five 60's for radio, humor and music. Hugh Heller and Allan Barzman, production managers. Agency: MacManus, John & Adams, Los Angeles. Chuck Gumberg, agency producer.

Cornnuts Inc., Oakland, Calif. (Cornnuts); three 60's for radio, musical. David Williams, production manager. Agency: Kennedy, Hannaford & Dolman Inc., Oakland. Tom Ross, account executive. Peter Hannaford, agency producer.

**Pepper Sound Studios Inc.**, 31 South Florence, Memphis 38104.

Blistex Inc., Chicago (Chap Stick); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Media Services Bureau, Atlanta. Charles Temkin, account executive.

Quality Stamps, Memphis (trading stamps); one 60 for radio, jingle. Hub Atwood, production

manager. Placed direct.

Ashland Oil & Refining Co. (gas and oil); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: Ralph Jones Co., Cincinnati. Ed Carter, account executive.

Spartan Coffee, Grand Rapids, Mich. (coffee); one 60 for radio, jingle. Jerry Clements, production manager. Placed direct.

Sandy's Franchise Inc., Kewanee, Ill. (drive-in food chain); one 60 for radio, jingle. Agency: Walker Agency, Davenport, Iowa. Joe D'Gerolamo, production manager.

Woolco Department Store, Memphis (general); one 60 for radio, jingle. Agency: Archer & Woodbury Inc., Memphis. Hub Atwood, production manager.

## RKO Sales offers calculator

RKO General Broadcasting National Sales is distributing a pocket-size calculator that converts ADI ratings (area of dominant influence) as shown in American Research Bureau TV reports, to quantities representing homes, men, women, housewives, children and other demographic groups. The calculator also is usable to produce cost-per-thousand figures for either the ADI or the total TV area. The station sales organization calls its calculator, ADIAC, which stands for ADI audience and cost computer. The pocket pieces are available in limited quantities from RKO's New York headquarters, branch offices or stations. The issue of the calculator coincides with ARB's fall reporting of audience data on an unduplicated market base that permits the matching of media weight to markets, or "area of dominant influence."

# “your Jesus is contaminated!”

*The angry cry of a young Negro rings out of this searing documentary of the compromising fears, confusions and hopes of a white northern Lutheran parish, faced with the challenge of “loving thy neighbor”... when “thy neighbor” is black.*

## a time for burning

*A Quest Production*

*for  
Lutheran  
Film Associates*

*•  
Its  
first  
presentation,  
over  
NET*

*network stations,  
received  
overwhelming  
acclaim:*

### VARIETY

“The first remarkable thing about ‘Burning’ is the fact that it was sponsored by the Lutheran Film Associates, which arranged for the NET distribution although a Lutheran congregation is exposed most glaringly...”

### BOSTON GLOBE

—Percy Shain

“Sometimes television can thunder in a soft voice. This was one of those times—a scathing indictment of hypocrisy and prejudice... the most telling account of our national predicament yet to appear on the screen.”

### DETROIT NEWS

—Frank Judge

“Nothing in the film was rehearsed. The story is told just as it happened, while it was happening, through the use of the cinema verité method... a dramatic, hard-hitting documentary.”

### N.Y. TIMES

—Jack Gould

“‘A Time For Burning’ deserves the most extensive showing possible; a commercial network could still achieve stature by presenting this program... the most accomplished and sensitive hour of television this season.”

*“A Time For Burning” is clearly destined to be one of the most talked-about documentaries ever filmed; already it has sparked a deluge of congratulations and inquiries to the NET stations on which it was shown.*

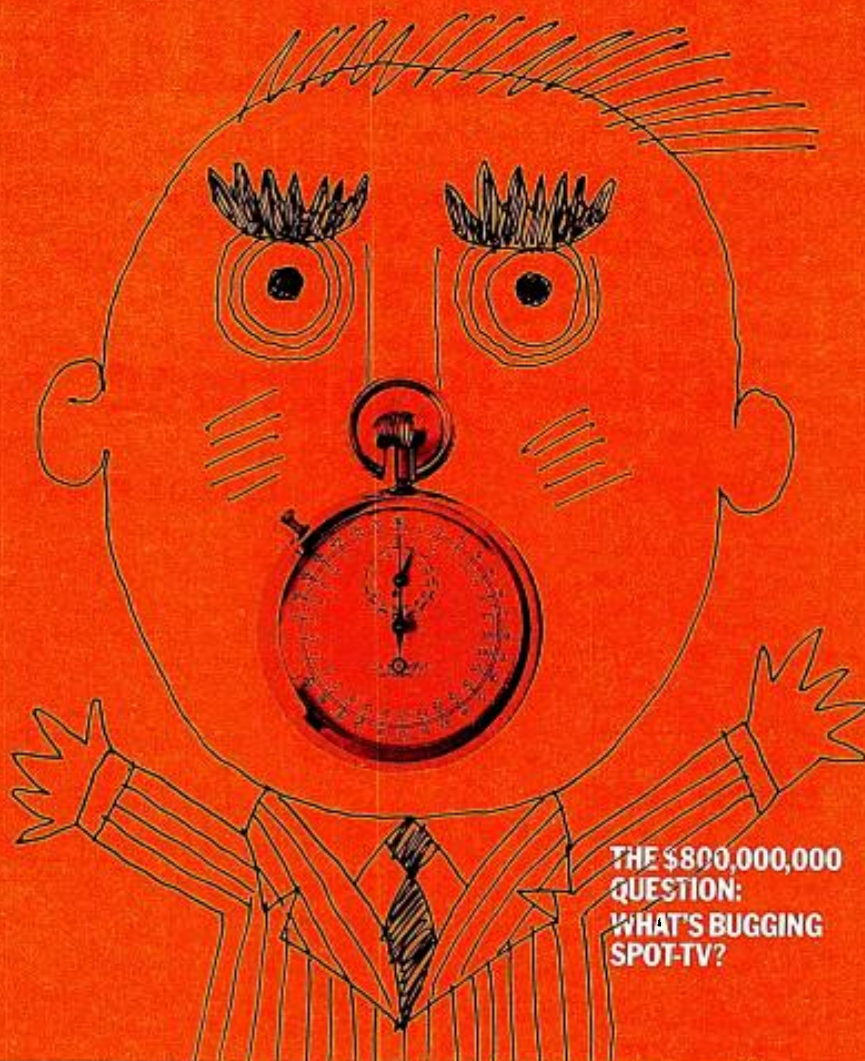
*This one-hour program in black and white is now available to independent television stations for showing in cities not covered by the NET network.*

*For terms and availability, contact:*

*Lutheran Film Associates, 11 West 42nd St., New York, N. Y. 10036  
212- LONGacre 3-0151*

November 1986 Vol. XXIII No. 11 One Dollar

# TELEVISION



THE \$800,000,000  
QUESTION:  
WHAT'S BUGGING  
SPOT-TV?

**What's bugging spot TV?  
Find out by subscribing  
to the meaningful monthly . . .**



**Start my subscription with the  
November report on spot\***

Name \_\_\_\_\_  One Year \$5.00  
Title \_\_\_\_\_  Two Years \$9.00  
Company \_\_\_\_\_  Bill Company  
Street \_\_\_\_\_  Bill Me  
City \_\_\_\_\_, State \_\_\_\_\_ Zip \_\_\_\_\_  Payment Enclosed

**TELEVISION** 1735 DeSales Street, N.W., Washington, D.C. 20036

*\*The \$800 million question. An analysis of spot spending and spot spenders in the past decade.*

*Also: What the critics say about the new season; and comedian Shelly Berman talks seriously about television and censorship.*



## 5th Avenue: where the fast action is

A "nutty", 60-second TV commercial that includes 94 scenes and only four people is the creation of The Philadelphia Agency Inc. The commercial is part of the fall advertising program for 5th Avenue candy bar made by Luden's Inc., Reading, Pa.

Aimed at the teen-age and young adult set, the TV spot commercial which will be shown in 39 markets, features the Tijuana Brass sound

and multiple voices illustrating the theme "It's the Nuts".

Another Luden's product, cough drops, is promoted in a series of network radio spot commercials, featuring the multi-voices of Jonathan Winters. The theme, "Never chew a Luden's cough drop—let it dissolve slowly", is used by different Winters' characters. The Philadelphia Agency Inc. also created the radio commercials.

## Radio man sees gains in losses

The profit squeeze that many advertisers are feeling in the current economy will help expand radio's billings in 1967 and probably for years to come, Harper Carraine, director of radio research for the CBS Broadcast Group's department of economics and research, said last week.

Mr. Carraine noted that a recent *Forbes* Magazine study of 160 leading U. S. corporations found that 60% of the drug companies, for example, showed declining profit margins in the third quarter of the current year.

"Radio has far too many capabilities, some of them still untapped, for me to suggest that advertisers will be using us [radio] solely because we cost less than television," he said, "but radio does acquire additional attractiveness and has real relevance for many companies not now in the medium who are anxious to cut costs and yet maintain advertising effectiveness. And so I predict that a lot of those companies which do come into radio in 1967 for the short term will decide to stay."

Mr. Carraine, who was director of research for CBS Radio before moving into his present post under the new CBS/Broadcast Group umbrella, noted that radio has attracted growing numbers of new and former customers in recent years "despite the fact that radio's growing miniaturization and mobility are making the medium harder and harder to measure." This, he said, demonstrates a "growing awareness of the new values" of radio even though radio does not have audience data comparable with that of other media.

"You might say that the reason we don't have comparable data is simply that we are not a comparable medium," he asserted. "There is no physical limitation on the ways people can use radio. This is a unique penetration of an entire population. Naturally, it's also a unique research problem. But advertisers—including some of the most deliberate and sophisticated ones—seem to know that the indicated size of radio audiences may well be the understatement of the year."

### Rep appointments . . .

- KROD-TV El Paso, KOSA-TV Odessa-Midland, and KAUZ-TV Wichita Falls, all Texas: H-R Television, New York.
- KLYD-TV Bakersfield, Calif.: Venard, Torbet & McConnell, New York.
- WPIN St. Petersburg, Fla.: C. Otis Rawalt Inc., New York.

▪ WJBG Philadelphia: Major Market Radio Inc., New York.

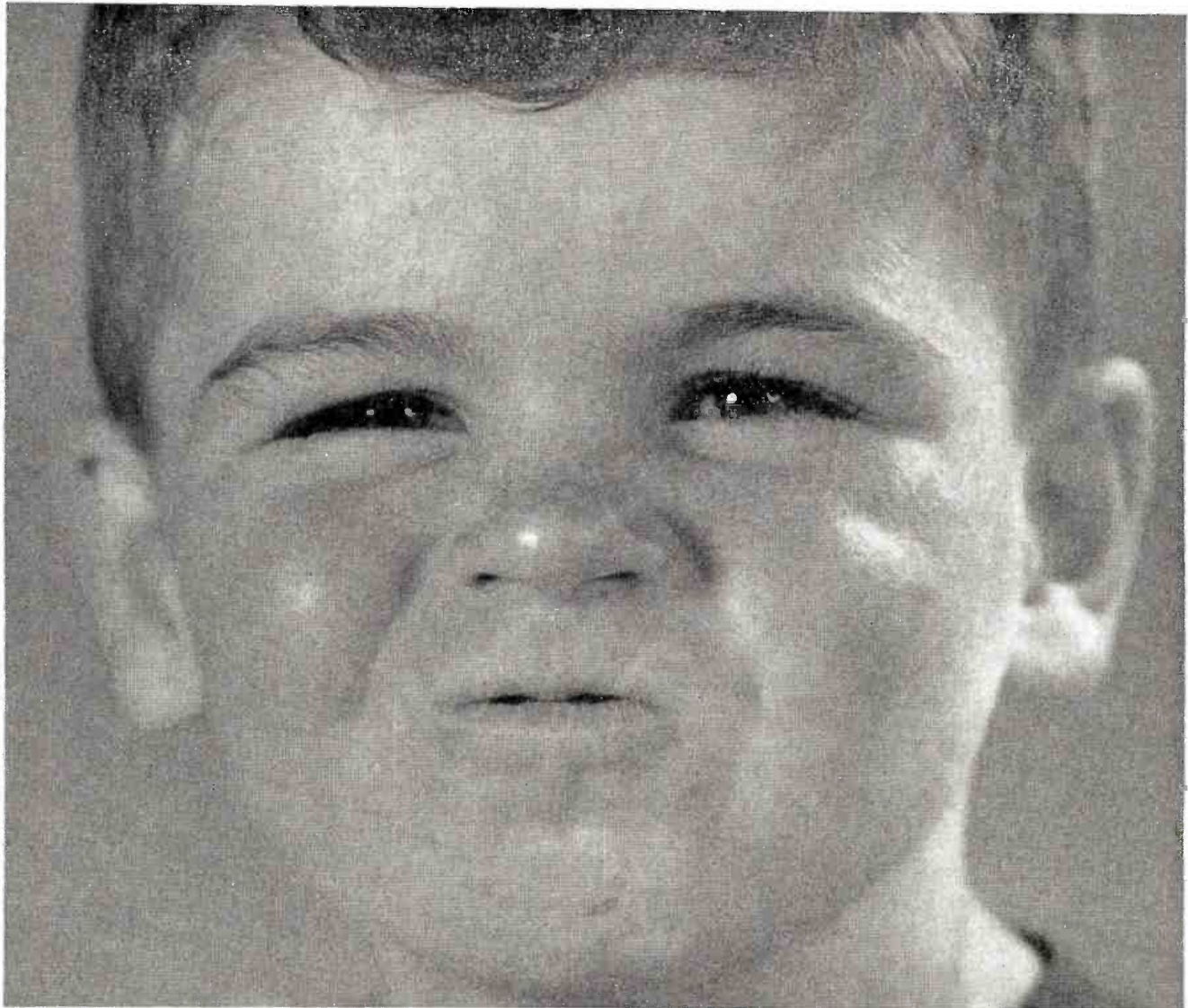
▪ WPAT Paterson, N. J.: The Katz Agency, New York.

▪ WISZ-AM-FM Baltimore: Adam Young Inc., New York.

▪ WPEN Philadelphia: The Katz Agency, New York.

### Also in advertising . . .

**CRAM course** ■ NBC Radio reports it has distributed more than 5,000 copies of a 64-page booklet describing the methodology conclusions of NBC Radio's national research study, Cumulative Radio Audience Method (CRAM). Copies of the study have been sent to advertiser, agency and media officials,



## “I don't care what you've got. I wanna see Felix the Cat!”

You can't fight Felix the Cat.  
He's bigger than you are. Kids  
read his comic books, buy his toys,  
and give him ratings that make  
his competition scurry like mice.

You can't fight him, so join him.  
Felix has 260 color cartoons made  
exclusively for TV. He'll capture  
audiences for your hosted show,

or play host himself. We provide  
a wide variety of appropriate  
openings, closings and bridges.

For all-around programming  
flexibility, this cat is the best buy  
you can possibly make. If he's  
*not* on your station, you must  
have overlooked him.



*For more about FELIX, call, wire or write*

**FELIX THE CAT**  
260 4-minute cartoons  
in Color or b/w

**TRANS-LUX**  
TELEVISION CORPORATION

625 Madison Avenue, NEW YORK, N.Y. 10022 • PLaza 1-3110 • CHICAGO • HOLLYWOOD  
Trans-Lux Television International Corporation • Zurich, Switzerland

©FTCP MCMLIX

leading researchers, educators and NBC Radio affiliates station managers.

**Sears sports package** ■ Sears, Roebuck & Co. has signed with KOGO San Diego to sponsor a 52-week program package consisting of 10-minute programs immediately preceding every sporting event carried by the NBC-radio-network-affiliated station. The concept is entitled, promoted and merchandised under the overall title of "Sears Sports Caravan." Depending upon the precise nature of the sporting event to be broadcast, each preceding program will include interviews, league standings, background information and other such sports information. Contract is approximately \$15,000. The coverage, said to introduce a new sports concept, was originated by KOGO sports director, Al Coupee.

## Color TV helps Reis design better bottle labels

What looks good in a product design on color television may well "stand out like a beacon on supermarket shelves."

That's what the Jacob Reis Bottling Co., Shakopee Minn., bottler of some 17 lines and distributor of Schweppes throughout the Twin-City area, found after a closed-circuit playback using the color TV facilities of KSTP-TV St. Paul-Minnesota.

The approved change in its labels, effected without a hitch by redesigning them specifically for color TV, was only the second for the company in its 95-year history. The bottling company and the Ray Jenkins Advertising Co., Minneapolis, which had been working with it on new

label designs for several years, asked for station help since the designs would appear on color TV in a planned future advertising campaign for Reis's Rock Spring beverages line.

The search for the appropriate color design was ended as the station, the bottler and agency used a KSTP-TV color brochure as a guide. A test was run in the studios after new label designs were printed and a product display set up for a tape run-through. Commented Ray Jenkins, head of the advertising agency: "The labels not only look great on television for advertising purposes but will also stand out like a beacon on supermarket shelves."

## EQUIPMENT & ENGINEERING

### Firm asks for market status

Teleprompter wants FCC approval to incorporate microwave project with CATV

Teleprompter Corp., co-owner with Hughes Aircraft Corp. of a community antenna television project in New York City, asked the FCC last week for permission to incorporate a novel microwave experiment into its commercially operated CATV system.

In effect Teleprompter wants the commission to remove limitations on the commercial use of the short-haul microwave test, authorized by the FCC last April (BROADCASTING, May 2), so that the results of the experiment can meet the additional test of public acceptance in a commercial situation.

The corporation also asked the commission for two-year authority to construct and operate a second fixed-microwave station in the city and requested a two-year extension of the expiration date on the existing permit.

The microwave test was designed to determine whether short-haul microwave can be used as a substitute for primary trunk cable lines to link a CATV headend plant to large distribution points. The experiment employs a transmitter on top of a building in upper Manhattan, with one antenna dish on the roof of one apartment house about two miles from the transmitter, and another receiving dish about six

miles away. The transmitting antenna is used to relay all 18 New York City TV and FM stations (all being received off-the-air from the Empire State building in downtown New York). These signals are then received at the apartment house sites, reconverted to their original channels and fed to receivers in the apartment building via cable lines.

FCC approval last April of Teleprompter's experiment carried with it the condition that the permit must not be construed as meaning such regular service should be established.

**Arguments** ■ Teleprompter, arguing for removal of the commercial limitation, said: "By permitting a full-scale test to be conducted in the open marketplace it can reasonably be ascertained whether the frequencies and engineering practices meet the practical specifications required for public acceptance. Such data constitutes a significant part of this experiment." The union of the microwave facilities and the CATV system, Teleprompter said, would not result in any cost increases or new program services for subscribers. The intended effect, Teleprompter stated, "will be an improved quality of service only in terms of public reception of those services authorized in New York City . . . and the 'elimination of the dangers, inconveniences, congestion of other services and disruption which is always occasioned by installation of underground cable ducts in densely populated urban areas.'"

Hughes Aircraft entered the CATV field last June when it acquired a major interest in Teleprompter's New York City CATV project (BROADCASTING, July 4). At that time the two companies also announced they had formed a jointly owned subsidiary corporation,

Theta Communications, to make and market electronics equipment. Theta's principal project has been the short haul 12-channel microwave relay system now being tested in Manhattan.

### A slight hitch in color output

RCA's Engstrom tempers earlier forecast that '66 sets would double '65

There will be fewer color television sets manufactured this year than were first estimated, RCA's Dr. Elmer W. Engstrom told the Los Angeles financial community last week. Industry projections for a 5.5-million color-set output this year, double the 2.7 million in 1965, "now seem to have been over-optimistic," Dr. Engstrom said. Instead, he forecast a total output of "slightly under 5 million," attributing the downward revision to shortages of raw materials, components and skilled labor.

This, however, was practically the only bearish note to a 23-page message Dr. Engstrom brought to the Los Angeles Society of Security Analysts. In what was RCA's debut before the group, Dr. Engstrom, chairman of the firm's executive committee, said company sales in 1966 may reach \$2.5 billion, a substantial increase over the little more than \$2 billion produced in 1965. He looked forward to the rapidly

In Chattanooga . . .

# WDEF

*has the Big Stick*

**T**HE NEW WDEF-TV tower rises majestically to almost twice the height of the old. At 2,549 feet, it is one of the highest above sea level in the entire country, highest in the Chattanooga market.

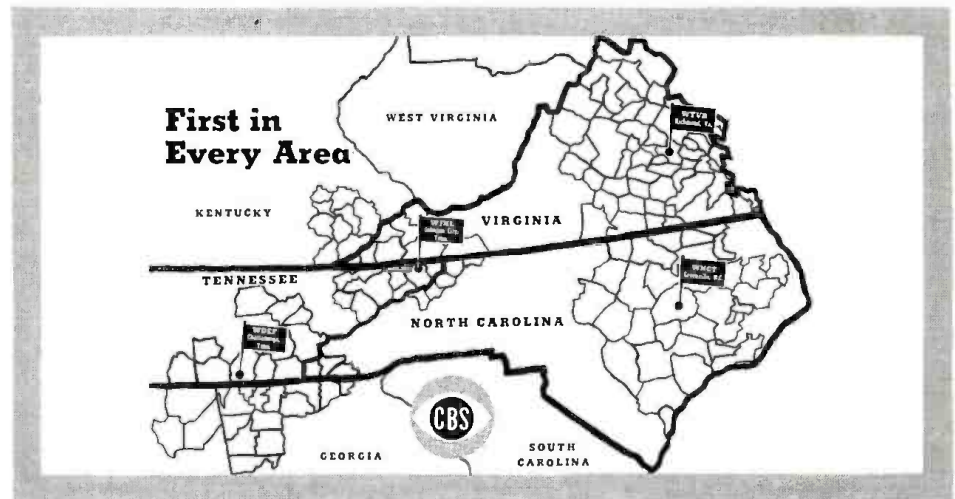
WDEF's new tower teams with the latest RCA traveling wave antenna — specially designed for mountainous terrain — promising to deliver an estimated 20% more coverage.

**WTVR-TV RICHMOND, VA.** "The South's First Television Station" leads the way with audience. Local early evening news delivers more than twice as many homes as any competing local or network newscast. Represented by Blair.

**WNCT-TV GREENVILLE, N.C.** "Covering North Carolina from the capital to the coast" WNCT serves a market well up in the strong top 100. Not even the giant stations can equal WNCT's 31,200 homes at 7:00 a.m. weekdays! Represented by Hollingbery.

**WJHL-TV JOHNSON CITY, TENN.** WJHL builds its selling strength around strong personalities and an active civic role in the rich Tri-Cities area of Johnson City, Kingsport, and Bristol, Tenn. Represented by Hollingbery.

**WDEF-TV CHATTANOOGA, TENN.** WDEF's NEW TALL TOWER — NEW PICTURE TOWER — Just one more example of Park Broadcasting Leadership — First in every area. Represented by Hollingbery.



*Park Broadcasting stations are not only first in every area, but also are all affiliated with the country's most effective television network, CBS.*

**Park** BROADCASTING, INC.

ARB March '66. Audience measurements are estimated only based on data supplied by indicated sources and subject to the strengths and limitations thereof.

approaching day when RCA would reach the \$3-billion sales level.

Profits this year according to the RCA executive show every indication of jumping significantly over the \$101-million level set last year. If anticipated sales and profit goals are achieved, RCA will have set a new high in these areas for the fifth consecutive year.

Sprinkled throughout Dr. Engstrom's talk were insights into RCA's operations and forecasts for its future. Among them:

- In 1967 RCA may be the first company to sell more than a total of 3 million black-and-white and color TV sets in a single year.

- Color TV sets account for more than two out of every three dollars of RCA's total home instrument sales.

- Total industry-wide color TV set production could reach 8 million units by 1968.

- Broadcast equipment sales have increased by more than 50% during the last two years and in 1966 RCA expects to deliver more than 600 new color cameras worth a total of more than \$4 million.

- NBC produces nearly one-quarter of RCA's total sales volume.

- Developing and marketing advanced electronics equipment for the printing industry should be an important new source of profit for the company.

In answer to a question from the floor about why RCA is negotiating to merge with Hertz Corp., the car-rental organization, Dr. Engstrom pointed out that his company preferred to become involved with the tremendous growing services market as opposed to the product field.

## Goldenson urges police to use computer complex

Leonard H. Goldenson, president of the American Broadcasting Companies Inc., urged more than 100 police officers graduating from the FBI school last week to use electronics in bringing police work up to date.

He told the graduating class at the 78th session of the FBI National Academy that a computer-communications complex throughout the nation could help law enforcement officers check out suspects almost instantaneously. And, he added, with communications satellites, this tool could be used worldwide. He also hailed the move of the FBI which has asked electronic firms to study the feasibility of developing a device which could be used to read and classify fingerprints. "When they get that worked out—and they will—the mammoth criminal fingerprint files of the FBI, computer-linked with a law enforcement communications network across the nation, will afford short

sanctuary—a few minutes at the most—for any criminal who refuses to divulge his true identity."

Efram Zimbalist Jr., star of the ABC television series *The FBI*, also spoke to the graduating class.

## Engineering/management seminar to draw 51

Fifty-one broadcasters from 25 states and the District of Columbia will attend the National Association of Broadcasters second Engineering/Management Development Seminar at Purdue University, Lafayette, Ind., Nov. 28-Dec. 2.

The course is designed to encourage engineers in development of a management philosophy. Instruction will be under the supervision of Dr. Charles Lawshe, dean of the college of technology, and Dr. Gregory Barnes, professor of industrial education. George W. Bartlett, NAB vice president for engineering, is in charge of the seminar.

## Technical topics . . .

**IC price cut** ■ ITT Semiconductors, West Palm Beach, Fla., reports an approximate 50% price reduction on its line of semiconductor integrated circuits. Reason for the price cutback was ascribed to the ITT division's move into a leading position in the industry.

**Magnetic-tape plants** ■ Computron Inc., Waltham, Mass., a jointly owned subsidiary of BASF (Badische Anilin & Soda Fabrik), a European producer, and General Electric Co., has announced plans to open a magnetic tape manufacturing facility in Bedford, Mass., in the third quarter of 1967, modeling it after another one set for dedication this month by BASF in Willstaett, West Germany. The Bedford plant will produce computer, video, audio and instrumentation tape. BASF already maintains a magnetic tape facility at Ludwigshafen, West Germany.

**Live wires** ■ Bauer Electronics Corp., San Carlos, Calif., has introduced three audio products: mono-stereo audio consoles and a phase sampler. The model 912, a solid-state five-channel audio console, features four microphone and seven high-level inputs, vertical attenuators, cue and monitor amplifiers and standard muting circuitry, and sells for \$995. A stereo version, the model 912S, is priced at \$1395. The model 180, a broad-band phase sampler, can be mounted within antenna coupling units and used in most AM directional systems. The price is \$165.

**Q-quotations** ■ WBNS-TV Columbus, Ohio, has purchased a vertical Q-crawl for the presentation of stock market quotations in a two-minute slot at 6:28

p.m. weekdays. The quotations are sponsored by the Ohio Co., a Columbus brokerage firm. The Q-crawl uses lettering typed out white-on-black on a modified IBM typewriter, the Q-typer. Both pieces of equipment, and the horizontal Q-dispatcher, are manufactured by the Q-TV, S & D Corp., New York.

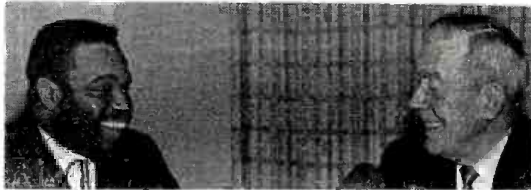
**Weather vane** ■ Electronic Systems Development Inc., Seattle, has introduced a low-priced model of TeleWeather, a nonscanning video weather and time display system. The model TW-2 offers five weather functions, time and three conventionally prepared message positions. The unit sells for \$4,185.

**Post-Newsweek color** ■ Post-Newsweek Stations has ordered more than \$1.1 million in color gear from the General Electric Co. It includes 12 PE-250-B live color cameras and a PE-240-B color film camera for use at WTOP-TV Washington and WJXT(TV) Jacksonville, Fla.

**RCA sale to ETV** ■ Some \$750,000 worth of broadcast equipment has been ordered from RCA by the state of Tennessee for noncommercial, state-operated WSJK-TV Sneedville (ch. 2) and WLJT(TV) Lexington (ch. 11), both under construction. Studios on the University of Tennessee campus in Knoxville are being equipped with studio cameras, TV film systems and VTR's. TV tape playback equipment at the Sneedville transmitting site will be used to broadcast programs pre-recorded at Knoxville, the signal sent by RCA 25-kw VHF transmitter coupled to a superturbo antenna. At Lexington, another 25-kw traveling-wave type antenna will broadcast to the southwestern part of the state. Other non-commercial stations there: WKNO-TV Memphis and WDCN-TV Nashville, operated respectively by the Memphis Community Television Foundation and the Nashville board of education.

**Toward total supply** ■ Anaconda Wire and Cable Co., New York, has designated its Lindsay Communications Sales Division (Northfield, Ohio) as chief sales and distribution arm of Anaconda Astrodata Co., a new corporation in Anaheim, Calif., that develops, manufactures and markets electronic communications units. The Anaheim operation has lately emphasized community television antenna equipment, and introduced a number of new products.

**Redesigned lens** ■ Zoomar Inc., Glen Cove, N. Y., and Los Angeles, has introduced a newly designed Mark IV remote-controlled ITV zoom lens (the Mark IV-B) that is shorter and cylindrical in shape. The weight has been reduced from four to three pounds, by redesigning the drive motors and gear system, permitting a more dense packaging.



For identification of pictures see page 72.

# Radio a leading force in Negro progress

THE 21 MILLION WHO MAKE UP \$28 BILLION MARKET LIKE OWN STATIONS

In Washington last week a Negro disk jockey was on the air discussing with another DJ how a current contest was going. What made this conversation different was the nature of the contest.

It was to determine if the listeners wanted to vote in one of the station's white newsmen as an honorary Negro. Even with enough votes, the contest-running DJ pointed out, the newsman would still have to face initiation: walking alone down Seventh street (the heart of one District of Columbia Negro district) on Friday night with a \$20 bill sticking out of his pocket. If the newsman is able to make it to work Monday morning, the DJ added, "he's one of us."

The disk jockey also mentioned a coincidental poll to see if he could be voted an honorary white man. The poll wasn't going too well; there were six votes already in against him.

The contest and the light approach with which it was handled is, to a degree, symbolic of the revolution taking place in Negro-oriented radio. The DJ's were not afraid to name an area where odds against mugging would only be insured by Lloyds of London.

In another era, only a few years back, such a conversation on the air could have incurred the wrath of the upper-class Negroes with accompanying charges that the station was demeaning the Negro population. Negroes in some areas still find fault with stations who invite listeners to call in with gripes and comments and then put them on the air.

**Bad Image?** ■ These callers, the detractors claim, don't use proper English: they sound poor and uneducated, and don't make good window dressing for a station that is listened to by better-educated Negro.

But the philosophy of stations today is that they are aiming at a market and these callers are part of the market, perhaps even a bigger part than the better educated Negro.

Like the intellectual who calls for high-brow cultural programs on television and—for image sake—and refuses to admit that he enjoys *Gilligan's Island*, there is a growing group of Negroes in the middle and upper classes who look on the Negro-programmed radio station as an example of class distinction. One in Washington told BROADCASTING he didn't know

why anyone would listen to a Negro station for news when there is a CBS or NBC affiliate in town.

Yet it is hard to find stations of any format that try harder to serve the needs of the population they aim for. A classical music station may heavily promote the opera, reading club, literary society and Friday morning social tea and bagel brunch.

The top-40 station would shy away from these messages and aim its public service barrage at the school dances, area teen-age clubs and other youthful enterprise.

The middle-road station would carry a cross-section of these announcements and add a few others.

But it is up to the Negro station to tell what's happening in the city's Negro districts, the Negro schools and among the Negro citizenry. And it is Negro stations that have gone all out to sell to their audiences the value of staying in school and not dropping out.

Negroes today are better informed

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
SPECIAL REPORT

than their predecessors have ever been. They know what's happening in the world, in the state, in the city and in their neighborhood. They are no longer just people "with a great sense of rhythm."

**Rise of the Negro Artist** ■ For years music associated with Negroes was programmed on Negro stations only. It was and is basically a deep driving rhythm and blues sound. To many whites the Negro top 40 seemed derived from soundtracks of old Tarzan movies.

Then came the 1950's and the overnight emergence of rock 'n' roll as an art form. With this emergence came hundreds of Negro R&B practitioners to challenge white artists for a spot on the top-40 lists of general-audience stations.

Today there is not a great deal of difference between the music of a top-40 station and the tunes heard on a Negro outlet. There is some difference, of course. But the days when Frank Sinatra, Glenn Miller and Tommy Dorsey ruled the station playlist have long since faded over the horizon.

Simply rhyming moon, June, spoon

Among the many examples of total community involvement of stations specializing in programs for the Negro are those illustrated by the pictures on page 71. WWRL New York (upper left) held a Stay in School rally as one of a series the station broadcasts to promote specific themes for Negro schools. This rally was at the Andrew Jackson high school in Cambria Heights, Queens. WAAF Chicago (picture at right) Vice President and General Manager Thomas Davis awards the Miss Chicagoland trophy to Angela Carr, selected from hundreds who entered the station's beauty contest. Some 5,000 attended the beauty contest pageant. WNOO Chattanooga, Tenn., (center) Promotion Manager David Oliver (c) meets Theodore Sammons (l), city housing authority, and Mayor Ralph Kelly (r) to discuss civic problems. Weekly 'Mayor's Report' has been on the station three years. WBEE Chicago features "Bee-Line Police Beat" on a regular basis. Here (lower center) Vinson J. Sanders (l) news director, interviews Police Superintendent Orlando W. Wilson. WENN Birmingham, Ala. (lower left), has its own fashion coordinator, Miss Flora McGhee (r). Here she congratulates the winner of one of the station's shows.

and croon doesn't work any more.

Today's sound, which is the core of virtually every Negro station and most general top-40 operations, is the "soul sound." It comes close to being indefinable. Basically it is the old rhythm and blues, sometimes with a more pronounced beat. It is a form of music with depth.

Among the best known exponents of the soul sound are artists like James Brown and Ray Charles. In addition to the basic R&B, they often toss in a dash of gospel. It is mixed together with showmanship and the result is a sound.

Although a great many Negro stations will program white artists—on occasion—it is by no means a universal practice. The "blue-eyed soul", as the white artists are known, are not used everywhere. Tom Johnson, operations manager of KSOL San Francisco, points out that the basic R&B is a "great and tangible evidence of something which the Negroes as a race have created. They tend to be jealous and prejudicial toward any white artist who makes a poor imitation of this music."

However, the Negro stations note that the music that is their staple also finds a spot on the general audience top-40 stations. In *Billboard* magazine, 27 of the most popular R&B tunes were on the overall top 100 tune list. In other words the Negro-oriented music more easily makes the transition to general stations that "white pop" does to Negro outlets.

Some Negro stations, particularly in larger markets admit to playing to an ethnic audience while hoping, through the music primarily, to win away listeners from general rockers. To this end they are also very careful about the type of air talent they hire.

What they also stay away from, and this is perhaps even more true in northern markets, is the "Uncle Tom" announcer, who sounds as though he just sepped out of a cotton patch and is waiting for the good steamboat Robert E. Lee to paddle by so he can dance a jig on the dock and pick up pennies thrown by condescending passengers. He represents a Negro era that has passed.

Where personalities are stressed on stations, the announcers can sometimes, not always, be identified as Negroes. In some cases, white DJ's who gain rapport with the Negro audience, move in.

**Not Segregated** ■ Negro-oriented radio in 1966 is format radio. It is the top music, tightly programed: it is news and community events aimed at the Negro; it is public service on a wholesale basis.

### At top of list

There is an ever-growing list of advertisers which are in the \$100,000-a-year-or-more classification in the Negro radio area. In this category are such companies as Procter & Gamble, Colgate-Palmolive, Lever Brothers, Reynolds Tobacco, Liggett & Myers, American Tobacco, P. Lorillard, Pharmaco Inc., Whitehall Laboratories, American Home Products, Northcliffe Laboratories, Monticello Drugs, SSS Tonic, J. Strickland Co., Norwich Pharmacal, Lydia Pinkman, Coca-Cola Co., Pepsi-Cola Co., Royal Crown Cola, Schlitz Brewing, Pearl Brewing, P. Ballantine & Son, Rheingold Brewing, Miller Brewing, United Vinters, Continental Baking, Quaker Oats, Standard Brands, Ford Motor Co. and Greyhound Corp.

Responses by Negro stations to a BROADCASTING survey show that 31% have white and Negro disk jockeys, 24% have white and Negro newsmen; 55% editorialize and of this number 89% have dealt with racial issues.

These stations become so deeply enmeshed in community activities and projects that the line separating public service and station promotion often becomes blurred. As in all cases of good public relations, the benefits to the stations are usually long-lasting and in the end result profitable.

A recent campaign for Rheingold beer used the phrase "we must be doing something right." The same could be said for many Negro stations. In the BROADCASTING survey there was not one fulltime Negro station that reported decreasing revenues in 1966.

For example: wgrv Charlotte, N.C., up 10% from 1965, up 32% since 1960; WLE Raleigh, N. C., up 100% from 1965; wcin Cincinnati, up 10% in the past year and up 25% from 1960; wwin Baltimore, up 100% from 1965 and up 150% from 1960.

The Negro station, for the most part, may be looked upon by a large segment of the white population and even some Negroes as nothing but a lot of wild music with unintelligible lyrics. But in the Negro community, the image is different. The stations are there to help the people. In many cases the stations serve as the ombudsman—the go-between linking bureaucracy and populace.

One of the best-known examples of this community involvement is in



Memphis at WDIA. In 1954 the station started what has since become the WDIA Goodwill Fund Inc. when it brought two buses to transport crippled Negro children to school. For several years after, WDIA was putting about \$3,000 to \$4,000 yearly in the fund to help Negroes.

Since then it has grown, says Bert Ferguson, executive vice president of the station. The fund now provides scholarships, backs baseball teams and has an income of about \$45,000 a year. The bulk of this comes from WDIA-sponsored stage shows with proceeds going to the fund.

Six years ago the fund provided the money needed to start children's homes which are used primarily by the juvenile court for wards of the court.

The most recent project was this summer when the fund turned up \$40,000 to help Memphis get its second Boys Club. The Phoenix Club of Memphis is taking care of the purchase of the building. And it is the Goodwill funds that are taking care of refurbishing the structure.

**Active Leadership** ■ In addition to producing the money, WDIA also used its airwaves to ask for volunteers to help renovate the building. The station limited the number of volunteers to 100 and within a few weeks they had, under adult supervision, overhauled the structure from stem to stern.

In Houston, KCOH drew 28,000 people in three days to an exposition and home show. The net proceeds of \$5,700 were given to the Baptist Ministerial Alliance, made up of 300 churches.

WEBB Baltimore sent its news director, Ernie Boston, on a two-week trip to Vietnam to interview area servicemen stationed there. Using its own facilities, television spots and Negro newspapers, the station heard from 400 area residents who had relatives in Vietnam.

In Philadelphia, WHAT played a major role in a fund-raising campaign for Dr. Martin Luther King and the civil rights movement which netted \$20,000.

These are typical of the role the Negro station plays in its community. It is more than just tossing on a record spouting a few, fast phrases, backed up with sound effects, news intros, jingles and the like.

Gospel music still plays an important role in the music mix of many of the stations. This seems to be more true in southern markets, where stations answering the BROADCASTING survey indicate a greater percentage of their air time is given to this form of music than in other areas. Also a strong musical type among Negro stations is jazz, which has its roots in Negro

tradition and history—not to mention Negro musicians.

The changing mood of the Negro, his philosophy, spending habits, education and income and his desire to upgrade himself have been factors in the programing policies of many stations.

Generically, the civil rights movement is often tabbed as the catalyst around this upgrading. What it has wrought is a more intensive approach on the part of stations to tighten up their operations, improve their news coverage, emphasize editorials and support the move toward equal recognition.

Typical of this breed of station is WVOX in the Chicago market. The station editorializes 10 times a day and frequently on racial issues. Its weekly public service list contains over 600 messages. In addition there are programs for the NAACP, Urban League, Southern Christian Leadership Conference, among other Negro groups.

Another Chicago example is WAAF, which says news and public affairs now make up about 30% of its air time with an emphasis on local news and special events.

**Huge Market** ■ Today's Negro market is estimated by the U. S. Depart-



On-the-scene news coverage of James Meredith's march through Mississippi and his shooting was given to the Sonderling stations by Sherwood Ross (kneeling above Mr. Meredith), editorial writer and news correspondent for the Sonderling group. He also acted as Mr. Meredith's public relations man during the march.

ment of Commerce at \$27 billion with 20.9 million persons. There are predictions that by 1970 the Negro population will reach 25 million and the "Negro income will soar to an approximate volume of \$45 billion."

A mid-decade Census Bureau survey showed the average Negro family had 4.34 persons compared with 3.64 persons per white family. The Negro median family income was \$3,724 about 54% as large as the white median family income of \$6,858. The report also pointed to the educational gap between whites and Negroes. One of four Negroes had completed high school or had some college compared with less than one in two, among whites.

But census also pointed to figures that reflect recent advances in Negro educational attainment for persons under 35 years of age. Among Negro men, ages 25 to 34, the percentage who had not completed elementary school dropped from 30% in 1960 to 20% in 1965. The percentage drop for Negro women in that age group was from 22% to 11%.

For the same age group, the proportion having completed four years of high school or more increased 15% (to 45.3%) for men, and 10% (to 45.7%) for women.

Another recent study of the Negro market was made on the West Coast by KGFJ Los Angeles. The survey of Negro families in Los Angeles county produced the following figures: 69% of the men and 70% of the women had high school or better educations; average family income was \$6,495; 45% were home owners, with 33% of that number owning homes valued at \$25,000 or more.

The economic trends in the Negro market were spelled out by a government economist in 1964. Dr. Andrew F. Brimmer, former assistant secretary for economic affairs of the Commerce Department, noted that during the 1950's the urban Negro family increased its spending for current consumption by 42%. "In the process," he said, "the distinguishing characteristics of the Negro market were blurred substantially." He found evidence of "rapidly emerging middle-class spending habits."

**Pattern Changing** ■ The figures, Dr. Brimmer said, show evidence of "upgrading" in consumption behavior and reflect "a gradual conversion toward the consuming behavior of white families." Following this trend, he went on, the future will see Negroes seeking to upgrade their standard of living.

"There should be a strong market," he felt, "for housing and household operation, automobiles, and medical and personal care. Those areas which have traditionally received a good share of the Negro's patronage—tobacco,

clothing, alcoholic beverages and food—will probably be characterized by relatively slow growth.”

Perhaps another example of upgrading is the self-critical look Negroes now take of themselves. This was borne out in a study this summer conducted in Philadelphia by E. John Bucci and Associates, political surveyors.

The report, commissioned by WDas Philadelphia, asked Negroes, among other things, what are the most important problems facing them today. Housing and slums led the list with 37% naming them, jobs and poverty were cited by 28%, more education and better schools by 14%, equal rights by 12%, fighting and riots with whites by 7%.

“It is significant too,” the report says, “that the Negroes are self-critical as they list disunity among Negroes and apathy of the Negroes as the next major problem.” The respondents saw these problems as doing much to slow down the cause for civil rights.

Other problem areas were lack of recreation facilities, formation of teenage gangs and crime. The report noted that the problem areas were known by all Negroes and that the respondents were “speaking as Negroes—not as young male Negroes, or old female Negroes.”

Another note of change is found in the shifting Negro population. In



Singer Lou Rawls (second from left) was honored last month by personalities from WZUM Carnegie, Pa. (Pitts-

burgh market). (l-r): Bobby Bennett, Mr. Rawls, Al Gee (in background), Andrea Griffin and Jeff Troy.

1960, the Census Bureau placed the Negro U. S. population at 18,860,000, about 10.5% of the total population. In 1960 Negroes made up 54% of Washington's population, 35% in Baltimore, 29% in Detroit, 23% in Chicago, 37% in New Orleans, 42% in Richmond, Va.

**Density Study** ■ A projection of population density for 1965 and 1970 was recently turned out by the Center for Research in Marketing, Peekskill, N. Y. Examples of its estimates put

the Negro population of Washington at 63% in 1965 and said it would be 68% in 1970; for Richmond, 47% and 51%; Jacksonville, Fla., 44% and 47%; Detroit, 39% and 47%; Baltimore, 41% and 47%; St. Louis, 37% and 46%; New Orleans, 41% and 45%.

*Congressional Quarterly*, a Washington reporting service, said these increasing percentages in central cities would require “city administrations to give more emphasis and more help to the problems of the Negro community.”

Within this ever-increasing population, marketing men are learning that there are specialized markets.

Three weeks ago in New York, Donald A. Wells, executive vice president of BBDO, told the National Association of Marketing Developers: “We're even beginning to understand that the Negro market is not just the Negro market—period. There are Negro women, Negro teens, Negro gourmets, Negro surfers, Negro garden lovers—these are the special markets within a general Negro market.”

This then is the Negro market in the U. S. today. It is one of changing moods, all with the idea of upgrading. It is one of a better-educated, more affluent populace.

And while Negroes are moving into many areas, economically and socially, that have heretofore been the sacred grounds of whites, they find whites in a shifting mood also.

The Commerce Department has noted the classification “Negro colleges and universities” is regarded by some educators as misleading. It points to several Negro schools where the “racial balance has already shifted from Negro to white.”

Where does the Negro market leave off and the general market begin? This is a question still to be answered.

## Do they listen? The figures show they do

Do Negroes really listen to Negro-programmed radio stations? Do any whites listen? In both cases the answer would appear to be yes. Pulse surveys of some metropolitan areas, covering both general and Negro-only audiences, show the stations with shares that range from average to mammoth.

The following are some typical figures, based on Pulse reports furnished to BROADCASTING. The figures represent the combined share of audience for the Negro-programmed stations in that market. All the figures, unless otherwise noted, are Pulse shares of audience for 6 a.m. to midnight, Monday through Friday.

**Typical Studies** ■ In a five-county Atlanta metro survey, two stations had a 23 share of audience. In a Negro-audience study covering the same territory, the same stations had a 72 share.

In Los Angeles, a Negro-audience study gave one station a 50 share of audience, Monday through Saturday.

A Negro-audience study of the Norfolk-Portsmouth-Newport News-Hampton, Va., metro area produced an 83 share for two stations.

In the four-county Baltimore market, three stations had a 67 share in a Negro-audience study. A similar survey in Detroit showed two stations with a 75 share. In three Negro-audience studies of the New York metro market, covering five, seven and 17 counties, respectively, three stations produced aggregate shares of 63 in each study.

In a general audience, two-county Memphis survey, two stations had a 26 share. A general-audience survey of the Charlotte, N. C., metro area showed one station getting a 13 share. In the Jackson, Miss., general-audience survey of metro area, one station had a 36 share.

In a general survey of Washington, two stations had a 52 share. A general-audience survey of the eight-county Chicago metropolitan market, showed three stations with a 14 share.

# EVERY SONDERLING NEGRO STATION DOMINATES ITS MARKET



- *Dynamic Contemporary Negro Programming plus*
- *Total Involvement in Every Phase of Life in the Negro Community*

... these are the marks of Sonderling Stations, and they add up to Dominance in each individual Sonderling Negro Market.

**In New York City, most Negroes listen to Negro Radio . . . and most tune to WWRL . . . the DOMINANT NEGRO STATION**

**Look what's happened to Negro Listening in New York since WWRL became a Sonderling Station!**

			SHARE	
			Morning	Afternoon
October-November, 1963				
New York 7-County	Negro	WWRL	13	9
Pulse*	Negro Sta. B		10	10
	Negro Sta. C		6	5

**NOW . . . NUMBERS in NEW YORK 7-COUNTY AREA NEGRO PULSE,\* June-July-August, 1963 show NEGRO RADIO listening way UP, and WWRL the LEADER BY A LANDSLIDE!**

	SHARE		
	Morning	Afternoon	Evening
WWRL	44	50	48
Negro Station B	9	12	10
Negro Station C	5	7	5

District of Columbia General Pulse,\* May-June-July, 1966

**YOU JUST CAN'T COVER NEGRO NEW YORK without . . .**



Frank D. Ward,  
Exec. VP, Gen'l Manager

Arthur Harrison,  
VP, General Sales Manager

Fred Barr,  
Manager, Public Affairs Dir.

Sonderling Negro Stations are Number One in their Markets . . . More Negroes listen to Sonderling Stations because Sonderling Stations offer the Negro Audience more!

\*Data quota 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.

# WOL

## IS RADIO NUMBER ONE

WOL is the NEGRO STATION that's NUMBER ONE in WASHINGTON . . . TOP-RATED IN NEGRO MARKET, TOP-RATED IN GENERAL MARKET, TOO!

	SHARE		
	Morning	Afternoon	Evening
WOL	28	35	33

District of Columbia General Pulse,\* May-June-July, 1966

**EVERY SONDERLING  
STATION  
DOMINATES ITS  
MARKET**

- *Dynamic Contemporary Negro Programming plus*
- *Total Involvement in Every Phase of Life in the Negro Community*

... these are the marks of Sonderling Stations, and they add up to Dominance in each individual Sonderling Negro Market.

**WOL means  
GREATEST COVERAGE  
of  
WASHINGTON, D.C.!**

John Pace, V.P., General Manager  
Bill Sherard, Program Director  
Dewey Hughes, Public Affairs Dir.

Sherwood Ross,  
National Public  
Affairs for  
Sonderling Stations  
Represented  
Nationally by  
Bernard Howard  
Company



# Advertiser interest in Negroes zooms

RADIO INVESTMENT OF \$28 MILLION IS THREE TIMES THAT OF 1961

The Negro market in the U. S., virtually an "underground America" to most advertisers and agencies five years ago, is blossoming into a fertile frontier of the sixties and the seventies.

Negro America is on the march. And not only for its guaranteed rights under the Constitution. Negro U. S. A. is on the march upward in terms of population, income, education, socio-economic status and equality of opportunity in many phases of living.

In short, Negro America is a growth market, largely untapped by the mass marketers of goods and services until recent years. It is a rapidly expanding market that holds out promise for continued growth in the years ahead as the gains of the 1960's are consolidated into the 1970's.

Negro U. S. A. has been here for a long time, to be sure. It has been here for almost 400 years. But its procession toward center stage of the American marketplace has been accelerated only in the past five years, galvanized to a large extent by the impetus of the civil rights movement.

In the **Spotlight** ■ The drive for human recognition has focused the attention of the world on the hopes and aspirations of 22 million citizens. The demonstrations and riots, the protests and the boycotts have been news on television and radio and in newspapers. And, in a more subtle fashion, they have demonstrated to advertisers and agen-

cies that here is a massive, growing market that has been largely neglected.

But there have been other developments, too, that have lifted the Negro from "the underground." A check with advertisers, agencies and national representatives cited these factors as contributing to a heightened awareness of the Negro marketing revolution: The increasing buying power of this ethnic group, which has an estimated \$27 billion a year to spend for goods and



Hal Jackson, personality on WNJR Newark, N.J., talks to shoppers at supermarket where he was doing point-of-sale promotion for Silvercup bread.

services; the accent on segmented advertising to reach special markets, such as the Negro; the upsurge in the amount of research on this "one-tenth-of-a-nation" universe; the emergence of a Negro middle-class that is making contributions to all facets of life; and the steady concentration of Negroes in the urban areas of the U. S., projecting them as easy-to-reach targets for mass marketers.


Media specialists in the Negro area acknowledge that radio is the primary medium to reach this specialized sphere. The most authoritative estimates place expenditures on Negro radio this year at \$28 million, of which approximately \$10 million is national-regional and \$18 million is local. And the significance of this \$28-million investment is this: It is about three times as large as comparable expenditures in 1961. (Advertisers spend an estimated \$5 million in newspapers—two dailies and a large assortment of weeklies—and about \$8 million on Negro-oriented magazines, primarily in *Ebony*, according to several media sources.)

**Numbers Climb** ■ One meaningful bench-mark of Negro radio's mushrooming popularity is this statistic: 20 years ago there were three full-time stations, while today there are more than 90 such outlets and several hundred that broadcast a proportion of their programming to the Negro community. Apparently, there are astute broadcasters who have concluded that Negro radio must be doing something right.

An insight into the advertising pattern on Negro radio stations was provided in talks with agencies, advertisers and with Bernard Howard and Jack Davis, president and executive vice president, respectively, of Bernard Howard & Co., and with Robert Dore and Dr. John E. Allen, president and vice president for research, respectively, of Dore and Allen Inc. These two national representative companies are the acknowledged leaders in the Negro radio station field and make their headquarters in New York.

Both representative firms as well as advertising agencies and advertisers agree that Negro radio not only is the largest of media catering to this ethnic group but is the fastest-growing and has the ingredients for continued expansion. Once it was established that there was a distinct Negro market that could be reached effectively via advertising, they pointed out, research and experience showed that Negro radio can reach more people more efficiently

**The Best in Rhythem & Blues**



S O U L R A D I O

with these outstanding personalities

AL GEE	LORAN MANN	JEFFREY TROY
ANDREA GRIFFIN	BOUNCIN BOBBY BENNETT	MAD MIKE

for details, call or write

JAMES PSIHOULIS, General Manager, WZUM

201 Ewing Rd., P.O. Box 4442, Pittsburgh 5, Pa. 922-0550

in

Pittsburgh

Radio

featuring

# WDAS 16

**16 YEARS...THE UNDISPUTED LEADER  
IN PHILADELPHIA NEGRO RADIO  
AND NOW STRONGER THAN EVER\***

**RECORDS** like these are not made with only a pile of **RECORDS!**...Being a "GOOD RADIO CITIZEN" is not a "SOMETIME THING"...WDAS is committed to **TOTAL COMMUNITY INVOLVEMENT.**

Balanced Music Format  
Adult Programming  
Award Winning News and Public Affairs  
WDAS Charities  
260 Editorials Yearly written with Meaning  
"Probe" . . . In-Depth Commentary  
Nightly Talk Show  
Civil Rights Scoreboard  
Total Cooperation with Community-Action  
Groups & Leaders

**OUR LISTENERS  
TO SERVE**

*...respect a LEADER... So do our ADVERTISERS!*

*a community, you MUST LIVE IT!...and we mean it!*

ALEXANDER S. KLEIN, JR., General Sales Manager  
National Representative: McGAVREN-GUILD CO., INC.

\* Write or Ask  
for **BUCCI REPORT**  
Largest in Depth  
Study of a  
Major Market  
Negro Station

# KDIA

*has*  
**SOMETHING**  
*for*  
**EVERYONE!**

• FIGURES (For The Time-buyers) Aug.-Sept., 1966 Negro Pulse\*. San Francisco/Oakland 7-County PULSE.

	Morning	Afternoon	Evening
KDIA	38	37	34
Station B	25	26	21

• FUN (For The Listeners). Bill Cosby heads an "I Spy" campaign on KDIA, winner receives a Color TV.



• PUBLIC SERVICE (For The Community). KDIA receives the 1966 California State Fair Award for PROFILES IN BLACK.



# KDIA

A SONDERLING STATION

Represented by  
BERNARD HOWARD & Co., INC.

\*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.

# KDIA

## ADVERTISER INTEREST IN NEGROES ZOOMS *continued*

than any other medium. This includes general radio and television, for mass-produced goods and services such as food, beverages, detergents and drugs.

A number of reasons are cited for the value to advertisers of Negro radio. Vis-a-vis other Negro media, it overshadows newspapers which have only two daily publications in this field as well as magazines, with *Ebony* considered the only truly national publication.

**Prefer Specialized Stations** ■ Special research by The Pulse supports the contention that in listening patterns, Negroes overwhelmingly prefer the Negro-appeal station rather than the general one. Negroes tend to watch TV as much as the general household, according to the Opinion Research Corp., but the lack of identification with much TV programming and commercials casts some doubt on the effectiveness and efficiency of TV as an ad medium for this audience.

Though there is a paucity of motivational research in the Negro market, some evidence has been adduced that Negro radio produces results because the environment is identifiable to the listener.

Mr. Howard, who has been in Negro radio for 17 years and has run his representation company for eight years, offered this observation:

"When I first started in business, I had to beg for a schedule. Today in many of our major market stations we cannot accommodate certain advertisers in certain time periods. This is particularly true of cigarette, beer and soft drink accounts."

Mr. Howard is confident that "the surface has not been scratched." He predicts that, as in the general media,

the bulk of the national-regional dollars will be allocated to the major markets which are benefiting from a swelling Negro population that is becoming more affluent, better educated and more sophisticated.

**Same Advertisers** ■ Advertisers on Negro radio, according to Mr. Howard, are virtually the same ones that run schedules on general-appeal stations. These include Colgate, Lever Brothers, the tobacco companies, Pharmaco, breweries, soft drink firms, Quaker Oats, Standard Brands, Procter & Gamble, Ford Motor Co. and a host of others.

Mr. Howard's colleague, Jack David, believes that it's the "personal empathy" engendered on a Negro-appeal station that produces audience and commercial results among listeners. The Negro station is the one they rely upon to provide the news in depth of events locally or those nationally or internationally that have meaning for Negroes. Mr. Davis is convinced that even a rhythm-and-blues music program has more meaning and more impact for a Negro if a person of the same race is host of the show.

Mr. Howard envisions continuing strides in Negro radio, particularly on the West Coast and Northeast and North Central areas of the U. S. The South is lagging behind the rest of the country, he reported, but noted that "even there, there has been improvement."

Howard operates offices in New York, Chicago, Atlanta, Los Angeles and San Francisco.

Mr. Dore, of Dore & Allen, commented that the Negro market is "structured to mass-consumed goods," and ad-



Two Philadelphia youngsters, winners of WDAS's annual Stay in School contest, receive flags for their schools from Representative Robert N. C. Nix (D-Pa.). At presentation (l-r): Cyril Sledd of Mr. Nix's staff; Robert Hayes,

winner; Mrs. Chet Carmichael; Representative Nix; Jeannette Smith, winner, and Chet Carmichael, WDAS education director. The Stay in School contest was co-sponsored by Greyhound Corp.

**Who Knows More**  
**About The Negro Market**  
**Than Anybody?**

**The *OK* GROUP**

New Orleans	<b>WBO<i>OK</i></b>	Full time	} 24 HOURS
Houston.....	<b>KY <i>OK</i></b>	Full time	
Memphis.....	<b>WL <i>OK</i></b>	Full time	
Baton Rouge	<b>WX <i>OK</i></b>	Full time	
Mobile.....	<b>WG <i>OK</i></b>	Daytime	

*Here is the proof backed by 15 years experience in the Negro Market*

We have made the following available for marketers and advertisers, the Bullock Study, The Tulane Study, The Survey by Center for Research in Marketing

**AND NOW...BRAND RATING INDEX**

A scientific study in 300 product areas of our individual markets and the national market . . . showing the Negro buying attitudes and Negro preferences.

Ask The **OK GROUP** . . . what Negroes buy . . . how they buy and how to reach them correctly and effectively at low cost.

Represented by  
**Dore and Allen**  
New York • Chicago  
Los Angeles  
San Francisco

**The *OK* GROUP**

505 Baronne Street  
New Orleans, La.

Write for Information  
**Stanley W. Ray, Jr.**  
Executive V.P. and  
General Manager.

# UNDUPLICATED!!! KNOK-AM/FM

DALLAS-FORT WORTH

Reaches The Largest  
Unduplicated Negro Radio  
Market In The United States\*

NOW WITH NEW  
BOLSTERED  
EFFECTIVENESS  
OF KNOK'S NIGHTTIME  
FM COVERAGE,  
Virtually adding another  
station to the market!

For 100% Sales Effectiveness



Stuart Hepburn, President  
Dallas Studio Fort Worth Studio  
1914 Forest 3601 Kimbo  
HA 1-4144 TE 1-1278

REPRESENTED BY  
**BERNARD HOWARD CO.**  
\*1962 U. S. Census, Estimated  
Negro Population

# W-NOO

"SOUL RADIO"

CHATTANOOGA'S only  
100% NEGRO-ORIENTED  
RADIO STATION

GET YOUR W-NOO  
PASSPORT TO SALES  
FROM OUR REPS . . .

- NTL. REP.  
DORE & ALLEN, INC.  
NEW YORK, CHICAGO  
LOS ANGELES, SAN FRANCISCO
- SOUTH: BERNARD I. OCHS  
ATLANTA, GEORGIA

**WNOO RADIO**  
CHATTANOOGA, TENN.



Franklin McCarthy (l), WVON Chicago  
merchandising director, winner (c) and  
supermarket manager (r) show part of

\$128.50 worth of sponsors' products  
won by contestant in station's Sing  
for Your Supper promotion.

vertisers are discovering that through  
the use of Negro radio, they can reach  
more people for fewer dollars than in  
any other medium.

The Dore firm has offices in New  
York, Chicago and Atlanta, he said, to  
cover the geographical areas it regards  
as the most favorable for national spot  
business. The Atlanta office ranges  
throughout the South, covering such  
principal centers as Dallas and Nash-  
ville.

**More Advertisers Interested** ■ Mr.  
Dore's associate, Dr. Allen, has been  
busy in recent months making presen-  
tations to leading advertisers on the  
burgeoning importance of the Negro  
market. Mr. Dore predicts that with-  
in the next year "15 important prod-  
ucts in the drug and food field"  
will be using Negro radio for the first  
time or will be returning to the medium  
after a hiatus.

The heart of Dore & Allen's presen-  
tations in recent months is tied to Brand  
Rating Index data which provide infor-  
mation on the product usage or brand  
preferences of various groups, includ-  
ing Negroes, with reference to national  
norms.

From this raw, nationally oriented  
form, Mr. Allen has prepared probabili-  
ty projections for the entire U. S. Ne-  
gro community for all BRI categories.  
(See story, page 85). This information,  
according to Dore & Allen, can be use-  
ful to advertisers, guiding them on  
which products or brands could benef-  
it from advertising support in Negro  
media.

In recent weeks, Dore & Allen has  
prepared reports for Gillette, Avon  
Products, Norcliff Laboratories, Col-  
gate-Palmolive, Liggett & Myers, Con-  
solidated Cigar, American Home Prod-  
ucts, Ex-Lax Inc., Miles Laboratories,  
Bristol-Myers and Lever Brothers.

Advertisers and agencies involved  
with the Negro market affirm that solid

gains have been made over the past five  
years and believe that a keener aware-  
ness of this market will develop. But  
they add there is room for improvement  
in terms of additional meaningful re-  
search; an upgrading of Negro radio  
programing and a consistent educational  
effort to persuade advertisers that the  
Negro can be reached efficiently and  
effectively through the use of special-  
ized rather than general media.

A number of advertiser-agency offi-  
cials stressed the urgent need to im-  
prove the quality of Negro radio pro-  
graming. A timely reminder on this  
subject was sounded on Oct. 28 by Ed-  
ward Bell, assistant to the director of  
advertising and sales promotion of the  
Atlantic Refining Co. before a meeting  
in New York of the National Associa-  
tion of Market Developers, a group of  
Negro advertising-marketing executives.

**Selected By Numbers** ■ "I am con-  
cerned because there are some types of  
media which definitely are not uplift-  
ing," he declared. "Some people may  
love 'Mama Sadie' and 'Flip-Flop Sam  
from Honey Land,' but are we facing  
our responsibilities by promoting this  
type of sometimes damaging stereotype  
when we have other, more wholesome  
media choices?"

Mr. Bell conceded that media must  
be selected on the basis of the numbers  
of people reached but he cautioned  
against the use of media that may "in  
any way either offend or demean any  
man."

D. Parke Gibson, president of D.  
Parke Gibson Associates, New York,  
believes there is still a severe lack of  
knowledge among some advertisers as  
to what the Negro market represents for  
them. For example, he noted, there are  
some cities with 40% or more Negro  
population, and for some products, Ne-  
groes make up 65% of the market po-  
tential.

It behooves advertisers to pinpoint





America's most experienced negro radio stations  
**CONTINENTAL BROADCASTING**

WNJR, new york area • WBEE, chicago area • WRAP, norfolk  
WGEE, indianapolis (40% negro-programmed)

# "THE ACTION CREATORS" KCOH

HOUSTON'S TOP NEGRO STATION IS WHERE THE ACTION IS:

## No. 3

in General Station Ratings

(Source: Houston Metro Pulse, April-May-June '66—6 AM-6 PM)

IN THE NATION'S 8TH LARGEST

# NEGRO MARKET!

NEGRO POPULATION 350,000

NEGRO SPENDING POWER: \$400 MILLION  
**KCOH**

GETS TOP RESULTS FOR ADVERTISERS — with exciting programming, leadership in Public Service and complete Negro loyalty and acceptance.

For Negro radio in Houston, choose



Robert C. Meeker, Pres.  
5011 Almeda St., Houston, Texas  
(713) JA 2-1001

Represented Nationally  
by Savalli-Gates, Inc.



In 1966 Houston fat stock show and rodeo parade this KCOH float won sweepstakes prize. Girls on float are

station's Go-Go girls, who twist for two hours daily in KCOH looking glass studio.

their commercial messages to this market to bolster or raise sales there, according to Mr. Gibson. He urges the selling of Negro radio as a concept through joint promotional efforts and a stronger improvement in the quality of Negro programming as means of luring more dollars into the medium.

Charles Sterling, assistant to the general sales manager of P. Lorillard Co., believes civil rights activities and the thrust toward market segmentation have been the principal factors in expanding Negro-oriented advertising, particularly radio. Its growth has been hampered, he said, by resistance to the use of this medium by certain product groups, which do not recognize the potential of this market. He cites pet food manufacturers as an example of nonadvertisers that could benefit from Negro-directed advertising, but believes growth will come in these areas once research is made generally available.

Clarence Holt, supervisor, market planning, ethnic market, for BBDO in New York, said that the Negro market is becoming more attractive to advertisers because they are realizing that

this group is the largest-growing one in terms of population in central cities and is one with a steadily increasing buying power. As advertisers become persuaded that they cannot always reach the Negro with general advertising, he continued, investment in Negro radio will make additional advances. He indicated that Negro radio can reinforce its advertising base by improving its programming to appeal to an enlarging middle-class Negro population.

H. Naylor Fitzhugh, vice president and director, special markets department, Pepsi-Cola Co., New York, attributed a more wide-spread acceptance of the Negro market today because of this ethnic group's rising income. He called radio the prime medium for reaching this specialized audience and credited the interest in market segmentation as part of the reason for radio's success. He expressed the view that industry is using Negro radio in part to enhance its image in the Negro community but maintained there has not been sufficient investigation by advertisers into the worth of the Negro market to them.

WAAF HAS . . .

Chicago's most influential, integrated radio staff  
Chicago's only complete jazz AM programming  
Chicago's most complete coverage of the  
Negro Middle Class

## WAAF

*The Wonderland of Jazz Station in Chicago*

95 on the dial



## Who ever heard of a radio station giving \$40,000 to a boy's club?

### ... . WDIA in Memphis did.

Plunked it down to refurbish the clubhouse building. WDIA wanted to be sure there was air conditioning for the hot Memphis summers, heat for the winter along with all the equipment that goes to making a Boys Club a place for boys.

Because WDIA is so deeply involved with important issues in the life of the people of Memphis they put up with the money to make the idea work . . . to help supply leisure-time activity for the 2,500 boys (ages 8 to 18) who live within a mile of this new GOODWILL BOYS CLUB.

Now if this was the only thing WDIA had ever done of this nature, you could say . . . So What. But Goodwill is an every day, year-in, year-out affair with WDIA . . . like the 145 kids baseball teams, every one in the Memphis Metro area, wearing and using the \$10,000 a year in uniforms and full equipment provided by WDIA for the past 12 years or so. Or take the two Goodwill School buses driven by WDIA personnel, which transport every handicapped Negro child in Memphis to and from school each

day. Another year-after-year involvement by WDIA. And there's more. Chapter and verse.

If you keep getting the feeling that no other radio station, no other media in the Memphis area is so personally involved with people . . . you're right. Really, there's no one else.

Just few of the hundreds of reasons why WDIA is called **50,000 WATTS of GOODWILL.**

Naturally this builds the kinds of audience needed to sell for you.

Ask ARCHIE GRINALDS at WDIA or your Bernard Howard Man.

# WDIA



**The Call Letters  
The People Answer**

A 50,000 Watt Sonderling Station  
MEMPHIS

# Stations identify with their audience

THAT'S HOW CHAMPIONS OF SPECIALIZED PROGRAMING DESCRIBE FORMAT

Currently in Washington the FCC has before it a hearing on the application of a Washington area group to gain a station now occupied by WUST, a Negro-oriented station, licensed to adjacent Bethesda, Md. WUST wants its license renewed and wants to keep programming to the Negro community.

Also in Washington, there are two groups filing for channel 14, now occupied by WOOK-TV, which has aimed much of its programming at Negroes.

These two cases have put the FCC on the spot. In effect, they are forcing the commission to determine if there is a need for ethnic programming.

To operators of Negro stations everywhere in the country there is a need: a need of a people to identify with something. But many of them, particularly those in tough competitive markets, are quick to point out that although the disk jockeys and newsmen may be Negro, the music is the type that many top-40 stations play. As a result, Jerry Jacob, general manager of WAMM Flint, Mich., pointed out, "we compete head-

on with the two other rockers in town for share of audience and billing."

He describes WAMM as having an "integrated modern sound." With about 25% of air time devoted to news and public affairs, WAMM is heavy on local news and is in "constant communication" with key Negro news sources. The civil rights movement, he said, has resulted in beefed-up editorials, an equal-opportunity job feature and a campaign urging youngsters to stay in school.

In St. Louis, Martin O'R. Browne, vice president and general manager of KATZ, feels the term "Negro radio" may have to be redefined. The KATZ operation "has knowledgeable, attractive, professional radio personnel who happen to be Negro, to program for anyone who cares to listen. There is no such thing as 'segregated radio.'"

**How Different?** ■ How is his programming different from that of a general station? Mr. Browne says it is basically in the music and in the news items that are of particular interest to the audi-

ence. "These are not necessarily civil rights items," he points out, "they are also those referring to social, political, religious events in the community. So far as news is concerned, the Negro station must cover everything the general station does, PLUS. That is the basic difference."

One of the simplest definitions of just what the Negro market is, was offered by Neil K. Searles, general manager of WAWA-AM-FM in the Milwaukee market. His programming, he said, is "similar to programming to a suburban community, since the interests of the people are basically the same, yet somewhat separate from the parent city."

The accent on news and community events, is stressed by WENZ Richmond, Va. Ralph J. Baron, president and general manager of the station which went to 24-hour Negro format a year ago, notes that in addition to local stories, the AP wire "is rewritten by the news director to make sure every word used will be understood by the listener. Some news items are explained by the newsmen on the air."

In Norfolk, Va., R. P. Johnson, operations manager of WRAP, describes his format as a "total commitment" to the Negro audience. It is a mixture of top rhythm and blues tunes, four hours of gospel music, community news notes, and a 90-minute women's program featuring local fashion news and homemaker hints.

At WHIH Portsmouth, Va., Marvin L. Walberg, station manager, feels "you must have community involvement, you must be aware of Negro buying habits and tastes in music, news and what types of commercial approaches motivate the Negro." Although the station has not changed its general approach and still uses a top 40 R&B and gospel music mix, Mr. Walberg says, the civil rights movement "has made us more aware of quality broadcasting and quality newscasts."

**Mixed Format** ■ Walter Conway, vice president of KDIA Oakland, Calif., describes his music programming as a mixture of R&B, jazz and gospel. In addition, he says, "a higher proportion of our news is concerned with civil rights and similar news most directly important to the Negro community, such as the antipoverty program, employment, etc. Also our public service is much more concerned with social and civic activities within the Negro community as well as national campaigns of medicare and social security requirements, etc."

In the area of public affairs program-

## 6<sup>1</sup> easy buy great stations

The 6 Speidel stations reach 1,750,000 Negro listeners, and you get them all with just one order. Receive one bill write one check — there's a discount, too!

Ask our representatives for details —  
National — Bob Dore Associates  
Southeast — Dora-Clayton

REACHING OVER  
1,750,000 NEGROES



GOLDEN HORN STATIONS  
**SPEIDEL**  
BROADCASTERS INC.

**WHIH**  
NORFOLK, VA.

**WOIC**  
COLUMBIA, S.C.

**WPAL**  
CHARLESTON, S.C.

**WSOK**  
SAVANNAH, GA.

**WTMP**  
TAMPA, FLA.

**WYNN**  
FLORENCE, S.C.

ing, Mr. Conway cites *Profiles in Black*, a series of 120 70-second vignettes devoted to achievements of American Negroes. He also notes that for the past five years KDIA, cooperating with the state, has been heavy on job placement announcements. Another yearly campaign, he adds, is the "very strong and successful anti drop-out campaign under the theme 'Play it cool-stay in school.'"

In Washington, wook's public service programing features civil rights groups like the Urban League and National Association for the Advancement of Colored People. E. Carlton Myers, Jr., vice president and general manager, also notes the success of *Checkpoint on Community Action*, a series heard several times a day in which Negro leaders speak out on community problems and services.

Fred Webb, vice president and general manager of WNOO Chattanooga, says his station has constantly been aware of community changes and these have been reflected in programing. The station has "a fulltime man visiting responsible individuals and/or organizations in the community," he says, "to learn from them first hand the needs and interests of this community."

He describes WNOO's most successful program as *The Mayor's Report*, a weekly session in which the mayor of Chattanooga goes on the air to answer

## Strong brand loyalty by Negro buyers

Armstrong tires is estimated to have a 1.5% share of the "white" market and 7.4% of the Negro market for tires. By a statistical probability projection, it can be shown that in a market with a 10% Negro population, 35.4% of the men naming Armstrong as a favored brand would be Negro.

Ballantine beer, with a strong position in the Negro market (6.8% share Negro as against 1.8% white), projects in a 20% Negro-populated market as being preferred by Negroes representing 48.6% out of the entire group that favors the brand.

Razor blades? The percentage of Negro men saying they use Gillette Blue Blades is 23.7 compared to 8.1 among male whites. In a 30% Negro population, the projection indicates that of the entire group using the product, 55.6% would be Negro.

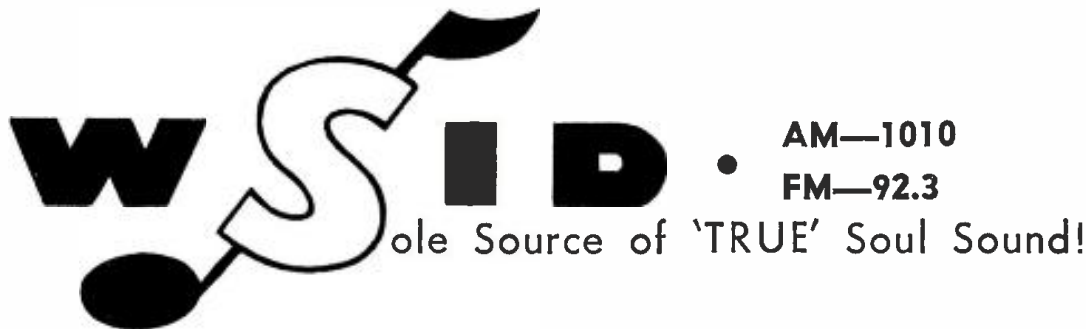
These are comparison examples made available by Dore and Allen Inc., New York, a national representative company specializing in the Negro radio station field, on the basis of brand usage figures pro-

duced by Brand Rating Index that covers Negro-versus-white and other breaks for all its product and brand studies (more than 300 product categories and over 500 brands).

Under the direction of Dr. John E. Allen of the rep company, probability projections are made available to advertisers and their agencies and data is tailored for computer programing by showing probability profiles of the Negro community by region and market size.

Dore and Allen reports there are 73 markets in the country in which the Negro community can be reached daily by way of Negro-oriented media, and that in all but seven of these markets the Negro proportional population of the market is equal to or greater than the national average of Negro population (9.5% of total U. S. households and about 11.5% of adult men and women). According to the rep, there are 23 markets where the Negro population averages 10% of the total market population; 22 markets where the average is 20% and 23 markets where the average is 30%.

the "LEADER" in BALTIMORE 'NEGRO' RADIO!



If you're looking for Results, and Baltimore's Leading Personalities, in addition to high ratings, then WSID is the only station to consider.

FOR OUTSTANDING RESULTS in BALTIMORE'S PROGRESSIVE NEGRO MARKET  
... WRITE, or PHONE ... BALTIMORE'S 'most imitated' NEGRO STATION ...

**WSID**

RICHARD EATON, *President* • J. HERMAN SITRICK, *General Manager* • PIERRE EATON, *Vice President*

4340 PARK HEIGHTS AVENUE • BALTIMORE, MD. 21215 • 542-1021 (A/C 301)

NEW YORK (212) MU 2-7833 • CHICAGO (312) 467-1632 • ATLANTA (404) JA 5-7841

Affiliated with **WMET-TV** Channel 24 Baltimore's First Independent TV Station

questions mailed in by listeners.

**Local Emphasized** ■ In Pittsburgh, WAMO aims its news at the Negro audience by putting "less reliance" on wire services and emphasizing local happenings in Negro areas and phone interviews with Negro newsmakers. Leonard Walk, president and general manager, finds the station has devoted more time to news and public affairs programing since the civil rights movement has become prominent.

Wvko Columbus, Ohio, became a Negro-programed station in 1963 switching from a one-year attempt to be a profitable rock 'n' roll operation. Bert Charles, vice president and general manager, says the present format is "totally Negro appeal" with a music format of R&B, gospel and jazz. The news is aimed at full coverage of the civil rights movement, racial stories and stories concerning Negroes.

The station's editorial policy, he adds, is to aim at regional and local problems affecting the Negro community. Editorials are aired by management, the news director and women's director. Occasionally, Mr. Charles says, "our news personnel will editorialize giving their own opinions and labeling them as such."

At WSID-AM-FM Baltimore, the music, news and public service are chosen, says J. Herman Sitrick, general manager, to



Stuart H. Barondess (l), general manager of WRAP Norfolk, Va., and Leoly Dyson, WRAP women's director, meet with Rear Admiral David B. Bell prior to a NATO Day salute on Mrs. Dy-

son's 'Around the Town' program. Students and teachers from the area and military representatives of eight countries took part in a 45-minute on-air discussion.

appeal to the overall Negro populace. "Not those with PhD's, nor the uneducated," he says, "but to that majority that represents the middle and upper-middle class among the Negroes. We try to run a station that will meet their desires and needs, and one of which they will be justifiably proud."

**Modern Sound** ■ The rhythm and blues programing, he goes on, is a

"tightly formatted, modern sound, with air personalities who sound as though they would be at home on any general market station in our town."

Judd Sparling, general manager of WAPX Montgomery, Ala., feels programing to an ethnic audience has to be "more specific" in content. "Entertainment values," he adds, "have to be more emphatic so the total sound ap-

# CHICAGO IS WVON!

SHOWING UP STRONGER THAN EVER . . . . .

. . . . . YOU NAME THE SURVEY

Ed "Nassau Daddy" Cook      Wesley South "Phone the Hot Line"      Roy Wood News Director      "Doc" Bill Lee "Gospel Train"      Herb "Kool Gent" Kent      Franklin McCarthy Merchandising Mgr.

Lucky "The Peet" Cordell, Program Dir.      Jim Moloney WVON News      Bill "Butterball" Crane      Bernadine Washington Women's Director      Joe Cobb      Purvis "The Blues Man" Spann      Benny McRea of the Bears "Talking Sports"

E. Rodney "Mad Lad" Jones      **WVON**      Clair Nelson News Dept.

represented by Bernard Howard & Co., Inc.

peals to the emotional as well as the intelligent needs of its listener." He describes the WAPX format as a "balance" of news, information, community interests, religious programs and music, R&B and jazz.

The primary difference in a Negro station, according to Stuart Hepburn, president and general manager of KNOK-AM-FM Fort Worth, is in covering Negro community activities that would "ordinarily be overlooked by general media." His format includes R&B and gospel music plus news of community activities carried in a manner "that the Negro listener depends on."

One of the station's annual promotions is awarding a \$500 scholarship to a high school senior. The KNOK Goodwill Radio/Television Scholarship, open to Negro students in Fort Worth and Dallas is given on the basis of academic achievement, potential, financial need, and a desire and interest in becoming a professional member of the broadcast industry.

Although the basic music format for WLIB New York is R&B, gospel and jazz, Harry Novik, general manager, notes that the concept is "total programming." This includes all kinds of music, "even operatic and concert," he adds, to meet the tastes of a Negro audience that has diversified tastes.

All newscasts are prepared by the news department, he adds, with emphasis on items of interest to the Negro community.

**Service to Audience** — Among the station's public service programs are *The Editors Speak*, a Saturday morning staple for 13 years featuring a panel of Negro leaders interviewing public figures; *Community Opinions*, an open-mike show, *Business Opportunities*, a weekly show prepared by the Interracial Council for Business Opportunities and aimed at Negroes who wish to enter their own business.

WTHB North Augusta, S. C., describes its most successful public service endeavor as the *WTHB Young People's Choir*. Reese J. Vaughn, general manager, reports the one-hour program is carried every Sunday and it "definitely aids in combating juvenile delinquency." The program, he adds, "is not commercial—but we cannot live by bread alone."

The results of editorials, news and discussions, are evident to James H. Mayes Jr., president of WSRC-AM-FM Durham, N. C. He says the station has "joined in" the civil rights movement "to a degree." The stations cover conventions, make time available for announcements of meetings in the area, Mr. Mayes notes, and in this way "we feel we are contributing to progress in our area."

He also finds that the stations are able to bring action through editorials

# WWIN

1400 on your dial

## The only full-time AM Negro Community Station in BALTIMORE

24 hours a day

M-F	6-12 Morn.	12-6 After.	6-12 Night
<b>WWIN</b>	<b>35</b>	<b>44</b>	<b>51</b>
Daytime Negro Station X	9	11	3a
Daytime Negro Station Y	26a	20	3a
a — Not on the air for full period.			

Estimated by the Pulse, Inc., for the Baltimore  
Metropolitan Area 4 County Negro Audience  
April — May — June, 1966

**FAT DADDY**  
**AL JEFFERSON**  
**HOT ROD**  
**KELSON FISHER**  
**SIR JOHNNY O**

Check Pulse Carefully  
Check Hooper Carefully  
Check Anything Carefully  
Before you buy

Represented by  
**SAVALLI/GATES, INC.**

NEW YORK  
SAN FRANCISCO

CHICAGO  
ATLANTA

LOS ANGELES  
DALLAS

## SOUL RADIO

1360 KC

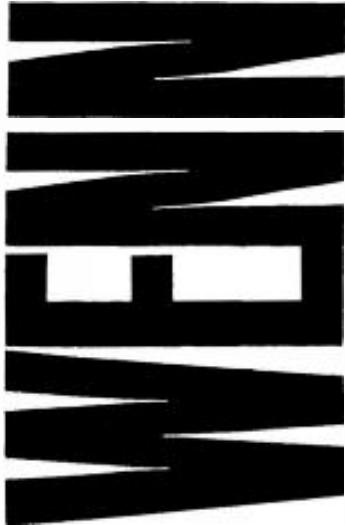
5000 WATTS

# WOBS

JACKSONVILLE, FLORIDA



- Ratings
- Coverage
- Advertisers
- Community status



## Dominates the Birmingham NEGRO Market



First in every Negro Pulse since 1961

MONDAY - FRIDAY, 6 AM - 6 PM



5000 Watts 1320KC  
BIRMINGHAM, ALA.  
A McLendon Ebony Station

Represented by Bernard Howard  
New York, Atlanta, Chicago, San Francisco, Los Angeles

and "we can see results happen when we make time available for discussions, etc."

WJMO Cleveland finds the Negro audience is more loyal than a general audience which goes from station to station. The station's programming policies have changed as a result of the civil rights movement to the point where it "has better public affairs programs and tighter restrictions on commercial copy and our programming is of a better quality than in previous years," he adds.

A daily feature on wvol Nashville, reports Bill Salmon, general manager, is *Job Mart*. This is a five-minute feature carried three times a day. Employers call the station with a list of job openings and persons desiring work let the station know their qualifications. Both groups' messages are carried on the series.

Hourly announcements of available jobs is also a feature on WOL-AM-FM Washington. William Sherard, operations manager, says the station was converted from a middle-road format to an R&B operation in 1965. Among the station's other public service programming are 12 weekly discussion programs of 15 to 30 minutes each with primarily local and some national participants. The groups represented on the programs include CORE, NAACP, departments of education, youth clubs.

In news coverage, he reports, a local slant is given to all national racial stories, through views of leading Negroes in the community.

KEZY Tyler, Tex., annually selects a Miss KEZY and two runners-up. This year the winners received \$4,800 in college and trade school scholarships, says W. L. Whitworth, general manager.

One way in which WLOK Atlanta has met the changing tastes in the Negro community has been through enlarging

### Pepsi sponsors job show

Pepsi-Cola, through BBDO, New York, last week began a 10-week trial campaign on WLIB New York detailing specific jobs current in New York that are open to the Negro audience. The special "job opportunities" series are made up of one-minute programs, compiled and produced by the station and scheduled two a day, six days per week. There is no commercial copy other than an identification of the New York Pepsi bottler in the opening billboard and in the tag. According to WLIB, there has been strong initial reaction to the campaign devised by Pepsi as a means of strengthening its image in the Negro consumer market. The station said indications are that the 10-week trial run would be extended as a continuing campaign and possibly placed by Pepsi in other cities.

the news department. Zenas Sears, vice president, notes the station's newscasts are oriented to the Negro community by having about 70% of air copy prepared locally.

**Diverse Projects** ■ Frank D. Ward, executive vice president of WWRL New York, says his station's basic concept has been "to seek out the needs of the community and to fill them." WWRL undertakes to do this not only on the air but off with projects as diverse as providing talent for stay-in-school rallies, sponsoring a Little League baseball team, putting on an annual dog show for teen-agers and maintaining an "Instant News" telephone line and also



Representative for Social Security Administrative (second from right) answers questions on medicare over

WWRL New York. Questions, asked by participants on left, came from quiz provided by Ex-Lax Inc.





Staple Singers, a gospel group, entertain on WBEE Chicago at grand opening of the Ember Furniture Company store.

a "Sound-Off Line" that listeners may call and have their complaints—about irritations ranging from traffic problems to suspected dice games—recorded for possible use on WWRL newscasts.

The station schedules broadcasts of employment opportunities throughout the day—a feature that became so popular that it got a sponsor (R. J. Reynolds Tobacco) and has drawn letters of thanks from numerous employers who have used it, including National Cash Register Co., Hooker Chemical Corp., E. J. Korvette Inc., the M. Aron clothing manufacturing company and the White Tower restaurant chain.

## Success stories many and varied

Local advertisers as well as national find Negro programed stations potent

Stations can talk about their virtues until they are blue in the face, but it is always what's in the cash register that pays the bills. In the case of WIGO Atlanta, business for the current year is up 17% over 1965.

As an example of the station's drawing ability, Bertram L. Weiland, general manager, points to a recent successful campaign by the Campus and Career shop. The store had described its monthly picture as "so-so." However, after going on the air with WIGO, the store finished up with a 21.4% increase for the month. The following month showed a jump of 23.6%. In one of the subse-

quent traditionally "real low periods," the sales went up "a fantastic 17%" over the corresponding period a year earlier, the store wrote.

It's never pleasant to lose an account even for a few days. But occasionally the reason behind the temporary cancellation more than makes up for the dollars and cents loss. Such is the case with one account on WENN Birmingham, Ala.

When a local automotive motor and transmission repair shop, Uncle Bob, moved to a new location he bought some spots on WENN. After three weeks the agency, Parker and Associates Inc., had to ask the station to cancel the schedule "because of something that the station did."

**Business is Good** ■ Not only is Uncle Bob's shop loaded, the agency said, "but his lot is full and half of the used car lot down the street is packed with cars that he has had to put off for as much as a week because he can't handle as much business as has been coming in as a direct result of his advertising on WENN. . . . We will definitely be back."

A combination community interest-merchandising campaign has been successful at WNJR Newark, N. J. Annually the station conducts a choir contest sponsored by Quaker Oats Co. All Negro church choirs in the New York metro area are recorded and played on the air with listeners voting for their favorite choir. The winning choir gets new robes and other prizes, with prizes for the runner-up choirs. WNJR calls it a "great success" for both station and sponsor.

Tieing sponsors to public service programming is also used by KCOH Houston, according to John C. Shedden, commercial manager. In cooperation with Greyhound Corp., the station recently spon-

The  
**NATION'S**  
✓ **MOST**  
**POWERFUL**

Night and Day  
✓ **HIGHEST**  
**RATED\***

Negro Station

**WOKJ**  
**50,000**  
WATTS/1550 KC  
JACKSON, MISS.

SINCE 1957 the  
Top-Rated Radio  
Station in  
Mississippi's Only  
Metropolitan Market.

STILL —NO. 1 by a  
Wide Margin—  
General Pulse  
January-February  
1966

A McLENDON EBONY STATION

REPRESENTED BY BERNARD HOWARD  
New York • Atlanta • Chicago • San Francisco • Los Angeles

\*ACCORDING TO ALL GENERAL  
METRO PULSE SURVEYS

10,000 Watt

# KOKA

The Southwest's Most  
Powerful Negro Station

Shreveport's only Daily Advertising  
Medium effectively reaching over  
34% of the Metro population.

KOKA'S 49 County Coverage Reaches  
Over 400,000 Negroes.

# KOKA

Shreveport, Louisiana

Stuart Hepburn  
President

Al Brooks  
Gen. Mgr.

Represented By

Bernard Howard Co.  
in South: Bernard I. Ochs Co.

New 1966 Pulse  
Report Reconfirms  
**KATZ DOMINATES  
THE ST. LOUIS  
NEGRO MARKET  
OF 332,600  
CONSUMERS\***

\*Jan. 1, 1966 SR&DS

# KATZ

Responsible Negro  
Radio at Its Best

5000 WATTS • FULL TIME

Arcade Bldg., St. Louis, Mo. 63101

Represented Nationally by  
SAVALLI / GATES, INC.

sored a Negro small businessmen's seminar with most Negro businesses in the community and many white businessmen present.

Another combined venture is the Jax Job Opportunities Program. Sponsored by the Jackson Brewing Co. and Jax Beer Distributing in Houston, it makes the station a clearing house between prospective employers and employees. In three years, 65,000 telephone applications have been processed. This feature is run in cooperation with the state employment commission and area firms looking for personnel.

When Safeway needed help in finding new employes they turned to KDIA Oakland, Calif. A schedule of 14 spots produced 1,000 people the first day and 2,500 on the second day. The agency, Cancilla, Wren & Knapp, San Francisco, reported "interviewers were still interviewing at 12 midnight with people still waiting."

In Columbus, Ohio, a major department store went on wvko and the following interoffice memo tells the story: "We have noticed a tremendous increase in the Negro business in our department since beginning radio spots. . . . Bill Moss, the disk jockey, has given this department a tremendous boost in a market that was almost non-existent. . . ."

WYLD New Orleans had to temporarily lose a client when Lincoln Homes, a builder, found the station had the "ability to produce sales at a faster clip than we anticipated. . . . Our last weekend of spot announcements not only sold out our finished homes but every house under construction as well! We even took deposits for houses which



Sol Gold (l), manager of a Busch Jewelry Store in New York, presents \$50 weekly prize in promotion heard on WLIB. Larry Kingen, station sales manager, looks on.

are still only in the planning stages."

In New York Busch Jewelry Stores have been buying time on WLIB for 14 years. Now with 14 stores, half in Negro areas, the station and client created a 16-week promotion campaign to build traffic in the Negro neighborhood stores. Offering weekly and grand prizes, the promotion requires listeners to register in person at any of the stores. In the first week more than 2,400 registered and the pace has remained solid.

## REPRINTS AVAILABLE OF THE NEGRO MARKET SPECIAL REPORT

30¢ each

25¢ each in

quantities of 100 to 500

20¢ each over 500

(Plus shipping charges)

Please send your order today

### Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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i personally believe WMBM is the best, most efficient radio buy in dade county, florida . . . check for yourself and you will see . . . you can even ask bob dore or jack allen in new york (687-1733) or richard greener in chicago (332-3614) or barney ochs in atlanta (355-6432) . . . or ask me . . . we may be slightly prejudiced, but in your heart you'll know i'm right . . .

allan b. margolis  
president

WMBM (315-532-6347)

## And now a David confronts Columbia

A stockholder of Columbia Pictures Corp. filed suit in New York State Supreme Court last week charging officers of the company were "arbitrary and unreasonable" in refusing to consider the request of holders of more than 50% of Columbia stock for representation on its board of directors.

The complaint, filed on behalf of Henry Gartzman of Waterbury, Conn., described as a small stockholder, charges Columbia officers with trying to "perpetuate themselves in office" in order to continue to receive "huge benefits" in the form of salaries and other payments.

The action follows a suit filed by Columbia Pictures against a group of dissident stockholders who claim ownership of more than 50% of the company stock and who had demanded and were refused representation on the board. Columbia charged that the group, headed by the Banque de Paris et des Pays-Bas, was seeking control of the company in violation of federal law.

An attorney for the dissident group, Milton S. Gould, said his client has "nothing to do with the stockholder's derivative suit" and "Mr. Gartzman has no connection with us."

Meanwhile, the FCC has asked Mr. Gould for his version of management's report that the dissidents, claiming more than a majority of the stock, were attempting to take control of the company (BROADCASTING, Oct. 31).

The commission noted that such a take-over would be illegal without prior commission approval. It asked Mr. Gould, to submit a "complete report respecting this entire matter."

## Storer racks up record in 9-month earnings

Storer Broadcasting Co., Miami, has reported record earnings for the nine months ended Sept. 30. One reason for the improvement in the profit picture was the \$1,754,000 earned by Northeast Airlines during the seven week's strike by mechanics of five other airlines in July and August.

Gross revenues from broadcast operations for the nine months period were up 12.8% over last year.

In addition to the six television and

seven radio stations owned by the company, Storer is a major owner of Northeast Airlines. Earnings figures also reflect the operations of Storer Leasing Corp., a subsidiary which owns and leases planes to Northeast.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$2.06	\$1.29
Gross broadcasting operating revenue	37,319,821	33,080,168
Non-recurring gain		1,524,885
Net earnings	8,556,351	6,818,583

## Emerson owner has big earnings jump

National Union Electric Corp., Stamford, Conn., which owns Emerson Television & Radio Co., has reported record third-quarter income up 158% and sales up 18%, and record nine-month income up 215% and sales up 123%.

The company has declared a regular quarterly dividend of 17½ cents a share on 1,964,234 shares outstanding, payable Oct. 25 to stockholders of record Oct. 14.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$2.11	\$1.20
Net sales	109,017,671	48,880,579
Consolidated net income	4,152,988	1,318,810
Shares outstanding	1,964,234*	1,102,000

\* Includes 861,161 shares issued in April and May in Emerson acquisition.

## Movielab profits triple in first nine months

Movielab Inc., New York, has reported that for the first nine months of this year its net profit was more than three times that in same period last year. Sales were slightly more than 25% ahead of last year.

Nine months ended Oct. 1:

	1966	1965
Earnings per share*	\$0.92	\$0.29
Net sales	8,034,911	6,403,052
Net income after taxes	841,831	263,552

\*Based on 910,851 shares outstanding on Oct. 1.

## Spanish Language TV files for stock offering

A proposed offering of 100,000 shares of capital stock was filed Fri., Oct. 28 with the U. S. Securities and Exchange Commission in San Francisco by Spanish Language Television of Arizona. The company is permittee for KPAZ-TV (ch. 21) a new station

that's scheduled to begin operations in Phoenix next spring. Proceeds of the offering will be added to existing funds of the corporation for construction and operation of the new station. Directors and officers of company include Wall Street investment analyst James J. Horan and astronaut Lieutenant Commander Roger Chaffee, who is due to participate in the Apollo space flight.

## Strikes blamed for Chris-Craft dropoff

Chris-Craft Industries Inc., Oakland, Calif., has reported a decline in sales and earnings for the first nine months of 1966. The decline, according to John G. Bannister, president, was due to a series of strikes affecting the firm's four Michigan boat plants from March 17 to July 11.

Moderately lower earnings were reported during the third quarter for the company's three television stations (KCOP-TV Los Angeles; WTCN-TV Minneapolis-St. Paul; and KPTV-TV Portland, Ore.). Mr. Bannister said television operations appeared to be improving, and that Chris-Craft expected fourth quarter earnings of the television division to surpass those of last year.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$1.10	\$1.43*
Sales	53,207,731	55,838,419
Net earnings	1,741,311	2,257,612

\*Based on 1,583,635 shares outstanding on Sept. 30.

## Viking 9-month figures show earnings up 118%

Viking Industries Inc., Hoboken, N. Y., last week reported third-quarter sales up 35% and earnings up 126% over 1965. Comparable nine month sales advanced 40% and earnings 118%.

Theodore Baum, executive vice president, said profit margins exceeded 7% in 1966 as compared to last year at 4½%. Viking, an owner of CATV systems, makes coaxial cable, transistorized amplifiers and electronic components for the CATV industry, and constructs CATV systems.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$0.65	\$0.30
Sales	11,657,583	8,336,179
Earnings	835,039	383,307
Shares outstanding	1,289,200	1,289,200

## 9-month revenues, sales set Teleprompter record

Teleprompter Corp., New York, has reported record revenues and net earnings for the nine months ended Sept. 30.

In addition to net operating profit of \$236,761, other income of \$426,450 resulted from the sale during the second quarter of a 10% interest in the company's Upper Manhattan CATV franchise to Hughes Aircraft Co.

Teleprompter Corp., a major CATV operator, is also engaged in closed circuit television, master antenna and industrial communications services.

Theta Communications of California, a jointly owned company with Hughes Aircraft, was recently awarded three CATV franchises in Los Angeles.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$0.29	\$0.28
Gross revenues	4,803,628	4,006,091
Net income	236,761	210,430
Average shares outstanding	822,974	758,904

## Offering proposal by Lamb Enterprises

Lamb Enterprises Inc., Toledo, Ohio, has registered 1,177,868 common shares with the Securities and Exchange Commission. The stock is for issuance in connection with the firm's acquisition of the outstanding stock of Lamb Industries Inc., Milwaukee. The company currently owns 57.88% or (643,467 shares) of the 1,177,868 outstanding shares of Industries common, and is trying to acquire at least 90% of them through a one-for-one exchange offer.

Lamb Enterprises is engaged in TV

and radio broadcasting, community antenna television, plastics and chemicals, mechanized farm machinery and equipment, wire and electronic appliances. Lamb Industries sells aluminum products.

## Dynamics Corp. has record nine months

Dynamics Corp. of America, New York, electronics-industrial firm, last week reported its highest sales (up 32% over the like 1965 period) and profits (up 85%) for the first nine months of 1966.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$0.83	\$0.46
Gross sales	64,337,108	48,643,322
Net income before Federal taxes	6,653,375	3,466,273
Net income	3,550,645	1,913,244

## Financial notes . . .

■ Technicolor Inc. Hollywood, last week announced earnings from operations of \$2.2 million, or 66 cents per share, for the first 39 weeks of this year on net sales of \$70.4 million. Operational earnings for a comparable period last year were some 40% higher. Last year's per share earnings for the first 39 weeks was \$1.10 on net sales of \$74.6 million.

■ Kaiser Industries Corp., Oakland, Calif. which through a broadcasting subsidiary owns five UHF, one AM and two FM stations, as well as partly controlling a community antenna television manufacturing operation through another subsidiary, reported a quarterly earnings decline. For the quarter ended Sept. 30, Kaiser's net earnings dropped to \$3.3, or 13 cents a share, from al-

most \$4 million, or 15 cents a share a year earlier. Nine-month profit, however, was \$6.9 million, or 25 cents a share, against net loss of \$11.1 million the previous comparable period.

■ Memorex Corp., Santa Clara, Calif., precision magnetic tape manufacturer, reports record sales and earnings for the first nine months ended Sept. 30. Net income was \$1.9 million, a 136% increase over the corresponding figure a year earlier. Earnings per share were \$1.92, compared with \$0.81 in the first nine months of 1965.

## Lear Siegler proposes merger

Lear Siegler Inc., Santa Monica, Calif., electronics company that supplied the technical know-how for Subscription Television Inc.'s pay-TV operations in California and still a major stockholder in that concern, and American Products Co., Detroit, has revealed that they have ratified a proposed merger of the firms. The \$71 million transaction is expected to become effective Nov. 15, with Lear Siegler emerging as the survivor.

## A good year for Nielsen

A. C. Nielsen Co., Chicago, has announced a 25% increase in net income, and a 15% gain in service revenues for the year ended Aug. 31. The parent company and each of the foreign subsidiaries and branches showed satisfactory sales growth, according to the firm. For the twelve months ended Aug. 31:

	1966	1965
Earnings per share*	\$1.09	\$0.87
Service revenues	66,132,337	57,536,500
Net income	5,590,854	4,456,170

\*Based on 5,130,000 shares outstanding on Aug. 31.

## INTERNATIONAL

# Lani's odd orbit may be useful

## Comsat hopes to achieve a semi-stable course for its Pacific satellite, with more time than planned for TV

The Communications Satellite Corp. last week was trying to salvage Lani Bird, the communications satellite that goofed.

Comsat hoped to place Lani into an orbit that would permit it to be used for TV and telephone service between the U. S. West Coast and Hawaii and later between the U. S. and Japan.

And if it works, all three TV networks and other TV groups will be able to use the bird for specials and other news coverage from the Pacific.

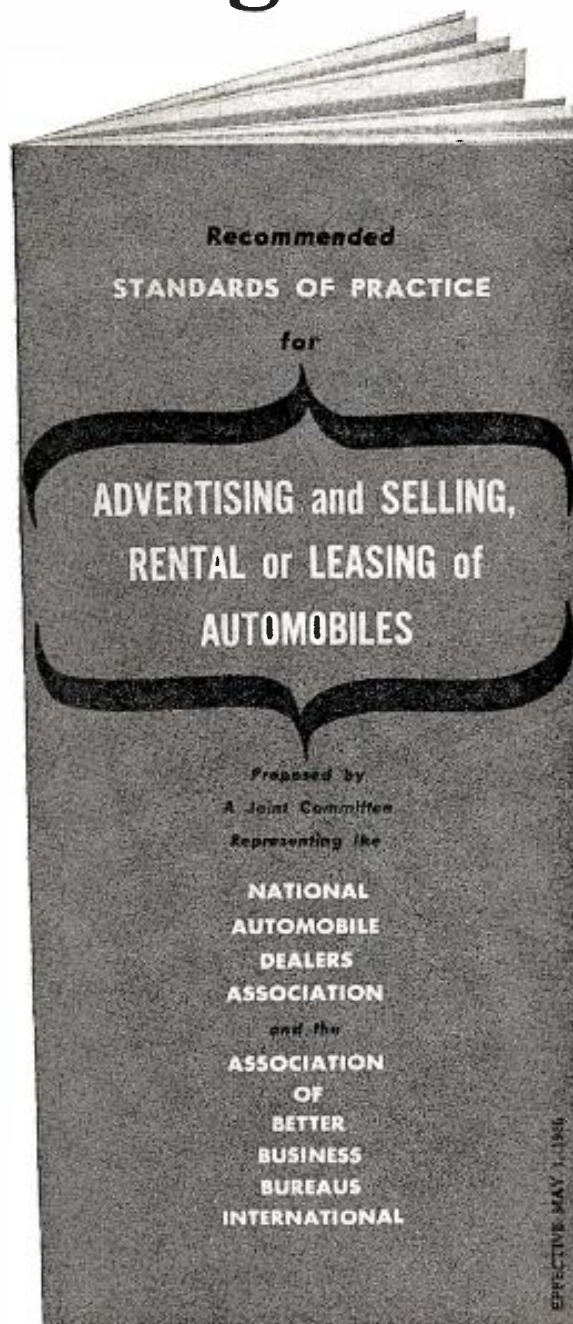
It was considered possible that Lani may be able to furnish up to eight hours a day of service between the U. S. and Hawaii.

What Comsat technicians hope to do is to nudge Lani Bird into an orbit that would "illuminate" the Brewster Flat, Wash., and Paumalu, Hawaii, ground stations for lengthy periods perhaps even more than eight hours, according to some Comsat sources. This would be during daylight hours over the Pacific, considered peak telephone time.

One of the advantages of the near miss in the attempt to put Lani into true synchronous orbit, Comsat officials pointed out, is that if the satellite can be jiggled into a useful "rise and set" orbit over the Pacific, television could use it much more frequently than if it had locked into the targeted 22,300-mile orbit. If that had occurred, they say, most of the satellite's 240 telephone channels would have been used almost constantly by the National Aeronautics and Space Administration for its Apollo man-to-the-moon project, and also by the Defense Department for communications with Hawaii, the Far East and Southeast Asia. This would have necessitated both NASA and the military giving up some of their circuits when TV wanted to use the satellite.

As it is, Comsat spokesman said last week, TV will be able to utilize the bird

# Will it ever go out of print?



## We hope so.

We hope someday we won't have to publish standards of automobile advertising. We hope someday there won't be any deceptive or dishonest advertising in newspapers, radio and television.

It may be many somedays before

that happens. But we believe it will happen.

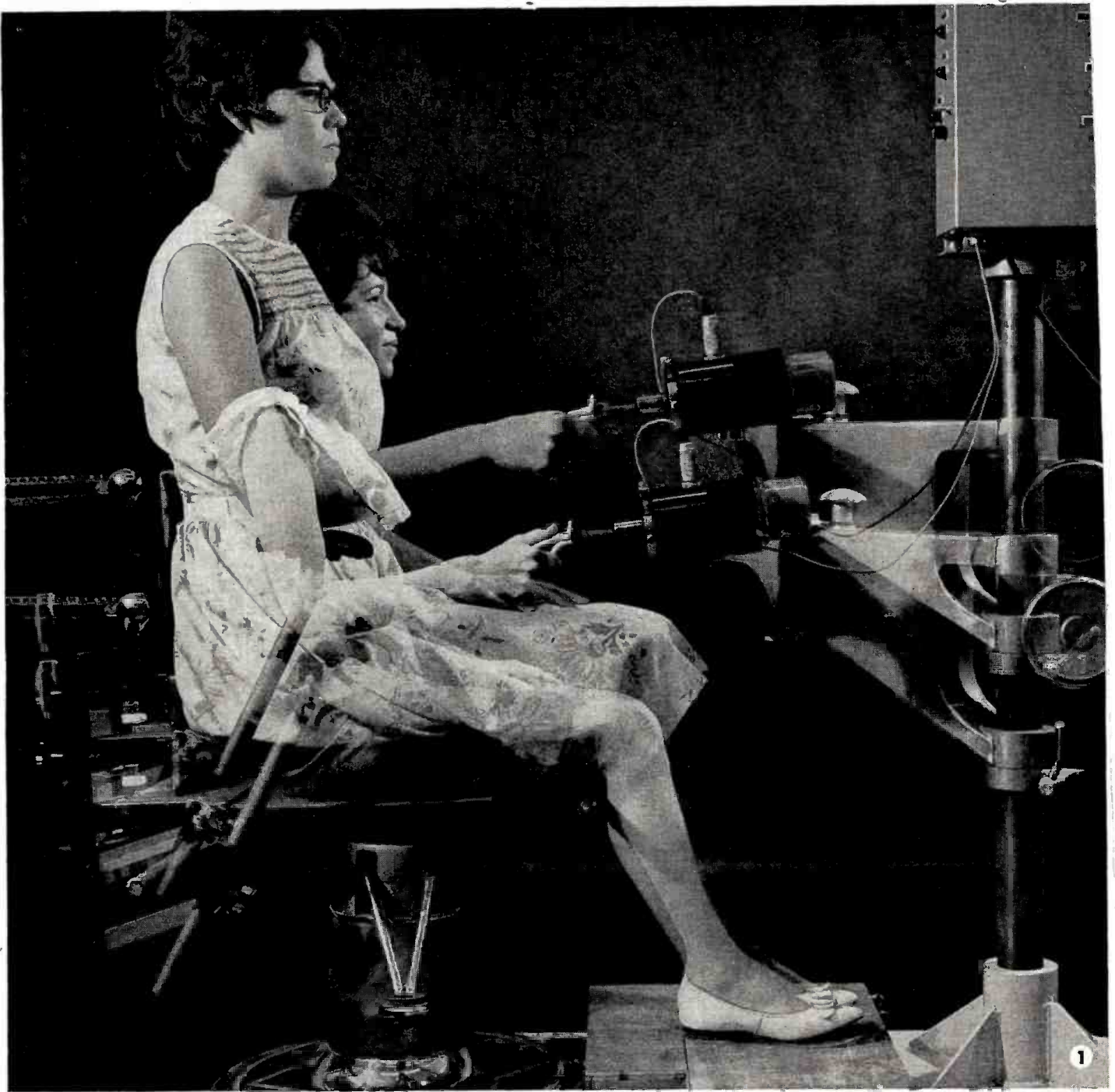
How can you help the responsible dealers of N.A.D.A. in their fight against irresponsible advertising? Send for this free "Recommended Standards" booklet. Then refuse to

write or produce any advertising that does not live up to these standards.

To get this important booklet, write to N.A.D.A. Standards, 2000 "K" Street, N.W., Washington, D.C. 20006.

**National Automobile Dealers Association**  
Official organization of America's franchised new car and truck dealers





## The mechanics of work, bone and muscle

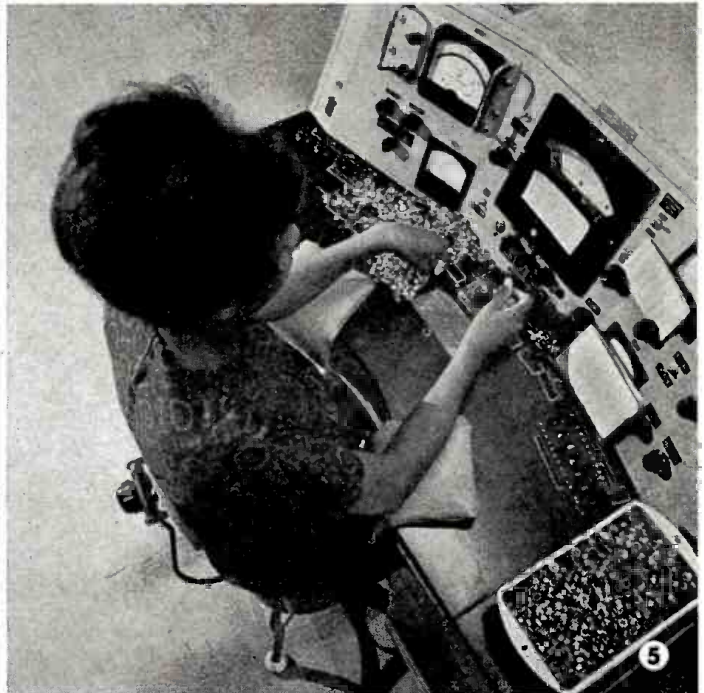
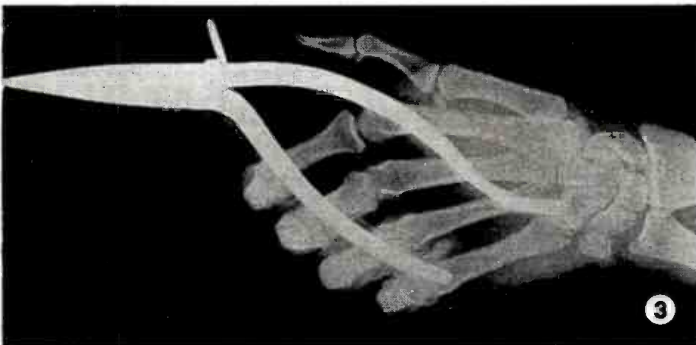
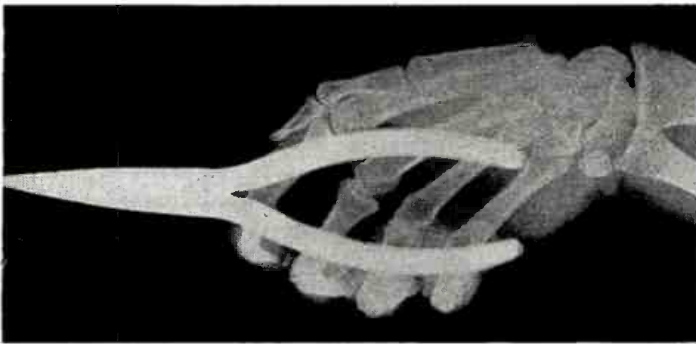
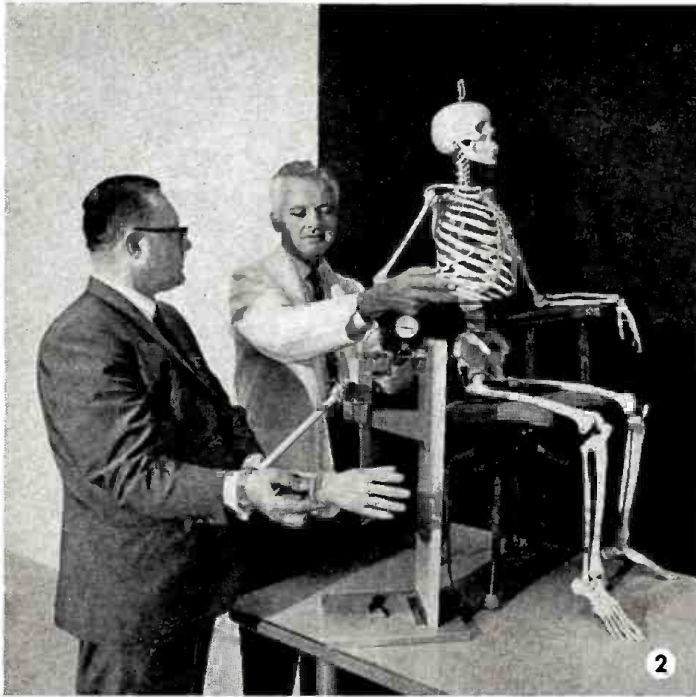
As early as 1934 Western Electric had gained national recognition for its studies of the physical and psychological needs of assembly workers. But changes in technology constantly make new demands on our employees. For example, micro-assembly work under a microscope may cause eye strain or sore neck muscles.

Recently, Western Electric instituted a company-wide program in biomechanics—a systematic, scientific re-appraisal of the physical capabilities and limitations of workers in today's manufacturing arts. Our preliminary experiments with the design of new tools, work stations and plant environments showed impressive results: improved comfort, less job fatigue, better morale and increased production.

Biomechanics will not eliminate all the problems of man-machine interactions, but it can and does improve the worker's comfort and efficiency. In the long run, it helps us arrive at a common goal Western Electric shares with the Bell Laboratories and Bell telephone companies—to continue to bring you the world's most dependable telephone service at low cost, despite the rising costs of labor and materials.

**1. Hypothetical average:** A work station designed for the "average girl" may actually reduce a specific worker's efficiency. In this double exposure, 6-foot Sharon Ault and 4-foot-10 Rachel Butler are shown generating up-to-date statistics for Western Electric's study of man-machine relationships.

**2. Bones and muscles:** Dr. Grosvenor Roberts, Medical



## re-examined at Western Electric

Director at W.E.'s Kansas City Works traced recurring medical complaints to awkward hand tools. Professor E. R. Tichauer of Texas Technological College, Lubbock, who was our consultant on all aspects of biomechanics during the development of the program, designed among other devices this mechanical arm to spot risks of bone and muscle stress.

**3. New Tools:** Pliers, used thousands of times a day for intricate wiring operations, were the first tool to be redesigned. Before-and-after X-rays show how the new pliers minimize bending of the wrist and conform more closely to the bones and muscles of a worker's hand.

**4. Optimal posture:** A small adjustment in the height of a chair can improve a worker's performance and leave her less

tired at the end of a day. With a special anthropometric chair, biomechanics engineer E. W. Hiatt measures optimal back-rest height for Shirley Crooks.

**5. Biomechanics Task Force:** Engineers at all the Western Electric plants have taken up the search for applications peculiar to their own operations. For example, Lola Carter is more comfortable at this transistor test machine with padded arm rests to minimize forearm soreness.



**Western Electric**  
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

## So far it's pie in the sky

The news divisions of the three TV networks said in a joint statement last week that they were interested in taking part in a round-the-world satellite broadcast proposed for next June but could not promise to do so until many unresolved problems have been worked out.

The broadcast was proposed by the European Broadcasting Union. The networks' news divisions issued their statement in response to "published reports" that ABC, CBS and NBC had given "final agreement" to take part.

What had happened, they said, was that the networks "indicated interest" in such a project but "stressed that it posed a great many difficulties

which would have to be worked out." They did send a representative to meetings in Geneva and Oslo, and he reported back "that many problems were left unresolved." The statement continued:

"Among these problems were questions of program content for the American segment, overall length and format for the entire broadcast, technical questions relating to satellite transmission, costs of the production, broadcast time for the United States and available time on the American networks.

"Until such time as these vital issues are resolved, the American networks cannot promise to partici-

much more easily—if it can be placed into a useful orbit.

**Still Planning** — All three TV networks had planned on special programs to inaugurate operation of the Pacific communications satellite. They still are interested if it becomes usable, they said last week.

Lani was launched Oct. 26 aboard a

Delta rocket. It successfully reached its assigned spot above the South Atlantic (BROADCASTING, Oct. 31), but when Comsat technicians fired a motor aboard the 192-pound drum to place it into synchronous orbit, the motor, for reasons not yet determined, failed to run for the required length of time. This left Lani Bird in an elliptical orbit ranging from an apogee of 23,000 miles to a perigee of 1,840 miles.

During the first few days aloft, Lani communications and television circuits were checked out by Comsat. All worked perfectly, the company said.

Comsat originally planned a second shot late this month to place another communications satellite over the Atlantic as a companion to the Early Bird satellite which has been operating since April 1965. When Comsat determines what went wrong with Lani's motor, a Comsat spokesman said, a third, back-up satellite will be launched. He declined, however, to commit himself to a definite date. This also postpones the Atlantic shot, he implied.

Also Comsat's financial men have expressed some doubt that their estimate of \$4 million to \$5 million in profits next year can be met. A. Bruce Matthews, financial vice president for Comsat, said the earnings projection "will still be true" if two more satellites can be successfully launched before the end of this year. If this isn't accomplished, he said, the 1967 prediction "goes out the window."

Meanwhile, Comsat announced that it was establishing a research center in a Maryland suburb near Washington. It said it had signed an agreement to buy 210 acres of land. It hopes that construction, estimated to cost between \$7 million and \$10 million, can begin in 1967.

## BBG asked to hold some VHF channels for ETV

Educators from five Canadian provinces have appealed to the Board of Broadcast Governors at Ottawa, to reserve the few remaining VHF channels for educational TV purposes. The briefs took a dim view of UHF as an immediate solution, citing the lack of an operable UHF system and the high cost of UHF conversion to present TV receivers.

However, the ETV solutions proposed reflected diverse interests wherever local ETV had performed successfully.

A Nova Scotia spokesman recommended the formation of a Maritimes network based on a common curriculum, to be operated by the Canadian Broadcasting Corp. or financed by federal funds because the provinces haven't the available resources. Ontario educators suggested the BBG reserve the two most desirable VHF channels in all areas for ETV. Another representative proposed satellite relays be studied (BROADCASTING, Oct. 31). The National Community Antenna TV Association offered a hope for open-market UHF and subsequent ETV development because its cable service can handle both VHF and UHF programs for VHF receivers.

The CBC and the Canadian Association of Broadcasters urged that more study should be made before a decision is reached, arguing the interests of general programming must first be preserved.

## International bargaining agency planned by writers

Creation of an international bargaining agency for TV, screen and radio writers in four English-speaking nations has been put into motion. The action came at the conclusion of the five-day meeting of the International Writers Guild in Hollywood (BROADCASTING, Oct. 17).

Under conditions of interlocking affiliation letters already signed, more than 6,000 writers in the U. S., Canada, Great Britain and Australia will be represented by the Writers Guild of America, the Association of Canadian TV and Radio Artists, the Australian Radio, TV and Screen Writers Guild, and Writers Guild of Great Britain "working together to enforce each other's collective bargaining agreements in their own jurisdiction." Formal affiliation documents are to be negotiated.

# WTPA NUMBER ONE

HARRISBURG, PA.

## STATION

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**58.3%**

GREATER SHARE  
THAN THE OTHER  
HARRISBURG STATION  
SIGN ON · SIGN OFF  
MON. · SUN.

MARCH 1966 ARB\*

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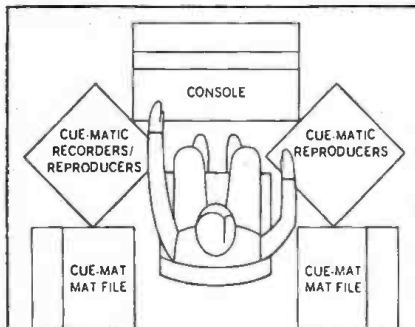
REPRESENTED BY

## HARRINGTON RIGHTER & PARSONS, INC.





## "No Other System Makes Back-To-Back Cueing So Sure-Fire"



More than 1500 selections, commercials, etc., are at fingertips of KYA, San Francisco, engineer. Rapid-fire hit programming (60 cues/hour) is handled with easy fingertip filing and ready access to mats.

### KYA REPORTS ON CUE-MATIC\* RECORDERS:

"For tight cueing, and instant rotation sequence changes without redubbing, CUE-MATIC recorders can't be beat," says Paul M. Beck, KYA, San Francisco. "They make our sound the surest and cleanest on the air. All of our music, news, commercials, and ID's are individually converted to mats and filed right here—so the operator has the entire library at his fingertips. Because the mats are tough, flexible, virtually damage-proof sheets, they end mishaps of cartridges or reels. They cue-up automatically in the AG-100 recorder. Because mats are a magnetic medium, our sound stays "first-play" fresh. They file easily in minimum space. Label easily. After two years with the CUE-MATIC recorder system maintenance has been very low, and we are 100% sold on it." Ask your distributor for details, or mail the coupon.

To: Ampex, Redwood City, Calif. 94063  
SHOW ME SURE-FIRE PROGRAMMING.

Send me Mr. Beck's recent A.E.S. engineering paper about KYA's radio programming on CUE-MAT\* mats.

Arrange an AG-100 CUE-MATIC Recorder demonstration.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

STATION \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**AMPEX**

\* T.M. AMPEX CORP.

## Desilu cashes in, south of the border

Desilu Sales Inc., the syndication arm of Desilu Productions Inc., has virtually sold out its entire stock of film product in the 19 countries that make up the Latin American market, BROADCASTING was told last week. According to John Pearson, Desilu's director of international operations, as well as Latin America sales director, some 265 half-hour TV film shows and more than 280 hour programs have been sold.

Included are sales of Desilu's two new network series, *Mission: Impossible* and *Star Trek*, to every Latin American country except Colombia (where they have not yet been made available).

What makes this total sales performance particularly significant is

that previously, Latin America was a consistent trouble spot for Desilu Sales—indeed, for most international film syndicators. There never seemed to be sufficient money available in these countries for the purchase of U. S. product even though Latin Americans have shown a consistent liking for it. As a result, in the past Desilu had been reluctant to invest in the dubbing of product into Spanish and Portuguese without a reasonable assurance that it would generate a cash flow.

Today, apparently, the situation is much improved—at least as far as Desilu is concerned. The syndicator is probably in its most active selling period there in its four-year history. Industry sources estimate that while

Desilu Sales grossed less than \$500,000 from Latin America in 1964 and barely \$600,000 in 1965, it should end this year pocketing a solid \$750,000 from the 18 Spanish-speaking countries in Central and South America and the Caribbean and one Portuguese-speaking country (Brazil) that the market encompasses.

Mr. Pearson feels that of all international markets, Latin America is the one that requires the most concentration because it presents the most pitfalls. Still, in his estimation it ranks a distinct fifth in terms of the total revenues it produces. Mr. Pearson figures that Canada, Japan, Australia and Europe, in that order, all out-rate Latin America as money-makers for film syndicators.

## Four Star to handle sports shows overseas

Plans to distribute U. S. TV sports programming abroad were disclosed last week with the announcement that Mad-

ison Square Garden-RKO General Presentations has named Four Star International as its worldwide sales representative.

Under the arrangement, 20 championship sports events, including leading prize fights, track meets, hockey games and a trotting competition, will be offered for sale through Four Star's sales representatives in 33 countries. Madison Square Garden-RKO General Presentations, which was formed in November 1965 to provide TV programming in the sports area, already has had limited distribution overseas of two of its telecast events—the Emile Griffith-Dick Tiger championship bout and the Griffith-Joey Archer title match.

MSG-RKO announced meanwhile that TV stations in eight foreign countries and Singapore have purchased rights to the Nov. 10 Emile Griffith-Joey Archer world middleweight title bout, through Four Star International. The announcement said purchasers in Mexico will carry the fight live on both radio and television and that TV stations in France, Argentina, Puerto Rico, Panama, Venezuela, Singapore, Netherlands Antilles and Surinam will carry it on film.

## Compton takes 17th international partner

Compton Advertising Inc., New York, has bought a minority interest in Chase Advertising Ltd., Hong Kong, renamed Chase-Compton Ltd.

The Hong Kong agency, representing Compton's 17th international partner,

bills for Air Express International Ltd., the French Trade Commission, American International Assurance Co. Ltd., Air France and local companies. Other Compton foreign partners are in London; Brussels; Paris; Heidelberg, West Germany; Rome; Melbourne and Sydney, both Australia; Manila; Tokyo; Caracas; San Juan, P. R.; Santo Domingo, Dominican Republic; Mexico City; and Jamaica, Barbados and Trinidad, all in the British West Indies.

## Abroad in brief . . .

**Bigger goals abroad** ■ Technicolor Inc., Hollywood, is expanding its overseas operations, company officials revealed last week. Among several administrative and organizational changes being made is the severance of the television division and the motion picture division, which have been one divisional unit of Technicolor. Television facilities and services at Technicolor Limited, a British subsidiary, are being enlarged. Technicolor Italiana, an Italian affiliate, soon will begin a similar program of expansion.

**Another for B & B** ■ Benton & Bowles, New York, is acquiring a majority interest in the West German advertising agency, Werbeagentur Horst Baum-



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TV  
CATV  
RADIO

(Colorful dials for color TV)

Manufacturers of Precision Meteorological Instruments In Use Around the World

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Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management, Communications, Liberal Arts. Professional training on School Station WCBS and WCBS-TV. Activities. Placement. Dormitories. Co-Ed. Catalog.

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gardt. The agency, to be known as Baumgardt-Benton & Bowles, will have headquarters in Frankfurt-am-Main.

**Now overseas** ■ Metromedia Inc., group broadcaster and diversified communications and entertainment company, has made its first foreign acquisition with purchase of Publicity Services Ltd., British mail marketing and direct advertising firm. Publicity Services, with offices in London and Liverpool, will operate as part of O. E. McIntyre, a mail marketing company already owned by Metromedia in the U. S.

**MJ&A in London** ■ MacManus, John & Adams Inc., New York, has acquired an operational interest in Robert Sharp & Partners Ltd., London. The British agency has been renamed Sharp, MacManus Ltd. It will maintain billings for both Sharp and MJ&A clients in the United Kingdom, while MJ&A's international headquarters in Zurich handles European accounts. The Sharp agency, started in 1955, has billings of more than \$5 million.

**Zambia's first** ■ ITT reports its subsidiary Supersonic Radio Zambia Ltd. has

opened that country's first factory for transistor radios and phonographs in Livingston, Zambia. The 41,000-square-foot facility will make products for that country and other African nations, and later expand production into TV sets and telecommunications units.

**For young executives** ■ Approximately 50 advertising and marketing executives from all over the world, all under 30 years of age, will be selected on the basis of written examination and personal recommendation to attend the International Association of Advertising Agencies' World Advertising Conference to be held June 27-29, 1967, in London. The awards, to cover the cost of transportation, hotel accommodations, conference fees and special social activities, are sponsored by the Beecham Group Ltd., British agency.

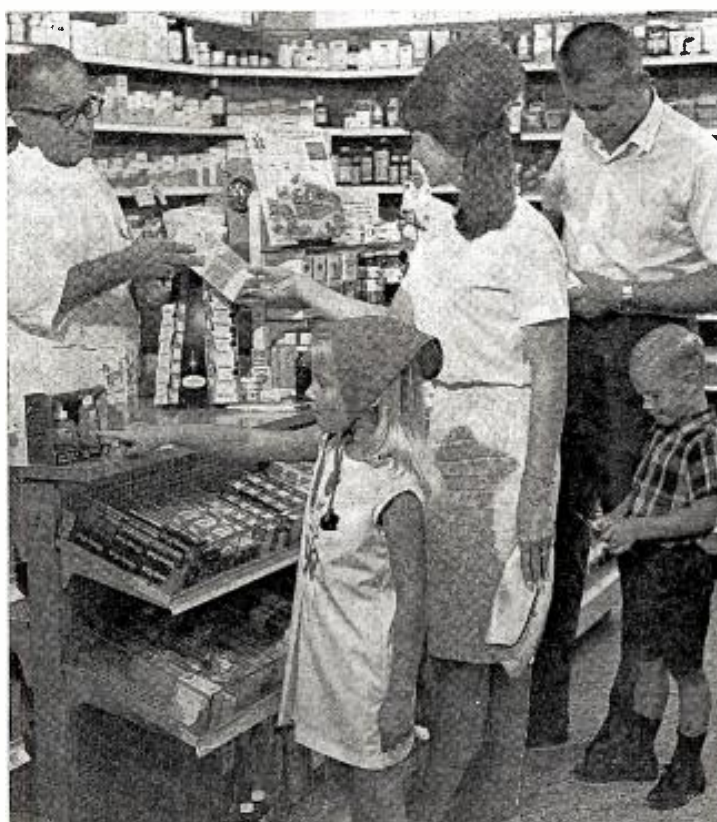
**Two are planned** ■ The Canadian Radio Sales Bureau and Radio Advertising Bureau will hold two seminars early next year. Sessions are set for Jan. 16-17 in Toronto and Feb. 6-7 in Vancouver, B.C. The success of this year's sales and management conference in Montreal, led the two groups to plan an extra session for 1967.

## Overseas ad operations a 2-way street for ideas

The benefits that have accrued to American advertising agencies from their exposure to overseas advertising through their international operations were stressed last week by Gianacrio Rossini, president of Kenyon & Eckhardt International, in a talk before the International Advertising Association in London.

Mr. Rossini said that "too much has been said too loudly about the one-sidedness of the contributions of American agencies to the improvement of other countries' marketing and advertising practice." He added that through overseas associations, American agencies' appreciation of cultural values has increased, their approach to the conduct of business has become more sophisticated, and, consequently, their "overall image has taken on a new luster."

He said K&E views European advertising as having "more chic, more style, more sophistication. It isn't afraid to be offbeat. . . . It excels in cinema commercials and photography; the graphics are bolder. It has a greater sense of humor. It has mastered the art of quick communication in TV messages."



Don't let anyone kid you, there are thousands of young growing families (like the Smiths) flowing into this Metro Market (Hillsborough-Pinellas Counties). These young families are contributing to the growth of Florida's finest television market.

## The Smith Family Knows That Dependable Drug Stores Are a Must to Growing Families

Last year over 33 million dollars changed hands in the Tampa-St. Petersburg market, in Drug sales alone.\*

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This is what makes the Rahall  
Station a must buy!

CALL  TODAY!

**WLCY TV**  
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TAMPA / ST. PETERSBURG

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WWNR  
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WEST VIRGINIA

WKAP  
ALLENTOWN,  
PENNSYLVANIA

WNAR  
NORRISTOWN, PHILADELPHIA,  
PENNSYLVANIA

# Motivation and stress BPA convention topics

## New awards and proposal to change meeting from fall to spring feature of busy agenda

A series of innovations will be featured next week in St. Louis when the Broadcasters Promotion Association meets for its 11th annual convention in the Chase Park Plaza hotel, Nov. 14-16.

Among the new agenda items: panels on the "psychology of motivation" and "how to deal with stress"; presentation of gold medal awards of excellence; announcement of BPA's first honorary member and a proposal to change the

convention from fall to spring.

Registration for the session had gone over 300 last week, and Casey Cohlmlia, WFAA-AM-FM-TV Dallas, BPA president, said he expects about 450 to attend. Last year's 407 registrants at the Washington convention was a BPA record.

Mr. Cohlmlia said the sessions on motivation and stress were added to the basic how-to panels because the convention committee wanted to try

and reach an area not usually touched at any industry meeting or convention. "We're in the motivating business," he said, "and it's about time we learned about the psychology of it." As for dealing with stress, he felt BPA members should learn "how to keep sane in an insane business."

**New Awards** ■ The gold medal awards, to be presented for the first time at the Tuesday luncheon, replace the old awards, which were limited to on-air promotions. Under the new criteria, the awards will be given for "excellence" in any phase of the promotion manager's job whether it is a one-sheet handout or a full campaign. The awards were described as "much simplified, much more meaningful."

This year's gold medal competition drew 131 entries, 88 from TV stations and 43 from radio stations. The winners are: Don Peacock, WBAL-TV Baltimore; Keith H. Moon, KXTV(TV) Sacramento, Calif.; Arnold Katinsky, WNEW New York, and Al Korn, WNAC Boston.

At the Tuesday night banquet the first honorary BPA member will be announced.

At the Tuesday business session, the nominating committee will offer George Rodman, WBKB-TV Chicago as the new president. Other nominees for officers will be: Tom Daley, CFPL London, Ont., first vice president; Joe Costantino, KTVU(TV) Oakland-San Francisco, second vice president; George Vickery, WTVJ(TV) Miami, Fla., secretary; Mike Strawn, KCMO-TV Kansas City, Mo., treasurer. Nominees for the board will be: Cal Mahlock, WKJG-TV Fort Wayne, Ind.; Maury Midlo, WDSU-TV New Orleans; E. Boyd Seghers, WGN Chicago; Dick Robertson, KRON-TV San Francisco, and Jack Townsend, KELO-AM-TV Sioux Falls, S. D.

BPA will also vote on four proposed amendments. The main one will change the meeting date from the October-November period to April-June. If approved, the change would not affect the BPA's next three conventions which are already set for October in Toronto (1967), Miami (1968) and Philadelphia (1969).

The BPA agenda:

**Monday (Nov. 14):**

9:30 a.m.—Opening address: Don Jamieson, general manager, CJON St. John's, Nfld., and former president of Canadian Association of Broadcasters.

10:10 a.m.—Management Speaks Out on Promotion: Barbara Roberts, promotion manager, KTUL-TV Tulsa, Okla., host-producer. Panelists: Bill Swanson, general manager, KTUL-TV; Don Curran, general manager, KGO San Francisco; Alvin G. Flanagan, executive vice president, Mullins Broadcasting, Denver, and Lawrence E. Richardson Jr., president, Post-Newsweek Stations, Washington.

11:40 a.m.—Ask the Man Who Knows: Dick



## Annual TV presentation awards inaugurated

The Broadcasters Promotion Association and the Television Bureau of Advertising joined forces in Washington last Thursday (Nov. 3) to present the first annual TV sales presentation awards. The winners were WWJ-TV Detroit for the best general station sales presentation; WXYZ-TV Detroit for the best specific account presentation; NBC for the best specific program presentation (for the *Today* show), and The Katz Agency Inc., New York, for the best presentation that sold

the industry.

Taking part in the ceremonies were (seated l-r): Scott Donahue, vice president-TV, The Katz Agency; Richard N. Hughes, promotion manager, WXYZ-TV; James Schiavone, general manager, WWJ-TV, and Neil Walden, NBC sales development, participating programs. (Standing l-r): Norman E. (Pete) Cash, president, TVB; FCC Commissioners Robert E. Lee, and Lee Loevinger, and Casey Cohlmlia, WFAA-AM-FM-TV Dallas, BPA president.

Robertson, promotion manager, KRON-TV San Francisco, coordinator. (This is an informal session, primarily for newcomers to promotion to ask specific questions of experts.)

12:15 p.m.—Keynote luncheon. Speaker: David J. Curtin, vice president in charge of corporate communications, Xerox Corp., Rochester, N. Y.

2:15 p.m.—Psychology of Motivation: F. C. Strawn, promotion and publicity director, KCMO-AM-TV Kansas City, Mo., host-producer. Speaker: Frank N. Willis Jr., assistant professor of psychology, University of Missouri at Kansas City.

3:40-5 p.m. separate sessions.

Building Better TV Promos: Gerry Taylor, director, on-air promotion, CBS, Hollywood, host-producer. Panelists: Keith Culverhouse, director, advertising and sales promotion, MGM-TV New York; Robert Newman, manager, Newjack Sound, Los Angeles, and Mr. Taylor.

A Creative Approach to Promotion on Radio: Carl L. Haglund, director, promotion and publicity, WRVA Richmond, Va., host-producer. Speaker: Alan Alch, Alan Alch Inc., Los Angeles.

5 p.m.—Station representatives firms' meetings.

**Tuesday (Nov. 15):**

9 a.m.—Everybody Wants to Be an Art Director: Andy Amyx, promotion manager, WOOD-AM-TV Grand Rapids, Mich., host-producer. Panelists: Louis Dorfman, director of design, CBS Inc., New York; Jack Amon, art director, Needham, Harper & Steers, New York; Robert Jones, art director, RCA Victor Records, New York.

10:30-11:30 a.m. separate sessions.

Inside Outdoor: George T. Rodman, advertising, promotion and press information director, WBKB-TV Chicago, host-producer. Panelists: Leonard S. Rubenstein, creative director, eastern division, Foster & Kleiser, Chicago; Kenneth Cowan, director of information, WOR-AM-TV New York, and Mr. Rodman.

What's with Color TV Promotions: Fred Mueller, promotion manager, KSD-TV St. Louis, host-producer. Panelists: Carl Simonson, account executive, J. Walter Thompson, Chicago; Betty Stiltz, promotion and publicity director, WLWT-TV Cincinnati; Bill Davey, advertising and promotion manager, KSTP-TV St. Paul-Minneapolis, and a CBS-TV representative.

Trends in Trade Advertising: Marvin D. Melnikoff, manager client relations, Standard Rate & Data Service, New York, host-producer. Panelists: Harvey A. Harkaway, publisher, SRDS, Skokie, Ill.; Joseph St. Georges, vice president and director, data and systems department, Young & Rubicam, New York; Marvin Roslin, director of research and sales promotion, Adam Young Inc., New York.

11:30 a.m.—Ask the Man Who Knows: Dick Robertson, coordinator.

12:15 p.m.—Awards luncheon.

2:15 p.m.—Repeat of separate morning sessions.

3:30 p.m.—Business meeting.

7 p.m.—Trade press cocktail party.

8 p.m.—Banquet.

**Wednesday (Nov. 16):**

9-11:30 a.m. separate sessions.

Selling without Numbers-TV: J. Donald Ratchford, promotion manager, D'Arcy Advertising, St. Louis, host-producer. Panelists: Tom Stanton, president, Creative Consultants Inc., St. Louis; Sterling C. (Red) Quinlan, president, WFLD-TV Chicago.

Selling without Numbers-Radio: Judd Woods, promotion manager, WDAF-AM-TV Kansas City, Mo., host-producer. Panelists: Robert Galen, research director, Blair Radio, New York; Louis M. Bolton, general manager, WDAF; Charles K. O'Neill, media director, Gardner Advertising, St. Louis.

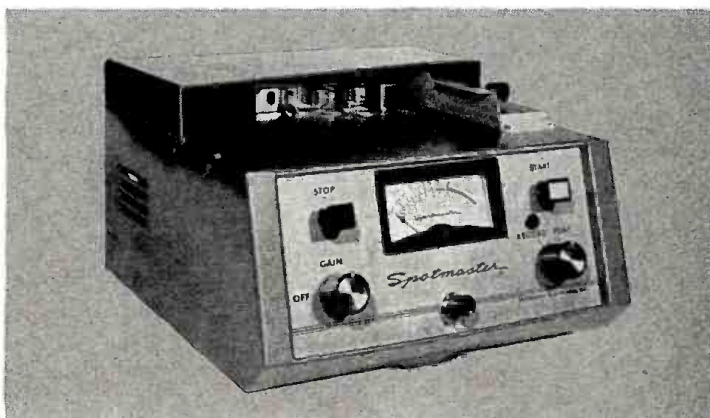
How to Come in Under the Budget: Alvin C. Korn, advertising and promotion director, WNAC-TV Boston, host-producer. Panelists: Hamilton Shea, executive vice president, WSVA-AM-FM-TV Harrisonburg, Va.; John Herklotz, controller, WGN Continental Broadcasting Co.; H. Taylor (Bud)

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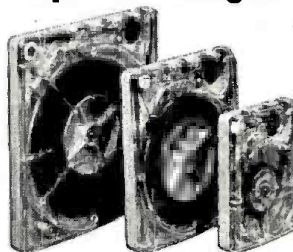


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Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

Top Quality  
**Tape Cartridges**



Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



**BROADCAST  
ELECTRONICS, INC.**

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

Vaden, advertising and promotion director, Tri-angle Stations, Philadelphia.

**How to Deal with Stress:** E. Boyd Seghers Jr., manager sales promotion and research, WGN Chicago, host-producer. Speaker: Dr. E. M. Litin, chairman, department of psychiatry, Mayo Clinic, Rochester, Minn.

11:40 a.m.—Community Service—Who Needs It?: Jack F. Brembeck, director, promotion-publicity and community services, KABC-TV Los Angeles, host-producer. Panelist: Jeraldine Freed, promotion director, Plains Television, Springfield, Ill.

## Drumbeats . . .

**Eggplant á Go-Go** ■ Promoting the pop platter, "Eggplant That Ate Chicago," WPOP(AM) Hartford, Conn., became swamped with eggplants sent in by listeners. As part of the promotion, the station created "Eggbert," a small talking eggplant who thrives on scale models of Connecticut towns. In an effort to halt the invasion, WPOP announcers are requesting listeners to mail their eggplants this week to Thompsonville, Conn., a rival community.

**Gamesmanship** ■ ABC Radio treated 30 New York advertising and client executives to a 2½-hour trip in a specially equipped bus to see the Notre Dame-Navy football game at John F. Ken-

nedy Stadium in Philadelphia Oct. 29. Radio account executives acted as hosts to representatives from such firms as Liggett & Myers, Grey Advertising, Young & Rubicam and Dancer-Fitzgerald-Sample.

**Tribute paid** ■ Walter Bunker, who retired this year as vice president and director of the Hollywood office of the TV-radio department of Young & Rubicam Inc., was honored at the annual United Community Campaigns luncheon, held at the Beverly Hills Hotel last week. More than 100 advertising and industry and broadcast business leaders paid tribute to Mr. Bunker, who for 20 years was chairman of the national radio and TV committee for the United Way. Mr. Bunker was presented with a plaque for his long service. Herminio Traviesas, vice president of the Hollywood office of Batten, Barton, Durstine & Osborn Inc. was chairman of the luncheon. Milton C. Mumford, chairman of the board of Lever Brothers Co. and national chairman of United Community Campaigns of America was host. Sam Thurm, vice president in charge of advertising for Lever Brothers and national UCCA chairman for television, radio and films, delivered a report on this year's progress.

**Wanted: Respect** ■ ABC Radio and the Federal Bureau of Investigation, using network radio time valued at over \$60,000, are cooperating in a one-month public service campaign titled "Respect for the Law." The campaign, which features some 65 spots (30 and 60 seconds) is being aired on 350 ABC-affiliated stations. Pointed messages on the need for understanding, teaching and respect for the law are to be delivered by Irv Chapman, Keith McBee and Frank Reynolds of ABC Radio News, and by Chris Schenkel of ABC Radio Sports.

**Creative contest** ■ As part of a new radio campaign for Instant Fels laundry soap, part of the Purex Corp. Ltd. operations, Foote, Cone & Belding, Inc., Los Angeles, last week announced five winners of a contest in which each of some 30 on-the-air radio personalities personally created a radio commercial for the soap product. Using a fact sheet and in some cases a suggested commercial format supplied by FC&B, the radio personalities created a 60-second spot. Winners were selected by the agency and Purex on the basis of creativity and believability. The five winners are Jergen Nash, WCCO Minneapolis; Guy Randall, WILK Wilkes-Barre, Pa.; Ronnie Barrett, WERE Cleveland; Fred B. Cole, WHDH Boston, and Bob Allison, WWJ Detroit.

**ID masterpiece** ■ KGUN-TV Tucson, Ariz., a member of the Gilmore Broad-

casting Group, has inaugurated a Christmas station-ID project featuring the paintings of the noted artist, Ted DeGrazia. Mr. DeGrazia, who has contributed much of his work to UNICEF, the Muscular Dystrophy Foundation, and the American Cancer Society, has permitted the reproduction of his Padre Kino portfolio, canvases depicting the life of the Arizona pioneer-priest. KGUN-TV plans to broadcast the portfolio without superimposition of title material.

**Needham fund** ■ Needham, Harper & Steers, Chicago, has established the Maurice H. Needham Scholarship in the Humanities, a memorial full scholarship, at Beloit College, Beloit, Wis.

**Leavetakers saluted** ■ KNUZ Houston has evolved a community-service ploy that could easily be used in other markets. The feature is called *Home on Leave*, Ken Grant, KNUZ sales promotion director, reports. The station announces the names of servicemen in the area that are in the area on leave, and supplies addresses and the names of high schools or colleges the servicemen attended. Friends are encouraged to get in touch with the men, and family members, the targets of promotional announcement, supply the information. The station runs 12 spots a day, saluting three servicemen at a time. Local businesses are entering into the swing of the promotion; the Seven Up Bottling Co. of Houston gives each serviceman saluted on the station a free case of the beverage. Leonard Pillins, vice president of the bottling firm, says the resulting goodwill is "enormous."

## Westinghouse unit cites 'grand prix' winners

WBC Productions Inc., New York, last week announced the winners of "grand prix" slot car races it held for broadcasters and wives attending the National Association of Broadcasters regional conferences in Dallas, San Francisco, Denver and Minneapolis. The winners, with best track records, were Mrs. Abe Cowan, wife of the vice president in charge of operations, KTAI-TV Shreveport, La.; Dalton Danon, film program director, KTLA(TV) Los Angeles; Mrs. M. Dale Larson, wife of the vice president-general manager of KTVH (TV) Wichita, Kan., and Jack Mazzie, programing and national sales manager, WREX-TV Rockford, Ill.

They were awarded Westinghouse stereo hi-fi portable phonographs. The competitions are being continued in other major cities where NAB regionals are being held this year.



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## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Curtin

**David J. Curtin**, VP in charge of corporate communications for Xerox Corp., Rochester, N. Y., also given responsibility for company's advertising and sales promotion activities. **Donald L. Clark**, VP in charge of corporate advertising, leaves Xerox to become president of Bernzomatic Corp., Rochester.

**Murray L. Klein**, creative director, Smith/Greenland, New York, appointed senior VP in charge of creative services.

**Harlan A. Rector**, executive art director of Storm Advertising Inc., Rochester, N. Y., elected VP.

**William J. Casey**, VP at Papert, Koenig, Lois, New York, joins D'Arcy Advertising Co. there as VP and associate creative director.

**Thomas G. Johnson**, associate research director of Gardner Advertising Co., St. Louis, joins Scherwin Research Corp., New York, as VP and account supervisor.



Mr. Berrien

**Curtis Berrien**, executive VP - creative services, Needham, Harper & Steers, New York, joins N. W. Ayer & Son, same city, as VP and creative director. **Robert Pavloff**, copy group director for Ayer, Philadelphia, elected VP. **Lionel C. Banks**, art director for London office of J. Walter Thompson Co., appointed art director in Los Angeles office of Ayer. **Thomas W. Lauer**, media supervisor on Mattel account for Carson/Roberts/Inc., Los Angeles, named media supervisor for Ayer, that city. **David H. Hamilton**, copywriter, McCann-Erickson, Los Angeles, joins Ayer there in same position.



Mr. Fouts

**John M. Fouts**, Detroit manager of Henry I. Christal Co., radio station representative, elected VP-Midwest. He entered radio sales in 1950 with WHAS Louisville, Ky., was sales director there for 11 years before joining Christal in 1963.

**Dwight Jarrell**, creative director of Creative House Advertising Detroit,

named VP in charge of account relations. **Dick Stockwell**, art director with Graphics and Display Corp., Detroit, joins CHA there as media production manager. **Ed Christian**, with WTRX Flint, Mich., joins CHA, Detroit, in similar capacity.

**James E. Muse**, manager, The Katz Agency, St. Louis, elected president of newly formed St. Louis Broadcast Representatives Association. Other officers are **Sam Hall**, Edward Petry & Co., VP and **Martin Ludington** of Venard, Torbet & McConnell, secretary-treasurer.



Mr. Ross

**Paul Ross**, copy supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

**John R. Stuart**, national sales manager of KERO-TV Bakersfield, Calif., named general sales manager of WOAI-TV San Antonio, Tex.

**C. P. (Pete) Jaeger**, former partner, Video Artists Inc., New York, syndicated film and TV program packager, named VP-eastern division, AM-AD Inc., with headquarters at newly opened

office at 375 Park Ave., New York. Phone 688-4800.



Mr. Wachler

**Dr. Robert A. Wachler**, senior associate research director of BBDO, New York, named manager of research department. **Henry Goldstein** and **Howard Gendel**, research supervisors for BBDO, appointed associate research directors.

**Kay Nesom**, with Tucker Wayne & Co., Atlanta, appointed media director of The Pitluk Group, San Antonio, Tex.

**Vinton R. Boecher**, from BBDO, Chicago and **Gerald L. Christman**, from Griswold-Eshleman Co., Chicago, join Campbell-Mithun there as art directors.

**M. Robert Baldrice**, sales manager for wxyz Detroit, appointed general sales manager for WJBK-TV, that city.

**Earl Buncher**, account executive with WJAS-AM-FM Pittsburgh, appointed manager-local sales.

**Edwin L. Johnson**, account executive with Atlas Film Corp., Chicago, joins Fred A. Niles Communications



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Mr. Ruggles

**Don Ruggles**, with sales department of KOMU-TV Columbia, Mo., for past eight years, appointed general sales manager.

**Richard W. Driscoll**, radio sales supervisor for western stations at The Katz Agency, New York, named assistant radio sales manager.

**Don Fraser**, with John S. Thompson Co., joins Dancer-Fitzgerald-Sample, San Francisco, as assistant research director.

**Edwin E. Wodka**, account executive with WIRL Peoria, Ill., named sales manager.

**John A. Edwards**, account executive with Young & Rubicam, joins Campbell-Ewald Co., Detroit, as account executive.

## MEDIA



Mr. Mortensen

**Arthur M. Mortensen**, VP of parent Bonneville International Corp., named executive VP of Radio New York Worldwide Inc. (international shortwave station WNYW and WRFM (FM) New York.)

**Bob Bell**, general sales manager of WVON Cicero, Ill., WSDM (FM) Chicago, named general manager of both stations in addition to present post. He succeeds **Lloyd Webb**, who resigns.

**Al Stockmeier**, sales manager of Radio-TV Advertising Inc., Coral Gables, Fla., appointed manager and sales manager of WGBS-FM Miami.

**Jerry Chapman**, program director of WFBS Indianapolis, also appointed manager of WFBS-FM.

**William R. Holland**, WMTN Morristown, elected president of Tennessee Association of Broadcasters. Other new officers: **Reeve Owen**, WAPO Chattanooga, eastern VP; **J. Porter Clark**, WEKR Fayetteville, middle VP; **Bert Ferguson**, WDA Memphis, western VP; **Jim Stair**, WYSH Clinton, secretary-treasurer.

**John H. Blaine**, controller of King Broadcasting Co., Seattle, appointed assistant treasurer. **Winston H. DeForest** replaces Mr. Blaine as controller. King stations are KING-AM-FM-TV Seattle; KGW-AM-TV Portland, Ore.; and KREM-AM-FM-TV Spokane, Wash.

**Joseph J. Madden**, management consultant and founder of Broadcast Management Services, New York, named executive director, Institute of Broad-

casting Financial Management.

**Ralph J. Dolan**, assistant to general manager of KSTP-TV Minneapolis-St. Paul, named operations manager, with responsibility for all departments excluding sales.

**J. C. Gidel**, with KDKA-AM-FM-TV Pittsburgh, named business manager at WIND Chicago.

**Charles F. Mallory**, sales manager of KWFS-AM-FM Eugene, Ore., named to newly created post of station manager.

**William H. Clark**, KFSB Joplin, elected president of Missouri Broadcasters Association. Other officers elected: **Bob J. Wormington**, WDAF-TV Kansas City, VP; **Sam A. Burk**, KIRX Kirksville, secretary-treasurer.

**W. R. (Bill) Roberson Jr.**, WITN-AM-FM-TV Washington, N. C., elected president of North Carolina Association of Broadcasters. Other new officers are **Paul Marion** of WBT Charlotte, VP for radio; **Dick Barron** of WSJS-TV Winston-Salem-Greensboro, VP for television; and **C. Alden Baker** of WGAI Elizabeth City, secretary-treasurer.

**Cecil Webb**, operations manager for KRON-TV San Francisco, appointed operations manager for Western Cable Television Co., that city.

**Jules Henry**, program director of WHFS (FM) Bethesda, Md., appointed assistant manager in charge of programming and internal operations. **Ted Mallinger**, with Bulova Watch Co., named assistant manager for commercial relations at WHFS.

**Steve French**, general manager of KOIL Omaha, joins Starr Broadcasting as programming, sales and management consultant. Starr Broadcasting stations are KUDL Fairway, Kan.; KOWH Omaha; and KISD Sioux Falls, S. D.

**Bernard W. Schnapp**, assistant auditor for WJZ-TV Baltimore, named assistant auditor for KPFX (TV) San Francisco.

## PROGRAMMING

**David H. Horowitz**, secretary of Screen Gems, New York, also elected VP and general counsel. Mr. Horowitz joined firm in May 1963, and previously had been partner in law firm of Schwartz and Frohlich for ten years.

**Theodore M. Wrobel**, sales manager, Broadcast Sales Inc., New York, elected VP-sales.

**Maury Benkoil**, president of Shannon Productions Inc., named program



Mr. Horowitz

director for WCBS-AM-FM New York.

**Richard Behrendt**, program director for KRON-TV San Francisco, named program manager.

**John Saunders**, assistant program director of WTOL-TV Toledo, Ohio, named program director, succeeding **Robert Kriehoff Sr.**, who resigns.

**J. Peder Boysen**, national program director of Gem Radio Stations, Winona, Minn., retires. Mr. Boysen plans to return to Los Angeles to head Boysen Broadcast Aids, which will develop and manufacture mechanical and system aids for broadcasters. Gem stations are KLOL Lincoln, Neb.; WPOK Pontiac, Ill.; and KAGE Winona.

**Joyce Gordon** elected president, New York Screen Actors Guild. Other officers are: **Karl Weber**, first VP; **Cy Harrice**, second VP; **June Graham**, treasurer and **Peter Thomas**, recording secretary.

**Bill Mac Iver** named program director of WACE Chicopee, Mass., succeeding **Jack Hurley**, who joins news staff of WHAS Louisville, Ky.

**Brian Rehak** appointed programming coordinator for WMET-TV Baltimore.

**Peter Ermacora**, editorial designer, *Mademoiselle* magazine, New York, appointed art director, WABC-TV, same city.

**Roy Bishop**, with WIBF-TV Philadelphia, named production and operations director.

**Royce Johnson**, with KFRC San Francisco, joins KDEO San Diego as director of production.

**Bill Fields**, program director of WCNS and WCNO (FM) Canton, Ohio, joins staff of WKBN-AM-FM-TV Youngstown, Ohio.

## NEWS

**Clark Edwards**, news director at WINI Murphysboro, Ill., joins Plains Television as news director of WCHU (TV) Champaign and WICD (TV) Danville, both Illinois.

**Leonard Leddington**, writer for NBC-TV's *Today*, named news editor of program. **Chris Brown**, night editor of *Today*, succeeds Mr. Leddington.

**Don Shinkle** of KRCG (TV) Jefferson City, elected chairman of Missouri Associated Press Radio-TV Association.

**Malcolm Poindexter**, news editor at KYW Philadelphia, appointed head of station's new local news unit.

**James R. (Ron) Palmquist**, night news editor for KBT (TV) Denver, joins reporting staff of WGAN-TV Portland, Me.

**Ralph Kiner**, play-by-play broadcaster for New York Mets baseball, also



named color commentator on San Diego Chargers football broadcasts.

**Bob Gallagher**, director of sports for WNAC-TV Boston, appointed sports editor of WTVJ(TV) Miami.

**John Armstrong**, formerly with WESH-TV Daytona Beach-Orlando, Fla., and WMMB Melbourne, Fla., and **Bob Blair**, formerly with WLAV Grand Rapids, Mich., and wxyz Detroit, join news staff of WVUE(TV) New Orleans.

**Irene Linda Malbin** joins KING Seattle as reporter.

**Tim Findlay**, night news editor for KIMN Denver, joins KHOW there as newsmen.

**Richard L. Harvey**, program director of WSAF Sarasota, Fla., joins WTVT(TV) Tampa-St. Petersburg, Fla., as newsmen.

### FANFARE

**Boots LeBaron**, publicist for Universal Television, joins McFadden, Strauss, Eddy & Irwin, Los Angeles, as account executive.

**Kurt T. Kolstad**, formerly with NBC, joins publicity firm of Solters, O'Rourke and Sabinson, Los Angeles, as account executive.

### EQUIPMENT & ENGINEERING



Mr. MacAdam

**Walter K. MacAdam**, VP - government communications for AT&T, New York, elected president of Institute of Electrical and Electronics Engineers for 1967.

**Joseph B. Rice Jr.**, director of manufacturing for Burroughs Corp., Detroit, joins Houston Fearless Corp., Los Angeles, as VP-operations, newly created post.

**R. Duanne Hall**, from Koppers International Inc., named VP of marketing of Ameco Inc., Phoenix.

**Ronald C. Mandell**, senior systems engineer with Anaconda Astrodata Co., Anaheim, Calif., appointed chief engineer, CATV systems.

**Harold C. Potter**, director of marketing, components group, Litton Industries, New York, appointed general manager, voice communication division, Roanwell Corp., same city.

**Kenneth D. Lawson**, executive VP of Ranchers Exploration and Development Corp., Albuquerque, N. M., appointed CATV sales manager for Telemination Inc., Salt Lake City.

**John R. O'Neill**, sales engineer for communications systems division of Jerrold Electronics, Philadelphia, named head of that division's new midwestern sales office at 234 N. Northwest High-

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**Dan Halpin**, VP of marketing for Raymond Rosen Co., Philadelphia, joins TelePro Industries, Cherry Hill, N. J., as director of marketing, special accounts.

## ALLIED FIELDS

**Leonard N. Daniels**, treasurer of Alfred Politz Research Inc., New York, joins Audits & Surveys Inc. there as VP and director of operations.

**William S. Paley**, CBS board chairman, named board chairman of Resources for The Future Inc., Washington, nonprofit corporation formed in 1952 in cooperation with Ford Foundation. He succeeds **Rebuen G. Gustavson** who is retiring as chairman.

## INTERNATIONAL

**Ken Brown** of Ottawa named president of newly formed association representing supervisors of news service of Canadian Broadcasting Corp. Other officers elected: **Jean Baulu** of Montreal, VP; **Michel Label** of Montreal, secretary, and **Herb Nixon** of Winnipeg, Man., treasurer.

**Julian Marryshow**, with Lindo, Norman, Craig & Kummel (Trinidad), Port of Spain, Trinidad, appointed director of public relations.

**Gregory Bathon**, with J. Walter Thompson S. A., Antwerp, Belgium, appointed managing director of J. Walter Thompson Private Ltd., Bombay, India, succeeding **E. J. (Peter) Fielden**, who retires.

## DEATHS

**Martin Weldon**, 53, director of news and public affairs, WCBS New York, died Oct. 31 at Hackensack, N. J., hospital after heart attack. He was stricken while he and his wife, Adrian, were driving back to New York after Mr. Weldon made address to Rutherford (N. J.) Women's College Club. He also has been director of public affairs for radio and TV divisions of RKO General Broadcasting, as well as being an author. He is survived by his wife, two daughters and two stepsons.



Mr. Weldon

**John T. Cahill**, 62, senior partner in Wall Street law firm of Cahill, Gordon, Reindel & Ohl, and board member of RCA and NBC, died Thursday (Nov. 3) at King Edward VIII's hospital for officers, London, of stomach cancer. He had served as assistant attorney general of New York state, 1931-33; special assistant to New York county district attorney, 1936-37; U. S. attorney for southern district of New York, 1939-41. He is survived by his widow, Janne; four children; two stepchildren and two sisters.



Mr. Cahill

**Mrs. Ruth Kiersted Blainey**, 45, manager of New York network oper-

ations for ABC-TV, died Oct. 27 at St. John's Riverside hospital in Yonkers, N. Y. Mrs. Blainey had been with ABC since 1943.

**Gerry Swinehart**, 63, chairman of executive committee of Carl Byoir & Associates, New York, died in Carlsbad, Calif., Oct. 31 following delivery of speech at annual meeting of Tile Council of America. Mr. Swinehart co-founded PR agency with late Carl Byoir in 1930. Surviving are his wife, Lillian, and son.

**Russell E. Waters**, 53, manager of CKPC Brantford, Ont., died Oct. 27 in Brantford hospital after heart attack at his home. Surviving are his wife, Norma, daughter and two sons.

**Alfred John McGinness**, 63, manager of national advertising for The Firestone Tire & Rubber Co. since 1942, died of heart ailment Oct. 27 at The New York hospital. For many years Mr. McGinness was in charge of *Voice of Firestone*, radio-TV program that went off air in 1963. Surviving are his wife, Louise, daughter and son.



Mr. Newcomb

**Alan Harrison Newcomb**, 45, public affairs director of Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBT-TV[TV] Charlotte, N. C.; WBTW[TV] Florence, N. C.; Jefferson Productions) died Oct. 21 at Resurrection hospital in Chicago of complications following surgery. Surviving are his wife, Jeanne, daughter and son.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 27 through Nov. 2 and based on filings, authorizations and other FCC actions. (Editor's note: FOR THE RECORD, effective Oct. 28, was reorganized. All applications and actions by the FCC, its Broadcast Bureau, review board, hearing examiners, etc. will be found under eight overall headings: New TV, Existing TV, New AM, Existing AM, New FM, Existing FM, CATV, and Ownership Changes.)

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

**New TV stations**

**FINAL ACTIONS**


San Antonio, Tex.—Southwest Broadcasting Inc. FCC granted UHF channel 29 (560-

### New TV stations

**FINAL ACTIONS**

San Antonio, Tex.—Southwest Broadcasting Inc. FCC granted UHF channel 29 (560-

BROADCASTING, November 7, 1966



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566 mc); ERP 549 kw vis., 109 kw aur. Ant. height above average terrain 1450 ft., above ground 1529 ft. P.O. address: c/o Norman S. Davis, 1515 National Bank of Commerce Bldg., San Antonio 78205. Studio and trans. both to be located in San Antonio. Geographic coordinates 29° 17' 27" north lat., 98° 18' 01" west long. Type trans. RCA TFU-30A (LA); type ant. RCA TFU-46K. Legal counsel Cottone & Fanelli, consulting engineers Raymond E. Roher & Associates, both Washington. Principals: Glen A. Martin (31.6%), Norman S. Davis (21.1%), W. W. McAllister Jr., O. J. Solcher Jr., Gilbert M. Denman Jr. and Leroy G. Denman Jr. (each 10%) and others. Mr. Martin has gas and oil interests. Mr. Davis is lawyer. Mr. McAllister is in insurance and banking. Mr. Solcher is in investments. Messrs. Denman are both lawyers. Action Oct. 28.

**OTHER ACTION**

■ By order, commission denied Deil O. Gustafson, tr/as Capitol City Television Co.'s application for review of review board decision and of board's memorandum opinion and order denying reconsideration of its decision affirming award of UHF for St. Paul to Associated Television Corp. (Docs. 15932-3). Commissioner Loevinger not participating.

**ACTIONS ON MOTIONS**

■ Hearing Examiner Isadore A. Honig on Oct. 26 in proceeding on TV application of Midwest Television Inc., Springfield, Ill., granted motion of Midwest and continued hearing until Dec. 12 (Doc. 15450).

■ Hearing Examiner David I. Kraushaar on Oct. 28 in proceeding on TV applications of Chapman Radio and Television Co. Home-wood, Ala., et al., denied motion of Chapman for extension of all procedural dates, but authorized exchange of exhibits by Chapman limited to newly added issues not later than Nov. 15 (Docs. 15461, 16759-61 and 16759).

■ Hearing Examiner Chester F. Naumowicz Jr., on Oct. 26 in proceeding on TV applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council, both Chicago, scheduled oral argument with respect to the production of witnesses on Nov. 22 and hearing for Nov. 28 (Docs. 15669, 15708).

**RULEMAKING PETITIONS**

Hopkinsville, Ky. J. Shelby McCallum, Gary H. Latham and E. T. Breathitt Jr.—Requests that table of TV assignments be amended to include a TV ch. 51 for Hopkinsville proposal Ann. Oct. 28.

Livingston, Tenn., Millard V. Oakley Broadcasting Co.—Requests issuance of notice of proposed rulemaking looking to amendment of table of TV assignments with allocation of ch. 20 or some other channel to Crossville, Tenn. Ann. Oct. 28.

**RULEMAKING ACTIONS**

■ By memorandum opinion and order, commission dismissed petitions for rulemaking to assign TV channels to Anaheim (RM-692) and various other communities in California (RM-710) because of petitioners' failure to make showing of intention to apply for any channels as required by fifth report and order in Doc. 14229. Action Nov. 2.

■ Commission invited comments to proposed rulemaking looking toward assigning TV ch. 38 to New Orleans as a third commercial UHF channel (RM-100S). Rulemaking was petitioned for by Rault Petroleum Corp. of New Orleans. New Orleans is currently assigned 4 VHF channels—4, 6, 8 and 12, and 3 UHF channels—20, 26 and \*32. Action Nov. 2.

■ In notice of proposed rulemaking, commission proposed to assign ch. 38 to St. James, Minn. Hubbard Broadcasting Inc., licensee of KSTP-TV ch. 5, St. Paul, petitioned for UHF channel assignment so it may file application for CP to operate a station at St. James as satellite of KSTP-TV. Action Nov. 2.

**CALL LETTER APPLICATION**

■ Greater Washington Educational TV Assoc. Washington, D. C. Requests \*WETX (TV).

**Existing TV stations**

**FINAL ACTIONS**

\*WILL-TV Urbana, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15. Action Oct. 26.

WKTR-TV Kettering, Ohio—FCC granted mod. of CP to change ERP to 724 kw vis., 72.4 kw aur., ant. height 540 ft.; change type trans., and trans. location to Frytown Rd. at Lyleburn Rd., Dayton Ohio, specify studio location. Action Oct. 28.

WHIS-TV Bluefield, W. Va.—Broadcast Bureau waived Sec. 73.613 of rules and granted mod. of license covering change in

studio location to East Cumberland Rd., near Bluefield, W. Va. Action Oct. 26.

**OTHER ACTION**

■ Review board by memorandum opinion and order in proceeding on application of RKO General Inc. for renewal of license of KHJ-TV Los Angeles, and Fidelity Television Inc. for a new TV to operate on ch. 9 in Norwalk, Calif. (Docs. 16679-80) denied petition by Fidelity to enlarge issues. Action Oct. 27.

**ACTIONS ON MOTIONS**

■ Hearing Examiner Thomas H. Donahue on Oct. 28 in proceeding on assignment of licenses of KTRG-TV and KUT-67 Honolulu, from Hawaiian Paradise Park Corp. to Friendly Broadcasting Co., continued hearing from Nov. 22 to Nov. 29 (Doc. 16889); and on Oct. 31 on his own motion, continued without date hearing presently scheduled for Nov. 14 in proceeding on application for TV license renewal of KHJ by RKO General Inc. Los Angeles and CP application of Fidelity Television Inc. Norwalk, Calif. (Docs. 16679-80).

■ Hearing Examiner Jay A. Kyle on Oct. 28 in proceeding on application of Lamar Life Insurance Co. for renewal of license of WLBT (TV) Jackson, Miss., postponed hearing conference from Nov. 14 to Dec. 16 (Doc. 16663); and in proceeding on AM applications of HarriScope Inc. (KWTO) Casper, Wyo., and Family Broadcasting Inc., LaGrange, Wyo., granted motion of HarriScope Inc. to change corporate name to HarriScope Broadcasting Corp. (Docs. 16787 and 16788).

■ Hearing Examiner Elizabeth C. Smith on Oct. 28 in proceeding on TV applications of Kentucky Central Television Inc. and WBLG-TV Inc. Lexington, Ky., rescheduled hearing from Nov. 9 to Nov. 22 and hearing for Nov. 15 to Nov. 29 (Docs. 16700-1).

■ Office of opinions and review on Nov. 1 in the Syracuse, N. Y. television proceeding, granted request of WAGE Inc. and extended to Nov. 10 time to file answers to Syracuse Television Inc. application for review (Docs. 14368-72, 14444-6).

**RULEMAKING PETITION**

Kenosha, Wis., Perry John Anderson—Requests reinstatement of TV ch. 61 as allocation for Kenosha. Ann. Oct. 28.

**RULEMAKING ACTIONS**

■ By memorandum opinion and order, commission granted petition of D. H. Overmyer Broadcasting Co. for reconsideration of UHF TV broadcast channel assignments adopted in fifth report and order in Doc. 14229 insofar as it concerned Rosenberg, Tex., amending table of assignments to substitute ch. 45 for ch. 58 at Rosenberg and modifying the CP for KJDO-TV. Rosenberg, Tex. to specify ch. 45 instead of ch. 58. Action Nov. 2.

■ By memorandum opinion and order, commission denied petition of Mark Twain Broadcasting Co. (KHMO) to institute rulemaking proceeding to move reserved ch. \*12 from Iowa City, approximately forty miles northeast so that the separation between educational site and proposed new assignment at Hannibal, Mo., would satisfy requirement of commission's rules. The channel at Iowa City is an integral part of a plan for educational television recently prepared for State of Iowa. Action Nov. 2.

**CALL LETTER APPLICATIONS**

■ WDXI-TV Kosciusko Bd. Inc., Jackson,

Tenn. Requests WBBJ-TV.  
 ■ WMCT (TV) Scripps-Howard Bd. Co., Memphis. Requests WMC-TV.

**New AM stations**

**APPLICATIONS**

Mobile, Ala.—Mobile Broadcast Service Inc. Seeks 960 kc, 1 kw-D (WMOZ Mobile facilities), P.O. address: 1296 First National Bank Building, Mobile 36602. Estimated construction cost \$22,900; first-year operating cost \$80,000; revenue, not available. Principals: E. Howard Smith (32.8%), Howard L. Smith (33.9%), Robert A. Schorr and Joseph R. Bancroft (each 11.1%) and Julien E. Marx (1.7% plus option to 850 shares). Mr. E. Smith is partner in Mobile and WLPR-FM. Mr. Howard Smith is general manager of WLPR-FM. Mr. Schorr is stockholder in Electronics World Inc., General Horizons Corp. and World Wide Motors and is partner in West End Estates. Mr. Bancroft is employee of city and is in radio sales and service. Mr. Marx is in real estate. E. Howard and Howard are father and son and own WLPR-FM and together own a controlling interest in applicant. Ann. Oct. 27.

Mobile, Ala.—People's Progressive Radio Inc. Seeks 960 kc, 1 kw-D (WMOZ Mobile facilities), P.O. address: Box 1652, Mobile 36601. Estimated construction cost \$16,000; first-year operating cost \$69,774; revenue \$85,000. Principals: Bishop W. T. Phillips, John C. Smith, Bishop W. M. Smith, S. W. Summers, J. L. Finley and T. O. Howell (each 16%). Bishop Phillips is minister and president and owner of printing company. Mr. John Smith had interest in WTUF Mobile and WNVY Pensacola, Fla. until June. Bishop Smith is minister. Mr. Summers is a retailer and has insurance interest. Mr. Finley is pharmacist. Ann. Oct. 27.

Scottsboro, Ala.—Dr. Ralph M. Sheppard. Seeks 1520 kc, 5 kw-D. P.O. address: Box 6 Scottsboro 35768. Estimated construction cost \$12,150; first-year operating cost \$18,000; revenue \$30,000. Dr. Sheppard is dentist, has interest in real estate and owns WCNA-FM Scottsboro (presently under construction). Ann. Oct. 31.

Wabash, Ind.—Leonard J. (50%) and Berneice A. Ellis (50%) db/as Wabash Radio Co. Seeks 1510 kc, 0.25 kw. P.O. address: WAKE Box 149, Valparaiso, Ind. 46383. Estimated construction cost \$57,398; first-year operating cost \$65,000; revenue \$85,000. Mr. Ellis has interest in Porter County Broadcasting Corp. licensee of WAKE, and is applicant for new FM in Valparaiso, 105.5 mc, 3 kw. Ann. Nov. 1.

Orleans, Mass.—Seashore Broadcasting Inc. Seeks 1170 kc, 1 kw. P.O. address: Monument Road, Orleans. Estimated construction cost \$71,784; first-year operating cost \$68,000; revenue \$78,000. Principal: Ralph B. Hunter, president. Stock corporation. Ann. Oct. 31.

Pittsfield, Mass.—Edward H. Peene Jr. and Robert K. McConnell db/as Taconic Broadcasters. Seeks 1110 kc, 5 kw. P.O. address: WTTT, Amherst, Mass. 01002. Estimated construction cost \$48,000; first-year operating cost \$68,000; revenue \$85,000. Mr. Peene and Mr. McConnell are equal partners. Ann. Oct. 31.

Lakewood, N. J.—Radio New Jersey. Seeks 1170 kc, 5 kw. P.O. address: Box 123, Milburn, N. J. 07044. Estimated construction cost \$49,332; first-year operating cost \$60,800; revenue \$75,000. Principals: Robert H. Boughrum, Benjamin J. Friedland and Lawrence J. Tighe Jr. (each 1/3 interest). Mr. Boughrum is industrial salesman and sales manager for Decision Systems Inc. Mr. Fried-



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land is estimator-engineer and weekend announcer at WDHA(FM) Dover, N. J. Mr. Tighe is transmitter engineer for RKO General, N. Y. Radio New Jersey is applicant for CP for new standard broadcast station at Hackettstown, N. J. Ann. Oct. 31.

Somerville, N. J.—Somerset Valley Broadcasting Co. Seeks 1170 kc, 1 kw. P. O. address: 17 East High Street 08876. Estimated construction cost \$37,184; first-year operating cost \$79,000; revenue \$80,000 plus. Principals: Edward F. Egan, Lester Granetz, Edward D. Bowlby, William W. Anderson, C. Palmer Bateman Sr., Raymond H. Bateman, Reeve Schley Jr. and Webster B. Todd Jr. (each 12½%). Mr. Egan is machinery manufacturer. Mr. Granetz is in retail furniture. Mr. Bowlby is attorney. Mr. Anderson is in printing and publishing. Mr. Bateman Sr. is in printing, publishing and banking. Mr. Raymond Bateman is in public relations, advertising, and printing and publishing. Mr. Schley is in banking and farming. Mr. Todd is an airport operator. Ann. Oct. 31.

Cornwall, N. Y.—William L. Edmonds Jr. tr/as Radio Cornwall. Seeks 1170 kc, 1 kw. P.O. address: 2 First Street, Westwood, N. J. Estimated construction cost \$60,400; first-year operating cost \$85,000; revenue \$100,000. Mr. Edmonds (100%) is announcer and newscaster for ABC, N. Y. and member board of directors AFTRA. Ann. Oct. 31.

Mechanicville, N. Y.—Mechanicville Broadcasting Co. Seeks 1170 kc, 250 kw-D, P.O. address: 117 Bajart Place, Yonkers, N. Y. Estimated construction cost \$24,945; first-year operating cost \$55,000; revenue \$65,000. Principals: Ralph Nardella Sr., Ralph Nardella Jr. (each 45%) and Alvin J. Wise (10%). Mr. Nardella Jr. is vice president and has interest in Local Blue Book Inc. and Line Rite Business Forms. Mr. Wise is entertainer. Mr. Nardella Sr. has been inactive since 1964. Ann. Oct. 28.

Walden, N. Y.—Everette Broadcasting Inc. Seeks 1110 kc, 0.25 kw, P.O. address: 225 N. Middletown Road, Nanuet, 10954. Estimated construction cost \$18,737; first-year operating cost \$28,000; revenue \$33,000. Principals: Clesie Everette (75%) and Herbert P. Michels (25%). Mr. Everette is renting agent, radio personality WLNA Peekskill, N. Y., restaurant interest. Mr. Michels is sales engineer and applicant for new standard broadcast station in Stirling, N. J. Ann. Oct. 31.

Spray, N. C.—Ray A. Childers. Seeks 1130 kc, 1 kw, P.O. address: Box 598 King, N. C. Estimated construction cost \$13,600; first-year operating cost \$42,162.25; revenue \$48,000. Mr. Childers (100%) is general manager and 20% owner WKTE King, N. C. Mrs. Childers is 10% owner of WKTE. Mr. Childers is applicant for increase of power for WKTE. Ann. Oct. 31.

Lorain, Ohio—Allied Broadcasting Inc. Seeks 1380 kc, 0.5 kw-D (WWIZ Lorain Facilities), P.O. address: 2818 Pearl Avenue, Lorain 44055. Estimated construction cost \$43,800; first-year operating cost \$75,000; revenue in excess of \$75,000. Principal: Michael F. Koury, president. Ann. Nov. 2.

Lorain, Ohio—Lorain Interim Broadcasting Co. Seeks 1380 kc, 0.5 kw-D (WWIZ Lorain facilities), P.O. address: 639 Broadway, Lorain. Estimated construction cost \$32,250; first-year operating cost \$85,000; revenue \$120,000. Principals: Lorain Broadcasting Co. (Austin W. O'Toole, president) and Midwest Broadcasting Co. (each 50%). Principals have pending applications for regular operation of same facility being sought on interim basis. Ann. Nov. 1.

West Hazleton, Pa.—Radio 1170 Inc. Seeks 1300 kc, 1 kw, P.O. address: 809 Northeastern National Bank Building, Hazleton 18201. Estimated construction cost \$39,200; first-year operating cost \$60,000; revenue \$70,000. Principals: Salvatore Barlett (35%), Ralph N. Catino (40%), J. J. McCluskey (20%) and Alphonse Barlett (5%). Mr. S. Barlett is engineer WKAT Allentown, Pa. Mr. McCluskey is attorney. Mr. A. Barlett is owner of furniture store. Mr. Catino is in constructing and management. Ann. Nov. 1.

West Hazleton, Pa.—Broadcasters 7 Inc. Seeks 1300 kc, 5 kw-D, P.O. address: Box 385, Hazleton 18201. Estimated construction cost \$28,355; first-year operating cost \$70,000; revenue \$72,000. Principals: Paul Nicholas Walsler, Frank Henry Walsler, Frank Walsler (each 20%), Bartel Edward Ecker, Kenneth Rodgers Bayless, Martin David Cohn and Theodore Robert Laputka (each 10%). Mr. P. Walsler is reporter. Mr. F. Walsler is secretary. Mr. Ecker, Mr. Bayless, Mr. Cohn and Mr. Laputka are attorneys. Mr. Frank Walsler is publisher, banker and has Diamond Coal Land Co. Ann. Nov. 1.

Cranston, R. I.—Radio Cranston Inc. Seeks 1170 kc, 5 kw, P.O. address: Box 456, Dover, Del. Estimated construction cost \$107,200; first-year operating cost \$80,140; revenue \$120,000. Principal: Radio Newark Inc., a corporation (87.10%), owned by James G. Smith (100%). Radio Newark Inc. is licensee of WNRK Newark, Del. Ann. Oct. 31.

**OTHER ACTIONS**

Review board in Westgo-Gretna La. AM consolidated proceeding in Docs. 16879-81, granted petition by Holmes Inc. requesting that time for filing responsive pleadings to motion by KCIL Inc., to enlarge issues be extended to date ten days after release of examiner's order disposing of petition by KCIL Inc. for intervention. Action Oct. 27.

Review board by memorandum opinion and order in Wyandotte, Mich. AM proceeding (Docs. 8187, 16764), granted joint petition for approval of agreement, filed by Woodward Broadcasting Co. and Storer Broadcasting Co. (WJW), approved agreement, dismissed application of Woodward with prejudice, granted application of Storer Broadcasting Co. with conditions and terminated the proceeding. Action Oct. 31.

Review board Wilkesboro, N. C., standard broadcast proceeding, Doc. 16311, granted petition filed on Oct. 28 by the Broadcast Bureau and extended to Nov. 4 the time within which to file responsive pleadings to petition for enlargement of issues filed Oct. 14 by Wilkes Broadcasting Co. (WKBC). Action Nov. 1.

Review board Lebanon, Penn., standard broadcast proceeding, Docs. 15835-9, granted petition filed Oct. 26 by Catonsville Broadcasting Co. requesting extension of time to Nov. 2 within which to file reply to opposition to joint petition for approval of agreement and dismissal of application filed Oct. 5 by Radio Catonsville Inc. and Catonsville Broadcasting Co. Action Oct. 28.

By letters, commission waived Sec. 1.569 of rules and accepted for filing following applications for new daytime AM's: John B. Weeks, Warsaw, N. Y., 1140 kc, 1 kw, DA; Oxbow Broadcasting Corp., Genesco, N. Y., 1140 kc, 500 w; Smiles of Graham Inc., Graham, N. C., 1190 kc, 250 w, DA, and Monroe Broadcasting Inc., Monroe, N. C., 1190 kc, 500 w. Action Nov. 2.

In proceedings involving mutually exclusive applications for new standard broadcast stations on 1080 kc (Docs. 14739-40), commission denied review of the review board's decision (FCC 66R-238, 4 FCC 2d 36) which denied application of Edina Corp. for a facility at Edina, Minn., and application of Tedesco Inc. for facility at Bloomington, Minn.; also denied petition of Edina Corp. for leave to amend its application to specify new antenna site. On its own motion, however, commission granted to Edina Corp. a waiver of Sec. 1.519 of rules to permit filing of modified application without regard to one-year waiting period of rule. Commissioner Bartley concurred, but dissented to the waiver of Sec. 1.519 of rules; Commissioners Cox and Loevinger not participating. Action Nov. 2.

**ACTIONS ON MOTIONS**

Hearing Examiner Charles J. Frederick on Nov. 1 in proceeding on AM applications of Fox River Broadcasting Co. and Radio Oshkosh Inc., both Oshkosh, Wis., granted petition of Fox River Broadcasting Co. for leave to amend its application with reference to financial issue (Docs. 16924-5).

Hearing Examiner Jay A. Kyle on Oct. 26 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., dismissed as moot motion to strike and request for ruling filed on behalf of Somerset County Broadcasting Co. (Docs. 14755-7).

Hearing Examiner Elizabeth C. Smith on Oct. 26 in proceeding on AM application of James L. Hutchens, Central Point, Ore., scheduled hearing for Jan. 9, 1967 (Doc. 16525).

**RULEMAKING PETITIONS**

Santa Clara, Calif., Vega Electronics Corp.—Requests amendment of the commission's rules and regulations providing for exemption from technical standards. Ann. Oct. 28.

Lima, Ohio, Citizen Broadcasting Corp.—Requests issuance of notice of proposed rulemaking looking towards the assignment of ch. 285A to Lima, Ohio. Ann. Oct. 28.

**CALL LETTER APPLICATIONS**

Wilbur J. Martin Sr., Brandon, Miss. Requests WRKN.

Health-Reasoner Broadcasters, Lockhart, Tex. Requests KHRB.

**DESIGNATED FOR HEARING**

Blountstown, Fla., The Maupin Broadcasting Co.—Broadcast Bureau designated for consolidated hearing applications of D & F Broadcasting Co. for a new daytime station to operate on 1000 kc, 1 kw and Maupin Broadcasting Co., to change facilities of WKMK from 1370 kc, 500 w-D, to 1000 kc, 1 kw, D, Action Oct. 28.

Chief Hearing Examiner James O. Cunningham on Oct. 31 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on AM applications of D & F Broadcasting Co., Quincy and Maupin Broadcasting Co. (WKMK) Blountstown, both Florida; scheduled prehearing conference for Nov. 29 and hearing for Dec.

20 (Docs. 15589, 16938); and designated Hearing Examiner Herbert Sharfman, in lieu of James D. Cunningham, to serve as presiding officer in proceeding on AM application of American Homes Stations Inc. (WVCF) Windermere, Fla. (Doc. 16922).

■ By memorandum opinion and order, commission designated for consolidated hearing applications of DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co. for new daytime AM's to operate on 1530 kc in Elmhurst and Wheaton, both Illinois, DuPage with 250 w-DA, and Central with 500 w-DA. Action Nov. 2.

#### Existing AM stations

##### APPLICATIONS

**WRMF Titusville, Fla.**—Seeks CP to change frequency from 1050 kc to 1060 kc; change hours of operation from daytime to unlimited, using power of 5 kw, 10 kw-LS; install DA-2; change ant.-trans. location to State Hwy. 46, 4.5 mi. west of Mims, Fla.; change studio location to 1050 Queen Street, Titusville, Fla.; install new trans. (Collins 820F-1). Ann. Oct. 31.

**WAIK Galesburg, Ill.**—Seeks CP to change hours of operation from daytime to unlimited using power of 500 w, 5 kw-LS; change from DA-D to DA-2; install new trans. (Gates BC-500G). (1590 kc) (Requests waiver of Sec. 73.188[b] [1] and [2]) petition for expedited consideration. Ann. Nov. 2.

**WIOS Tawas City-East Tawas, Michigan**—Seeks CP to change hours of operation from daytime to unlimited, using power of 1 kw, 5 kw-LS, change from DA-D to DA-2; install new trans. (Gates BC-5P-2). (1480 kc). Ann. Oct. 31.

**KRRR Ruidoso, N. M.**—Seeks CP to change frequency from 1340 kc to 1360 kc; change hours of operation from unlimited to daytime only, using power of 5 kw; install new trans. (Gates BC-5P2). Ann. Oct. 31.

**WTHE Mineola, N. Y.**—Seeks CP to decrease power from 10 kw to 1 kw (250 w CH); change from DA-D to non-directional ant.; and install new trans. (RCA BTA-1R1). (1520 kc). Ann. Nov. 2.

**WMSJ Sylva, N. C.**—Seeks CP to change frequency from 1480 kc to 680 kc; change hours of operation from daytime to unlimited using power of 250 w, 1 kw-LS; install DA-N; change ant.-trans. location to south of U. S. 23, 0.3 mi. east of Beta, N. C.; change studio location to 19-A U. S. 23, Sylva, N. C. with remote control from studio, daytime only. Ann. Oct. 31.

**WYNS Leighton, Pa.**—Seeks CP to increase power from 1 kw to 5 kw; install new trans. (Collins 21E); make changes in ant. system (add two towers). (1150 kc). Ann. Oct. 31.

##### FINAL ACTIONS

**KLAC Los Angeles**—Broadcast Bureau granted licenses covering changes in directional ant. pattern (DA-N), and installation of an alternate main trans. at main trans. location, with remote control daytime from main studio location. Action Oct. 31.

**KFIV Modesto, Calif.**—FCC granted assignment of license from KFIV Inc. to Killbro Broadcasting Corp., owned by F. Robert Fenton (60%), Arnold N. Fenton and Howard E. Weiner (20% each). Robert Fenton is salesman with KFAC Los Angeles. Arnold Fenton and Howard Wiener are both physicians. Consideration \$475,000. Action Oct. 28.



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BROADCASTING, November 7, 1966

■ Broadcast Bureau granted renewal of license of K-Fiv Inc. (KFIV), Modesto, Calif. Action Oct. 28.

**KCLJ Shreveport, La.**—FCC granted assignment of license from Universal Broadcasting Corp. to Radiozark Broadcasting of Louisiana Inc., owned by Radiozark Enterprises Inc. (83.33%) and Eugene F. Sloan (16.67%). Lester E. Cox, Ralph D. Foster, John B. Mahaffey and E. E. Siman Jr. each own 25% of Radiozark Enterprises Inc. Mr. Sloan is accountant. Messrs. Cox and Foster own KWTO Springfield, Mo. Mr. Cox has interest in KOAM Pittsburg, Kan. Messrs. Mahaffey and Siman have interests in KJPW Waynesville, Mo. Consideration \$185,000. Action Oct. 28.

**New York, Mutual Broadcasting System Inc.**—Broadcast Bureau granted authority to deliver by wireline, programs to CKWX Vancouver, B. C.; CFMB Montreal, Que.; CHFI Toronto, Ont. and/or other stations owned and operated by Canadian Broadcasting Corp. or licensed by Canadian Minister of Transport; also, to XEMO Tijuana, B. C., Mex., for period ending Oct. 24, 1967. Action Oct. 24.

**WSEN Baldwinsville, N. Y.**—Broadcast Bureau granted CP to make changes in ant. system; condition. Action Oct. 31.

**N. Y. Columbia Broadcasting System Inc.**—Broadcast Bureau granted extension of authority for wireline delivery of programs to CJMS, CKGM, CHUM and CFRA or any aural broadcast station in Can. for period Sept. 15, 1966 to Sept. 15, 1967. Action Oct. 25.

**WCOG Greensboro, N. C.**—Broadcast Bureau granted mod. of license to change name of licensee to Thomas Broadcasting Companies Inc. Action Oct. 31.

**WCNW Fairfield, Ohio**—Broadcast Bureau granted license covering increase in power, change to DA-2, installation of new daytime trans. and change of station location. Action Oct. 28.

**WTIG Massillon, Ohio**—FCC granted assignment of license to Scott Broadcasting Co. of Ohio Inc. (Herbert Scott). Mr. Scott is owner of stations WJWL Georgetown, Del. and WKST, New Castle, Pa., and has interests in WTTM-AM-FM Trenton, N. J. and WPAZ Pottstown, Pa. Consideration \$285,000. Action Oct. 28.

**WASC Spartanburg, S. C.**—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to Wafford St. and Textile Rd., Spartanburg. Action Oct. 26.

**WEUC Ponce, P. R.**—Broadcast Bureau granted CP to change ant.-trans. and studio location to Ponce Bypass, Ponce, P. R., and install new trans. Action Oct. 25.

**WVIR-TV Charlottesville, Va.**—FCC granted assignment of CP from Virginia Broadcasting Corp. to WCTV Inc., owned by Dr. Charles W. Hurt (51%), Daniel J. Riesner, Ira Kamen (each 18 2/3%) and Inland Service Corp. (12 1/2%). Dr. Hurt is in real estate development. Inland Service Corp. is 90% owned by David M. Rothwell. Daniel J. Riesner is attorney. Mr. Kamen is in various electronics businesses. Principals have no other broadcast interests. Consideration \$4,430.60. Action Oct. 28.

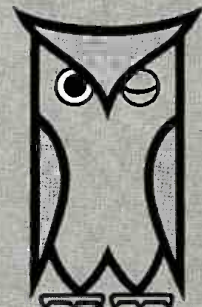
##### OTHER ACTIONS

■ Office of opinions and review on Oct. 28 in proceeding on revocation of licenses of Asheboro Broadcasting Co. for WGWR-AM-FM Asheboro, N. C. (Doc. 16789), granted petition by Broadcast Bureau for extension of time to Nov. 10 to file opposition to Asheboro's petition for reconsideration of commission's order to show cause.

■ By memorandum opinion and order, commission (1) dismissed motion by Bethesda-Chevy Chase Broadcasters Inc. to dismiss applications of Atlantic Broadcasting Co. (WUST) Bethesda, Md.; (2) denied petition for reconsideration and grant filed by WUST; (3) granted WUST 30 days to retender its 1000 w proposal for Washington, D. C., as amendment to its present application to increase power to 5000 w in Bethesda; (4) directed presiding examiner to accept such amendment, if one is filed, which conforms with commission's procedures and regulations and is consistent with commission's memorandum opinion and order; (5) if such amendment is filed by WUST, provided that new applications, conforming to such amendment, may be filed for period of 30 days and thereafter be accorded comparative consideration, and (6) specified new issues to be substituted for those in designation order, if such an amendment by WUST is tendered and accepted (Docs. 16706-8). Commissioner Bartley dissented in which Commissioner Cox joined; Commissioner Johnson not participating. Action Nov. 2.

■ By order, commission denied request of city council of city of Camden for an "early final decision" of its assignment application because reasons advanced for certifying record to commission are not adequate to

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justify action requested and do not comport with requirements of Sec. 409(a) of Communications Act of 1934, as amended (Doc. 16792). Action Nov. 2.

■ By order, commission denied petition of Iroquois Broadcasting Inc. for reconsideration of July 22 dismissal of Iroquois application for renewal of license of WOVE Troy, N. Y. Application was dismissed for failure to prosecute and failure to respond to official correspondence and requests for information. Chairman Hyde concurred but would have granted further temporary extension of time to permit processing of application. Action Nov. 2.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Oct. 28 in proceeding on AM applications of Nebraska Rural Radio Assn. (KRVN) Lexington and Town & Farm, Inc. (KMMJ) Grand Island, both Nebraska, granted motion of CBS, and extended time for filing reply findings from Nov. 4 to Nov. 21 (Docs. 15812-3).

■ Hearing Examiner Charles J. Frederick on Oct. 27 by order in proceeding upon CP application of Rice Capital Broadcasting Co., Crowley, La., for AM facilities, granted applicant's petition and added certain amendments to application which he found to be essentially corrective (Doc. 16785).

■ Hearing Examiner David I. Kraushaar on Oct. 31 in proceeding on AM applications of Atlantic Broadcasting Co. (WUST) Bethesda, Md., et al., granted request for waiver of Sec. 1.584(g) of commission's rules filed by applicant Bethesda-Chevy Chase Broadcasters Inc. (Docs. 16706-8).

■ Correction to Action on Motions: Action taken by Examiner Kyle in proceeding on AM applications of HarriScope Inc. (KTWO) Casper and Family Broadcasting Inc. La Grange, both Wyoming, granted motion of HarriScope Inc. to change corporate name to HarriScope Broadcasting Corp. should have shown date of Nov. 1 (Docs. 16787-8). Ann. Nov. 1.

■ Hearing Examiner Chester F. Naumowicz Jr. on Oct. 27 pursuant to prehearing conference in proceeding upon CP applications of Branch Associates Inc., Houma, La. and Ascension Parish Broadcasting Co., Donaldville, La. for AM facilities, scheduled hearing for Nov. 7 and announced certain procedural ground rules (Docs. 16826-27).

■ Hearing Examiner Herbert Sharfman on Oct. 26 in proceeding on application of Arthur Powell Williams for renewal of AM license of KLVV Las Vegas, rescheduled hearing from Nov. 28 to Jan. 17, 1967 (Doc. 16864).

■ Hearing Examiner Elizabeth C. Smith on Oct. 27 revocation proceeding involving WSRA, Milton, Fla., granted respondent's request and continued to Dec. 6 prehearing conference previously scheduled for Nov. 1 (Doc. 16674).

#### FINES

■ Broadcast Bureau notified R. M. Greene Inc., licensee of WPNX Phoenix City, Ala.-Columbus, Ga. and Jack G. Hunt, licensee of KDFN Doniphan, Mo., that each has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Stations have 30 days to pay or contest the forfeitures. Action Oct. 28.

#### RULEMAKING ACTION

Ypsilanti, Mich., Community Service Broadcasters Inc., WYNZ—Requests institution of rulemaking proceedings to amend Sec. 73.202 of rules in the following respects: Chelsea, proposed 244A; Albion, present 244A, 285A proposed 285A, 296A; Jackson, present 231, 291, 296A proposed 231, 291; Battle Creek, present 277 proposed 243, 277, all Michigan. Denied by commission memorandum opinion and order and second report and order adopted in Doc. 16762 and this rulemaking proceeding on Oct. 20 and released on Oct. 21. Ann. Oct. 28.

#### CALL LETTER APPLICATIONS

■ WRJW Central Alabama Bd. Co., Selma, Ala. Requests WTQX.  
■ KNGL Butte Bd. Inc., Paradise, Calif. Requests KEWQ.  
■ WWIL Van Patrick Bd. Inc., Fort Lauderdale, Fla. Requests WSRF.  
■ WAIA John M. Dorsey, College Park, Ga. Requests WBAD.  
■ WCNS Keyes Corp., Canton, Ohio. Requests WNIN.  
■ KOFE Robert Lloyd Hoover, Pullman, Wash. Requests KUGR.

#### New FM stations

##### APPLICATIONS

\*Davis, Calif.—The Regents of the University of California. Seeks 91.5 mc, ch. 218, .010 kw. Ant. height above average terrain 143

ft. P.O. address: University of California, 451 University Hall, Berkeley 94720. Estimated construction cost \$3,660; first-year operating cost \$1,595. Principals: Regent Wm. R. Roth, Regent Elinor R. Heller and Regent Edwin W. Pauley. Mr. Roth has option to purchase 19.05% of 28% of 49% interest in Shasta Telecasting Corp. If option exercised, he would own 2.61% outstanding stock. Mrs. Heller is beneficiary of will of E. H. Heller estate which owns \$420,000 in subordinated debentures out of 1,500 issue of Shasta. Mr. Pauley has 15% stock interest and 20% debenture in Western Broadcasting Corp., applicant to purchase KLR A Pasadena. Ann. Oct. 27.

Baton Rouge, La.—Miss-Lou Broadcasting Corp. Seeks 101.5 mc, ch. 268, 33.3 kw. Ant. height above average terrain 370 ft. P.O. address: 820 Commerce Building, 333 Laurel Street. Baton Rouge 70821. Estimated construction cost \$40,500; first-year operating cost \$65,000; revenue \$75,000. Principals Robert Dowe McGregor, Herbert Vardaman Brown and Miss-Lou Broadcasting Corp. (each 33%). Mr. McGregor is president, general manager of Miss-Lou Broadcasting Mr. Brown is president of furniture company in Jackson, Miss. and is vice president-secretary-treasurer of Miss-Lou. Ann. Oct. 28.

\*Selinsgrove, Pa.—Susquehanna University of the Evangelical Lutheran Church. Seeks 91.5 mc, ch. 218, 0.010 kw. Ant. height above average terrain 43 ft. P.O. address: Department of Physics, Susquehanna University, Selinsgrove 17870. Estimated construction cost \$250; first-year operating cost \$2,920; revenue, none. Principals: Dr. Gustave W. Weber, president and Clyde R. Spitzer, radio executive, is general sales manager, radio-TV division, Triangle Stations, Triangle Publications. Ann. Nov. 2.

Spokane, Wash.—Christian Services Inc. Seeks 107.9 mc, ch. 300, 27.6 kw. Ant. height above average terrain 312 ft. P.O. address: KCF A, Box 8024, Spokane 99203. Estimated construction cost \$28,323.25; first-year operating cost \$9,000; revenue \$9,000. Principals: Gordon F. Paul, Henry J. Chandler Jr., Christian L. Holte, Harry E. Pobst, Everett J. Armstrong, Joseph A. Pordon and William D. Reiff (each 14.28% non-stock, each has one vote). Mr. Paul is owner of Hydromotive Products Co. Mr. Chandler is manager of KCF A Spokane. Mr. Holte is foreman in hospital. Mr. Pobst owns Millwood Tax Service and is CPA. Mr. Armstrong owns Model Pharmacy. Mr. Pordon owns Arts and Crafts Book Bindery. Mr. Reiff is heir of Acme Personnel Service and vice president. Christian Services Inc. has been licensee of KCF A Spokane since 1960. Ann. Oct. 27.

#### FINAL ACTIONS

KCER(FM) Redding, Calif.—FCC granted assignment of CP from Charles J. and Elma A. Reed, joint tenants to High Fidelity Stations Inc., owned by Thomas P. Kelly and David H. McLaughlin (each 50%). High Fidelity is licensee of KAHR Redding. Principals have no other broadcast interests. Consideration \$2,150. Action Oct. 26.

Auburn, Ind.—C. P. Broadcasters Inc. FCC granted 105.5 mc, channel 288, 2.99 kw. Ant. height above average terrain 310 ft. P.O. address: 9223 Cottage Grove Place., Highland 46322. Estimated construction cost \$23,795; first-year operating cost \$30,000; revenue \$27,000. Principals: Wayne Howard Paradise, Howard W. Paradise and John F. Clark (each 33%). Messrs. Paradise both are employed with Mobile Oil Co. Mr. Clark is with Inland Steel Corp. They have no other broadcast interests. Action Oct. 28.

Billings, Mont.—Meyer Broadcasting Co. FCC granted 93.3 mc, ch. 227, 26.5 kw. Ant. height above average terrain minus 68 ft. P.O. address: c/o William A. Ekberg, 200 1/2 Fourth St., Bismarck, N. D. 58501. Estimated construction cost \$33,786; first-year operating cost \$20,000; revenue \$12,500. Principals: Marietta M. Ekberg (92.2%) and William Ekberg (.8%) Meyer Broadcasting is licensee of KF YR-AM-FM-TV Bismarck. KMOT-TV Minot, KUMV Williston, all North Dakota; KOYN Billings, and applicant for new FM in Minot, N. D. Action Nov. 2.

Cape May, N. J.—WRIO Broadcasters Inc. FCC granted 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 180 ft. P.O. address: c/o Owen W. Hand, 100 E. Vermont Ave., Rio Grande. Estimated construction cost \$19,650; first-year operating cost \$36,000, revenue \$40,000. Principals: Owen W. Hand (49%), Lorraine E. Hand (1%), Edward Evanchyk (49%) and Marian Evanchyk (1%). None of principals have other broadcast interests. Action Oct. 28.

Baldwinsville, N. Y.—Century Radio Corp. FCC granted 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Robert L. Stockdale, Box 1050, Baldwinsville 13027. Estimated construction cost \$21,689; first-year operating cost \$11,000; revenue \$12,500. Principals: Edward J. Poi-

tras (36%), Robert L. Stockdale (22.4%), James A. Lowery Jr. (18%), Donald C. Menapace (13.6%) and William C. and Patricia J. Engel (10%). Messrs. Stockdale, Lowery and Menapace are each 33% owners of stage show production company. Mr. Poitras is 25% stockholder in engineering manufacturing company. Century Radio is licensee of WSEN Baldwinsville. Action Oct. 28.

Glen Falls, N. Y.—Olean Broadcasting Corp. FCC granted 107.1 mc, ch. 296 1.8 kw. Ant. height above average terrain 310 ft. P. O. address: Everts Avenue, Glen Falls. Estimated construction cost \$13,000; first-year operating cost \$19,000; revenue \$25,000. Principals: Haut's Cookie Shops Inc., Edward Haut, president. Olean is licensee of WSET Glen Falls. Action Nov. 1.

Jacksonville, Tex.—Wells, Waller & Ballard Inc. FCC granted 106.5 mc, ch. 293, 100 kw. Ant. height above average terrain 640 ft. P.O. address: 405 Nacogdoches St., Jacksonville 75766. Estimated construction cost \$29,300; first-year operating cost \$12,000; revenue \$15,000. Principals: William Dudley Waller, John E. Ballard (each 48.6%) and others. Wells, Waller & Ballard is licensee of KEEB Jacksonville. Action Oct. 28.

\*Lexington, Va.—Washington and Lee University. FCC granted 91.5 mc, ch. 218, .01 kw. Ant. height above average terrain 100 ft. P.O. address: c/o O. W. Riegel, Box 1153, Lexington 24450. Estimated construction cost \$4,021; first-year operating cost \$2,921. To be supported by state funds. To be administered by board of trustees. Action Nov. 1.

Tappahannock, Va.—Rappahannock Broadcasting Corp. FCC granted 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 210 ft. P.O. address: c/o George C. Clanton, 318 Prince St., Tappahannock 22560. Estimated construction cost \$32,000; first-year operating cost \$50,000; revenue \$50,000. Principals: George C. Clanton (47%), Mrs. Minnie M. Clanton (49%) and Anna F. Clanton (2%). Mr. Clanton is owner of motion picture theater and publisher of *The Rappahannock* (Va.) *Times*. Rappahannock Broadcasting Corp. has application pending for new AM in Tappahannock. Mr. Clanton is also mayor of Tappahannock. Action Nov. 1.

New London, Wis.—New London Enterprises Inc. FCC granted 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 260 ft. P.O. address: c/o Sigurd W. Krostue 120 1/2 N. Water Street, New London 54961. Estimated construction cost \$39,550; first-year operating cost \$37,000; revenue \$40,000. Principals: Edwin Wohlt, Herman Schmalenberg (each 41%), Charles Schmalenberg, W. A. Bender (each 7%), Sigurd W. Krostue (4%). Principals have no other broadcast interests. Action Nov. 1.

#### INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued an initial decision looking toward granting application of Lunde Corp. for new FM to operate on ch. 281 Ames, Iowa (Doc. 16667). Action Oct. 31.

■ Commission gives notice that Aug. 30 initial decision which looks toward granting application of Second Thursday Corp. for new FM to operate on ch. 225 (92.9 mc) at Nashville, became effective Oct. 19 pursuant to Sec. 1.276 of the rules (Doc. 16369). Action No. 1.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Oct. 28 in proceeding on FM applications of Pratrieland Broadcasters and Richard P. Lamoneaux, both Monmouth, Ill., granted letter request of counsel for Lamoneaux and rescheduled prehearing conference from Nov. 9, 9:00 AM to Nov. 16, 10:00 AM (Docs. 16944-45).

■ Hearing Examiner Elizabeth C. Smith on Oct. 26 in proceeding on FM application of Eastern Long Island Broadcasters Inc., Sag Harbor, N. Y., scheduled further hearing for Nov. 3 (Doc. 16933).

#### RULEMAKING ACTION

■ By first report and order in Doc. 16662, commission amended FM table of assignments by adding class A channels as first assignments at Leitchfield, Ky. (285A) and Lapeer and Sandusky, Mich. (276A and 249A), a class B (281) as a first assignment at Jerseyville, Ill. Class C as second channels at Rolla, Mo. (287) and Sturgeon Bay, Wis. (230), class A 272A and 276A as third and fourth at Augusta, Ga. (275 as deleted), and class B ch. 300 as fourth at Bakersfield, Calif.; substituting class C for class A at Enterprise, Ala. (245 for 228A), Morris, Minn. (298 for 232A) and Ladysmith, Wis. (225 for 288A); deleting channels at Andalusia, Ala. (293, a short-spaced assignment) and Troy, Ala. (245, to make the Enterprise assignment); and changing assignments at Brewton, Ala. (296A to 292A), Wickenburg, Ariz. (288A for 261A), and Potsdam, N. Y. (257A for 256). No authorization will be issued for Sturgeon Bay

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 27

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,072	18	77	396
FM	1,510	50	245	220
TV-VHF	475	19	24	198 <sup>a</sup>
TV-UHF	93	30	108	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 27

	VHF	UHF	Total
Commercial	519 <sup>a</sup>	232	754
Noncommercial	70	86	156

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059 <sup>a</sup>	1,498	559 <sup>d</sup>
CP's on air (new stations)	22	23	53 <sup>e</sup>
CP's not on air (new stations)	74	261	122
Total authorized stations	4,157	1,782	740
Applications for new stations (not in hearing)	312	135	103
Applications for new stations (in hearing)	70	50	70
Total applications for new stations	382	185	173
Applications for major changes (not in hearing)	189	36	22
Applications for major changes (in hearing)	37	0	9
Total applications for major changes	226	36	31
Licenses deleted	0	0	0
CP's deleted	0	1	0

<sup>1</sup> Breakdown on UHF and VHF applications not available.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

<sup>3</sup> In addition, two AM's operate on Special Temporary Authority.

<sup>4</sup> In addition, two licensed VHF's and two licensed UHF's are not on the air.

<sup>5</sup> In addition, two VHF's operate with Special Temporary Authority.

assignment until Canadian concurrence is obtained. Commission stated in making new assignments it was relying on statements by petitioning parties that they intend to apply promptly for channels if assigned and if prompt application and construction is not forthcoming consideration may be given to deleting assignment. Commissioner Cox dissented as to Rolla, Mo. By further notice of proposed rulemaking (Doc. 16862) commission invited comments on following changes in FM table of assignments: Substitute 296A for 285A in Circleville, Ohio and assign ch. 285A to Columbus, Ohio, (to replace ch. 280A assigned to New Albany, Ohio at short spacings). Proposal would also require WNRE, now on 285A at Circleville, to shift to 296A in event it is adopted. Commissioners Bartley and Cox dissented; Commissioner Johnson concurred. Action Nov. 2.

### CALL LETTER APPLICATIONS

- Flamingo Broadcasting Co., Hialeah, Fla. Requests WHMS(FM).
- Charles P. Rowland, Winnebago, Ill. Requests WRVI(FM).
- Keith L. Reising, Louisville, Ky. Requests WKRX(FM).
- Ozarks Bd. Co., Springfield, Mo. Requests KWTO-FM.
- Kops Communications Inc., Albany, N. Y. Requests WDKC(FM).
- Ann Broadcasting Co., Muskogee, Okla. Requests KMMM-FM.
- South Dakota State University, Brookings, S. D. Requests \*KESD(FM).

### CALL LETTER ACTION

- WFMQ(FM) Cumberland College of Tennessee, Lebanon, Tenn.

### Existing FM stations

#### APPLICATIONS

WKNE-FM Keene, N. H.—Seeks CP to install new trans. (Gates FM-10G) to be used in conjunction with dual polarized ant.; install dual polarized ant. (Gates FMA-6/300G-6, 6 horizontal and 6 vertical sections); increase horizontal TPO to 7.0 kw and operate with vertical TPO of 3.0 kw; increase

horizontal ERP to 41.9 kw and operate with vertical ERP of 18.2 kw; and decrease HAAT to 534 ft. (Petition for waiver of Sec. 73.213 of the rules). Ann. Nov. 2.

### FINAL ACTIONS

- WKLF-FM Clanton, Ala.—Broadcast Bureau granted license covering change in frequency, ERP and ant. height, installation of new trans. and ant. and specification of type trans. and ant. Action Oct. 31.
- WGKA-FM Atlanta—Broadcast Bureau granted mod. of CP to change ant., trans. and studio location to 230 Peachtree Street; change type trans., install dual polarized ant., increase ant. height to 590 ft., remote control permitted. Action Oct. 28.
- WSID-FM Baltimore—Broadcast Bureau granted mod. of CP to change type trans., change type ant. and make changes in ant. system. Action Oct. 28.
- WDVR(FM) Philadelphia—Broadcast Bureau granted CP to install auxiliary trans. and auxiliary dual polarized ant. to main ant.-trans. location to be operated on ch. 266, (101.1 mc) with ERP of 9.6 kw, ant. height 570 ft., with remote control permitted for auxiliary purposes only. Action Oct. 28.
- WDVR(FM) Philadelphia—Broadcast Bureau granted CP to change ant.-trans. location to Culp Street, Philadelphia; operate trans. by remote control from 18 West Cheltenham Avenue; install dual polarized ant.; ERP 11 kw; ant. height 650 ft.; conditions. Action Nov. 1.
- WBYM(FM) Bayamon, P. R.—Broadcast Bureau granted license covering change in ant.-trans. and studio location; installation of new ant., increase ERP to 30 kw, decrease ant. height to 105 ft. Action Oct. 31.
- WISA-FM Isabela, P. R.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Jobos Rd. KM-O HM-7, Isabela, P. R., increase ERP to 3.3 kw, ant. height to minus 8 ft.; delete remote control authority; condition. Action Oct. 28.
- KHCB-FM Houston—Broadcast Bureau granted CP to change ant.-trans. location; ERP 55 kw, ant. height 370 ft.; remote control permitted. Action Oct. 26.

### OTHER ACTIONS

- FCC granted renewal of licenses of the

following main stations and co-pending auxiliaries: WCTW, WCTW Inc., New Castle, Ind.; WEOK-FM and SCA, WEOK Broadcasting Corp., Poughkeepsie, N. Y.; WFLN Franklin Broadcasting Co., Philadelphia; WHIH, WHIH Inc., Portsmouth, Va.; WHLM Bloom Radio, Bloomsburg, Pa.; WKAZ, WKAZ Inc., Charleston, W. Va.; WFMV (FM) Professional Broadcasting Inc., Richmond, Va.; WJZZ(FM) Connecticut-New York Broadcasters Inc., Bridgeport, Conn. Action Oct. 31.

### ACTION ON MOTION

■ Hearing Examiner Millard F. French on Oct. 27 by order in proceeding on CP applications of Meroco Broadcasting Co. and Mid-Western Radio Corp., both Greeley, Colo. for FM facilities, granted petition of Colorado RG, Inc., successor to Mid-Western Radio Corp. and dismissed latter's application with prejudice (Docs. 16869-70).

### RULEMAKING PETITIONS

Livingston, Tenn., Millard V. Oakley Broadcast Co.—Requests issuance of a notice of proposed rulemaking looking to amendment of table of FM assignments with addition of class A ch. 280A to present assignment of 257A at Crossville, Tenn. Ann. Oct. 28.

Shell Lake, Wis., Erwin Gladdenbegk and Charles Lutz—Requests amendment of rules so as to make following change in the FM table, proposed ch. 237A. Ann. Oct. 28.

### CALL LETTER APPLICATIONS

- KLFM(FM) McGray Broadcasting Co., Long Beach, Calif. Requests KNAC(FM).
- WWIL-FM Van Patrick Bld. Inc., Fort Lauderdale, Fla. Requests WSRF-FM.
- WCNO(FM) Keyes Corp., Canton, Ohio. Requests WNIN-FM.

### CALL LETTER ACTION

- KIKK-FM from KHUL(FM) Nor-Temp Bd. Corp., Houston.

### Translators

#### ACTIONS

- KHS-74 Los Angeles—Broadcast Bureau granted mod. of CP for aur. STL station to add stereo operation. Action Oct. 27.
- Oroville, Calif., Sacramento Valley Television Inc.—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 8 by rebroadcasting programs of its station KRCR-TV, ch. 7 Redding, Calif. Action Oct. 25.
- W08AD Bessemer, Ramsey and Wakefield, Mich.—Broadcast Bureau granted CP for VHF TV translator station to change frequency from ch. 8 to ch. 9. Action Oct. 28.
- KVH-41 Greenwood, Miss.—Broadcast Bureau granted CP and license for new TV STL station. Action Oct. 27.
- K10AF Troy, Mont.—Broadcast Bureau granted mod. of license to change name to Troy T.V. District. Action Oct. 27.
- K05AW Story and Banner, Wyo.—Broadcast Bureau granted CP to change trans. location to 1 mi. northeast of Story; change type trans. and make changes in ant. system. Action Oct. 27.
- Broadcast Bureau granted licenses covering VHF TV translator stations as follows: K13EG The KLIK Corp., Ketchum and Sun Valley, Idaho; K13HA, K08EZ, K10FF, Mink Creeley TV Corp., Mink Creek, Idaho; K04EL, Canyon TV Assn., Little Salmon, River (Pinehurst Area), Idaho; Tru-Vue Television Assn., K13GH at Thale, Five Mile Creek, White Sulphur Springs, Fort Logan, and K09EL at White Sulphur Springs, Mont. Actions Oct. 27.
- VHF television translator broadcast authorizations cancelled and call letters deleted:
  - K07CL—ch. 7, 174-180 mcs. primary TV station; KRTV, ch. 3, Great Falls; K09CG ch. 9, 186-192 mcs. primary TV station; KXLF-FM, ch. 4, Butte; K09CC ch. 9, 186-192 mcs. primary TV station; KFEB, ch. 5, Great Falls, all Montana; and K70CD ch. 70, 806-812 mcs. primary TV station; KHQ, ch. 6, Spokane, Wash. Action Oct. 31.

### CATV

#### OTHER ACTIONS

- Review board Dallas borough, Pa. CATV proceeding, Doc. 16866, denied motion to enlarge issues, filed Sept. 30 by Back Mountain Telecable Inc. Action Oct. 28.
- FCC in proceeding in matter of petition of Midwest Television Inc. (KFMB-TV) San Diego, for immediate temporary and permanent relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area, denied motion of Southwestern Cable Co. for continuance of hearing. (Doc. 16786).

(Continued on page 119)



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Radio time salesman for really going small market station. We guarantee \$600 monthly; you should make \$800 to \$900. You must be up and at 'em and know your business. Reply in confidence with complete details. Box K-239, BROADCASTING.

Big rewards for the sales sharp shooter who can sell local and retail for aggressive FM. St. Louis. Box L-3, BROADCASTING.

Wanted: Local sales manager for major up-state New York AM. Salary plus override. Great potential for creative, aggressive salesman. Box L-15, BROADCASTING.

Aggressive salesman — great opportunity available. If you have ambition—tremendous earning power offered. One of the finest radio stations in the southwest. Good agency list. Best possible working conditions, benefits, top management. Send resume and photo to Box L-61, BROADCASTING.

Opportunity! If you have perspiration inspiration, enthusiasm. Tell sales record. KFRO, Lonview, Texas.

Salesman-sales manager for leader, two station market. Active account list. Heart of "Big Sky Country." Contact Ed Peiss, KXLF, Butte, Montana.

Lansing, Michigan — No. 2, and climbing adult music/news station has career opportunity for young, creative type salesman on way up. 7 station midwest group seeks man (woman) with management potential. Present sales staff can't handle increased volume. We offer best pay, opportunity for management and stock interest. WITL, Lansing. A Midwest Family station.

A good account list and plenty of prospects are waiting for you. Beautiful opportunity. Start with guaranteed draw. Reply in confidence with complete details. WTHM, Lapeer, Michigan or phone 684-8555 days, 684-8293 evenings for Mr. Oyster.

### Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Midwest group now scouting for boss jocks and noseey newsmen. Send talented tape, resume and salary requirements to Box K-16, BROADCASTING.

Single station market needs announcer with first class ticket. You don't have to be the world's greatest but must be a responsible, conscientious individual. Opportunity for advancement. Beginning salary commensurate with ability. Box K-286, BROADCASTING.

Announcer-salesman must be pro' at both. Excellent opportunity for right man in rapidly expanding new england market. Married preferred. Immediate opening Box K-295, BROADCASTING.

## Announcers—(Cont'd)

Announcer with pleasant authoritative delivery for middle-music Texas station. Do not send tape. Box K-379, BROADCASTING.

Country & western announcer for large market mid-western station. Want announcer with easy down to earth style. Must run tight board, but be friendly, personable. Prefer 1st class ticket. Box K-395, BROADCASTING.

Small market upper midwest station needs bright mature morning man. Top wages in wonderful community. Box K-397, BROADCASTING.

New Jersey—If you are an experienced announcer able to deliver news and commercials in a friendly relaxed manner send tape and resume. Interview required. Box K-401, BROADCASTING.

Wanted . . . 1st phone announcer with better than average news and commercial delivery. No maintenance day shift for MOR region station 85 miles from Wash., D. C. Balt. area. Start at \$520 per mo. All replays confidential. Send tape, resume, photo to Box K-403, BROADCASTING.

New Major market Ohio top 40 fulltimer ready for air—needs imaginative talent now. Box K-411, BROADCASTING.

Top-rated contemporary music station needs top-rated personality who's looking for top pay and good working conditions in beautiful western Virginia metropolitan market of 200,000. Rush tape and resume to Box K-413, BROADCASTING.

Radio-TV operation looking for announcer wanting to break into TV as on the air newscaster. Also be able to learn what it takes to do all phases of newswork. Company benefits. Send audition tape, resume and picture to Box L-9, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Immediate openings for two announcers in southwest market. Middle-of-the-road and top 40. Send tape and resume to Box L-27, BROADCASTING.

Announcers wanted: First or third ticket. Resort area north central Minnesota. Salary open, send picture, tape and resume, Box L-42, BROADCASTING.

Announcer with first phone. Send tape and resume. State salary. Box L-51, BROADCASTING.

Excellent opening for combo man with first phone. Must have experience. No maintenance. Just board shift with little xmtr watch. Good hours with starting pay \$120-\$130 per week. Location in midwest. Send tape and resume to Box L-57, BROADCASTING.

Good medium market contemporary station willing to promote from within is looking for conscientious, ambitious young man willing to grow with station and vie for future program director opening. Good voice and production necessary. Write Box L-60, BROADCASTING.

Need immediately—Afternoon or evening rock jock with 1st ticket, no maintenance, for midwest swinger. Experience preferred, beginners considered. Box L-69, BROADCASTING.

First phone for evening including 3 hour rock show. \$100 weekly for beginner. More for experienced. Send audition tape to Kenneth Ferguson, KHFM, Sierra Vista, Ariz.

## Announcers—(cont'd)

Opportunity plus security for alert, bright personality. Respected small market AM/FM station. Competent staff. Gracious living, away from metropolitan jungle and pressure, yet near big city. Require loyal, responsible man with 3rd license. Announcer and handle program operations. Adult emphasis. Mail tape and complete details re education, employment experience. R.B. Cupp, KOFO, Ottawa, Kansas.

Montana, MOR, NBC station needs first phone announcer. Excellent advancement opportunities. Call Collect 406-265-7841, KOJM, Havre, Montana.

1st phone. Must be able to swing on night rock show. Send audition, resume & salary. Need close to Nov. 15. KOLT, Box 660, Scottsbluff, Nebraska.

Program director/announcer, first phone preferred, mature voice for CBS affiliated album station in Baltimore. Excellent opportunity for stable family man. No maintenance. WAYE, Baltimore.

Immediate opening for announcer with little experience and much desire. Also some sales. Excellent opportunity in growing market. Rush tape, resume and photo to Art Mann, WGLC AM/FM, Mendota, Illinois.

DJ-announcer . . . bright and cheery for middle of road format morning shift. Send tape, photo and resume to J. B. Delzell, WGTN, Georgetown, S. C.

Immediate opening—staff announcer; light experience acceptable; must be ambitious, have potential, third phone endorsed. Tape, resume, recent photo to WIGS Gouverneur, New York.

Alert, aggressive radio announcer wanted for middle of the road station in midwest. Excellent working conditions, all benefits, outstanding piece to work. Send audio tape, full details and salary expected to Program Director, WKZO Radio, Kalamazoo, Michigan.

Top station in Ohio vacationland area needs experienced announcer who can also do play-by-play sports. Must be able to start work by Dec. 1. Send tape and resume immediately to WLEC Sandusky, Ohio.

We need a good all-around air man for our contemporary format. Unusually well equipped station in our own modern building, good working conditions among small congenial staff. Moderate winter climate, great recreation area in summertime. Send tape and full info including salary requirement, references and your phone number to WLPN, Suffolk, Virginia.

Middle of road pop format. Radio Station WRBN, Warner Robins, Georgia. No collect calls accepted.

Real comer looking for opportunity in production and personality air work with highly creative and imaginative contemporary 24 hour station. Rush tape, pic, details to WROV, Roanoke, Virginia.

Announcer wanted with first phone. Emphasis on newscasts, commercial announcements. Financially sound newspaper owned middle of the road station in Indiana's lake region. Send tape to WRSW-AM-FM, Warsaw, Indiana.

Country dj—Evening FM. No floaters. Good area to settle and relax. WSRW-AM/FM, Hillsboro, Ohio.

Have opening for first phone who is interested in engineering also board work. Midwest location. Call 414-377-4400.

## Announcers—(cont'd)

Announcers earn extra money—agency needs top announcers. Cut commercials your studio. Good talent fees. Rush audition tape to Davis Enterprises, P.O. Box 981, Lexington, KY.

Permanent position with future for experienced announcer and production man. MOR AM-FM stereo station in southeast. Start \$100 per week. PM shift. Good insurance & vacation plan. Pleasant conditions. Call Fred Owen, 803-524-3050. Start right away.

1st phone-great opportunity to learn automation—immediate opening. Capable of delivering good newscast . . . Call Norm Pike, Houghton Lake, Michigan 366-5364.

Michigan—Fulltime. 1st phone announcers, tight board news production. No maintenance. Beautiful community. Opening immediate. Salary open. Phone Manistique, 906-341-2024. (No collect calls.)

Have opening for first phone who can do play-by-play midwest location. Call 414-377-4400.

First ticket announcer, medium-small Ohio market, "middle of road" music, must be experienced. Good salary, other benefits. Call 1-419-586-5134, Norb Poepelman.

Ohio market needs good deejay, first or third phone, middle of road, news and sports, good pay, phone Oscar Baker 1-513-773-3513.

Eastern station has opening for announcer with 3rd ticket. This is a well established station near major market. Our man is going into TV. Good working conditions plus fringe benefits. 215-696-3690.

## Technical

Chief engineer for east coast major market top 40 directional. Excellent salary. Good living conditions. Box K-353, BROADCASTING.

First class chief engineer with AM-FM experience. Fulltime AM operation. Have CP for FM. Single station market—Michigan lower peninsula. MOR music, local news, sports format. Qualified for short air shift. Housing available. Start \$7,000.00 annual to qualified man. Position open. Box K-361, BROADCASTING.

Assistant chief engineer needed for south Texas network station. Box K-380, BROADCASTING.

Cable TV system in northern Illinois has immediate opening for technicians. First or second class licensed radio or TV engineers can qualify for starting salary of \$140 a week plus overtime. Excellent opportunity for advancement in rapidly expanding business in fast growing area. List age, marital status, experience, references. Box L-18, BROADCASTING.

Engineer-1st class license for maintenance, and capable of doing some board work. Sacred music station in great midwestern area. Send complete resume Box L-54, BROADCASTING.

Chief engineer—lite announcing. Southern Virginia AM-FM. Job security, good pay, medium market, fringe benefits. Open now. Box L-58, BROADCASTING.

Chief engineer for long established Virginia fulltime station in small market. Position offers security and many benefits. Announcing ability helpful but not essential. Theory, technical and practical ability a must. This is a settled, hard-working, friendly operation, and we want a man with the same qualities. Box L-59, BROADCASTING.

Arizona radio chain has a position for capable first with ability to assume responsibility and take direction. Good pay, ideal living conditions and announcing and/or sales not necessary—but helpful. Write Pat Sell, KIKO Radio, Globe, Arizona 602-425-4471.

KMNS Radio—Remote control, directional, 1 kw needs first phone engineer. Excellent opportunity to learn broadcasting or for college student. No announcing. Contact Harley Engle, KMNS Radio, 921 Pierce St., Sioux City, Iowa 51102 or call 712-258-0628.

## Technical—(Cont'd)

Immediate opening for chief engineer for 2 tower directional, contact chief engineer or general manager KNOP-TV, North Platte, Nebraska.

AM-FM station needs first class maintenance engineer. No announcing. Contact Julius Van Oss, WHTC, Holland, Michigan.

Chief engineer needed. We are switching to fulltime non-directional AM. Installing 80,000 watts FM stereo and going into background music multiplexing. We are looking for a take charge chief who can maintain all of our equipment and install background music systems. No announcing. Top salary for right man. Contact E. D. Baydush, WLPN, Suffolk, Va. 703-539-2394.

50 kw AM has opening for engineer with first phone. Excellent working conditions. New Equipment. No announcing required. If interested, contact Bill Gabbert, Chief Engineer, WOKJ Radio, Jackson, Miss. 601-866-2292.

WROK, Rockford, Illinois has chief engineer position available. Send resume to Vernon A. Nolte or telephone 399-2233.

Immediate opening for reliable chief engineer, preferably with announcing experience. Send resume, complete details and references to WSWW AM-FM, Platteville, Wisconsin.

Engineers—First ticket—studio, transmitter shifts. Excellent station. Write WTPA, Box 2775, Harrisburg, Pennsylvania.

Experienced chief engineer: Must know maintenance. A better job if you can announce. Send complete resume 1st letter. Full time AM going FM soon. Box 1130, Memphis, Texas.

## NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Young man wanting to learn all phases of radio/TV news operations. Prefer journalism school background. Experience not required but must type. Chance to join busy six man staff in a progressive medium market. Send full background & salary requirements. Box L-21, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

No. 1 Negro station on west coast seeks a No. 1 newsmen for a top, professional staff. Must know how to use typewriter and his head. Send tape (aircheck) resume Box L-38, BROADCASTING.

If you have a mature approach toward local news, there's a solid opportunity as news director for you at an MOR station in an eastern capitol city. First phone required. Some board work. Base salary plus talent. Send tape, resume to Box L-71, BROADCASTING.

News director, Negro format station. Good pay, fringe benefits, working conditions. Resume and tape to Donald K. Clark, c/o WCIN, 106 Glenwood Avenue, Cincinnati, Ohio.

Newsmen with writing ability and mature voice wanted. Send resume and audition tape to WSWW AM-FM, Platteville, Wisconsin.

Graduate assistships available winter Quarter for qualified master's degree candidates at Ohio State University School of Journalism. \$651 per quarter plus full tuition. Send resume and academic background to: Don Ferguson, Assistant to Director, School of Journalism, Ohio State University, Columbus, Ohio.

## Production—Programing, Others

Experienced and creative copywriter for network station in beautiful Texas resort city. Box K-381, BROADCASTING.

Midwest medium market, 5,000 watts, country & western station needs working program director. Box K-396, BROADCASTING.

## Production—Programing, Others

### Continued

Major market independent rocker looking for program director with heavy music and production experience. Write to Box L-11, BROADCASTING.

Opening for good program director . . . Chickasha, Oklahoma, KWCO Radio. Middle of the road format. Send resume and air check to Box 7701 Chickasha, Oklahoma. . . Good pay and fine opportunity to grow with growing station.

Experienced radio copywriter. Starting salary \$500 per month. 40 hour week. Excellent working conditions, paid vacation, paid insurance other fringe benefits. Write or call: W. P. Tedlie, Program director, WABJ, Adrain, Michigan.

Production chief-copywriter — Versatile, imaginative, with good sense of punch-writing and spot production. Exceptional salary, with benefits. Leading adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Program director for fast-paced MOR central east Florida coast station. Heavy on production, news. Salary open. Tape & resume to: Jay, Box 276, New Smyrna Beach, Fla.

## RADIO

### Situations Wanted—Management

Experienced metro market general manager with outstanding record of upgrading stations to highest income, profit, and ratings. Sales increased 96%; ratings tripled to #1 position. Presently employed with national firm. Desire management or sales management with aggressive group operation. Call 214-816-6062 evenings or weekends write Box K-412, BROADCASTING.

Employed general manager change to larger market. Fully experienced in top forty, middle of the road and net radio. Top salesman . . . tops in public relations . . . have first ticket . . . can do all sports . . . can handle people . . . fifteen years experience. All in management except first year. . . Available on two weeks notice. . . Also interested in TV sales. I can really sell. Box L-17, BROADCASTING.

Wanted: Opportunity to manage medium market radio station in Kentucky, Georgia, the Carolinas. 10 years experience—settled family man who knows small & medium market. Reply Box L-50, BROADCASTING.

General manager—27 years experience, all phases, 22 years in successful management. Desires medium to small metropolitan market. Box L-53, BROADCASTING.

General manager. . . Religious, major market, complete charge. Top in sales, tripled gross four years. Religious field twenty years, public relations. Outstanding radio executive, salesman, programmer. Married, family, Christian. Available January 1. Phone 313-233-6633.

### Sales

Los Angeles area. Excellent metro sales record. News new challenge. Box L-1, BROADCASTING.

For the busy manager, Florida, family man for combo . . . \$100-air trick and sales commission. Box L-13, BROADCASTING.

### Situations Wanted—Announcers

Chicago—vicinity—southwestern Michigan—production minded announcer favors MOR. prior TV news experience. \$140 starting. Box K-343, BROADCASTING.

Recent school graduate—3rd ticket—to complete military obligation January 8th. Desire MOR format—college town—western states. Box K-388, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box K-404, BROADCASTING.

Female, Negro announcer/dj. Pleasing air personality. Polished news and commercial delivery. Well trained. 3rd class endorsed. Will relocate. Box L-4, BROADCASTING.

Beginner—combo. Negro R&B dj/announcer. Authoritative newscaster. Tight board. Third license. Married. Will relocate. Box L-5, BROADCASTING.

## Announcers—(Cont'd)

Touchdown! Contemporary stations score every time! Offense: Experience, personality, versatility, originality. Defense: First phone, draft exempt, ratings, references. Hike letters to Box L-12, BROADCASTING.

Girl announcer who reads—third endorsed, new England area. Write Box L-16, BROADCASTING.

First phone disk jockey, strong on news, seeks all night, personality middle of road spot. Experienced. Available February 1, 1967. Box L-25, BROADCASTING.

First phone—C&W specialist, farm director, top ratings, excellent billings sober family man. Midwest only. Box L-41 BROADCASTING.

Bright air personality. Sincere. Not a floater or primadonna. Box L-44, BROADCASTING.

C&W specialist available now—"Nashville sound"—news also—family—veteran. Box L-45, BROADCASTING.

Ambitious DJ-announcer with 1st phone, experienced in news and sales wants stable responsible position in central or northern Wisconsin. Single 25, service completed. 5 years in rock, prefer top 40. Call 312-625-7419 before noon or Box L-46, BROADCASTING.

Veteran broadcaster with 1st phone wants \$125 per wk, morning or afternoon announcing shift, with chance to make additional money in sales. Box L-47, BROADCASTING.

Non-screaming, bright sounding top forty personality seeks permanent position with well established, contemporary operation. Heavy teen and young adult appeal. Seven years experience. Presently employed. Box L-49, BROADCASTING.

Midwestern personality—Programing too! Six years experience to offer you. \$145.00. Box L-52, BROADCASTING.

Experienced knowledgeable play-by-play sportscaster, first phone. Top pay gets top man. Box L-56, BROADCASTING.

Experienced dj. Have 3rd class with broadcast endorsement. Bright sound. Tight boat, dependable. Box L-62, BROADCASTING.

Young dj/announcer. Third, endorsement. Commercial experience newscasting, talk shows all phases. Bright sound, tight board, desires midwest. Military fulfilled. Box L-66, BROADCASTING.

PD-dj. Northeast. Progressive middle-roader. Humorous, believable personality. Over 7 years background. Programing, TV, copy, production. Military completed. Box L-68, BROADCASTING.

Jan. 1st! Young bright personality—network experienced—MOR/TP—Creative/dependable. North—east/west coast. Good offers considered. Air Mail—Savage, AFKN. APO San Fran 96259.

First phone night announcer. Good music. Run own board. Radio 18 years. No maintenance. 201-227-1103.

Announcer third phone beginner. Good voice, alert, ambitious, reliable, draft exempt. Mid and north Atlantic states. Stephen Blier, 163-15 130 Ave., Jamaica, N. Y. 11434.

## Technical

Professional broadcaster wants permanent position. East. Small to medium market. Experienced chief engineer, announcer, pd, operations manager. Willing to invest. Married. Box K-345, BROADCASTING.

Top-flight engineer/announcer. Professional! Heavy maintenance. Excellent references. Presently chief engineer major station. Available January 15th. Box K-351, BROADCASTING.

Engineer, manager, sales production. Emphasis engineering. Twelve years experience. Relocation expenses. No furniture. Any location except southern states. Box L-6, BROADCASTING.

Engineer, unemployed, experienced. Willing worker—all phases. 703-494-9898.

## NEWS

Experienced newsman. Strong local news coverage. College grad. Box K-414, BROADCASTING.

## NEWS—(Cont'd)

Attention top twenty... Here's a news director who can build your billing and community image with vital local news presented in an exciting manner. Presently director of seven-man staff in one of the northeast's most respected news operations. Box L-29, BROADCASTING.

Young man, 24, grad, draft deferred seeks news position can write, report, announce, tape beepers, do commercial & production work, four years experience in news and broadcasting. Eager, ambitious, hours and salary negotiable. Box L-30 BROADCASTING.

News director available. Longtime newspaperman. Go anywhere. Ray Kruger, 2521 Myrtle, Alexandria, Louisiana 71310.

## Production—Programing, Others

"Triple threat" broadcaster! Eight years experience all phases. Strong play-by-play, excellent production copy, productive salesman. Box L-7, BROADCASTING.

Experienced—pd or production manager. Ratings... ideas... gimmicks. Married. Florida broadcaster. Box L-14, BROADCASTING.

Successful program-operations manager wants new challenge with opportunity to move up. 12 years TV experience, all phases. \$12-\$15,000 bracket. Box L-26, BROADCASTING.

I'm ready... Ready for a good job with a good organization. Five years experience, college, married, service complete. Presently p.d. of five thousand water. Experience, news, sports play-by-play, writing, production and sales. Box L-48, BROADCASTING.

Need a man interested in recording and production? Prefer west coast location. Presently with AM-FM stereo-SCA, MOR station. First phone and lots of two-way radio exp. Available now! Box L-64, BROADCASTING.

Top 40 pd and staff available, with plenty of ideas, talent, and ratings. Prefer south. Satisfaction guaranteed. Bob Reich, 615-267-1128, Chattanooga.

Problems? Call "Will Fixit"! Southwest temporary-middle road. 913-649-7611.

Need work outside 75 radius of Miami, Akron, Providence, Long Island, Scranton and York, Pa. 8 years all phases. Can you help me? F. F. Klein, 128 E. Ross St., Lancaster, Pa.

## TELEVISION

### HELP WANTED

#### Sales

Sales representative to represent videotape production and color TV mobile rental company in the New York area. Previous experience in related fields in New York area is required. Contact Lewron Television, 533 Title Bldg., St. Paul and Lexington St., Baltimore, Md. 21202. 301-727-3750.

#### Announcers

Midwest medium market VHF needs solid versatile commercial announcer. Send resume and salary requirements to Box K-375, BROADCASTING.

Announcer/sports—experienced in all phases of announcing—needed for mid-Atlantic market. Send photo, resume and salary requirements to Box K-408, BROADCASTING.

Good opportunity for intelligent, interested, aggressive announcer in radio and/or television. Advancement opportunities in a fine area to work. Complete details to Box L-35, BROADCASTING.

Have immediate opening for on-camera TV announcer who is capable of doing all types of commercials. Please send resume and VTR to Howard Frederick, WIRL-TV, Peoria, Illinois.

On-camera announcer/copywriter wanted. Congenial surroundings, excellent benefits, home office station of group. Send picture, tape, details and salary expected to Program director, WKZO-TV, Kalamazoo, Michigan.

## Announcers—(cont'd)

Sports announcer needed immediately by eastern TV. Send resume, salary requirements and SOF or VTR now to Neil Kuvlin, WXEX TV, Box 8765, Richmond, Va.

## Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-123, BROADCASTING.

Who says you can't make money in south Florida? We need a good studio man with a first phone, and first class experience which includes VTR, some color and remotes. Send references, resume & salary requirements to Box J-295, BROADCASTING.

Operating and maintenance technicians for VHF/UHF group operation in upstate New York. Experienced men with license desired. Send salary requirements and resume to Box K-267, BROADCASTING.

Midwest area—studio video, videotape recording and maintenance engineers. Good salary, fringe benefits and excellent working conditions. FCC 1st class ticket and previous experience required. Box K-347, BROADCASTING.

Maintenance engineer. Fine opportunity for first rate man familiar with installation and maintenance. Good starting salary and advancement as merited. Color experience advantageous. One of mid-Florida's best markets and living areas. All replies confidential. Box K-352, BROADCASTING.

Maintenance technical, union scale to \$12,000 plus. Located ideal eastern recreational area. Permanent secure position with major company for top-notch man. Send resume to Box K-364, BROADCASTING.

Excellent opportunity for two television transmitter engineers with south Texas station. Box K-387, BROADCASTING.

Texas station has opening for engineer trainee. Must have first class license. Box K-380, BROADCASTING.

We want a chief engineer who wants to move up to a medium market or a strong #2 man who is ready. Send us your complete resume. Stable VHF station in midwest looking for progressive, knowledgeable man to run department. Send full information and salary requirements. Box L-33, BROADCASTING.

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Contact Chief Engineer KCND-TV, Pembian, N. D. Telephone: 701-825-6292.

Television transmitter operator wanted for KMVI-TV on the Island of Maui in Hawaii. First phone needed. Experience preferred but not essential. Send details and references by airmail to KMVI-TV, P.O. Box 550, Walluku, Hawaii 96793.

Switcher-engineer would consider trainee with 1st phone, immediate opening, contact Chief engineer KNOP-TV, North Platte, Nebraska.

We are interested in employing two television studio engineers that want to work for a progressive company in a typically midwestern Iowa community. Our studio facility is new from the ground up with all solid state RCA color equipment. We have one opening for full time maintenance work and another for operational work at television master control. Contact: E. M. Tink, KWVL-TV, Waterloo, Iowa.

Immediate opening Binghamton, New York. UHF station for studio/transmitter technician with first class license. Experience helpful but not necessary. Send resume to Chief Engineer, WBJA-TV, Box 813, Binghamton, N. Y. 13902.

Engineer with experience in TV, radio or allied fields preferred, but not required. Must have 1st license. Excellent opportunity for experience in broadcasting. Reply to Chief engineer, WFSU-TV, Tallahassee, Fla.

Immediate openings for experienced color video technicians. Also need experienced Ampex color technicians. Permanent jobs available in major market high power UHF Station. Send resume and salary requirements to: Director of Engineering, WPHL-TV, 1230 E. Mermaid Lane, Philadelphia, Pa. 19118

## Technical—(Cont'd)

**WTOC-AM-FM-TV.** Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief engineer, P.O. Box 858, Savannah, Georgia 31402.

Sarkes-Tarzian Broadcasting stations are in need of technical people with 1st class licenses for various locations in Indiana. Contact Elmer C. Snow, Engineering Director, WTTV, 3490 Bluff Rd., Indianapolis, Indiana. Phone 317-787-2211.

Chief engineer for one of our TV stations in Ind. Combination of experience, technical skill and supervisory capabilities needed. For more information contact Elmer C. Snow, 3490 Bluff Road, Indianapolis, Indiana, phone 317-787-2211.

Chief engineer able to take full charge of 2 UHF television stations. Unusual opportunity. Call 301-EM 5-1934.

Wanted: Technician—CATV experience, permanent position—no traveling—220 mile system \$525-\$575 month. Liberal vacation, insurance, hospital benefits. Send resume: Cablevision, 716 Francis, St. Joseph, Missouri.

## NEWS

Need experienced newsman to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Experienced news writer needed by south Texas television station. Box K-389, BROADCASTING.

Talent, company benefits, above average salary await competent, mature staff newsman at northwestern Pennsylvania VHF. Most important: Applicant can deliver excellent commercial television newscast. Resume, picture to Box K-418, BROADCASTING.

Young man wanting to learn all phases of radio/TV news operations. Prefer journalism school background. Experience not required but must type. Chance to join busy six man staff in a progressive medium market. Send full background & salary requirements. Box L-22, BROADCASTING.

## Production—Programing, Others

Personable, attractive gal wanted to do kid show and women's show daily for midwestern group TV station. Will also be assigned office duties. Send VTR or film if possible, or photo plus audio tape, as first step leading to personal interview. Excellent working condition, fringe benefits. Reply in full immediately to Box K-183, BROADCASTING.

Producer-director needed in midwest medium market. Heavy live and VTR schedule of creative directing. Opportunity for self-starter in a station with solid fringe benefits, congenial atmosphere, and dedicated people. Complete resume—include salary requirements first letter. Box K-349, BROADCASTING.

Production manager to assume responsibility for live production at midwest VHF. Excellent chance to move up. Send resume and salary requirements to Box K-374, BROADCASTING.

Art director for middle sized VHF in midwest. Will have full responsibility for on the air and promotional graphics. Send resume and salary needs to Box K-376, BROADCASTING.

A director-switcher and a projectionist are needed by Texas Gulf coast station. Box K-388, BROADCASTING.

Do you have all the ideas . . . and some one else gets the credit? We need you as our continuity director now! Send your ideas, picture, salary and particulars to Box L-19, BROADCASTING. P. S. The fishing's great and the sun always shines down our way!

Production manager. East coast, major market. Fast growing community ETV station and production center needs seasoned man, experienced in producing, directing, scheduling, supervision and training for expanding production staff. Only individual of proven ability will be considered. Salary commensurate with experience. Send resume, photo, and other credentials to Box L-32, BROADCASTING.

## Production—Programing, Others

### Continued

Continuity writer—immediate opening for young college graduate capable of creating live program scripts and commercial copy. We are a major group operation offering excellent starting salary and fringe benefits. Send confidential resume and samples of your writing to Box L-37, BROADCASTING. An equal opportunity employer (male/female).

Art director—Experienced art director needed for new Kaiser-Boston Globe TV station in Boston. Send complete resume of professional experience to Mr. Rose, P. O. Box 630, Boston, Mass. 02102. An equal opportunity employer.

Director of television-radio. In charge of closed circuit system, teach production, produce video tapes, advise faculty, be creative member of Educational services team, master's degree required, salary \$8,000 to \$10,500 dependent on experience and degrees. Immediate opening; live and work in dynamic Cape Kennedy area. Air mail resume and photo to: Dr. W. K. Cumming, Brevard Junior College, Cocoa, Florida 32922.

## TELEVISION

### Situations Wanted

#### Management

General Manager of station or group. Thoroughly experienced in administration, sales, programming, production and promotion in small and large markets. Television—13 years; radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, quality, prestige station or group anywhere. Box K-7, BROADCASTING.

Well known manager available within 30 days due to sale of station. Complete knowledge of overall management, both VHF & UHF. Strong on administration sales and programming. Budget minded. Twenty years experience top agencies, regional and national, reps, and networks both radio and television. Box K-421, BROADCASTING.

#### Sales

Southern California. High income successful broadcaster available January 1 for top station. Let's talk. Box L-2, BROADCASTING.

#### Announcers

Talented EMCEE. 12 years major market TV. Last 2 years as emcee on O&O shows. Current program leaving air. Now seeking new opportunity. Married, family, best references. Box K-405, BROADCASTING.

Currently live TV, newscaster, staff announcer seeking larger market, challenge, comparable salary. Box L-36, BROADCASTING.

Need a good television announcer? Will relocate if you help. Box L-39, BROADCASTING.

## Technical

Engineer. Transmitter, studio and CCTV. 1st phone with supervisory and installation experience. Mostly RCA equipment. Wants challenge. Have family. Stable. Prefer NE. Would consider field service. Box L-31, BROADCASTING.

Industrious first phone—needs practical experience. Over four years in broadcasting. Minimum \$150. Box L-43, BROADCASTING.

## NEWS

Need maturity, authority, experience in your news operation. No degrees. First 20 years of "doing" in all phases of broadcast news. Several awards. Solid family man. A-1 references. Would like to relocate in midwest, southwest, far west or Florida. News director medium market station past 5 years. Five figure salary. Box L-40, BROADCASTING.

Available immediately midwest; Experienced; top copy, editing, delivery. VTR, SOF available. Box L-65, BROADCASTING.

## Production—Programing, Others

Need producer/director with program management potential? MA degree with commercial experience in major market. Write Box K-337, BROADCASTING.

Presently employed, married, college graduate, 7 years TV experience, film director, administration—program operations & production, film buying. Seeks challenge in programing or sales with opportunity for advancement. Box K-341, BROADCASTING.

Production supervisor now in radio, wants to make switch to TV production. College degree in communications. Some TV experience. Write to Box L-8, BROADCASTING.

Production-Directing. Tough young competitor on the move. Ideas backed by punch that produces. Radio & TV college grad presently employed top ten market. Box L-55, BROADCASTING.

## WANTED TO BUY

### Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used 5 or 10 w FM transmitter needed for College radio station. Ray Cox, Southwestern College, Winfield, Kansas.

16 mm Dumont color Cinecon projector in good condition, Robert Ridgway, Box 1231, Fargo, North Dakota.

Good used video tape with reels . . . hours and assorted sizes. Call Miami Beach, Florida 866-5942, write South Florida TV Network, 1440 79th Street Causeway, Miami Beach, Florida.

## FOR SALE—Equipment

Co-axial cable—Helix, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNY5-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

UHF television transmitter. One kw-\$9,500. Immediate delivery. Box K-182, BROADCASTING.

Available at once—Western Electric 405-B2. 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Mitchell camera, Arriflex stop motion motor lighting equipment, recorders, write for full list, NORTHWESTERN, INC., 011 S. W. Hooker St., Portland, Oregon 97201.

Well maintained 250 ft. self-supporting tower located in Michigan. Excellent buy. Box K-420, BROADCASTING.

For sale: Two (2) RCA type RT-17-A tape cartridge play back machines. . . . Excellent condition . . . original cost \$850.00 each. . . . Priced to move at \$475 each. F.O.B. Reply Ernie Haralson, WPDQ Radio, Jacksonville, Fla.

Houston Fearless LM16R 16 mm film processor, good condition, presently in use, switching to color. Write Box L-63, BROADCASTING.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355 BFM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electric Company, Box 96, Temple, Texas.

Copper in stock—Sheet, plate, bar, rod, strip, strap and wire. Swager Tower Corp., Fremont, Indiana.

## FOR SALE—Equipment

### Continued

Ampex, Neuman, Telefunken, Rek-O-Kut, JBL, Electro-Voice, Sony and more. G. Chapekis 6500 S. University Blvd., Littleton, Colo.

Check our listings for your equipment needs. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

Available: Publishing Trademark, "TELEBRIEFS". Box J-46. BROADCASTING.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Music-jocks-news-promotions. This is the format guide that covers everything. Written by pro's for use by pro's. "Formula five," \$5.00. B. J. Productions, P. O. Box 1082, Cincinnati, Ohio.

## INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months, ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing production, newscasting, sportscasting, console operation, disc-jockeying, and all-phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved, Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

## INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 430 hours instruction and over 200 hours guided discussion at school. Reservation required. Enrolling now for classes starting January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer, 1st in announcing since 1934. National Academy of Broadcasting Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Nov. 14—Jan. 2—Feb. 6—Mar. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

R.E.I. opens in Denver. The same famous (5) week course for the first class Radio telephone license that is available in Sarasota, Florida will also be available in Denver, Colorado. The first class begins January 2, 1967. For details and reservation write to home office, R.E.I., 1336 Main Street, Sarasota, Florida.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (scriving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

## RADIO—Help Wanted—Management

# ADVERTISING MANAGER

Leading broadcast equipment manufacturer seeks dynamic individual to take charge of Advertising and Public Relations programs. Applicant must be familiar with AM/FM and TV equipment, preferably 5 years experience with a similar manufacturer. Knowledge of the equipment field, good writing skills and administrative ability essential. This is a "Take charge" position with good starting salary for the right individual and substantial growth opportunity.

Send complete background resume, in confidence to:

Box L-34, Broadcasting.

## RADIO—Help Wanted—Sales

### FM AND TV PRODUCT MANAGER

- Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.
- Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

### SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

## NEWS

### NEWSMAN

Alert morning newsman, mature voice, well paced delivery. Must be a go getter. No rip-and-readers need apply. Send tape & resume to:

F. Michael Franklin  
WNOE  
529 Bienville  
New Orleans, Louisiana 70130

## Production—Programing, Others

### RADIO PROGRAM DIRECTOR

Major market AM-FM outlet, affiliated with major group, seeking a young experienced and well educated Program Director capable of assuming full station management responsibility within two years. Starting salary in \$15-18,000 bracket with excellent fringe benefits. Send complete strictly confidential resume to

Box K-366, Broadcasting  
An Equal Opportunity Employer.

**Situations Wanted**

**Production—Programing, Others**

**PROGRAM DIRECTOR AVAILABLE**

Currently with 50,000 watt major market top 40 station. Desires position of top level authority and responsibility with modern radio operation in major market. Track record shows extensive success as P.D. and consultant. Special interest in group P.D. position two or more stations.

Box L-28, Broadcasting.

**TELEVISION**

**Help Wanted**

**Sales**

**SYNDICATION SALESMAN**

Experienced both TV and Radio—Excellent opportunity with leading syndicator—Good territories open. Salary and commission.

Write Box L-20, Broadcasting.

**Help Wanted—Technical**

**BROADCAST TV SYSTEMS**

BSEE required and experience in design of studio controls and equipment, or application of TV equipment. Experience in preparing technical proposals helpful.

Send resume and salary history to:

R. J. Finley

**F & M SYSTEMS CO.**

Division of Fischbach & Moore, Inc  
P.O. Box 20778 Dallas, Texas 75220

**ATTENTION  
CATV FIELD ENGINEERS  
and  
SYSTEM ENGINEERS**

ARE YOU:

1. Feeling insecure because of recent slow-downs and days off in CATV manufacturing?
2. Fed up with traveling to different communities by the dozens?
3. Disgusted with never having more than a superficial knowledge of the system on which you are working, because of "hit and run" assignments?
4. Weary of "grinning and bearing it" while customers scream about equipment shortcomings, delayed shipments, incorrect billings, etc., etc., and threaten to buy elsewhere?

**CHANGE SIDES!**

Become a customer yourself by joining one of the largest and certainly the most dynamic multiple system owner. We're bursting at the seams with new projects, and growing by leaps and bounds. Several positions are open which will relieve the above disadvantages.

**HOSPITALIZATION AND LIFE INSURANCE  
COMPANY STOCK PLAN**

**MINIMUM REQUIREMENTS:**

Five years direct personal experience with CATV system design, construction, trouble shooting, maintenance, head-end and antenna work. Radio-telephone first or second-class tickets. Some micro-wave experience. This offer open to any qualified CATV technician. Send resume or call MR. ROGER WILSON.

**TELEPROMPTER CORPORATION**  
50 West 44th Street—New York, New York  
212 JU 2-3800

**Television Help Wanted**

**STAFF YOUR STATION  
WITH THE RIGHT PEOPLE!!**

**ALL POSITIONS — — ALL MARKETS  
Dial 312—337-7075 For Our Fee Schedule!  
NATIONWIDE BROADCAST PERSONNEL CONSULTANTS**



645 North Michigan Avenue—Chicago, Illinois  
RON CURTIS—PRESIDENT



**Technical—(Cont'd)**

**WBMO-TV**

Channel 36  
Atlanta, Georgia

A new T.V. Station needs full engineering staff including transmitter and studio engineers. These men are needed immediately to assist in construction and future operation. Salaries are above average. Please submit resume in confidence to:

LEE KAPUT, Chief Engineer

**WBMO-TV**

MONY Building  
1655 Peachtree St., NE, Atlanta, Ga.

**SALES ENGINEER**

**Norelco Plumbicon Color TV Cameras**  
Requires either an experienced  
TV Camera Sales Engineer

or  
An experienced TV Broadcast Engineer  
with a desire for a Sales Career

or  
An experienced Electronic Sales  
Engineer adaptable to our product line  
Growth Opportunity • Expanding Division  
Many Company Benefits • Liberal Salary

**MARTIN G. WOLFERT**

North American Philips Co., Inc.  
100 East 42nd St., Room 1027  
New York, N.Y. 10017

**"Norelco"** An Equal  
Opportunity Employer

**Production—Programing, Others**

**PRODUCER-DIRECTOR**

Immediate opening at WLW-TV, Cincinnati, Ohio, for an experienced Producer/Director, competent to handle all types of directing assignments, including professional baseball, basketball and golf remotes. Good starting salary and complete fringe benefits program. Send resume to:

Employment Manager  
Avco Broadcasting Corporation  
140 West Ninth Street  
Cincinnati, Ohio 45202

An Equal Opportunity Employer (M/F)

**Production—Programing, Others**

continued

**ARE YOU A COMPLETE SPORTSCASTER...**

CAN YOU . . . interview . . . edit film . . . handle controversy . . . flavor programs with authoritative comments and opinions . . . both radio and TV.

**SALARY RANGE \$10,000-\$12,000** dependent upon experience. Eastern Market. Major company fringe benefits. Send non-returnable VTR or audio tape plus picture and resume to:

Box K-330, Broadcasting.

**CATV**

**Help Wanted**

**Management**

**CATV SYSTEM  
GENERAL MANAGER  
Florida East Coast**

About to begin construction in resort area; built by growth-minded company. Salary and profit sharing. Send resume:  
Room 920, 100 East 42nd St., New York, N.Y. 10017.

**BUSINESS OPPORTUNITY**

**Franchise  
Distributorships  
for  
Background  
Music Systems**

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Box L-10, BROADCASTING

**EMPLOYMENT SERVICE**

**THE AMPS AGENCY**  
BY BROADCASTERS - FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★  
All Media Placement Service  
3974 Wilshire Blvd. Los Angeles, Calif.  
Telephone DU 8-3116

**FOR SALE—Equipment**

**EQUIPMENT FOR SALE**

Two type G-24 Stainless 365.5 ft. Radio Towers guyed and insulated designed for 25 lb., 100 mph wind load, including insulated guy wires, CAA "A-3" lighting kit and mercury flashers. These towers are in excellent shape, hot dipped galvanized, disassembled and ready for shipment. \$4,000.00 Each.

400 feet type T453 Andrew 6 1/8" 51.5 ohm rigid coax—\$350 per 20 ft. section  
Two 1053M 6 1/8" Miter Elbows 90 degree—\$180.00 each  
Two 2053 end seals for T453 Line—\$95.00 each  
400 feet type 452 Andrew 3 1/8" 51.5 ohm rigid coax—\$125 per 20 ft. section  
Two 1052M 3 1/8" Miter Elbows 90 degree—\$65.00 each  
Two 2052 end seals for 452 line—\$32.00 each  
Forty horizontal supports for 6 1/8" line—\$20.00 each  
Forty horizontal supports for 3 1/8" line—\$8.00 each

Above line in excellent shape and all bullets and hardware will be furnished with line, including O rings.

For information on any of the above equipment, please contact:  
Glenn Callison, Director of Engineering,  
The McLendon Corporation, Dallas, Texas  
RI. 7-9311.

**TV TRANSMITTER**

Hi-Band Hi-Power  
**75% DISCOUNT**

G.E.—TT6E-5kw Air Cooled  
and/or  
G.E.—TF4A-20 kw Amplifier

Complete with consoles, monitors, controls, filters, dummy loads, breakers, spare parts.

**EXCELLENT CONDITION**

Director of Engineering, WTTW  
5400 North St. Louis Avenue  
Chicago, Illinois 60625

Color monitors for sale

**RCA TM-21's**

Contact: Don Collins  
VIDEOTAPE CENTER  
101 W. 67th St., New York City 10023  
Phone 212-TR 3-5800

**WANTED TO BUY—Stations**

**STATION WANTED:**

Qualified community-minded young operator, experienced sales, programming; seeks marginal small, medium market AM needing locally-oriented owner operator. Buy, relatively low down, or lease-purchase. Prefer Southwest or Midwest. Write in confidence to  
Box L-67, Broadcasting.

**FOR SALE—Stations**

**FOR SALE**

A \$40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station.

No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney."

It calls for \$15,000 investment plus \$5,000 operation capital. Principals only.

Box: J-85  
Broadcasting Magazine  
1735 De Sales Street, N.W.  
Washington D.C.

**Station for Sale**

N.E. Oklahoma. Over 60,000 pop. within 10 miles of tower, 250 watts, and money maker, priced at \$65,000, \$20,000.00 down. If you don't have the money don't call. Single station market.  
Gene Humphries, Box 189, Vinita, Oklahoma.

**CHANNEL #3 VHF TV PERMIT**

Salem, Oregon presently only possible operate as non-network good possibility for future as network or Pay TV. Interested parties contact our agent:  
C. H. Fisher, 6100 N.E. Columbia Blvd., Portland, Oregon 97218

**Tra Rue Media Brokers Inc.**

116 CENTRAL PARK, SOUTH  
NEW YORK, N. Y.  
265-3430

(Continued from page 112)

Action Nov. 1.

**ACTIONS ON MOTIONS**

■ Hearing Examiner Charles J. Frederick on Oct. 28 in investigatory proceeding involving the lawfulness of Tariff FCC No. 1 and Tariff FCC No. 2 of the California Water and Telephone Co. applicable to channel service for use by CATV systems, scheduled further prehearing conference for Nov. 15 at 10:30 a.m. and postponed hearing now scheduled for Nov. 17 to date to be determined at aforementioned further prehearing conference (Doc. 16928).

■ Hearing Examiner Forest L. McClenning on Oct. 27 by order in cease and desist proceeding involving Back Mountain Telecable Inc., owner and operator of certain CATV systems, reopened record and scheduled further hearing session for Oct. 28 (Doc. 16866); and on Nov. 1 in proceeding in matter of cease and desist order to be directed against Back Mountain Telecable Inc., certified record to commission for final decision (Doc. 16866). By separate orders in same proceeding, granted petition of township of Kingston to intervene and closed record; corrected transcript of the record. (Doc. 16866).

■ Hearing Examiner Herbert Sharfman on Oct. 28 rescheduled prehearing conference from Oct. 31 to Nov. 18, 9:00 a.m. in proceeding on petition of Ultravision Broadcasting Co., Buffalo, N. Y., to stay construction and prevent extension of CATV system operated in Buffalo by Courier Cable Co. Inc. (Doc. 16921).

**Ownership changes**

**APPLICATIONS**

KPRL Paso Robles, Calif.—Seeks assignment of license from KPRL Inc. to F. Ray and Nancy L. Bryant (joint tenants). Mr. Bryant is sole owner of Paso Robles Auto Parts. His wife is housewife. Consideration \$190,000. Ann. Nov. 2.

KKAR Pomona, Calif.—Seeks assignment of license from Intrastate Broadcasters Inc. to West Coast Communications Inc. Principals: Leonard Walk (80%) and Armand Kovitz (20%). Mr. Walk is president, director and has interest in Dynamic Broadcasting Inc., licensee of WAMO-AM-FM Pittsburgh, and WILD Boston; president, secretary and director of Dynamic Broadcasting of New York Inc., licensee of WUFO Amherst, N. Y. which is applying for renewal of license; president and director of Latin Broadcasting Corp., licensee of WOA Miami, which has application to change frequency and power, and he is 18 1/2% partner in Upper Broadcasting Co. Mr. Kovitz is on sales staff of KPRO Riverside, Calif. Consideration \$160,000. Ann. Nov. 2.

KSGV(FM) West Covina, Calif.—Seeks assignment of license from San Gabriel Valley Broadcasting Co. to Robert Burdette Investments Inc. Principal: Robert Burdette (98%). Mr. Burdette is president, director and majority owner of Robert Burdette & Associates Inc., owner General Sound Engineering Co., owner Robert Burdette Enterprises, owner Lensco Associates, majority owner Burdette & Resnick. Consideration \$60,000. Ann. Oct 31.

WAQB-FM Atlantic Beach, Fla.—Seeks as-

**FOR SALE—Stations**

Continued

**SOUTHERN CALIFORNIA FM**

Only 24 hour stereo operation in major market. Full price \$130,000 with excellent terms.

Box L-70, Broadcasting.

N.E.	small	daytime	\$150M	terms
Gulf	medium	fulltime	130M	cash
S.E.	medium	AM+FM	263M	nego.
South	metro	fulltime	1.3MM	cash
N.E.	suburban	daytime	650M	29%

**CHAPMAN ASSOCIATES**  
2048 PEACHTREE, ATLANTA, GA. 30309

signment of license from WKTX Inc., permittee of WAQB-FM, to LOUCK Inc. for reasons of having FM station separated from the AM station operation and because the corporate name, WKTX Inc., is not identifiable with WABQ-FM. Principals: Louis M. Neale and William F. Ackes each own 50%. No consideration involved. Ann. Oct. 31.

WSAF Sarasota, Fla.—Seeks assignment of license from Pan Florida Inc. to Stewart Broadcasting Co. Principal: Charles A. Stewart. Mr. Stewart is president of Pan Florida Inc., licensee of WSAF and 50% interest in Radio Engineering Institute of Florida Inc. Consideration \$147,139.52. Ann. Oct. 27.

KGU Honolulu—Seeks transfer of control from Advertiser Publishing Co. Ltd., to The Copley Press Inc. for \$1,100,000 (stock transfer). It is the desire of transferor to reacquire minority interest held in it by the transferee. Principal: James S. Copley (99.1%). Mr. Copley is director of Southern California Associated Newspapers, chairman and director of San Pedro Printing and Publishing Co., owner, president and director of Copley Newspapers Inc., Delaware, chairman and director of Copley Interna-

tional Corp., director Spasors Electronics Corp. and has interest in investment corporation. Ann. Oct. 31.

WFLW-AM-FM Monticello, Ky.—Seeks assignment of license from Fred A. Staples to Stephen W. Staples as Regional Broadcasting Co. for \$65,000. Mr. Stephen Staples, son of Fred Staples, is general manager of WFLW-AM-FM and has 50% interest in farm. Ann. Oct. 27.

WEAM Arlington, Va. and WKLM Wilmington, N. C.—Seeks transfer of control from Arlington-Fairfax Broadcasting Inc. to Thoms Broadcasting Inc. No consideration; stock transfer; Arlington-Fairfax Broadcasting Inc. to be subsidiary of Thoms Broadcasting Inc. Principals: Harold H., Meredith S. Thoms and Matilann Thoms Gennett. Ann. Oct. 31.

#### ACTIONS

KLFM Long Beach, Calif.—FCC granted assignment of license from HarriScope Broadcasting Corp. to Carl C. Loucks, Robert Switzer and W. Mike McCray db/as McCray Broadcasting Co., of which Mr. Loucks owns 11%, Mr. Switzer 10% and Mr. McCray 79%. Mr. McCray is lawyer. Mr.

Loucks is in radio construction business. Mr. Switzer is presently employed with KWIZ-AM-FM Santa Ana, Calif. Consideration \$50,000. Action Oct. 27.

KLOK San Jose, Calif.—FCC granted transfer of control of licensee corporation, Radio KLOK Inc., from E. L. Barker and Florence S. Barker (100% before, none after) to P&T Davis Investment Co., owned 50% each by Mr. Phillip Davis and W. Thomas Davis. Messrs. Davis are lawyers and in farming. They own Davis Broadcasting Co., licensee of KWIZ-AM-FM Santa Ana, Calif. Consideration \$1,026,277. Action Oct. 31.

WMBH Joplin, Mo.—FCC granted assignment of licenses to Joplin Broadcasting Inc. (David Fransen Sr., David Jr. and Carol Fransen). Consideration \$95,000. Action Oct. 31.

WJAK Jackson, Tenn.—FCC granted assignment of license from Dr. Alexander Leech to Jackson Broadcasting Enterprises Inc., owned by Robert W. and Betty Bonds Blow (100%). Mr. Blow is presently general manager of WJAK. Consideration \$85,000 with five-year agreement not to compete in radio broadcasting within Madison county, Tenn. Action Oct. 31.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Nov. 2. 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.

■ Nashville, Ark.—Nashville TV Cable Co. (Dale Hart and Joe Davis, both Tulsa, Okla.) has been granted a 25-year franchise. The city will receive 2% of annual gross receipts for the first 300 customers, 3% of the receipts of the next 200 customers, and 5% of the receipts of all customers over 500. Other applicants were John M. Stone of Texarkana and Larry Miller of Camden, both Arkansas.

Live Oak, Calif.—Oroville Communications Co. (multiple CATV owner) has applied for a franchise. Installation charge will be \$24.50 with a monthly charge of \$5. The company has franchises in Marysville, Yuba City and Sutter County, and has applied for franchises in Gridley and Biggs, all California.

San Dimas, Calif.—Foothill Community Antenna Television Inc. (Bert Stolpe, president) has applied for a franchise. Twelve channels will be offered. The company plans to apply for franchises in LaVerne, Claremont and Upland, all California.

Auburndale, Fla.—City commission has agreed to consider reapplication of Universal Cablevision, which earlier had been denied a franchise (BROADCASTING, July 25).

Marianna, Fla.—Cable TV of Marianna Inc., offering the city 3% of the gross annual receipts or a \$1,000 yearly guarantee, has applied for a franchise. H & B Communications Corp. (multiple CATV owner) had previously applied.

■ Marseilles, Ill.—Ottawa TV Cable Co. has been granted a franchise.

Pittsfield, Ill.—Pittsfield Perfect Picture TV Inc., a subsidiary of J.F.D. Electronics Co. (Bill Clancey, vice president), has applied for a 25-year franchise. Installation fee will be \$15 with a \$5 monthly charge. The firm will pay 5½% to 8% of gross operating revenue. Ten channels are offered including a time and weather channel, and a local public affairs channel. Other applicants are Cable Community Television Co. and the Illinois Valley Community Antenna Television System Inc.

■ Rochester, Ill.—First Illinois Cable TV Inc. has been granted a franchise.

■ Elwood, Ind.—Telesis Engineering Inc., Evansville, Ind. (CATV multiple owner), has been granted a 25-year franchise. Company will provide 12 channels plus FM channel. Other applicants were All Channel Cable Vision Inc. and Powell CableVision Inc., Barboursville, Ky.

Winchester, Ind.—GT&E Communications Inc., a subsidiary of General Telephone & Electronics, has applied for a franchise. Company will pay 5% of its gross receipts and provide 10 channels plus weather.

■ New Albin, Iowa—Kickapoo Antenna

Vision Co., a multiple CATV owner, has been granted a 25-year franchise.

Prairie Village, Kan.—United Video Systems Inc., a multiple CATV owner, has applied for a franchise. Ten channels will be offered, including ETV and weather scan. The monthly charge would not exceed \$5.95 and the installation charge will be approximately \$15.

■ Somerset, Ky.—Burnside CATV Corp. (Roy Taylor, president) has been granted an exclusive franchise which will pay the city a 3% return on all gross receipts in excess of \$8,000.

■ Skowhegan, Me.—Skowhegan T.V. Inc. (John Pineau, president) has been granted a franchise. The company will offer 7 channels and FM stations.

■ Farmingham, Mass.—Middlesex Cablevision Inc. (John DeCollibus, president) has been granted a franchise.

Great Barrington, Mass.—Communication Corp. of Pittsfield and Herman G. Morelli, president of Barrington Electric Co., have applied for the franchise relinquished by L. P. Cable Corp. of Springfield (BROADCASTING, Oct. 31).

Lenox, Mass.—L. P. Cable TV Co. (Wallace Sawyer, president) has requested that the franchise granted to it be withdrawn because of technical difficulties.

Northampton, Mass.—Video Enterprises Inc., represented by the law firm of Resnic, Beauregard and Resnic, has applied for a franchise.

■ Southbridge, Mass.—Quinebaugh Valley Cablevision Inc. (Vincent A. Caplette) was granted a franchise. The company will pay the city 10.15% of their annual gross receipts.

■ East Lansing, Mich.—National Cable Inc., (a CATV multiple owner, Karl Kandell, representative) has been granted a franchise. The company will offer 8 channels.

■ Batesville, Miss.—Batesville Cablevision Inc. (Hiram S. Hudson, president) has been granted a franchise. The Batesville system will be part of the North Mississippi CATV Network.

■ Deer Lodge, Mont.—Deer Lodge Cable TV Co. (Bob Schultz, manager) has been granted a franchise. Two channels from Salt Lake City, channels from Butte and Missoula and a channel from Canada will be offered.

■ McCook, Neb.—Multi-Vue TV Systems Inc., Grand Island, Neb., has been granted a 20-year franchise. The contract specifies a \$25.00 maximum installation charge and a monthly charge of \$6.95. Three network stations, ETV, two FM radio stations and weather scan will be carried. Multi-Vue has franchise agreements in Grand Island, Hastings, Kearney, Broken Bow, Lexington, North Platte, (all Nebraska), and Colby, Kan.

■ North Platte, Neb.—Multi-Vue TV Systems Inc., a multiple CATV owner, has been granted a 20-year nonexclusive franchise. The city set a maximum monthly charge at \$6.95. Three network stations, ETV, programming from independent stations in Omaha and Kansas City and weather scan will be offered.

Freehold, N. J.—Continental CATV Inc. (Viking Industries) has applied for a 15-year franchise.

■ Espanola, N. M.—Transcontinental Tele-

phone Co., proposing 3% of annual gross receipts to the city, and Chama Cable TV, offering 2%, have each applied for franchises.

Brookhaven, N. Y.—Continental CATV Corp., Hoboken, N. J., a division of Viking Industries Inc., has applied for a franchise. Installation fee will be \$19.95 with a \$4.95 monthly charge. Long Island Cablevision Corp., Greenport, L. I. (a multiple CATV owner), currently holds a Brookhaven franchise.

Middletown, N. Y.—GT&E Communications, a subsidiary of General Telephone & Electronics (group CATV owner), and Nelson's Communications of Highland (CATV multiple owner; William Fitzgerald, representative) have applied for a franchise. GT&E would charge \$15 installation and \$5 monthly fees, and would provide 10 channels and FM channels. Other applicants include Continental CATV Corp., Hoboken, N. J., a division of Viking Industries, Inc., and Better TV of Orange County Inc., Monroe, N. Y.

Elkin, N. C.—Mount Airy Development Corp. and Northwestern CATV Corp. have applied for a franchise.

Morgantown, N. C.—Morgantown Antenna Service Inc. and Burke County Cablevision have applied for a franchise.

Mount Airy, N. C.—Mount Airy Development Corp. (A. E. Carter, president) and Northwestern CATV Corp. (Cullen O'Dell, president) have each applied for franchises. Both companies propose a 12-channel system. Mount Airy Development has offered the city 4% of the annual gross receipts; Northwestern CATV has offered 3%.

Onslow County, N. C.—Jacksonville Cable Television Co. (Fred W. Stegner, representative) has applied for a franchise. The company will offer 7 channels, ETV and weather scan. The installation charge will be \$19.95 with a monthly charge of \$5.95.

■ Smithfield, N. C.—The Jefferson-Carolina Corp. (group CATV owner) has been granted a 20-year franchise.

■ Williston, N. D.—Community Service TV Corp. (Charles Scofield, president) has been granted a franchise. The installation charge will be \$19.95 and the monthly service charge will be between \$5 and \$10. Four main channels, which include the three networks, will be offered.

Conewago, twp. Pa.—Radio Hanover Inc. (John D. Bare, president) has applied for a franchise.

Corapolis, Pa.—Dick Fabec CATV Co. has applied for a franchise.

■ Lorain borough, Pa.—Johnstown Cable TV Inc. has been granted a 10-year franchise. The firm will pay 3% to 4½% of its gross receipts to the borough.

Ontario, Ore.—Treasure Valley Telecable Inc. (represented by Vernon Toombs and Goldwyn Smith, both Ontario) and Boise Valley Broadcasters (a joint venture of KBOI-TV and KTVE[TV], both Boise) have applied for a franchise.

Clinton, S. C.—Clinton TV Cable Co. (Tench P. Owens, representative) has applied for a franchise.

Seattle—Theta Communications of California, jointly owned by Hughes Aircraft Co. and Telemrompter Corp., has applied for a franchise.

■ Charleston, W. Va.—Kanawha Television Cable Co., owned by local businessmen, has been granted a 15-year franchise. The monthly charge will be \$5 with an installation charge of \$10 (BROADCASTING, Oct. 17).



FOR about the first three dozen years of Arthur E. Meyerhoff's advertising agency career he made a speech perhaps once a decade or so. But things are different now.

Ever since Coward-McCann Inc. published his book, "The Strategy of Persuasion," last year relating how the proper use of advertising skills could win the cold war with Communism, the proverbial cries of "author, author" have brought him to the rostrum of many organizations, including broadcaster groups and a congressional committee. He tackles each appointment with the youthful enthusiasm that characterizes the broadcast advertising for a principal client, the Wm. Wrigley Jr. Co.

It's the same enthusiasm he has practiced so quietly and consistently through the years in applying the principles of advertising and public relations in behalf of agency clients and public-service organizations, those who know him well say. The big difference now, they explain, is that he is focusing his zeal on having the U. S. adopt this same degree of advertising professionalism in its foreign-relations programs.

**'Tell Plus Sell'** ■ Arthur Meyerhoff Associates Inc.'s board chairman proposes a completely new government agency, a Department of External Relations which "would be headed by an experienced advertising administrator who would have cabinet rank. He would be directly responsible to the President and would cooperate with all departments of government on matters involving propaganda and public relations."

Mr. Meyerhoff, for example, proposes that the U. S. Information Agency "get out of the news business and into the selling business." It is his belief that news emphasizes the negatives of American society too much while advertising can point out the positives more effectively and still be factual and truthful.

Often these opinions have placed him in the light of "fighting" the USIA, but as the agency's director, Leonard Marks, observes, "he's on our side. We just have differences over the details." Mr. Meyerhoff undertook an overseas mission for the USIA earlier this year.

He believes in action as well as words. This summer the American University, Washington, dedicated what it described as "the first educational center designed to train students in the skills of political psychology and mass persuasion to combat Communist propaganda." Known as the Meyerhoff Center of Political Psychology and Communication, this graduate facility is being underwritten by the Meyerhoff agency.

**Way of Life** ■ Selling has been in Mr. Meyerhoff's blood since childhood, whether it was promoting ideas for commercial products or ideals for patriotic and charitable causes. Arthur Meyerhoff Associates has been deeply involved

## An idea to sell: Foreign affairs need ad skills

in helping advertise multiple educational, religious, medical and other public-service causes all through the years as well as those of its regular clients.

The agency's total billing presently is running about \$21 million with over 90% going into the broadcast media. Over two-thirds is invested in TV. Besides the Wrigley account the agency handles B. T. Babbitt Co., E. J. Brach & Sons, Gibraltar Foods, Krim-Ko Corp. and the STP Division of Studebaker Corp. among others.

"I believe radio and television have helped to dramatize products in a very important way and have contributed significantly to our economy by making people aware of products and what they could do for them," Mr. Meyerhoff says. Television especially, he holds,

### WEEK'S PROFILE



Arthur Edward Meyerhoff — board chairman, Arthur Meyerhoff Associates Inc., Chicago; b. Chicago, March 12, 1895; Swift & Co., 1910; salesman, Hood Rubber Co., 1911-22; advertising salesman and circulation manager, "Wisconsin News", Milwaukee, 1922-29; partner, Neisser & Meyerhoff Advertising, Chicago, 1929-1941; founder and head of his own agency since 1941; served in Motor Transport Corps in France during World War I; director—Santa Catalina Island Co. and Chicago National League Ball Club Inc. (Cubs); vice-president-director, Juvenile Protective Assn.; m. Madelaine H. Goldman, 1921; 2d m. Elaine Clemens, Jan. 27, 1945; children—Jane, Arthur Jr., Joanne, William, Judith Lynn; hobbies—show horses and flying own plane.

"brings a product to life in a three-dimensional manner."

**Personal Impact** ■ Both radio and TV, Mr. Meyerhoff notes, are good because "they are people talking to one another, the way that people really communicate with each other, and they make their point much more vividly than the printed page."

Mr. Meyerhoff was born on Chicago's South Side in 1895 and during his youth sold papers and magazines around the stock yards area and worked in the Loop for retail stores "selling everything from shoes to fish." After his first year in high school he went to work fulltime for Swift & Co. The next year at age 16 he became a traveling salesman for the Hood Rubber Co.

"My principal customer in Waukegan, Ill.," he recalls, "was Morris Kubelsky who ran a general men's wear store. He always was quite busy so his son Bennie would take inventory for the order. Then Ben and I would do the town together. Later, on one trip, Morris told me with tears in his eyes that Bennie was a great disappointment to him—instead of following a classical music career he had taken his violin, started calling himself 'Jack,' and gone into vaudeville."

After several years helping build up the circulation of Hearst's *Wisconsin News*, Mr. Meyerhoff in 1929 joined in partnership with Walter Neisser to form the Chicago agency bearing his name. It began with billings of about \$100,000. Mr. Neisser now is president of Wyler Soup Co., a Borden Co. division.

The year 1932 is also significant to the Meyerhoff career. It is the year he won the Wrigley account with a bold presentation proposing advertising on the pages of the newspaper comic sections, an innovation that long had been resisted by the papers.

**Project: The U.S.A.** ■ During World War II Mr. Meyerhoff supervised public service radio advertising, financed by Wrigley, in behalf of the Army, Navy, maritime service and the government's manpower program. It was the start of extensive public-service work leading up to his book and present efforts for propaganda reform by the U. S.

"Our agency recognized early the lack of understanding and the resistance that government departments and public-service agencies have toward using people skilled in advertising and selling," Mr. Meyerhoff says. This resistance has always come from the "intellectual elite," he notes, and for this reason efforts for greater advertising professionalism in government continues to be opposed because of the "Madison Avenue myth."

For this reason Mr. Meyerhoff feels the time is long past for advertising to sell itself as well as it has been selling its clients.

Gut issue of 1967

**N**O matter what the outcome of this week's elections, the next Congress is destined to take some very hard and long looks at the journalistic function of radio and television. Wise broadcasters will begin preparing now to make a positive assertion of their rights as purveyors of news and commentary.

Last week the Senate Subcommittee on Communications sent to every broadcast licensee a detailed questionnaire inquiring into policies and practices in the broadcast of all kinds of news, editorial and public affairs programs. The returns, which promise to provide the most comprehensive survey ever taken in this field of broadcasting, are intended to provide the basis for an extensive investigation of government regulatory policy.

On a much narrower scale, the House Commerce Committee is all but committed to get into an investigation of broadcast editorializing. Representative Harley O. Staggers (D-W. Va.), chairman of the committee, with the reported backing of House Speaker John W. McCormack (D-Mass.), has challenged the right of broadcasters to take editorial positions favoring specific candidates. Mr. Staggers has promised that if he wins reelection for a 10th term he will call for an investigation.

In neither the Senate nor the House may broadcasters expect to find a very friendly forum. As more and more stations invigorate their news coverage and their editorializing, more and more politicians become alarmed. It is the natural reaction of all politicians to fear a loss of control over media with the power and penetration of TV and radio.

When the action starts next year, broadcasters may be in deep trouble if they have not prepared a persuasive case for more freedom rather than for less.

Undue interference

**A**NYONE familiar with the folkways of Washington knows that senators do not erupt spontaneously on such prosaic matters as company mergers.

Yet that's precisely the scene in the capital where the FCC is considering the ITT-ABC merger. Three senators have written half-a-dozen letters to the commission protesting what they imply would be hasty action if the FCC approves the merger now.

The facts are that the merger agreement has been widely publicized for a year and the actual transfer applications were filed eight months ago. After due public notice an oral hearing was held in September, satisfying the requirements of FCC procedures. The antitrust division of the Department of Justice was practically implored to participate in the proceedings but didn't. Its statement of last week that it is studying the matter came a little late and only after prodding from the Hill.

Then why all the tumult after the record had been closed? The legal fact is that those senators, obviously goaded by one or more members of the professional staff involved in antitrust matters, actually are in violation of the rules of conduct. If other than members of Congress were involved, there would have been no question about what the FCC would have done routinely; the letters would have been returned as "untimely filed."

But, ex-parte or not, the letters obviously have had an upsetting effect. Contrary to some news reports, less than one in a thousand transfer cases goes to hearing. Most are decided on the basis of appropriately filed transfer applications. Because of the magnitude of the ABC-ITT trans-

action, the FCC went to the unusual extreme of holding an oral hearing providing more than customary time for any parties in opposition to come forward. Since both ITT (in the international field) and ABC are qualified licensees, no question of qualifications can be raised. Assurances were given that ABC would function autonomously.

The only possible issue remaining was any tendency toward monopoly. The antitrust division had its chance. It can have another, we assume, by going to court if it's so minded, after the FCC approves the transfer, which it should do forthwith.

Aliens shouldn't vote

**T**HERE should be a simple, tidy way out of situations such as that posed by the acquisition of stock in broadcast licensee companies by aliens beyond the limitations imposed in the Communications Law.

The question has arisen most recently in contested negotiations of a French bank for more than a 30% interest in Columbia Pictures Corp., which owns control of Screen Gems Inc. SG is the licensee of radio and television stations in New Orleans, Salt Lake City and in Puerto Rico. Under the law aliens may hold up to 25% of holding companies, but only 20% of licensees.

Without discussing the merits of the Columbia fight and without regard to its conclusion, the way out, it would seem, would be to provide that stock held by aliens be non-voting, thus eliminating the prospect that licenses, whether broadcast or common carrier, might fall under foreign control.

The FCC coped with a somewhat analogous situation arising under its multiple-ownership rules, which specify that even as little as 1% holding in a licensee company is considered a "unit" in determining whether a group owner exceeds legal limits. The problem was presented by holdings of mutual funds in public licensee companies. The FCC, on an ad hoc basis, merely required commitments from mutual funds entities that they would not vote their stock in the licensee companies.

The alien-ownership issue raises a different legal issue since the law itself spells out the limits of holdings. Routine amendments to the Communications Act of 1934 are enacted at nearly every session of Congress.



Drawn for BROADCASTING by Sid Hix  
 "It's so you won't have to type it on the invoices so much. It says: 'Pre-empted by LBJ!'"




Portrait By Gittings  
Neiman-Marcus

## Talent — Texas Style

Frank Mills, Drake University '36, is a thirty-year veteran of broadcast communications. Frank is equally at ease doing news, weather, sports, public affairs documentaries, interviews, and commercial messages. Frank is an anchor man in communication by design at WBAP AM-FM-TV.

**WBAP-TV** 

Fort Worth Dallas 

Peters, Griffin, Woodward, Inc., National Representatives

# SUPERFUN

## fits any type of programming format

Why not listen to our audition tape of **SUPERFUN** and then stop laughing long enough to figure how it can hypo your sales and ratings.

**SUPERFUN** is hundreds of comedy capsules timed to cure the common sound.

**SUPERFUN** is tiny chunks of hilarity (from 10 to 150 side-splitting seconds) that cover the gamut of radio comedy.

**SUPERFUN** is the nonsense of "Return to Paper Plates."

**SUPERFUN** is the parody of Creative Homemaking With Rebecca Sunnybrook. **SUPERFUN** is the zany OPEN FORUM, Boyd Poindexter's off-beat interviews. The Sweat shop With George and DeDe, and "The Story Lady."

And **SUPERFUN** is custom-made promos for your station, and only for your station.

**SUPERFUN** does for radio what cartoons do for such magazines as New Yorker, Post and Playboy.

**SUPERFUN** can change your station's sound or sparkle it where it needs sparkling.

**SUPERFUN** creates total audience involvement, from the go-go housewife to the long-gone motorist to the way out teenager.

And **SUPERFUN** fits, no matter what your format.



Among the many radio stations, with different programming formats, that have already purchased **SUPERFUN** are these 12 fine stations:

**WJBK** Detroit, Michigan  
**WJW** Cleveland, Ohio  
**WIBG** Philadelphia, Pennsylvania  
**KPRC** Houston, Texas  
**KIRO** Seattle, Washington  
**KIFM** Bakersfield, California  
**WHIO** Dayton, Ohio  
**KBAT** San Antonio, Texas  
**KDWB** Minneapolis, Minnesota  
**WRTA** Altoona, Pennsylvania  
**KXOK** St. Louis, Missouri  
**WQAM** Miami, Florida

**SUPERFUN** is created and produced by **MEL BLANC ASSOCIATES** and performed by a cast that tops the list of who's ha in Hollywood.

**SUPERFUN** IS AVAILABLE TO ONLY ONE STATION IN EACH MARKET. SO A WORD TO THE WISE:

**CALL!**

**DON'T WRITE. DON'T WIRE.**

Call Dick Morrison for your **FREE AUDITION TAPE OF SUPERFUN**

You'll find him giggling at

**SPOT PRODUCTIONS**  
P.O. BOX 9360, FT. WORTH, TEXAS  
AREA CODE: 817, PHONE: 336-8151

**CALL COLLECT**

And call today. Just for laughs.

