

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CABLE NEWS  
4/24

ABC Radio tailors four networks to fit variety of formats. p25  
 Study shows 8 out of 10 prefer hour-long local TV newscasts. p55  
 CBS unveils recording-playback system with home-TV potential. p67  
 TV revenues top \$2 billion, pretax profits hit \$492 million. p70

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CONCORDIA COLLEGE  
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 56560

NEWSPAPER

## WHAT IS AN Influencible?

A listener. Specifically, a Storz radio listener. Influencibles are the "in-touch" young moderns with ideas... buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the Influencibles.® On a Storz station you get action where it counts—in sales.

© 1965 Storz Broadcasting Co., Inc.

# STORZ



WDGY Minneapolis-St. Paul  
(Blair)

KXOK St. Louis  
(RAR, Inc.)

WHB Kansas City  
(Blair)

WJIX New Orleans  
(Edsman)

KOMA Oklahoma City  
(Blair)

WQAM Miami  
(Blair)

# What's the value of a Byline?

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

Some never make it.

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

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

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



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



**LEDERLE LABORATORIES**

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

# WCPO/TV 9

CINCINNATI, OHIO  
PRESENTS

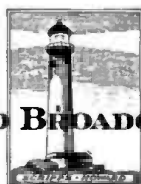
## THE NEW WORLD OF TOMORROW



Providing a dynamic, new, full color television facility . . . continuing to serve almost three and a half million Tri-State viewers.



Traditionally . . . the best of entertainment, the finest in news coverage, and the ultimate in community service . . . broadcasting with confidence, imagination, and dignity.



**SCRIPPS-HOWARD BROADCASTING COMPANY**

WCPO/TV CINCINNATI • WMC-AM-FM-TV MEMPHIS  
WEWS-(TV) CLEVELAND • WPTV PALM BEACH • WNOX KNOXVILLE

IN THE  
DALLAS  
FT. WORTH  
MARKET.....

# KRLD-TV is No.1



<i>Homes</i>	22.8% more than the 2nd station
<i>Men</i>	4.5% more than the 2nd station
<i>Women</i>	19.1% more than the 2nd station
<i>Teens</i>	4.4% more than the 2nd station
<i>Children</i>	29.6% more than the 2nd station

To put the No. 1 station in the nation's 12th ranked television market to work for your clients, contact your H-R representative.


February/March 1967 ARB  
Television Audience Estimates  
9:00 A.M. to Midnight — average quarter-hour

**KRLD-TV**



**The Dallas Times Herald Station**

CLYDE W. REMBERT, President

represented nationally by 

Howard Hughes, millionaire industrialist who has been buying up hotels and other properties in Las Vegas, is understood to be on verge of closing deal for purchase of channel 8 KLAS-TV Las Vegas. Price reportedly is in area of \$3 million cash to be paid to owner Herman M. (Hank) Greenspun, who is also publisher of *Las Vegas Sun*. Mr. Greenspun put station on air in 1953. It is affiliated with CBS.

### Code departure

Dwindling list of subscribers to tobacco industry's own Cigarette Advertising Code was further shortened last week. It was learned Friday (Aug. 25) that American Tobacco Co. will pull out of code, headed by former New Jersey Governor Robert B. Meyner, effective Sept. 1. Defection leaves code with six companies: R. J. Reynolds, Brown & Williamson, Philip Morris, Liggett & Myers, U. S. Tobacco Co., and Larus & Brother. P. Lorillard and Stephano Brothers left code about 18 months ago. American will abide by National Association of Broadcasters code after Sept. 1.

*Recently, anti-tobacco forces have expressed concern lest there be any more defections from industry ad code. They fear subscription to another code or no code at all will signal start of another "tar and nicotine" numbers race. P. Lorillard and Stephano Brothers reportedly pulled out of code to take advantage of low tar and nicotine content of two new brands they were promoting, True and Marvels. American is also producing low-tar content cigarette, Carlton, which was lowest in content of 30 brands tested recently by national magazine.*

### Intending to stay

Broadcasters can probably look forward to at least another three years of House Commerce Committee reign by Chairman Harley O. Staggers (D-W. Va.). Word from political confidants is that chairman's notion to seek West Virginia governorship in 1968 has been abandoned. Mr. Staggers in effect denies he was seriously considering move, said he is and has been on record as being candidate for re-election to congressional seat he has held since 1949. He repeated that he would consider gubernatorial race only if "certain coalition of forces" in state came into being. That remains highly unlikely, he added.

### Arnold Zenker reruns?

TV viewers may soon get another chance to catch on-air performances of network executives if National Association of Broadcast Employees and Technicians strikes ABC and NBC (see page 36). NABET officials say privately they have good reason to believe American Federation of Television and Radio Artists and other broadcast unions would honor NABET picket lines. Union sources say talks are taking place between NABET and AFTRA on strike strategy. Word of interunion cooperation may be tactical ploy, but networks last spring experienced what was described as unprecedented display of solidarity among broadcast labor groups during 13-day AFTRA walkout (BROADCASTING, April 17). NABET honored AFTRA lines during April strike which saw executives subbing as on-air announcers and technicians.

### Moving day

FCC and General Services Administration remain out of phase on subject, but GSA sees commission beginning to move out of present quarters and into building nearing completion at 1919 M Street, Washington, by Sept. 15. Commission officials, unhappy with building (they complain about lack of room for commission growth, poor accessibility to public transportation), refuse to concede final decision has been made. But GSA, which has been making structural and other changes in new building to meet commission specifications, seems unimpressed. Spokesman said schedule calls for completion of fourth floor by Sept. 1, with commission taking it over two weeks later and occupying other floors as they are completed.

*Commission now occupies borrowed quarters in Post Office building on Pennsylvania Avenue and rented space in commercial building on 12th Street. Pressure for move comes from Post Office Department, which says it has immediate need for all space in its building.*

### Fever readings

Softness in economy is giving impetus to movement some authorities have advocated for years in vain. In more and more markets, TV stations are agreeing to report their monthly revenues to independent accounting firm, which then gives them market total and shows each station what its

share was. By supplying similar 1966 figures, stations can also get back reports on how business is trending—their own and their market's. Even more elaborate reports can be compiled if stations wish. Authorities say virtually all of these cooperative projects have been started since first of year, which also was when spot business began to turn soft.

*Arthur Young & Co., accounting firm that handled Television Bureau of Advertising's "systems of spot" (SOS) project to reduce spot-buying paper work, is offering market-reporting service generally, now has it going in New York, Chicago, Washington, Los Angeles and Denver, and is cranking up in Cincinnati and Buffalo. Other firms have similar projects working in Philadelphia, San Francisco, Detroit and Kansas City; in still others, stations are working through local firms. TVB, one of earliest advocates, hopes eventually enough markets will be doing it to permit monthly national reports—and Young firm thinks this may be feasible soon, if other accounting firms in this new field will cooperate.*

### Standing pat

FCC is expected to act within next two weeks on petitions requesting reconsideration of ruling that fairness doctrine applies to cigarette commercials. Commissioner Robert T. Bartley leaves for international conference on maritime radio services in Geneva after Sept. 6 meeting, and will be out of country for at least month. And commission will want all members present when it disposes of controversial issue.

*As for action that commission will take, it's generally assumed that, although it may add language to ease broadcasters' fears as to possible extension of ruling to other products, commission will not budge from position it adopted in its June 2 letter to WCBS-TV New York (BROADCASTING, June 5).*

### Psyched out

Commercials for "The Trip," movie dealing with LSD use, may be just one more step toward massive psychedelic headache for TV code and standards people. NBC, for at least one, went further than code authority by banning all commercials for "Trip," no matter how they're handled. Ruling came from Ernest Lee Jahncke Jr., NBC's standards and practices VP.

If an Emmy ever belonged to the whole industry, this one certainly does. Networks, studios and stations changed the world's standard virtually overnight, by putting over 900 Ampex high-band units to work. □ Our first Emmy, in 1957, was for the original video recorder that started it all. Then came other Ampex-engineered firsts: High-band VTR, Intersync™, Color-

tec™, Editec™, Auto-Chroma, Velocity Compensator, Rotary Transformer Head, back-pack high-band VTR, color slow motion. These are now the profit-making tools of the industry. They provide unsurpassed new operating convenience for the engineer, creative freedom for the producer, and clearly superior picture quality for the advertiser. So the whole industry wins!

**AMPEX**

THE ONE OTHERS TRY TO MATCH

"For outstanding achievement in Engineering Development: An EMMY® is awarded to Ampex Corporation for the development of High-Band Video Tape Recording which permits the duplication of color video tape recordings, an essential process in television program production."

National Academy of Television Arts and Sciences, June 4, 1967



# WEEK IN BRIEF

'Radio networks have a future instead of a past,' says Beaudin, ABC Radio group vice president; hails ABC Radio's new four radio formats with tailored programing. News comes amid shakeup of net's top echelon. See . . .

## NEXT ON ABC . . . 25

Tobacco Institute raps Public Health Service report on health hazards of cigarette smoking, calls it "inaccurate and misleading interpretation" of scientific findings. Columbia University defends Strickman filter. See . . .

## PHS REPORT ASSAILED . . . 28

National Association of FM Broadcasters sales seminar cites success of local sales; concerned with difficulties, opportunities of national ad revenue. Meeting pitches theme: "Forget FM—Sell it as Radio." See . . .

## SUCCESS SMILES . . . 31

Sept. 1 deadline for NBC, ABC contracts with NABET looms with no agreement in sight. NABET officials want to "humanize" contracts, say their members have "highest ulcer and divorce rate" in broadcast history. See . . .

## NABET MAY STRIKE . . . 36

Educational broadcasters hit out at FCC rule change eliminating distant ETV signal importation from hearing requirement in top-100 market cases; fear loss of parity with commercial broadcast stations. See . . .

## ETV EXCEPTIONS . . . 37

Maryland, West Virginia CATV's ask FCC for nonduplication waivers of stations claiming they do not place actual grade B contours over communities; FCC will hold hearing on this issue. See . . .

## CATV's ASK . . . 40

Instantaneous, minute-by-minute national TV-ratings service may be reality by Sept. 1968, says Television Audit Corp. TAC moves electronic ratings gadget from airplane to earth, plans initial 56-market coverage. See . . .

## TAC's SYSTEM . . . 45

McHugh & Hoffman TV study shows that 79% of viewers select hour-long local newscasts over half-hour format, but report cites longer news show requires net news tie-in, solid journalism and promotion. See . . .

## 79% SELECT . . . 55

New video recording-playback system using film cartridge is announced by CBS Laboratories. Lab foresees unlimited use for home display, will market system initially for instructional use in England and Europe. See . . .

## LOW-PRICED TV RECORDER . . . 67

TV hits new revenue level in 1966 of over \$2 billion with new pretax profit highs of \$492-plus million. FCC figures show 12% rise in revenue; TVB's Spiegel predicts 4% rise in 1967 time sales. See . . .

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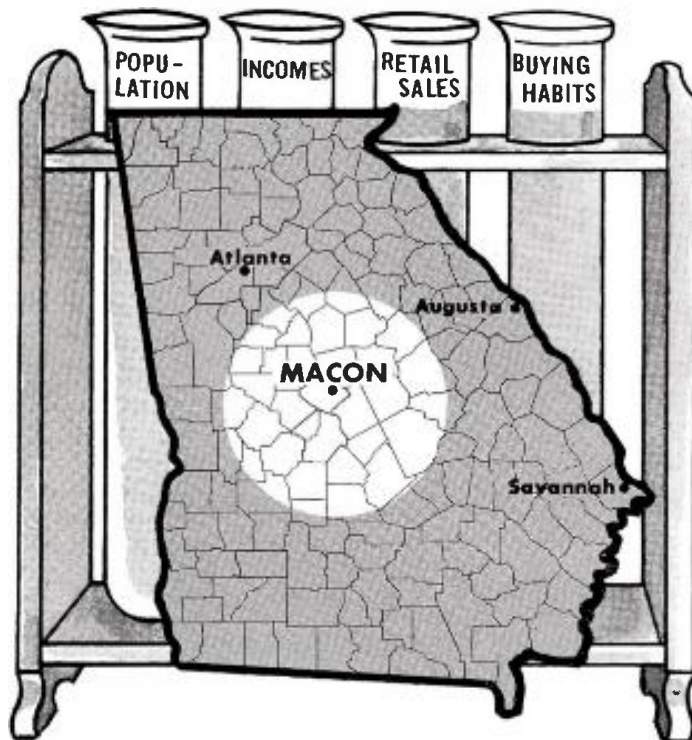
## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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# MACON, GA... *ideal test market*

... ACCORDING TO J. WALTER THOMPSON FORMULA.

In the August 1966 issue of Media/Scope, Marvin Antonowsky, director of media research and manager of spot buying for the J. Walter Thompson Company, set forth two essential criteria for television test markets. Note how well Macon, served only by WMAZ-TV, meets these qualifications as specified by the world's largest and marketing-oriented advertising agency:

## J. WALTER THOMPSON TEST MARKET CRITERIA

1. Only those markets should be used as test markets where the home county receives a minimum of 67% share of viewing.
2. Any other county which received 75% of this minimum viewing level would receive at least 50% of its total viewing from the market under consideration.

## WMAZ-TV, MACON, GA.

1. 77% share of the two county Macon Standard Metropolitan Statistical Area (N.S.I., Feb.-Mar. '67, total day).
2. 73% share of total viewing in the 12-county Nielsen Designated Market Area for Macon. (N.S.I. Designated Market Area Demonstration Report based on Oct.-Nov., 1966, total day).

The following exceptional characteristics add to Macon's qualifications as television's ideal test market:

- ... Largest single-station Metro Area in the U. S. (56,500 Metro TV Homes)
- ... Isolation—90 miles from Atlanta, even farther from other Metros.
- ... In Georgia, second only to Atlanta in Effective Buying Income per Household.

Thus, WMAZ-TV offers a unique, controllable opportunity for testing new products, or new campaigns... effectively, economically. Your Avery-Knodel man has all the facts and availabilities.

# wmaz-tv

MACON, GA. CHANNEL 13

**SOUTHEASTERN BROADCASTING  
CORPORATION**

Greenville, South Carolina

*Signal Coverage in the Southeast...*

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

**WBIR-TV**  
Knoxville, Tenn.

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

**WMAZ-TV**  
Macon, Ga.

Represented Nationally by AVERY-KNODEL, INC.



## FTC may bend on tar-nicotine statements

### LOW-CONTENT BRANDS MAY GET OK TO ADVERTISE FACT

Move to allow modicum of claims that cigarette with low tar and nicotine content is better for health of smoker than one with higher tar and nicotine levels seems to be underway.

At Federal Trade Commission, staff is understood to have decided to urge commissioners to reverse prohibition on health claims issued last March when FTC announced it would permit tar and nicotine content of cigarettes to be used in advertising and on package. Attitude of commissioners is unknown since many are on vacation; next commission meeting, however, is Sept. 6.

Meanwhile, Surgeon General William H. Stewart, in testimony before Senate Commerce Committee Friday (Aug. 25) neglected to specifically spell out for record his support of possible move by FTC to permit such claims.

It's understood that Dr. Stewart, head of U.S. Public Health Service, intended to put his office behind move for FTC reconsideration of its March guidelines but prepared statement didn't mention FTC and answer to direct question from committee failed to place idea clearly on record.

**Not Clear** — Observers suggested that Dr. Stewart either misheard or misunderstood question.

Committee Chairman Warren Magnuson (D-Wash.), strongly seconded by Senator Phillip A. Hart (D-Mich.), supported liberalization of advertising rules in his summary statement. "Advertisements that list tar-and-nicotine levels, together with truthful collateral statements, are essential to [brand] competition through development of consumer acceptance of such products," Senator Magnuson said.

Dr. Stewart did say, in prepared remarks, that reducing death toll from cigarettes would require program "to help create climate of opinion so that when [low tar and nicotine] cigarette is developed it will be acceptable." He added that responsible promotion of such cigarettes would be constructive and helpful step.

Senator Magnuson in summary said even though work needs to be done, reduced tar and nicotine is probably effective route to safer cigarette. He urged competitive push for such cigarettes and asked for draft legislation to permit surgeon general to evaluate health claims, if necessary.

Suggestion FTC might rule as deceptive any filter cigarette with high tar and nicotine was contemplated but not asked by Senator Magnuson.

Observers noted that Senator Hart's support of freer advertising for low-tar-and-nicotine brands could have stemmed in part from his duties as antitrust subcommittee chairman. He was reportedly impressed with testimony Thursday of Constantine Stephano, small manufacturer of low-tar-and-nicotine brands Marvel and Cascade (see page 28). Mr. Stephano cited difficulties in competing with tobacco giants in light of FTC ad restrictions.

### Oil firms pumping more money into television

TV and radio are favorite advertising media of 16 leading gas and oil companies, according to study released Friday (Aug. 25) by Television Bureau of Advertising.

Oil companies spent \$42,791,635 in spot TV; \$16,847,000 in radio; \$10,446,600 in network TV; \$12,055,084 in newspapers and \$5,568,543 in magazines in 1966. Total television billings amounted to \$53,238,235, up 7.6% from 1965 figure of \$49,494,900. Oil companies pumped 60.7% of their ad budgets into TV last year, an increase of almost 5% over their 1965 allocations to TV.

Biggest petroleum company spender in 1966 was Shell Oil, which earmarked close to \$7.7 million for spot TV, and \$4.1 million for network TV. Shell's TV billings in 1966 were up 11.7% over previous year. Television garnered 85.7% of Shell's total ad budget of more than \$13.7 million in 1966.

Largest radio spender, according to TVB figures, was American Oil, with \$4.1 million. Amoco spent total of \$9.7 million in all media (\$4.8 million in TV), making it second only to Shell in total ad billings.

### Louis Wasmer dies at 75

Northwestern radio-television pioneer Louis Wasmer, 75, died Thursday (Aug. 24) at Mayo Clinic, Rochester,

Minn., of complications of blood disease. He is survived by widow, Florence, of Spokane, Wash. Associates said there will be no funeral.

Mr. Wasmer put what may have been first U. S. ham radio station on air in 1907. In 1922 he established KHQ Seattle, and in 1925 moved station to Spokane. In 1952 he put KREM-TV Spokane on air. At various times he owned or had interest in KGA, KSPO and KREM Spokane, KOL Seattle, and stations in Montana and Washington.

### Bozell & Jacobs buys Emerson Foote Inc.

Emerson Foote, 36 years in advertising field, has "partially retired,"—again—selling his 83% interest in Emerson Foote Inc., New York (projected 1967 billings of \$7.8 million) to Bozell & Jacobs Inc., Omaha, (\$24.1 million billings). Mr. Foote said he will continue as consultant, relinquishing chairmanship to Charles D. Peebler Jr., B&J president, and devote his free time to public health field. (He is active on six medical boards.)

Mr. Foote, 60, was co-founder of Foote, Cone & Belding and also has been president and chairman of McCann-Erickson. Opposed to cigarette advertising at Interpublic Group of Cos., he quit M-E in 1964. In 1965 he bought major holdings in Kastor, Hilton, Chesley, Clifford & Atherton, and in 1967 he changed agency's name. Mr. Foote said agency's name and personnel will remain intact under B&J management. Mr. Foote's agency currently has 24 clients, with 43% billings in radio-TV.

### Justice opposes plea by ABC affiliates

Not unexpectedly, Department of Justice Friday (Aug. 25) filed opposition to permitting ABC Affiliates Association into ABC-ITT merger appeals case before U. S. Circuit Court in Washington. ABC affiliates filed motion to intervene Aug. 18 and said they wished to support FCC's approval of merger (see page 44).

Justice said affiliates had not shown they could contribute materially to court consideration; or that they have any interest aside from ABC and ITT that would warrant intervention. It

more AT DEADLINE page 10

## WEEK'S HEADLINERS

**Walter A. Schwartz**, VP and general manager of ABC-owned WABC-AM-FM New York, named president of ABC Radio network, succeeding **Robert R. Pauley**, resigned. **Don B. Curran**, VP and general manager of ABC's KGO San Francisco, succeeds Mr. Schwartz at WABC. **Edward F. McLaughlin**, KGO general sales manager, named general manager (see page 25).

**Jules Dundes**, VP and general manager of KCBS San Francisco, has resigned after 31 years with CBS to devote full time to education and community service in San Francisco. With CBS since

1936, he rose to general managership of KCBS in 1955, then to CBS Radio headquarters in New York in 1956 as VP for advertising and promotion. Later that year he was promoted to VP in charge of station administration for CBS Radio, serving until he returned to KCBS managership in early 1960's. Resignation effective mid-September. Successor has not been designated.

**Willard Block**, director of international sales, CBS Films Inc., named VP of that division. He succeeds **Ralph Baruch**, who last week was named VP and general manager of CBS Films Inc. (see page 60).

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

added, however, it would have no objection if affiliates wanted to file brief as friend of court.

### Thomson Newspapers buy Brush-Moore group

Sale of Brush-Moore Newspapers Inc., owner of 12 daily newspapers in five states, to Thomson Newspaper Group announced Friday (Aug. 25). Price was \$72 million. Sale includes WHBC-AM-FM Canton, Ohio, owned by Brush-Moore, but because Thomson group is Canadian owned sellers have agreed to find buyer for radio properties. Canton-based newspaper group also has interests in six CATV systems in Ohio and Pennsylvania.

Thomson group, headed by Kenneth R. Thomson, already owns 23 dailies in U. S., publishes 26 dailies in Canada and, through affiliates, newspapers in other countries—notably *The Times* of London.

Meanwhile FCC on Friday announced approval of following station sales:

▪ **WILE-AM-FM** Cambridge, Ohio, by Howard A. and Florence E. Donahoe to Cloverleaf Broadcasting Corp. for \$469,330 including agreement not to compete. Cloverleaf principals are James G. Granitsas, William R. Coffey, George H. Wolfington and Nick Theodosopoulos, all local businessmen. WILE is daytimer on 1270 kc with 1 kw. WILE-FM operates on 96.7 mc with 1.3 kw.

▪ **KBMS(FM)** Los Angeles, by Harry R. Gillespie and associates to Howard Grafman, George A. Collias and others for \$459,300. Approval was conditioned on station meeting FCC emission at-

tenuation standards within 90 days of closing. Buyers are principals in Century Broadcasting FM group consisting of WFMF Chicago, WABX Detroit, KMAP Dallas, and KSHE Crestwood, Mo. (St. Louis). KBMS operates on 105.9 mc with 18 kw.

### Metromedia asks SEC approval on stock issue

Metromedia Inc., group broadcaster holding various other interests in outdoor advertising, mail order marketing and Ice Capades ice show, has filed registration statement with Securities and Exchange Commission on 125,000 shares of common.

Shares are to be issued from time to time to three insurance companies holding MM's 5% subordinated convertible notes, due 1979. Note holders, Guardian Life, Massachusetts Mutual and Mutual Life, may offer shares through New York Stock Exchange or Kuhn, Loeb and Co., at prevailing prices (maximum \$60.75).

### Mead Johnson to merge into Bristol-Myers

Bristol-Myers Co., New York, and Mead Johnson & Co., Evansville, Ind., have reached agreement in principle to merge, making it autonomous B-M subsidiary. Acquisition, valued at \$240 million, would link B-M's cosmetics, pharmaceuticals, toiletries, and household products with Johnson's nutritional and pharmaceutical business.

According to 1966 Television Bureau of Advertising estimates, B-M spent \$20.6 million in network TV, and \$8.4 million in spot TV. Mead Johnson invested \$2.3 million in network TV and \$5 million in spot TV.

Radio Advertising Bureau reports B-M 1966 radio spending at \$740,000 in network, and \$341,000 in spot; and Johnson at \$7,000 only in spot.

### Ayer gets London agency

N. W. Ayer & Son, Philadelphia, today (Aug. 28) is to announce acquisition of 51% of Alexander-Butterfield Ltd., London. It is Ayer's first such merger in its 98 years and first overseas office since 1947. Renamed Alexander-Butterfield & Ayer Ltd., nine-year-old British agency bills about \$5 million. Ayer said it is seeking other majority interests in overseas markets.

### H Quenton Cox dies at 61

H Quenton Cox, 61, owner of KQFM(FM) Portland, Ore., and veteran broadcaster, died of cancer Aug. 22. In 1936 he joined KGW Portland and became general manager in 1946. He remained manager until 1954, when he purchased KGW-FW and changed its call letters to KQFM. He had served on board of directors of both Oregon Broadcasters Association and National Association of Broadcasters. He is survived by his widow, Helen, and son.

### Brandt, ballerinas inaugurate German color

Color television came to West Germany Friday (Aug. 25) when Foreign Minister Willy Brandt pressed button in Berlin and his face turned from plain, old black and white to natural pink on hundreds of color receivers in German capital. Mr. Brandt's metamorphosis was fol-

lowed by wave of pink-tutu-ed ballerinas who twirled across studio stage to Strauss waltz.

Berlin switch to tint brings to four number of nations now to be found telecasting in color—U. S., Japan and Great Britain are other three.

Maybe  
somewhere there's  
a radio station with  
more listeners  
than WGN...

But not in Chicago\*

**WGN**

RADIO · CHICAGO

A WGN CONTINENTAL  
BROADCASTING COMPANY STATION

\*

Mediastat April/May 1967  
Monday-Sunday 6 a.m. to midnight

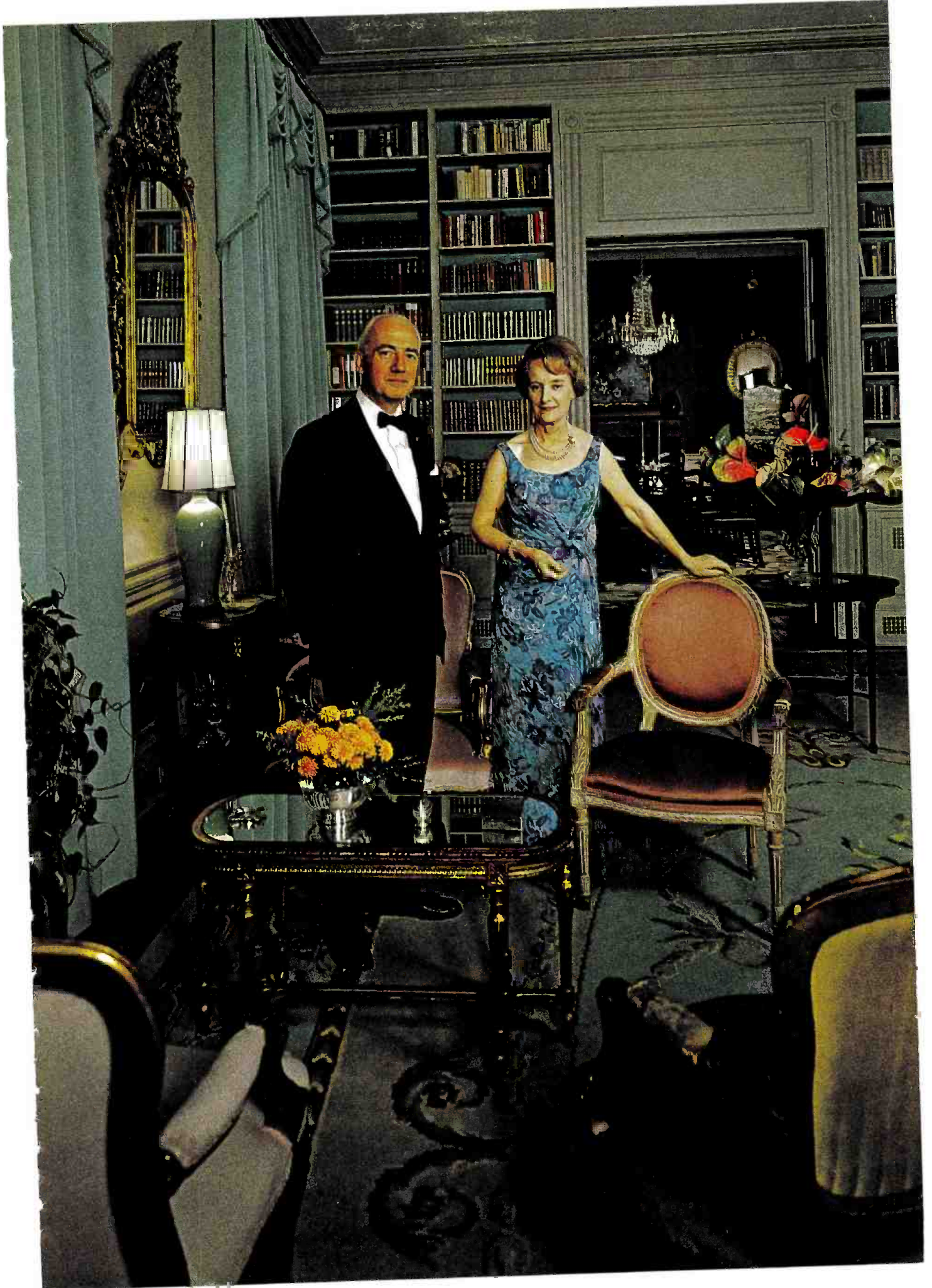


## The Embassy of Ireland

His Excellency William P. Fay,  
Ambassador of Ireland, and Mrs. Fay  
in the salon of the Embassy . . .  
another in the WTOP-TV series on  
the Washington diplomatic scene.

**WTOP-TV**   
**WASHINGTON, D. C.**  
*Represented by TvAR*  
**A POST-NEWSWEEK STATION**

Photograph by Fred Maroon



## DATEBOOK

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

■ Indicates first or revised listing.

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

■ Aug. 30—Inaugural party of the Washington chapter of American Women in Radio and Television, honoring Dorese Bell, newly elected president of AWRT's Washington chapter. Speakers include Matthew J. Culligan, president of Mutual Broadcasting System, and White House correspondents Dan Hackel (ABC), Dan Rather (CBS), Forrest Boyd (MBS) and Ray Scherer (NBC). Old Senate Office Building, Washington.

### SEPTEMBER

Sept. 1—Stockholders meeting, Gannett Co., for purpose of recapitalizing preliminary to offering stock to public. Rochester, N.Y.

■ Sept. 1—Second annual Honours Ceremony sponsored by the International Broadcasters Society. "De Industriele Club" on the Dam, Amsterdam, the Netherlands.

■ Sept. 8—Deadline for petitions for reconsideration of FCC's presunrise rulemaking.

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

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

Sept. 11—National Broadcasters Club member-guest golf tournament, reception and dinner. Washingtonian Golf & Country Club, Gaithersburg, Md.

Sept. 11-12—Conference on "The Use and Regulation of the Radio Spectrum," sponsored by the Brookings Institution and Resources for the Future Inc. Position papers being prepared by Drs. Sidney S. Alexander, Massachusetts Institute of Technology; Harvey Levin, Hofstra University; John McGowan, Yale University; William Meckling, University of Rochester, and Leland Johnson, Rand Corp. Airlie House, Warrenton, Va.

Sept. 11-13—Fall meeting, Pacific Northwest Community TV Association. Portland Hilton hotel, Portland, Ore.

■ Sept. 12-16—Annual convention of the Radio-Television News Directors Association. Speakers include Robert Hansen, chief justice-elect of Wisconsin supreme court, and Av Weston, director of Public Broadcast Laboratory at Columbia University. Royal York hotel, Toronto.

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

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. Kahler hotel, Rochester.

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

Sept. 14-16—Management seminar, National Community Television Association. Inn of the Six Flags, Dallas.

■ Sept. 15—Deadline for reply comments on FCC's presunrise rulemaking.

# INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE "5 CONTINENTS  
TROPHY" FOR CINEMA FILMS

The International Film, TVfilm and Documentary Market (MIFED) will hold its sixteenth Cine-Meeting from 14 to 22 October 1967.

This Film Market is reserved solely for producers, renters and distributors of feature and documentary films for cinema and TV presentation.

MIFED has twenty projection studios fully equipped for every requirement: ten for cinema films and ten for telefilms. Its Club premises, which provide all necessary facilities and services, are among the most elegant and attractive of their kind in Europe.

For clients who are unable to attend the whole Autumn Cine-Meeting there is a special assistance bureau which undertakes to represent their interests.

2 GRAND AWARDS  
FOR TELEFILMS



Information from: MIFED Largo Domodossola 1 Milano (Italy)  
Telegrams: MIFED - Milano

Please send

**Broadcasting**  
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### SUBSCRIBER SERVICE

- 1 year \$10  
 2 years \$17  
 3 years \$25

Canada Add \$2 Per Year  
Foreign Add \$4 Per Year

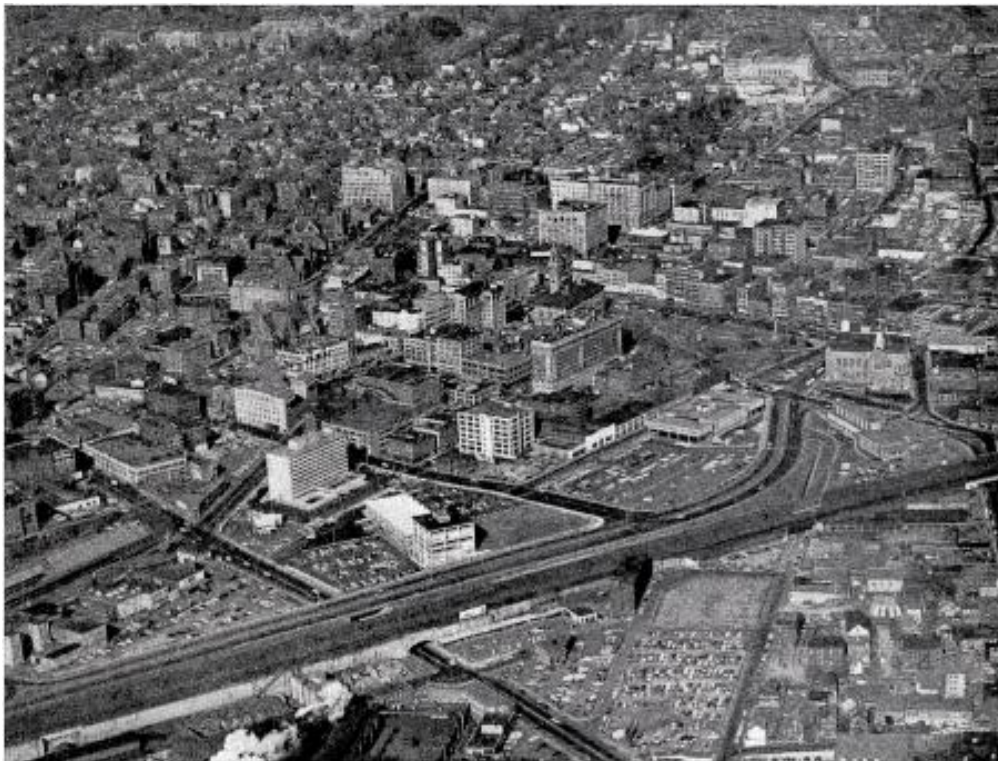
1968 Yearbook \$10.  
January Publication

- Payment enclosed  
 Bill me

BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

# Now listen to this. WTAG has appointed Blair Radio. Effective September 1.



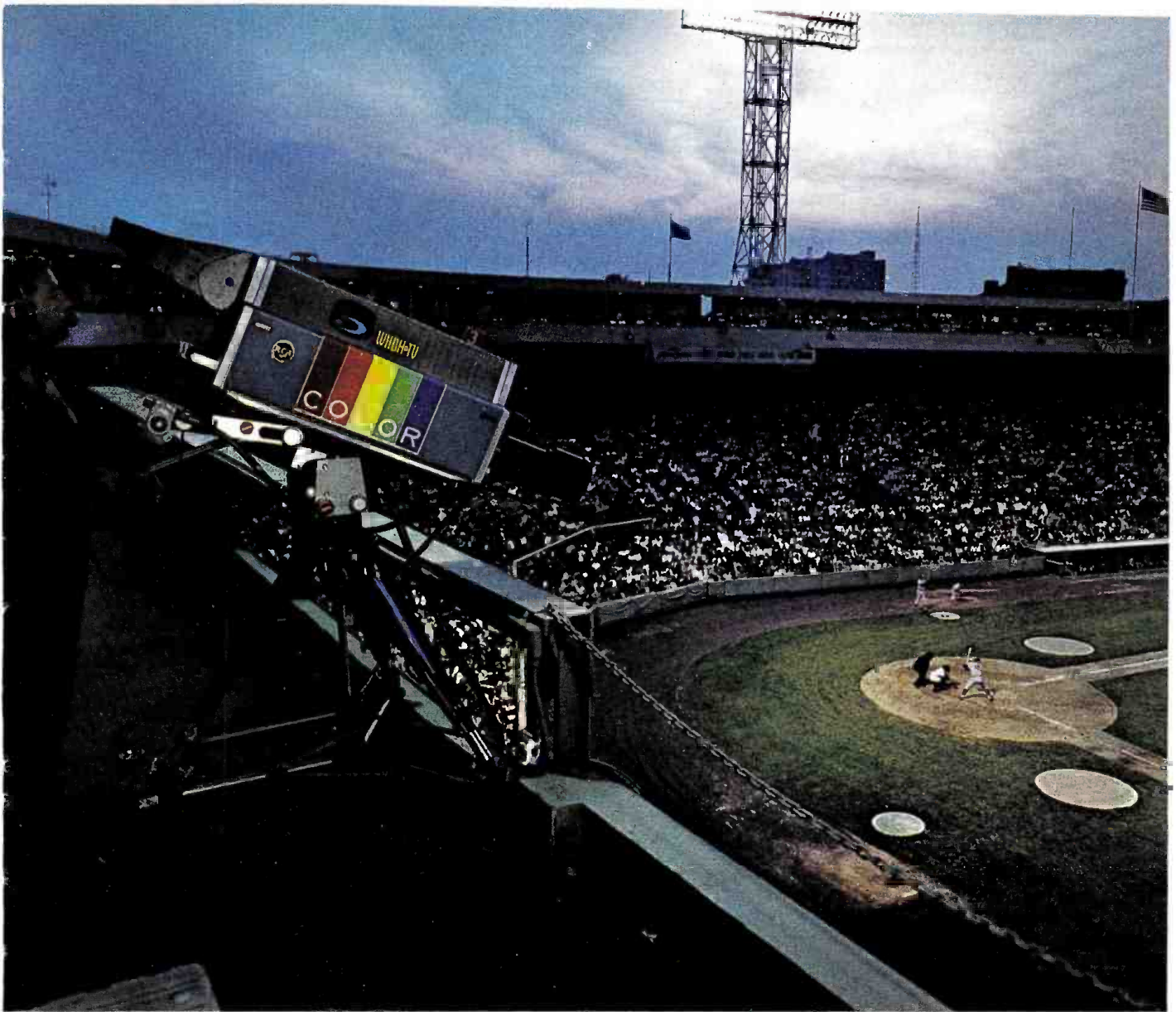
WTAG is where the action is. Worcester County, largest in Massachusetts, is a vital market, totally separate from any other. At its heart is the city of Worcester, New England's third largest. With \$275 million slated for expressways and urban renewal, WTAG's home town is becoming the hottest spot in the northeast. What's the action at WTAG? Quality. Of 230 area accounts carried last year, 65 have used the station 12 months of the year for an average of over 11 years. 14 have been advertisers for 20 consecutive years. Add to this the fact that WTAG leads in national business, and it's easy to see why quality and WTAG are synonymous, and have been for over four decades. Now WTAG, the number one billing station in Worcester, has appointed the nation's number one station representatives, John Blair & Company, to represent the station nationally. Now hear how WTAG activates the action:

BLAIR  RADIO



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





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

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

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

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

If you are interested in the very finest color pictures under a variety of everyday conditions, get the facts on RCA's "big tube" color cameras. Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.



**THE MOST TRUSTED NAME IN ELECTRONICS**

**Best Gulf  
Coast  
Combo ---  
Best Gulf  
Coast Buy**

**K-NUZ**

Houston's proven producer with professional personalities and award winning news staff. 24 Hours.

**KOUEQ**

Number 1 FM in Houston with 280,000 watts of wonderfull stereo . . . Soon 560,000 watts with twice the pleasure. 24 Hours.

**KAY-G**

Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

For Complete Information



THE KATZ AGENCY, Inc.  
STATION REPRESENTATIVES

**QMI**

represents K-Que in  
New York, Chicago, Detroit  
and Los Angeles.

In Houston  
call Dave Morris JA 3-2581

■Sept. 15—Deadline for entries for the 1968 Ohio State Awards sponsored by the Institute for Education by Radio and Television of the Telecommunications Center, Ohio State University. Entries must have been broadcast during the period, Jan. 1-Aug. 31, 1967. This 32nd American exhibition of educational radio and television programs is open to all radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain. For information and entry materials write: Institute for Education by Radio-Television, 2470 North Star Road, Columbus, Ohio 43221. (614) 293-6841.

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

Sept. 15-16—Meeting of the Maine Association of Broadcasters. Speakers include William Carlisle, NAB vice president-TV. Sebasco Estates.

Sept. 15-17—Northeast area conference of American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

Sept. 17-20—Fall meeting, West Virginia/Mid-Atlantic CATV Association. Greenbrier hotel, White Sulpher Springs, W. Va.

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

Sept. 18—Deadline for comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

#### NAB FALL CONFERENCES

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

■Sept. 18—Fall meeting, New York State Community Television Association. Otesaga hotel, Cooperstown, N. Y.

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

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

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

Sept. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton Maui hotel, Kaanapali.

■Indicates first or revised listing.

## OPEN MIKE®

### Keeping in touch

EDITOR: The only association I am keeping with the industry is to read BROADCASTING each week. So you had better keep it interesting or it too will go.—Arthur Hull Hayes, 40 West Way, Old Greenwich, Conn.

(Mr. Hayes retired May 25 as CBS Radio president but continues as a consultant.)

### Plaudit for FM special

EDITOR: Congratulations on an excellent story on the FM industry. I think your coverage was great. Would you send 50 reprints to us.—Jim Neidigh, general manager, KBBX(FM) Seattle.

(Reprints of the Special Report: FM Broadcasting are available at 30 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each for over 500. Order from reprint department, Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D. C. 20036.)

### A slip in the statistics

EDITOR: The statement on page 30 (BROADCASTING, Aug. 14), “. . . seven advertisers using NBC Radio are making a return to network radio after an absence of several years,” reminds me of a line from Pappy Yokum. Had our friends at NBC read the Aug. 7 issue of BROADCASTING, they would have found five of the seven advertisers listed

as 1966 advertisers on the other radio networks.

American Express was on CBS and ABC last year; Cities Service has been on CBS for several weeks at this writing; Colgate-Palmolive and National Biscuit were both on CBS, ABC and MBS last year; B. F. Goodrich was on ABC in 1966; Sinclair Oil was on CBS and MBS last year. Swift & Co., on the other hand, hasn't been around for some time.

As Pappy Yokum would have commented: “Mainly, it were so.”—Norman Ober, director of press and program information, CBS Radio, New York.

### Many aid N. M. campaign

EDITOR: I read with interest your story about the success of KOB Albuquerque in promoting northern New Mexico [BROADCASTING, Aug. 14].

This story specifically touches on Taos and Red River, and I am sure that KOB did indeed serve those two resort areas well and also other cities in the north.

I feel, however, that I must point out that early this summer . . . the governor initiated a crash advertising program to sell northern New Mexico's tourist and recreational facilities; \$10,000 was allocated for radio spots and some news-

# Women

MONDAY THROUGH FRIDAY



DIALING FOR DOLLARS  
9:40 — 10 AM



TRUTH OR CONSEQUENCES  
10 — 10:30 AM



DIVORCE COURT  
10:30 — 11 AM



THE WOMAN'S ANGLE  
1 — 1:30 PM

## **SUCCESS STORIES — BALTIMORE STYLE!**

■ DIALING FOR DOLLARS . . . Baltimore's most successful local television show for over 11 years, followed by TRUTH OR CONSEQUENCES, popular and exciting wherever played, now making its debut in color in Baltimore. DIVORCE COURT, new half-hour color episodes full of drama and emotion. THE WOMAN'S ANGLE with Sylvia Scott, live and in color, acclaimed recently by a local advertiser to have produced "one of the most satisfying promotions we have ever had." WMAR-TV has the women's programs that sell! For more information call Tony Lang, WMAR-TV or your Katz Agency Salesman.

*In Maryland*

*Most People Watch* **COLOR-FULL**

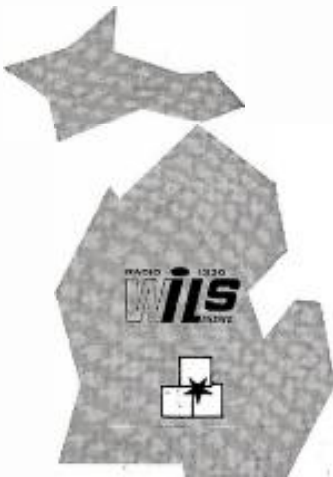
# **WMAR-TV**

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by THE KATZ AGENCY, INC.



# A Sound Market

\$6,147 per household retail sales (Ranks 24th nationally), total \$593,835,000 (82nd nationally). Latest SALES MANAGEMENT SURVEY OF BUYING POWER ranks the Lansing Metro Area among the top 100 markets for all categories—Population, Households, Effective Buying Income, and Retail Sales. Generous balance of government (state capital), education (Michigan State University), and industry (home of Oldsmobile, Fisher-Body, Reo-Diamond and Motor Wheel) keeps Lansing's spending habits stable.



# A Sound Buy

WILS delivers Lansing's "Buying Power." Latest PULSE shows WILS with GREATEST SHARE OF ADULT AUDIENCE BY A WIDE MARGIN! 20% more ADULT AUDIENCE than the 2nd station. And our primary signal (5,000 watts) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot.

Pulse, Metro Area — Feb.-March 1967

For complete cost/M and other audience data, write or call:

ALAN TORBET ASSOCIATES, INC.

RADIO 1320  
**WILS**  
LANSING

5,000 WATTS / 24 HOURS A DAY

(FM 3,000 WATTS 6 A.M. 'til Midnight)

71

paper space.

As always, radio came through like a champion. The governor asked that stations in New Mexico plus some in west Texas donate some spots as a public service. Stations throughout the state ran many extra spots daily to promote business in the north. . . .

We feel that all New Mexico broadcasters and those in west Texas that took part in this campaign are to be complimented, including KOB. — *Bill Previtti, press secretary, office of the governor, Santa Fe, New Mexico.*

## Radio service to 'white' areas

EDITOR: . . . Mr. Ward Quaal's [letter, BROADCASTING, Aug. 14] is an excellent sales presentation for agencies that supposedly give much credence to such claims as coverage . . . by these clear-channel outlets. The claim of need to expand coverage to 750 kw or more is another pill swallowed by some agency people. . . .

As far as the coverage to take care of the "vast farm and ranch areas in the upper Midwest and Northwest" is concerned, there are hundreds of 250-, 500- and 1,000-watt operations that are not only serving these people, but are doing it well in bringing local news, community activities and quality entertainment to their own local areas. . . . — *Al Ross, president and general manager, KNAB Burlington, Colo.*

## Lost in time tunnel

EDITOR: When we opened BROADCASTING [Aug. 21] and "discovered" that there'd been a substantial sales-department "shuffle" at ABC-TV, for a minute we felt like Will Rogers who once said: "All I know is what I read in the papers."

Happily, that is not the case here. The gremlins, clever fellows that they are, have apparently been earning their keep, and somehow managed to obtain for BROADCASTING an ABC news release that celebrated its third birthday on June 25 of this year. It was on that date in 1964 that we announced the promotions of Frederick Pierce, Marshall Karp, Mark Cohen and others in our sales department.

Our news last week revolved around the election of Mr. Cohen to the post of vice president in charge of sales planning and analysis for ABC's TV sales department. Somehow in their thoroughness at digging out that 1964 release about Mr. Cohen, the gremlins neglected to tell BROADCASTING readers of his new promotion. We hope this sets the record straight and keeps the gremlins away for at least another three years.—*Martin A. Grove, trade news editor, ABC, New York.*

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

# Broadcasting

THE BUSINESS OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales  
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phone: 202 638-1022.

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TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
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BROADCASTING, August 28, 1967

# AT 5:30 THIS MORNING A NEW KIND OF RADIO CAME TO NEW YORK, NEW JERSEY, CONNECTICUT ...AND ADVERTISING.

If you think you haven't heard anything new on radio, listen to what we started first thing this morning.

It's **WCBS/NEWSRADIO 88**, radio with a concept so big it is coming to you in phases.

This is Phase I, and it runs every Monday through Friday from 5:30 AM on, for almost 15 hours. (Phase II, extending the concept to the whole week, will be along shortly.)

**NEWSRADIO 88** is now radio. It's something else every minute:

... news from the entire CBS News team nationwide and worldwide...the

biggest local news staff in New York radio...two helicopters, four mobile units, six new regional news bureaus.

And something else:

**NEWSRADIO 88** has regular anchormen...like Lou Adler, Jim Harriott, Robert Vaughn, Steve Porter, Jim Harper, Charles Osgood.

And something else:

...advice about children...where to go on a long weekend and a short budget...Hollywood last night... Wall Street today...weather news from our own weather center... hard-hitting editorials...nutshell documentaries.

And something else:

...Pat Summerall as sports director...news of all sports...even sports for girls who don't know much about sports.

You never get to the end of **NEWSRADIO 88** programming because it's different every minute.

But it would be a good idea to get in at the beginning. Because this is radio as radio was meant to be.

And this is the time to buy.

# **WCBS NEWSRADIO 88**

**IT'S LIKE NOTHING YOU EVER HEARD BEFORE.**

## Wanted: more young people who aim for the top

Just because you succeeded in making the top 10 of your college class is no guarantee you will succeed in the business of advertising or broadcasting.

The successful student, however, does have three advantages, the least of which is the knowledge he has accumulated in the four years of his studies. You'll be surprised how little square root and Gresham's law find their place in most offices today. Parkinson's law might be more suited. But of course knowledge does help.

The second advantage that the good student has is a pattern of succeeding. The one who perpetually failed to make it in school may get into the habit and that habit could stay with him.

The third and most important advantage is intelligence. Intelligence is not what you have learned but your ability to learn.

The examples of the college men who will never make it may be instructive by comparison. Follow their example and you may wind up with a nice wife, a home in the country and a realization that someone else made all the decisions for you all through your career.

**Yes Man** ■ The first college man who won't succeed I call Mr. Gutless. I've worked with many successful businessmen in the past three decades and I'm convinced of one simple fact: The men who really build businesses are the men with courage. The failures are the gutless ones, the ones who won't take a chance. You must take chances in business every step of your career.

It takes courage to stand up for what you believe. The great advertising agencies of this country are the ones who do give the client a different point of view, are courageous enough to differ when it is necessary.

There are two more who won't make it. They both have guts, but at the wrong time. Mr. Right, for example, has a mental block that keeps him from admitting that anyone else can have an idea. If he is an account man he fights so hard with the client on a point that he can't absorb or listen to criticism that might be profitable.

The other man is Mr. Restless. He jumps around from job to job and never stays in the same organization long enough to do an assignment with real depth or perception. The advertising business seems to have a lot of them.

In this day of high income taxes, salary alone is not the complete answer. You must build an equity in the business and become part of the manage-

ment. You must have a loyalty to the business and help it grow. I have seldom heard of an outsider in advertising moving in to head the business. It is usually someone from within who has worked his way up who becomes the head of the business.

**Team Leader** ■ Mr. Caterer is still another college man who won't make the grade. His motives are too obvious. He always seems to be deferring to those who will help him up the ladder and ignoring all the people below. Whenever I interview a prospective executive I have found it more profitable to talk to those who have worked for him rather than his former bosses. His ex-employees are often better judges of his leadership potential in my book.

Obviously I disagree with Leo Durocher. I believe nice guys can reach the top. The old golden rule still applies to business too. But it's not patronizing.

Now let's look at two men who will get to the top. The first is called Mr. Make-A-Decision, the very opposite of the gutless one mentioned earlier. You can go a long way in business without making a decision just by following orders, working hard and carrying out policies.

But you'll never be a manager, a president or an owner unless sometime in your career you start making decisions. Obviously some are going to turn out wrong. But you can take consolation in the fact that if you had procrastinated and didn't make any decisions you would be much worse off.

Business, like horse racing, is a gamble and the prizes go to the men who make decisions and make the right decisions. The losers are the men who make no decisions or the wrong decisions too often.

The second kind of successful man is the classical Mr. Self-Starter. You've read about him. He's the one with initiative, who perks with an idea. But let me tell you it takes more than ideas and more than self-starting to succeed.

I had one young man who worked for me who was filled with ideas. However he didn't have the guts to tell anyone about them. He is still working in the production department of some agency—not mine.

I had another young man who would come up with 20 or 30 different ideas for every assignment. But he had no judgment. He couldn't tell the good ones from the bad.

**Self-Reliant** ■ I like the guy who takes an idea—whether it's his own or somebody else's—and runs with it. He shows enough initiative all along the way that he gets the job done without calling on you for help.

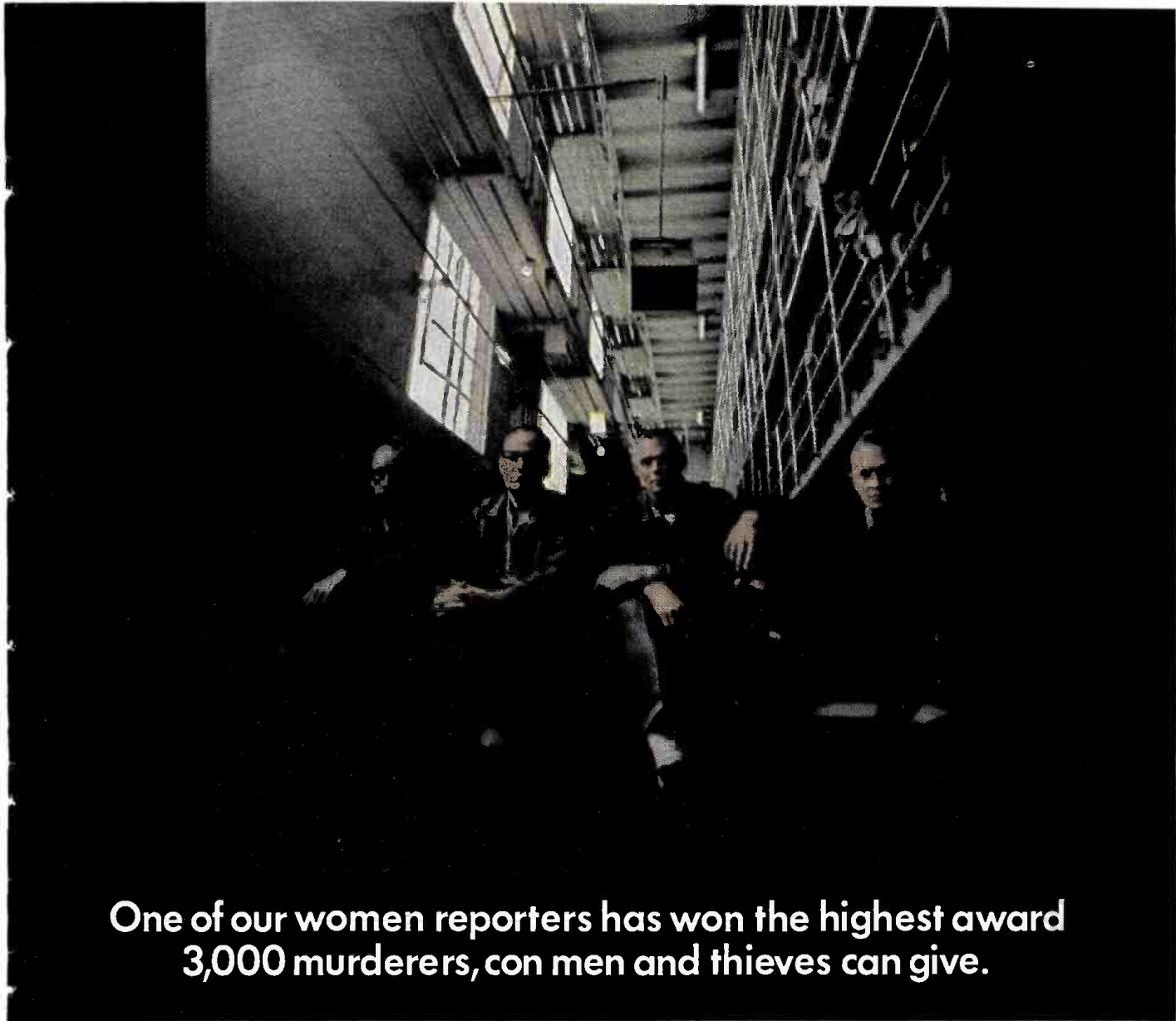
Advertising, broadcasting, every big business today, is looking for talented and creative young people. They are not looking for the order-takers and memo-writers though, in spite of all the jokes about the organization man. You may be sure they are not looking for the guy who thinks success is trading in his college security blanket for a giant corporation.

The man they are looking for is going to reach the top. His chances are mighty good, considering his basics of knowledge, intelligence and persistence. Mixed well with courage, open mindedness and the ability to work with people, plus initiative and follow-through, these qualities will see him to the head of the agency, station or network.

If all these qualities sound familiar, they are. They haven't changed much over the generations. Times have changed, but the people haven't.



Broadcaster-agency president Don P. Nathanson, head of North Advertising, Chicago, feels giving his time and counsel to young people is one of his most important jobs in building the business of advertising. Often a college lecturer, he also serves on many civic and industry boards and is a director of the American Association of Advertising Agencies and chairman of the 4A board's committee on improving advertising. He is part owner of the Harriscope TV-radio station group.



**One of our women reporters has won the highest award  
3,000 murderers, con men and thieves can give.**

In the 115 year history of San Quentin, only five people have been named Honorary Inmate by the prisoners.

Wanda Ramey, of Group W station KPIX in San Francisco, was the first reporter. And the first woman.

San Quentin is part of Wanda's beat. When she goes behind the walls, it's not just for a riot or an execution. It's to get the details of a prison election. Or film highlights of the Christmas show. Or listen to the beefs of the Inmate Council.

In short, Wanda Ramey's job is to cover the everyday news of a not-so-everyday community.

But at Group W, getting the news is only part of the job. We also expect our reporters to become involved in community activities. Wanda saw no reason why she should be an exception.

So, together with her cameraman husband,

she organized the prison's first film workshop. Men who never before held a camera learned to stage, film and edit a production. Some now go out on special assignment for the Department of Corrections. And lately, when Wanda comes to film a news story, a crew of inmates mans the cameras.

Wanda Ramey isn't unique. There are women like her at Group W stations across the country. Their assignments cover every area of broadcast news.

Because at Group W we don't think news-women should be set aside for fashion shows and supermarket openings. We believe a good reporter is a good reporter.

Man or woman.

And we doubt if we could have put that belief to a tougher test.



BOSTON WBZ - WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW - KYW-TV  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA - KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPIX  
LOS ANGELES KFVB

WESTINGHOUSE BROADCASTING COMPANY

# BUY THE BIG ONE WBTV

WBTV has 24 of the top 25 shows in total homes delivered.\*

WBTV has a 57% metro share of audience from 9 a.m. to midnight, Sunday through Saturday.\*


WBTV has a 66% metro share of audience between 5:00 and 7:30 p.m., Monday through Friday, and pulls 75,000 more total homes than Charlotte Station 'B' during the same time period.\*

WBTV boasts a 74% metro share of audience in the 6:00-6:30 p.m. "Early Report" period, Monday through Friday, and pulls 114,000 more total homes than Charlotte Station 'B' during the same time period.\*

**BUY WBTV—THE NUMBER ONE STATION IN THE NATION'S 29TH LARGEST TELEVISION MARKET.\*\***

## **WBTV CHARLOTTE**

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

Represented nationally by  
Television Advertising  Representatives Inc.

\*Feb-Mar/67 NSI

\*\*1967 Sales Management Survey of  
Television Markets (avg daily circulation)

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



# Bold new plan at ABC Radio

Upcoming Jan. 1: four networks in place of one,  
each tailored to suit different station format;  
Beaudin puts Schwartz in charge as Pauley leaves

A radical new concept of multi-network radio service, feeding tailored programming to different lineups in which stations are grouped according to their local program formats, has been developed by ABC Radio to start Jan. 1.

Details are being disclosed today (Aug. 28) on the heels of announcements late last week that Robert R. Pauley had resigned as president of the ABC Radio Network and had been succeeded by Walter A. Schwartz, effective immediately. Mr. Schwartz moves up from the vice presidency and general managership of ABC-owned WABC-AM-FM New York.

Disclosure of the new concept also comes on the eve of a meeting in New York tomorrow (Aug. 29) at which the plan will be unveiled, for detailed discussion, before a score of ABC Radio affiliates from throughout the country.

Under the new concept, developed by Ralph W. Beaudin, ABC corporate group vice president for radio, ABC Radio will have four different network services and hopes to have four different affiliates—one for each service—in each of the major markets.

**Bigger Network** ■ Messrs. Beaudin and Schwartz are shooting for a total of 650 affiliates at first and hope eventually to have 800 to 1,000, as compared with 400-plus now (of which about half are bonus or other unpaid affiliates).

The four services:

■ The American Information Network for so-called "talk" and "middle-of-the-road" music stations.

■ The American Personality Network for station with "middle-of-the-road" programming that combines news, popular music and features such as Don McNeill's *Breakfast Club*.

■ The American Contemporary Network for stations featuring contemporary music—also sometimes called rock-and-roll, top 40 and the like—and

local personalities.

■ The American FM Network, which officials said will give FM stations their first exclusive news and public affairs service and also develop special features with specific appeal for FM listeners.

Mr. Beaudin, who has been working on the project for the past four months, regards it as the first network service

million a year, and said ABC Radio is shooting for at least half of that volume.

He said it would help rather than hurt the spot-radio business because it would bring in new advertisers who, because of the limited "inventory" of the four ABC services, would go into spot to support their radio network buys.



Walter A. Schwartz (l), former vice president and general manager of ABC-owned WABC-AM-FM New York, last week replaced Robert R. Pauley as president of the ABC Radio Network. Under a new concept designed by Ralph W. Beaudin (r), ABC corporate group vice president for radio,

ABC Radio will offer four different network services with the hope that it may in time have four different affiliates in major markets and increase the number of its affiliates from the 400-plus it now has to a possible 650 in the near future and ultimately to as many as 1,000.

designed specifically from the stations' point of view and the first that gives advertisers a clear shot at a "target audience" on a network basis.

**Many Formats** ■ Current radio networks are made up of stations offering many different kinds of programming, he said, with the result that network advertisers reach many different kinds of audience and, when they want to pinpoint their targets, must do so on a market-by-market spot-buying basis.

He predicted the concept would lift network radio's net sales from last year's \$35-to-\$40 million total to \$100

Each of the four ABC Radio networks will feed its affiliates an average of five to 15 minutes of news, sports, assorted features and other material each hour. The different feeds will be consecutive rather than simultaneous, so that no new network lines will be needed.

In addition, longer material—such as the Don McNeill *Breakfast Club* program, an ABC feature for 30 years, which will go to the Personality Network, and public affairs programming tailored for each service—will be fed at night for taping and subsequent re-

## BOLD NEW PLAN AT ABC RADIO continued

play by the respective lineups.

**Consecutive Feeds** ■ The four services will be fed consecutively within each hour from 7 a.m. to 7 p.m. EST, and one, "probably" the Contemporary Network, will continue to receive news feeds until 11 p.m.

Many of the details remain to be worked out with affiliates and in the trial-and-error process of actual operation. Thus officials could not say, for example, what sort of compensation arrangements would be made with affiliates, although they did say ABC "probably" would not pay compensation on news feeds.

In these, ABC expects to reserve one minute for sale to network advertisers (compared to a minute and a half now).

Advertising rates also remain to be determined and will depend on the respective network lineups, although Mr. Schwartz stressed that "we won't be cheap."

Many programing details also have been left to be worked out to coincide with affiliates' preferences. In general, however, programing is expected to follow these lines:

**Information Network**—15 minutes hourly of news, analysis, commentary on national and world affairs and "other informational and feature programing compatible with local station formats."

**Contemporary Network** — "hard" news programs, sports, public service and "short program features built around contemporary-music performers, again compatible with this particular station format." Interviews with currently "hot" performing groups were mentioned as one example. Or if a contemporary-music record got hot overnight it might be fed to affiliates to record and play without waiting for it to reach their markets through normal record-distribution channels.

**Personality Network** — interviews with, and vignettes by, name personalities, plus news, *Breakfast Club* and similar features.

**FM Network**—news and public affairs plus "special program features with unique appeal to FM listeners, such as Broadway show openings and concert and newly released album reviews."

In addition, each service will provide about three 30-minute to 60-minute public affairs programs a week (fed at night) that will include national public affairs, educational and religious programs tailored for their respective lineups.

**Four Top Men** ■ Each of the four services will have its own program chief (not yet designated), reporting to Mr. Schwartz, and each will also

have its own staff of news writers and commentators in addition to drawing on the world-wide facilities of ABC News.

Officials said Thomas O'Brien, vice president and director of ABC Radio News, would "immediately" start expanding his operation to gear up for the Jan. 1 change-over.

Sports and other programing will also be produced by separate staffs for the different services, officials reported.

Sales for all four services, however, will be handled by a single group.

Messrs. Beaudin and Schwartz were obviously elated over the prospects. It

### Breakthrough in home TV playback gear?

CBS has last unveiled the video recording-playback system that it's been known to have been developing for years. The system promises to crack the market for the television counterpart of the home phonograph.

It's a sophisticated system that can record any visual or audio-visual material, put it on a thin film in a small cartridge and play it back through any TV set. Price for the home playback machine is predicted to come in at much under \$300.

See story page 67

means, said Mr. Beaudin, that "we are no longer in competition with the other radio networks" and "for the first time radio networks have a future instead of a past."

He stressed that the concept was developed and adopted at a time when the ABC Radio network's sales were peaking, not slumping. "The current quarter is already its best quarter in 10 years," he said.

Officials said ABC Radio's current affiliates will get first choice of the new services in their markets. In some markets ABC expects that stations will affiliate with two services: information and personality.

Although they could not venture an estimate of how the current affiliates may divide up among the four services, officials said ABC-owned radio stations had already made their choices. WABC New York, WLS Chicago and KQV Pittsburgh will carry the American

Contemporary Network; KABC Los Angeles, KGO San Francisco and WXYZ Detroit will be on the American Information Network, and the FM affiliates of all six stations will carry the American FM Network.

**Meet Soon** ■ ABC officials plan to meet with members of the Station Representatives Association shortly to explain their plan in detail, both as a matter of information and to assure the reps that it won't hurt spot business.

Mr. Beaudin said he had discussed the concept privately with three or four station operators and an executive of one station representation firm and that all agreed it would help spot business. The rep, he said, told him that "you've just added \$1 million to my billings."

Mr. Beaudin said advertisers and agencies had not been broached but would be shortly.

News of the new concept, which began to leak about midweek, took much of the spotlight off the Schwartz-for-Pauley switch, which itself came as a surprise—though it, too, was leaking along with word of the far-reaching new plan.

On the heels of these disclosures Harold L. Neal Jr., president of the ABC-Owned Radio Stations reported in an announcement being released today that Don B. Curran, vice president and general manager of KGO, is succeeding Mr. Schwartz as vice president and general manager of WABC.

Mr. Neal also said that Edward F. McLaughlin, general sales manager of KGO, had been designated to succeed Mr. Curran as KGO's general manager.

**Pauley Resignation** ■ Mr. Pauley started the chain of announcements with one Thursday afternoon disclosing his resignation to take up a "new challenge in which I have been interested for some time and which I consider of great importance to my country."

He said he couldn't divulge his plans until after Labor Day because "certain legal details" were still unsettled but that "I believe, after seven and one-half years of building ABC into the success story of network radio, that I just cannot turn down an opportunity to serve in what I feel is a more vital and exciting cause."

Mr. Pauley, who has headed ABC Radio since April 1960, said that in this period he almost tripled the network's gross income, increased average commercial clearances from 61% to 93%, "doubled our share of network radio advertising" and "jumped from 17% of industry sales to 34%."

Mr. Pauley said he left ABC "with great regret and without the slightest disagreement with my superiors and associates. I have their good wishes and blessings. We have had no differences

**Nobody we know  
at Channel 7, but  
figures make**

**locks their dial  
these audience  
us wonder.**



**TOTAL WEEKLY CIRCULATION**



*Represented by Petry*

	<b>WHIO-TV</b>	<b>STATION B</b>	<b>WHIO-TV ADVANTAGE</b>
TOTAL DAY	550,000	454,000	96,000
EARLY EVENING	365,000	315,000	49,000
PRIME TIME	444,000	378,000	66,000
LATE EVENING	157,000	126,000	31,000
Source: NSI=TV	Weekly Cumulative Audiences—February-March 1967		

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



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

whatever."

Mr. Beaudin's announcement of the resignation said: "Bob Pauley has been a constructive influence not only at ABC but throughout the radio industry. We are deeply grateful for his contributions and wish him well in the future."

In announcing that Mr. Schwartz had been chosen to head the radio network Mr. Beaudin paid tribute to his "respected and highly successful record in station management and particularly in station public service." He said Mr. Schwartz "is recognized as an outstanding, imaginative broadcaster, under whose guidance WABC obtained unprecedented audience, sales and profit success. We are fortunate to now apply [his] ability and experience to the di-

rection of the ABC Radio network."

Mr. Beaudin also said, in discussing the new network operating plan, that "the appointment of Wally Schwartz as we move into this new networking concept, underscores our belief that this innovative programing service can prove to be a definite asset to local stations and their particular audiences."

Like Mr. Beaudin, the new network president has moved up through station ranks. He joined WWJ Detroit in 1955, became sales manager in 1957, moved to Westinghouse Broadcasting's AM Sales in 1959 as Detroit manager, became national radio sales manager in 1961, assistant manager of WINS New York in 1962 and manager of WBZ Boston in 1963 before moving to ABC as

head of WABC-AM-FM that same year.

Mr. Curran, succeeding Mr. Schwartz at WABC, took over the direction of KGO in late 1962 after serving with ABC in New York since 1961, first as director of promotion and publicity for ABC-owned radio stations and then as director of advertising and publicity for ABC-owned television stations. Under his direction KGO became San Francisco's first news-and-conversation station.

Mr. McLaughlin, succeeding him as head of KGO, has been general sales manager of the station since 1964 and before that was with KGBS Los Angeles and KEWB San Francisco and was San Francisco office manager of Peters, Griffin, Woodward, station representative.

## BROADCAST ADVERTISING

# PHS report hit; filter defended by Columbia

### Tobacco Institute disputes new version of '64 report; Kirk testifies before Magnuson committee

In a challenge to the U.S. surgeon general, William H. Stewart, whose special report on the health hazards of cigarette smoking was issued early last week, the Tobacco Institute, Washington, claimed that the Public Health Service review of research contains "an inaccurate and misleading interpretation" of scientific findings. It also charged that the PHS "carefully picks out for emphasis those research reports and even portions of reports that tend to support its anti-smoking position and sloughs over much important research that does not."

In one example, the tobacco industry group said that PHS ignored one study whose principle conclusion is that cigarette smoking is not associated with coronary disease, but cited this same study elsewhere in discussing respiratory disease.

The PHS report updates the surgeon general's 1964 report that found cigarette smoking a hazard to health. The new report reviews more than 2,000 research studies that have been undertaken since 1964 report; they "confirm and strengthen" the 1964 report, Dr. Stewart said.

Four conclusions are reached in the 1967 report:

- Cigarette smokers have substantially higher death and disability rates than

their nonsmoking counterparts.

- A substantial portion of earlier deaths and excess disability would not have occurred if those affected never smoked.

- If it were not for cigarette smoking,



Columbia's Kirk  
Explains school's action

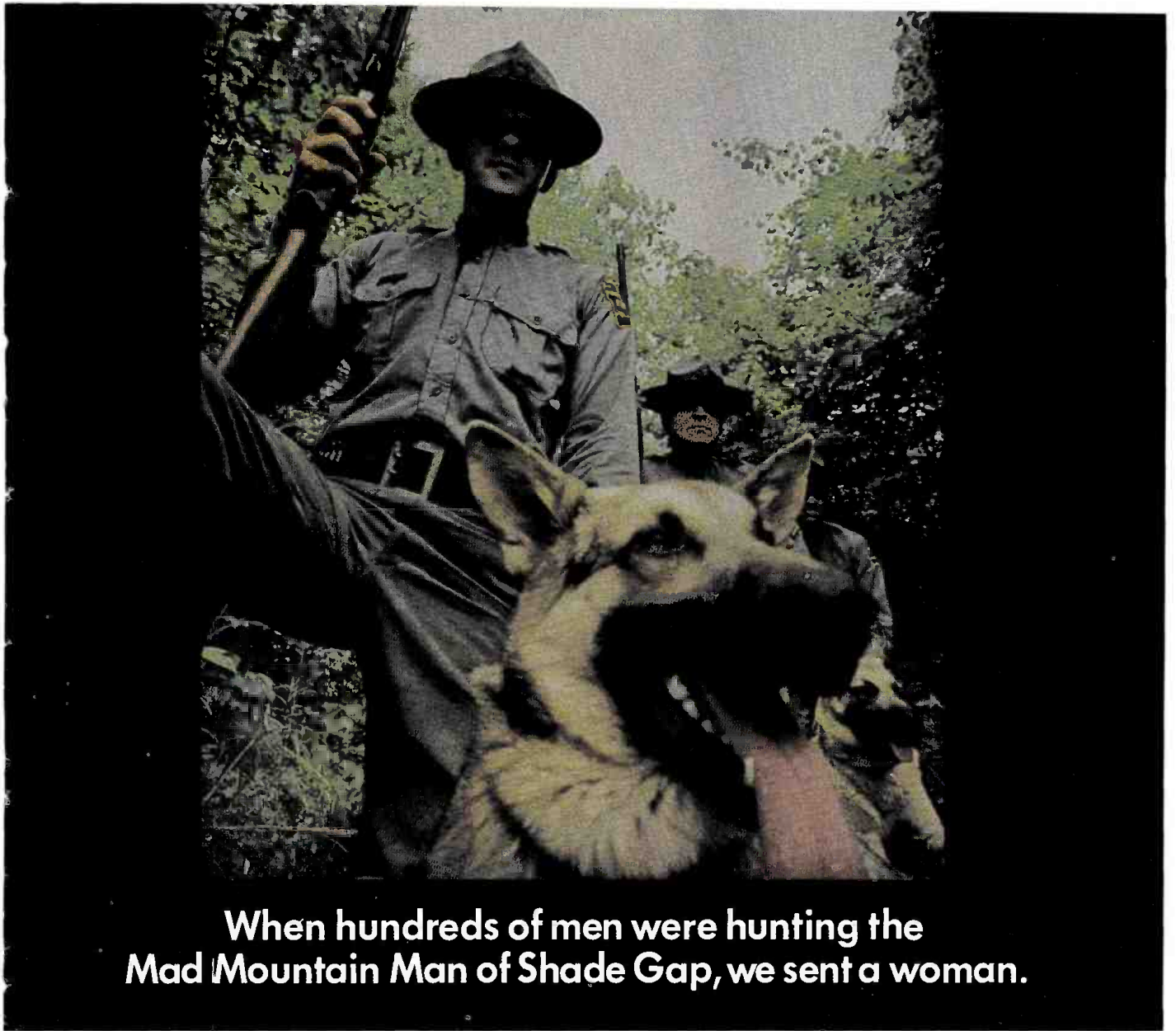
practically none of the earlier deaths from lung cancer would have occurred; nor a substantial portion of the earlier deaths from chronic bronchopulmonary diseases, nor a portion of the earlier deaths of cardiovascular origin. Excess disability from chronic pulmonary and pulmonary and cardiovascular diseases would also be less.

- Elimination of cigarette smoking or appreciable reduction could delay or avert a substantial portion of deaths occurring from lung cancer, a substantial portion of the earlier deaths and excess disability from other lung diseases, and a portion of earlier deaths and disability from heart diseases.

Meanwhile, the president of Columbia University was on hand at a Senate Commerce Committee hearing Thursday (Aug. 24) to defend his institution's role in sponsoring a controversial cigarette filter. But the star witness, inventor Robert Strickman, failed to appear, leaving details of his allegedly unsuccessful early attempts at interesting cigarette companies in the use of his filter still shrouded in mystery.

One senator present, Thruston B. Morton (R-Ky.), went so far as to say that Mr. Strickman's absence removed the whole purpose of the three days of hearings by the committee. Chairman Warren Magnuson (D-Wash.), however, reminded Senator Morton that the proceeding had already produced valuable testimony on progress in developing a "safer cigarette" and had given Columbia University a chance to explain its decision to back the filter.

Senator Morton said he was particularly interested in statements attributed to Mr. Strickman that "he couldn't get past the front door of cigarette companies" before the Columbia arrangement was announced. Such remarks "castigated the industry," Senator Morton held, and weren't true. Mr. Strickman was present in Brown &



## When hundreds of men were hunting the Mad Mountain Man of Shade Gap, we sent a woman.

William Hollenbaugh was a killer on the loose. With him was Peggy Ann Bradnick, the 17-year-old girl he had kidnaped.

For six days he dragged her through the Pennsylvania mountains.

This seventh day would be his last.

Marie Torre, of Group W station KDKA-TV in Pittsburgh, was covering the story. She had spent the previous night at a police stakeout near Hollenbaugh's cabin.

This morning she was tuned to a police radio when the bulletin came over the air. The Mountain Man had been shot. Peggy Ann was being rushed to a hospital.

Marie drove to the County Medical Center. But a roadblock stopped her near the gates. Police were keeping out the press.

Spotting a carload of volunteer riflemen,

Marie flagged it down and jumped in. Crouched low, she rode through the barricade.

At the hospital, the news was good. Peggy Ann, scratched and bruised, would be all right. In a short time, KDKA-TV viewers saw the familiar, but dirty face of Marie Torre. She was delivering the story they had waited a week to hear.

The Shade Gap kidnaping was a tough assignment. But that didn't stop us from sending Marie Torre up the mountain.

Because Group W stations don't hire women just to cover the stories that are of interest to other women.

As far as we're concerned, a good reporter is a good reporter. Man or woman.

And it didn't take Marie Torre long to prove us right.

**KDKA-TV 2 W**  
GROUP  
WESTINGHOUSE BROADCASTING COMPANY

Williamson's Kentucky laboratory when his filter was tested, Senator Morton told the committee, "and that isn't just past the front door, but in the back door." The tobacco company didn't think much of the filter, either, the senator added.

Grayson Kirk, president of Columbia, told the panel that Mr. Strickman had been hospitalized the previous day with a bleeding ulcer and had been forbidden by his physicians from appearing at the hearing.

**Early Publicity** — Dr. Kirk admitted that his university's announcement of sponsorship of the Strickman filter was "premature" and that had it not been for rumors of Columbia's involvement that were beginning to affect the price of tobacco issues in the stock market the university would have preferred to complete its testing program on the material before publicizing the venture.

Tests, he added, have satisfied the university that the filter, described only as consisting of a "white, crystalline substance," is nontoxic and capable of efficiently reducing tar and nicotine in smoke to low levels. Testing continues on problems of taste and freedom of draw sufficient to assure consumer acceptance, he said, and no licensing agreements with cigarette manufacturers will be negotiated unless Columbia feels the filter represents a substantial improvement.

Regardless of the fate of the Strick-



Chairman Magnuson  
Constructive steps taken

man filter, health experts at the hearing agreed that development of a considerably safer cigarette that would satisfy consumers was now thought to be technically feasible. Although one said that the goal of a completely safe cigarette was utopian, better filters, ways of limiting butt length, less hazardous

tobacco blends and additives that suppress certain smoke components were cited as approaches that could materially reduce implicated agents in the smoke.

Health witnesses also agreed that stronger warnings were needed on cigarette packs and in advertisements, as well as tar and nicotine ratings, in line with legislation introduced by Chairman Magnuson.

## Celler's cigarette bill would omit ad warnings

Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, has introduced a bill that would require stronger health warnings on cigarette packages. But unlike other legislation pending in the House and Senate, the Celler bill (H.R. 12543) would only affect messages on the pack and not require them in advertising.

Bills submitted by Representative John E. Moss (D-Calif.) and Senator Warren Magnuson (D-Wash.) would also require tar and nicotine ratings to appear on packs and in ads. Passage of such legislation would be in line with recommendations of the Federal Trade Commission and the Public Health Service. The Celler bill would not require use of tar-and-nicotine data.

The stronger warning that would be required in the Celler bill is the same as that prescribed in the Magnuson and Moss bills: "Cigarette smoking is dangerous to health and may cause death from cancer and other diseases."

## United taking to air with even more power

United Air Lines' advertising vice president, Frederick W. Heckel III, who earlier this summer predicted United's broadcast spending by 1972 will exceed Chevrolet's, went to New York last week to talk about 1967 spending. This year's budget, he said, goes up to \$21 million, representing \$3 million more than 1966. Of 1967's total, about \$14 million is in radio-TV.

Mr. Heckel mapped out United advertising routes for the remainder of the year. Heaviest traffic is scheduled to begin Sept. 9 in a "nine-day spectacular" campaign, costing \$1.7 million. United spokesmen said that although national magazines are included, the "whole concept and execution will be broadcast-oriented."

Instead of the familiar "friendly skies" theme, United, through its agency, Leo Burnett Co., Chicago, will be using a "Take Me Along" song

## Fairness causes quandary for tobacco-area TV

For most broadcasters the FCC ruling that the fairness doctrine applies to cigarette advertising poses a dilemma. But for stations in tobacco-growing areas, that dilemma, William L. Putnam suggests, is a cruel one.

Mr. Putnam is president of Springfield Television Broadcasting Corp., two of whose stations—WWLP(TV) Springfield and WRLP(TV) Greenfield, both Massachusetts—are in the Connecticut Valley, whose "most significant agricultural cash crop," he noted in a letter to the commission last week, is tobacco.

It would seem, he said, that his stations' effort to comply with the commission ruling and provide all sides of the smoking controversy if they present any "tobacco advertising" would run contrary to the best interests of a significant segment of the stations' public; compliance, he said, could result in a decrease in tobacco sales.

He also wondered whether programs promoting the growth and sale of tobacco in the Connecticut Valley would "run afoul" of commission policies. Wouldn't his stations be remiss in their duty to serve the public if they didn't broadcast such programs? he asked.

He requested the commission's "viewpoint" on how a broadcast licensee is to evaluate his public-interest obligation to provide a full discussion of issues of public importance, "when to do so runs directly against the best interests of the public which the broadcaster is licensed to serve."

A commission answer to that question, however, would be of more immediate interest to stations in southern tobacco areas, where cigarette tobacco is grown. The Connecticut Valley product doesn't go near cigarette paper, it's for cigar wrappers.

adapted from the 1959 Broadway musical, scored by Bob Merrill. The nine-day flight will feature 24 prime minutes scattered throughout the week on ABC-TV, CBS-TV and NBC-TV. On a spot basis, United will carry the messages (60-second and 20-second) into the five top markets on radio and TV; and into 13 other spot TV and 10 other spot radio markets.

For the remaining four months of 1967, United plans to spend \$8 million using both "Take Me Along" ("Me" being the businessman's wife), and "Friendly Skies" themes.

## Success smiles on FM stations

Examples of local selling

feature second annual

New York sales seminar

The National Association of FM Broadcasters held its second annual New York sales seminar at the Hilton Thursday (Aug. 24), with representatives of 188 stations across the country on hand to meet with agency and national sales executives.

The broadcasters seemed generally more or less content with their local sales situations, and more than happy about the glorious future nearly everybody was predicting for them, but what absorbed their most earnest attention was the difficulties and opportunities of

obtaining national advertising revenue.

Under the banner of "Forget FM—Sell it as Radio," a panel of station executives set the mood of a segment of the industry approaching commercial maturity and more than eager to get on with it.

Jerry Lee, manager of *WDVR-FM* Philadelphia, said: "FM is no longer an institutional medium. It sells the beer and the bread and the soap suds, and then throws in the class at no extra charge."

Gunther Meisse, manager of *WVNO-FM* Mansfield, Ohio, hit a point echoed again and again in various sessions of the seminar, that the success FM has achieved on the local level is the strongest thing it has going for it: "The greatest proof of FM radio is the 52-week local advertiser. The dollars at this level are very tightly held onto. The 52-week local advertiser has to get results and plenty of them."

The point of maintaining the fact and image of local success was underlined by William L. Shaw, manager, *WPTH-FM* Fort Wayne, Ind., and Jerry Michels, sales manager of *WDVR-FM*.

The increasingly vital commercialism of FM was developed by a sales promotion panel comprised of James Blake, *WHFB-FM* Benton Harbor, Mich., Herbert Hobler, *WTOA-FM* Trenton, N. J., and Ray Spahr, *WHIO* Dayton, Ohio.

**Must Make a Profit** — National station reps took a sympathetic but dry-eyed look at FM problems from their point of view. Alan Torbert, president of Alan Torbert Associates, put it on the line: "A rep firm has only one productive commodity—his man-hour of selling time. With our operating costs, every man-hour must average \$19 in commis-

sions to break even, and \$22 to show a reasonable profit and a fair return on our investment.

"Obviously, the fastest way for a rep to go broke is to represent a number of stations on which he spends hundreds of man-hours and which are almost un-saleable at the national level."

Mr. Torbert's point that "the same yardsticks are applied to FM as to AM or YM or ZM," and that FM stations must operate on the same basis as AM to gain national dollars was echoed by James M. Allspaugh, H-R Representatives, and James Greenwald of The Katz Agency.

Miles David, president of the Radio Advertising Bureau, placed the problem of FM national sales within the perspective of overall radio sales, and came up with several suggestions.

Among them: Local retailers are engaged in "an updating of their images. Radio can be a potent advertising tool in that endeavor." Local success stories, "packaged by the FM service division of RAB, can be put to work immediately to generate more national sales."

After those hard-headed appraisals of the national sales problem, the agency executives seemed relaxedly optimistic by comparison.

**Agency Viewpoint** — Herb Zeltner, senior vice president-director of marketing services, Needham, Harper & Steers, admitted, however, that "too many media buyers still have FM pigeon-holed in its image of a few years ago," and urged the broadcasters to "sell your efficiency, your commercial cleanness, your number, but also sell your sound, because the pigeon-hole is getting a lot bigger than it was."

FM's role in expanding national and

## BAR network-TV billing report for week ended Aug. 20

BAR network-TV dollar revenue estimates—week ended Aug. 20, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Aug. 20	Cume Aug. 1-Aug. 20	Cume Jan. 1-Aug. 20	Day parts	Networks	Week ended Aug. 20	Cume Aug. 1-Aug. 20	Cume Jan. 1-Aug. 20
Monday-Friday Sign-on-10 a.m.	ABC-TV	—	—	—	Sunday 6 p.m.-7:30 p.m.	ABC-TV	35.0	122.4	3,721.0
	CBS-TV	93.4	242.7	3,724.9		CBS-TV	108.7	326.2	6,851.8
	NBC-TV	145.3	411.5	8,877.5		NBC-TV	24.4	53.8	4,320.3
	Total	238.7	654.2	12,602.4		Total	168.1	502.4	14,893.1
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,045.8	3,029.7	43,350.5	Monday-Sunday 7:30-11 p.m.	ABC-TV	3,567.9	9,885.1	153,215.8
	CBS-TV	2,564.8	7,149.0	102,059.7		CBS-TV	3,997.2	11,448.3	175,844.2
	NBC-TV	1,327.0	3,780.8	53,057.1		NBC-TV	3,726.3	11,097.9	174,419.4
	Total	4,937.6	13,959.5	198,467.3		Total	11,291.4	32,431.3	503,479.4
Saturday-Sunday Sign-on-6 p.m.	ABC-TV	406.1	1,494.2	25,121.3	Monday-Sunday 11 p.m.-Sign off	ABC-TV	217.4	966.7	7,559.8
	CBS-TV	391.0	1,121.0	25,468.8		CBS-TV	33.6	177.9	1,884.7
	NBC-TV	518.2	1,510.5	16,396.9		NBC-TV	267.5	793.9	11,995.1
	Total	1,315.3	4,125.7	66,987.0		Total	518.5	1,938.5	21,439.6
Monday-Saturday 6 p.m.-7:30 p.m.	ABC-TV	233.9	594.1	9,192.5	Network totals	ABC-TV	5,506.1	16,092.2	242,160.9
	CBS-TV	366.7	1,032.0	17,982.5		CBS-TV	7,555.4	21,497.1	333,816.6
	NBC-TV	554.8	1,559.5	19,479.3		NBC-TV	6,563.5	19,207.9	288,545.6
	Total	1,155.4	3,185.6	46,654.3	Grand totals all networks		\$19,625.0	\$56,797.2	\$864,523.1

advertising economies was discussed by Jules Fine, vice president-media director of Ogilvy & Mather, and Richard C. Anderson, media relations vice president of Young & Rubicam. Mr. Anderson also praised FM as a vehicle for creative advertising and as a broadcast medium which "seems in general to have fewer and better integrated commercials." He called the technique of integrating commercials into program content "an important avenue of creativity in advertising."

Maurie Webster, CBS Radio vice president for development, told the luncheon audience that although no other media has had an early life less inspiring than FM's—"raised in the shadow of AM and overcome in puberty by TV"—the question now for FM is how well it can withstand commercial success. He asked: "Will it tend to diminish your attractiveness? Will you continue to expand your appeal with more and better programing innovations?"

Mr. Webster said, "now that you're blessed with the problem of commercials you share a problem with AM, the agency creative man who doesn't understand radio—how it creates pictures in the listeners' minds—and how to use it for selling."

**Must Sell Creative Folks** ■ "Today in most agencies, these creative people are the major influence in basic media selection . . . I think it would be accurate to say that radio today has more enthusiasts in media departments and at clients than among the important creative people," Mr. Webster said.

He cited CBS Radio Spot Sales' sound presentations for campaign creators, the Radio Advertising Bureau's creative presentations and newsletters and the International Radio and Television Society's radio commercial workshops as steps in right direction, and stated: "The only creative people who don't think radio can work are people who don't know how to use it. And that's our challenge."

Into a seminar concerned with a great many problems and challenges, Jack Wayman of the Electronics Industry Association brought perhaps the most simply reassuring point of view—statistics on increasing FM penetration.

Penetration will increase 5% in the next five months to 45%, he predicted.

## Agency appointments . . .

■ The Seaboard Coast Line Railroad, formed last July when the Seaboard Air Line Railroad merged with the Atlantic Coast Line Railroad, Jacksonville, Fla., has named Tucker Wayne & Co., in Jacksonville and Atlanta, Ga., to handle advertising. Tucker Wayne for over five years has billed for Atlantic Seaboard

resigns from Hazard Advertising Co., New York. The separate accounts bill at an estimated \$400,000 each. Both use spot radio.

■ Clarino Sales Corp. of America, New York, (subsidiary of Wolverine Worldwide Inc., Rockford, Mich.), has named J. M. Mathes Inc., New York, to handle advertising and sales promotion for a new Japanese, man-made poromeric shoe upper material "Clarino." Campaign plans include some use of spot radio.

# Tokenism in TV commercials

## NAACP asks FCC to study discrimination in commercials employment

The question of Negroes' appearance in television commercials—or the lack of it—was raised again last week, this time with a request that the FCC investigate "the possibility of bias in the production and broadcast" of commercials.

The request was made by the Legal Defense Fund of the National Association for the Advancement of Colored People in filing a report it says indicates "a disproportionately infrequent appearance of Negroes on television commercials," both as actors and as endorsers of products.

The report was based on a survey of New York network-affiliated and independent stations' programing last fall, which showed that of 351 commercials associated with 47 sports programs, Negroes appeared in 17, or 5%.

**Cool Reception** ■ The commission had not had time last week to consider, let alone formulate, a position on the LDF request, but some officials expressed doubt that the commission would undertake the proposed study. "I don't think it's any of our business," said one. "I don't foresee us doing anything. We can't require the networks to put more Negroes in commercials."

Professor Lawrence Plotkin, acting director of the Social Dynamics Research Institute of the City College of New York psychology department, who conducted the survey, said in the report that "the term tokenism is usually applied to rates of this magnitude in housing, education, employment and earlier television studies."

The study focused on sports programs, principally because of the feeling, the Plotkin report said, that "sports audiences might be more receptive to

commercials featuring Negroes in view of the importance of Negroes in professional sports." The report noted that 30% of all major-league baseball players, 26% of the players in the major professional-football leagues and 44% of professional-basketball players are Negro.

**Fuller Study Needed** ■ The LDF, in a covering letter over the signature of Jack Greenburg, director-counsel, said that although the Plotkin report does not constitute a "study in depth," it warrants a fuller investigation by the FCC to determine whether there is bias in the production and broadcast of commercials. Mr. Greenburg said the question involves not only discrimination in employment by reason of color but the public interest "in television exposure of unprejudiced commercials as well as program content."

The NAACP and the Congress of Racial Equality have on several occasions over the past several years attempted to open wider what they said was a virtually closed door to Negroes seeking employment in front of, as well as behind, the cameras. And the Plotkin report noted that surveys by the New York Society for Ethical Culture in 1962 and 1964 indicated that the situation was easing: Negroes were getting dramatic roles, there was less stereotyping, and "there was a marked increase in the number of Negroes who appeared in commercials." But the overall frequency of the appearance of Negroes was found to be low.

There were indications four years ago—at a time when the NAACP was preparing to pressure television and movie companies in Hollywood it felt were discriminating against Negroes—that the commission would attempt to grapple with the problem. A study was begun to determine what role, if any, the commission might play in combating alleged discrimination in broadcasters' hiring and programing. Then-Chairman E. William Henry, at the same time, said the commission should make it clear that such discrimination is not in the public interest (BROADCASTING, July 1, 1963).

However, nothing ever came of the study, and the commission never issued a statement on discrimination. A commission official the following March said that, after talks with the Justice Department, the staff felt that the commission should act against discrimination only as part of a concerted government program (BROADCASTING, March 30, 1964).

The commission will face this question again soon, however, in connection with a petition for rulemaking filed by the United Church of Christ. The petition looks to a rule that would require the denial of license to any sta-



# First From the Capital to the Coast!

**WNCT-TV GREENVILLE, NORTH CAROLINA,** has been on top ever since it went on the air. In an effort to be even "firster," this prime CBS-TV affiliate has installed the latest switching gear and live color cameras to give its talented production crew the latest tools for film, tape and live commercials — black and white or color.

Your prospects for selling on WNCT-TV are as lush as the green carpet of agricultural wealth that blesses this fast growing area. Being first is hard work, but it sure pays off for us — and our advertisers, too.



**WDEF-TV CHATTANOOGA, TENN.** Reaction to the new tall tower with its new picture power is terrific. So are results for clients. Represented by Hollingbery.

First from the capital to the coast in North Carolina WNCT has been:

1st television station .....	12/53
1st full-power TV station .....	9/55
1st network color telecast .....	9/55
1st video tape facilities .....	12/59
1st mobile tape unit .....	12/59
1st full-time stereo FM .....	12/63
1st color film and slide chain unit .....	12/65
1st color videotape .....	5/66
1st live color camera chains .....	7/67
1st in the heart of Eastern Carolina — always.	

**WJHL-TV JOHNSON CITY, TENN.** King sized Kingsport, burgeoning Bristol and jumping Johnson City make this tri-cities CBS outlet a must buy. Represented by Hollingbery.

**WTVR-TV RICHMOND, VA.** The new fall line-up on the South's First Television Station is a real sales producer. It's the big reach station. Represented by Blair.

**WNCT-TV GREENVILLE, N. C.** Local live programming (in color) is the life blood that keeps this powerhouse on top year after year. Represented by Hollingbery.

*Park Broadcasting stations were pioneers  
in each of their markets and are all  
affiliated with television's top network —*



**Park**

BROADCASTING, INC.

tion guilty of discrimination in its employment practices.

**Advertiser Responsibility** ■ The Plotkin report, however, suggests that the broadcaster is not the primary villain in the case of discrimination in the casting of commercials. "It seems to us that since the commercial is the product of the sponsor and his advertising agency (the station has veto power that is not used often)," the report said, "the sponsor has a responsibility which cannot be evaded or shared, which is not the case for programs in general."

The report said that not only do Negroes appear infrequently in commercials, their appearances are generally brief. Usually, they appear as an "extra" in a scene, the report said, rarely as the star and only occasionally in a supporting role.

The survey turned up only eight personal endorsements in the 351 commercials monitored. And only one of these featured a Negro—Louis Armstrong, playing his trumpet and singing. White athletes were featured in five of the seven other personal endorsements. "It is surprising that not one Negro athlete was featured in programs, where, as indicated . . . Negroes contribute so many stars," the report said.

**Color-Blind Beer** ■ An analysis of the commercials in terms of the products advertised revealed that beer companies use Negroes more, at least proportionately, than any of the other advertisers involved in the survey. Negroes appeared in 18% of the beer commercials monitored. None of the bank, insurance company or gasoline commercials that were viewed contained a Negro.

The report also said that, although the purpose of commercials is to increase profits, commercials can help sell more than a product: "The Schaefer commercial, for instance, which shows a Negro and a white man playing handball, throwing their arms around each other, and, finally, drinking together socially, is a commercial for the human possibilities of integration as well as one for beer."

## Philco campaign leans heavily on radio-TV

Philco-Ford Corp., (subsidiary of Ford Motor Co.), Philadelphia, which this summer embarked on a \$2.25 million campaign to celebrate its 75th anniversary as well as to advertise new color TV sets, said last week that 25%-30% of the budget will be spent in radio-TV.

Through BBDO, New York, Philco-Ford began airing a collection of 170

radio spots last Thursday (Aug. 24) on the four national radio networks. The spots are scattered on various news and sports shows and will continue until Sept. 16. Philco spokesmen said these exposures will be on over 1,200 radio stations. All messages are keyed to Philco's new 267-square-inch (21-inch) color TV set (\$299.95), and other color receivers priced up to \$875.

The company will swing into a seven-week spot TV campaign early in October in the top 15 markets. This push, also devoted to Philco's color line, will start Oct. 9 and run through Nov. 27.

## Geographic lines divide two Katz Radio teams

Katz Radio, a division of The Katz Agency Inc., has divided its New York sales force into two teams, along geographic lines, it was announced last week by James Greenwald, vice president.

The change, effective immediately, creates two groups of Katz-represented radio stations, each served by its own sales team: Katz Radio East or Katz Radio West.

Mr. Greenwald also announced the appointment of two sales managers and



Mr. Katz



Mr. Hall

the addition of new salesmen as part of "a commitment to greater personnel depth."

The new managers are John Katz for Radio-East, and Geoffrey G. Hall for Radio-West. Both report to Sal J. Agovino, general sales manager.

Added to Katz's New York sales force are Donald F. McCarty, formerly sales manager at Avery-Knodel, Lawrence F. Divney, formerly account executive with Mort Basset & Co., and James P. Lavelle, formerly with Robert Eastman. Messrs. McCarty and Divney are assigned to Katz Radio-East, Mr. Lavelle to Radio-West.

## Business briefly . . .

NBC-TV reports the addition of two more sponsors of its AFL postgame program, *NBC Pro Football Scoreboard*: Homelite Division of Tetryon

Inc., Chester, N. Y., through Sutherland-Abbott Inc., Boston; and Fireman's Fund American Insurance Companies, through Cunningham & Walsh, both San Francisco.

Monroe Auto Equipment Co., Monroe, Mich., has commercials on safety scheduled for both NBC-TV's *Today* and *Tonight* shows. Similar spots are scheduled on the Frank Gifford *Worldwide Sports* on CBS Radio and on Joe Garagiola's NBC Radio sports show. Agency: Aitken-Kynett Co., Philadelphia.

Cities Service Oil Co., through Grey Advertising, both New York, has bought series of spots on three ABC Radio news and sports shows. Citgo campaign will run through December.

## Chase & Sanborn feels TV claustrophobia

Standard Brands' Chase & Sanborn coffee, a hefty TV spender, has shifted its spending weight from TV exclusively into the print media. A new campaign, begun last May, is directed particularly at women. Standard Brands Inc., New York, and its agency, J. Walter Thompson Co., that city, last week would not disclose whether advertising plans are permanent.

News of Chase & Sanborn's TV drop-out was reported in a JWT house organ, which explained that "with 90% to 95% of all coffee advertising in the U.S.A. appearing on TV and radio, a preliminary study last fall indicated that Chase & Sanborn might be able to achieve greater visibility and more memorability in print media where it would stand alone than in broadcast where all the other brands are."

JWT said there were positive considerations for C&S to use TV, including its cost efficiency and its opportunity for piggybacks with other Standard Brand products, but also negative ones: The dollars involved, the creativity involved and the "neighborhood" of other coffee brands in TV.

Although Standard Brands does not release budget figures, it's estimated that C&S's TV spending (spot and network) has accounted for about 85% of a total \$3.9 million budget. TVB puts the company at \$338,900 in network TV during the first half of 1967, and \$307,700 in spot TV in the first quarter. Last year, C&S averaged \$1.5 million in network and \$1.3 million in spot TV, according to TVB.

In radio, C&S's 1967 first-quarter spot spending ran \$41,700 with no allocations in network radio, according to Radio Advertising Bureau. In 1966, network radio spending was \$626,000 and spot radio, \$128,000, RAB reports.



**After the Sisters of St. Joseph spent three years building a new hospital, no doctor would work there.**

On July 21, 1966, the only doctor in Jackman, Maine, retired.

For the community of 3,000 people the nearest doctor was now 50 miles away.

The problem reached WBZ-TV in a letter from one of our viewers.

We sent Shelby Scott to Jackman to get the details.

She was greeted at the edge of town by a large billboard that warned the 20,000 travellers who would pass that way each year — "Drive Carefully. No Physician Available."

In town Shelby was met by Sister Marie Therese. The sister is one of six nuns who came to Jackman in 1952 and helped turn the old resort hotel into a much needed hospital.

Murtha Memorial Hospital became a haven in the Maine wilderness. For patients. Doctors didn't stay long. They came, moved on and were replaced.

But the Sisters of St. Joseph stayed on, and in 1964 they began a three year, half million dollar

drive for a new hospital. The building was almost completed when the last doctor retired.

No amount of recruiting could find a replacement. And without a doctor, neither old nor new hospital could operate.

Shelby Scott took the problem of the people of Jackman back to the WBZ-TV audience in Boston. It generated a lot of response from sympathetic viewers. More important, it got ten applications from physicians.

Shelby Scott covered many miles through the backwoods of Maine to get the Jackman story. It was the kind of assignment some stations might have held back from a woman reporter.

But at WBZ-TV we don't consider a woman reporter just someone to cover food, fashion and family life. To us a good reporter is a good reporter.

Man or woman.

We think the Sisters of St. Joseph would agree.

**WBZ-TV 4** GROUP  
WESTINGHOUSE BROADCASTING COMPANY

# NABET may call strike

ABC, NBC pacts expire Sept. 1; walkout authority voted to union leaders

The National Association of Broadcast Employees and Technicians has voted unanimously to strike ABC and NBC unless negotiations result in an acceptable contract (BROADCASTING, Aug. 21, 14). Union officials said bargaining hadn't made any substantive progress on key issues by late Thursday (Aug. 24).

The present three-year contract, covering some 3,000 NABET engineers, technicians, and other broadcast personnel, expires at midnight Aug. 31. The strike vote, approved by 97% of the union's members on Aug. 19, authorizes NABET leaders to call a walkout on or any time after Sept. 1.

NABET negotiators told the union

membership earlier last week they had demanded that the networks' final contract package be in the union's hands no later than Aug. 25. Union spokesmen indicated they would break off negotiation on Aug. 26 if the networks did not come up with a package. Traditionally, say union officials, the networks have waited until shortly before expiration of the current contract, leaving little time for the NABET members to study the proposals carefully.

**Affected Areas** ■ Hardest hit by a NABET strike would be live programs, sports shows and remote pick-ups. Late-night shows such as *The Johnny Carson Show* on NBC-TV and *The Joey Bishop Show* on ABC-TV would also be affected, but network spokesmen said tapes of earlier shows would be presented in their place. Balance of network programming, especially that presented in evening hours, is either on film or video tape and both ABC and NBC are said to have a sufficient backlog of material to continue operation. Network executives would man the broadcast equipment.

Union officials say NABET is seeking \$300 a week for technicians, most of whom now make \$218 per week after two years. In addition, NABET wants

the networks to shorten the present nine-hour workday and to guarantee two designated days per week as "off days." Union spokesmen say neither network has made any wage or hour proposals.

NABET officials described the main objective of current negotiations as being to "humanize our contract." Union members say they are on 24-hour call at all times, and that each week their two days off are different from the previous week. "What with never knowing when they'll ask you to come to work and never knowing when your next 'weekend' is going to take place, our members probably have the highest ulcer and divorce rate in the broadcasting industry," one union official said.

Network authorities had no comment.


## CPB action before holiday is unlikely

Hopcs were fading last week that the House would act before the Labor Day recess on the Commerce Committee approved bill to establish a Corp. for Public Broadcasting. The committee report did not reach the Rules Committee until Wednesday (Aug. 23), a staff member said. Failure to gain Rules action last week effectively precluded House debate until after Labor Day, observers noted.

Normally, Rules might have asked key committee witnesses to appear in behalf of the bill for floor scheduling this week, but as this is the week before a scheduled recess, many House members are expected to be prematurely absent. Not much substantial activity is usually scheduled on Capitol Hill during a pre-recess week.

The majority report said "the committee believes it is perfectly workable to establish the corporation this year with one year's financing and resolve the issue of long-range financing after further study and experience." This was a point of contention with the minority and led six Republican committee members to recommend that the bill not pass. Eight other Republicans supported the bill with reservations (BROADCASTING, Aug. 21).

**Modify Fees Section** ■ A section in a draft version of the majority report concerning interconnection fees to be charged educational broadcasters by common carriers was modified in the final version approved by Committee Chairman Harley O. Staggers (D-W. Va.) In the earlier text, the FCC

<p>in Synonyms ...</p>  <p>it's Roget's Thesaurus</p>	<p>in TV and Radio ...</p> <p><b>IT'S BROADCASTING YEARBOOK!</b></p>
--	--

Finding the right word is the first principle of being articulate. Respected (esteemed, time-honored, venerable) and authoritative (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to BROADCASTING YEARBOOK, the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the right facts is the first principle of being profitably in-

formed. The 1968 BROADCASTING YEARBOOK—covering both TV and radio—will be on their desks in December (and a full 12 months thereafter). They'll find it more valuable than ever . . . a veritable thesaurus\* of information on every aspect of broadcast advertising. If you have a message for people who make TV-radio decisions, here's THE forum wherein to speak up! Final deadline: Oct. 15 (or—for proofs—Oct. 1). Reserve the position you want NOW before it's gone!

\*The Greeks had words for almost everything "Thesaurus" means a treasury or storehouse: the 1968 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it?



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was instructed to urge carriers to provide services to ETV operations on an incremental-cost basis. No mention was made of incremental costs in the final report. The bill has a section that allows the FCC to approve carrier tariffs to ETV's at a reduced or free rate.

The measure, passed by the Senate in slightly different form in May with only one recorded vote in dissent, is expected to encounter a floor fight in the House. Chairman Staggers, however, told BROADCASTING he expects the bill to pass without difficulty. It was noted that committee Republicans did not solidly oppose the measure, and that a coalition of Republicans and southern Democrats would be required to stop the bill once the Rules Committee schedules debate. Many Southern states have growing ETV systems with loyal congressional delegations, it was also noted.

## Lamar Life named in \$200,000 slandersuit

A \$200,000 lawsuit for slander has been filed against a Jackson, Miss., broadcaster and a lawyer.

Cecil Ray Price, who is under federal indictment in the 1964 slaying of three civil rights workers near Philadelphia, Miss., has filed the suit against Lamar Life Broadcasting Co. (WLBT [TV] and WJDX-AM-FM Jackson) and Alvin J. Bronstein, chief counsel of the Lawyers Constitutional Defense Committee. Mr. Price charged that Mr. Bronstein, in a speech broadcast over WJDX-FM, accused the Neshoba county deputy sheriff of participating in the 1964 murders.

Harland L. Knight, president of the radio stations, acknowledged that Mr. Bronstein's speech had been broadcast, but explained that it had been taped by officials of Tugaloo College in Jackson when Mr. Bronstein spoke there. The college had asked that the tape be broadcast, Mr. Knight said, and this was done "as a public service."

Lamar Life's WLBT as well as its radio stations has been attacked by Jackson Negro church groups for alleged biased programming. The station's license was renewed on a short-term basis by the FCC, but the protesting groups appealed this decision and the U. S. Circuit Court of Appeals in Washington remanded the case for further hearings. Hearings were recently concluded and proposed findings have been filed. Lamar Life's WJDX-AM-FM, however, received regular renewals from the FCC and these were not protested.

BROADCASTING, August 28, 1967

## ETV exception arguments

Amendment to CATV rules objected to by educators, others

An FCC-proposed amendment to its CATV rules that would eliminate distant educational television signals from the hearing requirement in top-100 market CATV waiver cases has drawn an anguished response from educational broadcasters. The broadcasters viewed the proposed rule change as an undermining of the commission's own desires for ETV parity with commercial broadcast stations. Ultimately, the proposed rule, in the words of the Association of Maximum Service Telecasters which represents some educational as well as commercial broadcasters "could seriously weaken local and area television service to the public and retard its further development."

The rule change was issued as a notice of proposed rulemaking in July (BROADCASTING, July 17) by a commis-

sion split on the proposal: Chairman Rosel H. Hyde, Commissioners Robert E. Lee and Kenneth A. Cox in dissent and Commissioners Nicholas Johnson in concurrence with Robert T. Bartley, Lee Loevinger and James J. Wadsworth who voted for the order. The commission reasoned that sufficient experience had been accumulated to indicate that in most top-100 cases no significant objection had been raised to the importance of distant ETV signals, and that the administrative burden of the commission in these cases would be lessened by the elimination of a public interest showing on the part of CATV systems.

**Dissenters' View** ■ The educational broadcasters, however, did not agree. Their arguments, promulgated by major ETV groups such as the National Association of Educational Broadcasters and the Eastern Educational Network, alleged that the commission's proposed amendment would:

- Place unreasonable hardships on educational interests by shifting onto ETV's the burden of proof for special relief in CATV hearings;

- Deprive the commission of an opportunity to consider public interest implications of distant ETV signal importation, and

- Eventually work to the detriment of local ETV service through the poten-



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tial loss of funding and timeliness of programming.

"The reason why the voice of the educational station is seldom raised in formal opposition" in a CATV proceeding, claimed the University of Wisconsin, "is that in most cases it cannot afford to undertake the legal expenses attendant to the prosecution of the case for the opposition." The NAEB raised an interesting prospect that "some educational television stations would undoubtedly be reluctant to initiate objections directed against a sister" ETV. In any event, AMST said, "the educational groups are the parties least likely to have communications counsel and the resources with which to undertake the extensive and detailed showing required of such petitioners. Moreover, the burden of proof would fall on the educators rather than the proponents of distant signal importation."

The proposed rule amendment would "deprive the commission of the opportunity to consider . . . the public interest implications of each proposal to import distant educational signals," AMST said. The public interest showing is a valuable requirement, the association went on to say, because "even where the commission ultimately waives the hearing requirement as to the ETV signal, it is afforded an opportunity to

attach appropriate conditions to protect future educational television service in the area." The EEN attached significance to the public-interest showing terming it "fully as important in fostering local educational television service as it is in fostering local commercial television service."

**Financial Hardship** ■ Of primary concern to educational broadcasters is the rule amendment's affect upon local financing of their stations and the timeliness of their programming. The University of Nebraska and the Nebraska Educational Television Commission cited that their ETV's rely on substantial percentage of contributions given by each pupil in local school systems within the stations' service areas. The petitioners asked the question: "Why should the local school system voluntarily pay over scarce funds for the state network, even though its programming is directed to the particular needs of Nebraska, if there are other educational stations carried in the area anyway? The Nebraska stations must depend upon local support for their continued existence." Despite the various methods of funding local ETV's, several broadcasters raised essentially the same questions as they apply to community-oriented stations. The EEN claimed that public support for such

stations "will be seriously eroded if CATV systems are allowed to bring in distant ETV signals without limitation."

AMST stressed that the amendment would be inconsistent with both congressional and commission policy favoring local ETV service. The association cited that "a central ETV station whose programs are repeated throughout the country by affiliated stations which are merely plugged into the network line" is an anathema in the pending Corp. for Public Broadcasting bill. For all intents and purposes, the association said, importation of distant signals "amounts to no more than repeating the output of a distant ETV station in the local community." Both AMST and the WGBH Educational Foundation urged that the presence of an outside educational signal would delay full development of local ETV service.

**See Threat** ■ Those educational stations concerned with National Educational Television programming claimed that the block scheduling system under which they operate would work to their detriment with the proposed amendment. The stations cited that NET permits certain programs to be aired usually in major cities before they are channeled to local outlets and that CATV's importing these programs might air them many months in advance of local stations.

A related question of CATV capability was raised by AMST. "[It] is highly relevant," the association said, "that CATV's [are unable] to bring educational television service to rural areas and to those unable to afford CATV fees—the very groups whose need for broadened educational opportunities is among the greatest."

CATV interests, most notably the National Community Television Association and Triangle Publications Inc., multiple CATV owner, argued that the proposed amendment would have the desired affect of lessening the administrative burden of the commission. Triangle termed the proposal "eminently reasonable" and further argued that "the dissent to the . . . proposed rule-making does not appear to be well-founded in that nothing [in] the notice or its prior pronouncements operates to impose an unreasonable burden on local ETV interests."

NCTA noted that in most top-100 cases no significant objection has been voiced to the carriage of distant ETV signals. "In view of the public interest in the wider dissemination of educational material [and] CATV's ability to promote the use and support of educational television," the rule must be adopted, the association concluded.

Among other groups who filed were the University of Maine, Northeastern Pennsylvania Educational Television Association and South Central Educational Broadcasting Council.

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**Arizona**  
**\$145,000**

**Network affiliation. Prefer owner-manager, sales-manager buyer. Good growth area, excellent potential. Large CATV bonus circulation. Terms.**

**Southwest**  
**VHF-TV**  
**\$600,000**

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## Changing hands . . .

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

■ **WAAB-AM-FM** Worcester, Mass.: Sold by Bernard Waterman and group to WAAB Inc. for \$650,000. WAAB Inc. is a subsidiary of Atlantic Recording Co., New York, whose president is Ahmed M. Ertegun. WAAB, founded in 1931, operates fulltime on 1440 kc with 5 kw. WAAB-FM is on 107.3 mc with 1.4 kw. Broker: Blackburn and Co.

■ **WFOX** Milwaukee: Sold by Fox Broadcasting Corp. to L&P Broadcasting Corp. for \$260,000. L&P Broadcasting is owned by Leonard and Phil Chess, Chicago, owners of WVON Cicero and WSDM(FM) Chicago and of the Chess Record Co. in that city. L&P Broadcasting also is an applicant for the purchase of WCAM Camden, N. J., but that assignment is in hearing status at the FCC (see adjacent story). Herb Lee, president of Fox Broadcasting owns WKTY Lacrosse, Wis. WFOX is a 250 w daytimer on 860 kc and began operating in 1946. Broker: John D. Stebbins Co.

■ **KTTR** Rolla, Mo.: Sold by Luther W. Martin and family to Phelps County Broadcasters Inc. for \$250,000. Robert M. McKune, president and general manager of Phelps County Broadcasters, recently resigned as manager of KWBB and KQTY-FM Wichita. Before that he was with the Stuart stations for nine years, at KROI Grand Island, Neb.; KSAL Salina, Kan., and WMAY Springfield, Ill. KTTR is fulltime on 1490 kc with 1 kw days, 250 w nights. It was established 20 years ago. Broker: Blackburn and Co.

■ **KSWA** Graham, Tex.: Sold by Lon Williams and associates to Robert N. Aylin and group for \$125,000. Mr. Aylin is the owner of KOPY Alice, Tex., and of Aylin Advertising, Houston-Dallas-San Antonio-Beaumont. KSWA, established in 1948, is a 500-w daytimer on 1330 kc. Broker: Hamilton-Landis and Associates.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 81).*

**WNOR-AM-FM** Norfolk, Va.: Sold by Louis H. Peterson and Jack H. Harris and others to Arnold and Audrey Malkan and Stanley E. Wilson for \$1,233,750. Mr. Malkan is principal stockholder in Texas State Network, owning KFJZ-AM-FM Fort Worth and KEYS Corpus Christi, both Texas. Mr. Wilson is the operating chief of these stations. WNOF is fulltimer on 1230 kc with 1 kw days, 250 w nights. WNOF-FM operates on 98.7 mc with 59 kw. **WEBB** Baltimore: Sold by Ben Strouse, Mathilda W. Feldman and Leon Back

to Norman Fischer and Robert C. Doyle for \$630,000 including covenant not to compete. Mr. Fischer is former owner of KUKA San Antonio. Mr. Doyle is director of television for National Geographic Society, Washington. Mr. Strouse and family sold WWDC-AM-FM Washington to Avco Broadcasting Corp. in 1965 and, with sale of WEBB, has disposed of all his broadcast interests. He is continuing ownership in Broadcast Electronics Inc., Silver Spring, Md., equipment manufacturer. WEBB operates daytime on 1360 kc with 5 kw.

**KGAF-AM-FM** Gainesville, Tex.: Sold by Joe M. Leonard Sr. and others to W. Erle and Emma M. White for \$240,000 plus \$90,000 for agreement not to compete. Mr. White is in banking, investments and insurance. KGAF is daytimer on 1580 kc with 250 w. KGAF-FM operates on 94.5 mc with 30 kw.

■ **WCFT-TV** Tuscaloosa, Ala.: Sold by Lewis N. Manderson Jr., R. S. Hollifield, C. J. Hartley and James D. Kincaid to S. A. Rosenbaum, W. S. Smylie Jr., Marvin Reuben, Jerry P. Keith, Margaret G. Smylie and William S. Smylie III for assumption of \$121,294 debt. Mr. Rosenbaum, who is principal stockholder, also has interests in WDAM-TV Laurel and WTK-

TV Meridan, both Mississippi, and CATV systems in Union City, Savannah and Milan, all Tennessee. WCFT-TV, on channel 33, began operating in 1965 and is affiliated with both NBC and CBS.

## COMMUNITY TELEVISION

■ **Opelika, Ala.:** Sold by Reeves Broadcasting Corp. to TeleCable Corp. Price was not disclosed. Opelika system has about 850 subscribers, brings in on 12-channel system TV stations from Atlanta, Birmingham, Mt. Cheaha and Chattanooga. This brings to six number of CATV systems owned by TeleCable;

## Will Camden's WCAM be McLendon's next?

Gordon McLendon, Dallas-based group broadcaster, is negotiating for the purchase of the city-owned WCAM Camden, N. J., he acknowledged last week, but he said there were many problems that had to be resolved before a firm agreement could be reached.

The news that Mr. McLendon had his eye on the 42-year-old 1310 kc fulltimer (1 kw day, 250 w night) was an-

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Ugly ducklings become beautiful swans. Right now this duckling is pretty ugly, but the opportunity is beautiful. Take over a five-year old station that is understaffed and underdeveloped, and within one year, we believe, you will see it become a beautiful income producer. *Contact Richard A. Shaheen in our Chicago office.*

### SOUTH CENTRAL TEXAS

—Daytimer, good power and dial position in town of over 5,000 population, 50 miles from large major market. Lots of equipment in excellent condition. Station lacks management and currently losing money, but has good potential. Total price is \$47,500, only \$22,500 down—balance \$300 per month plus 6 per cent simple interest. Don't write—call, if serious. *Contact George W. Moore in our Dallas office.*

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nounced by Camden Mayor Alfred Pierce. Mr. Pierce also noted that any agreement with Mr. McLendon would involve the assignment of a \$1,450,000 contract to buy WCAM now held by L&P Broadcasting Corp., Chicago. L&P Broadcasting is owned by Leonard and Phil Chess, Chicago, who also own WVON Cicero, Ill., and WSDM(FM) Chicago, and Chess Record Co.

The Chess purchase of the municipally-owned but commercially operated station was first announced in January 1966; an application for FCC approval was filed in February of that year. Because protests were filed with the FCC

by Philadelphia stations, contending that the Chesses planned to move the station to Philadelphia and operate it as a Negro-oriented station, the commission set the sale for hearing. Not long ago, the Chesses filed a lawsuit against the city of Camden, charging that its contract to buy the station had been broken. Last week a New Jersey Superior Court judge denied a motion for summary judgment. Argument on the merits is expected to be heard next month.

Meanwhile, the Chesses have signed an agreement to buy WFOX Milwaukee for \$260,000 (see page 39).

Washington and Lancaster stations place a grade-B contour over the systems' communities—all are farther from the CATV communities than the stations the systems don't want to protect.

Furthermore, he said, the commission rules require a CATV system seeking waiver of the nonduplication and carriage provisions as they relate to stations placing a predicted grade-B contour over its community must prove that the actual contour "lies elsewhere." This has not been done, he said.

If the hearing issue is intended to determine where the stations' actual grade-B contours fall, "it is inaptly stated," he said. "If it is intended to determine the wholly different question of the quality of signals at selected points in communities lying in pockets in rough terrain, it represents an unexplained—and I think clearly unwise—shift from our solemn pronouncements in the documents through which we have fashioned our CATV rules."

The principal petitioner for the show-cause order in the translator case was Mountain Television Inc., which is 50% owned by WTBO-AM-FM Cumberland and 50% by Potomac Valley Television. Mountain Television is an applicant for channel 52 in Cumberland.

In issuing the show-cause order against Tri-State Television Translators Inc., with five authorizations in Cumberland, and Wellersburg TV Inc., with three in Wellersburg, the commission said: "There is no doubt that interference is being caused in the Cumberland, Md., area to direct reception of the signals transmitted by broadcast stations as well as to reception of the signals transmitted by the CATV system in Cumberland to its subscribers."

The commission said that although its rules do not require that reception of a CATV systems' signals be protected, "elimination of such interference would be a desirable by-product of any action which we may take to eliminate inter-

## CATV's ask carriage waiver

Systems in Md., W.Va. say TV stations don't serve areas in their grade-B contours; Cox fears weakening of rules

Five CATV systems in Maryland and West Virginia have requested the FCC to waive the rule that would require them to carry signals of four stations putting a predicted grade-B contour over the systems' communities. The stations don't actually serve the communities, the systems say.

Prove it in a hearing, the commission said in an order issued last week.

The commission, by the action, managed to disappoint not only the systems and the common carrier that serves them. Commissioner Kenneth A. Cox, a hardliner in CATV regulation, didn't like it either. In a dissenting statement, he said the issue as framed, could lead to a "further" weakening of the CATV rules.

The commission issued a second order last week which could result in a benefit to one of the CATV systems involved in the first action—Potomac Valley Television Co. The order directs two translator operators with a total of eight VHF authorizations in Cumberland, Md., and Wellersburg, Pa., to show cause why the translators should not operate on UHF frequencies. Their present operation is said to interfere with off-the-air reception of Washington and Baltimore stations, as well as with the service of the CATV system to its subscribers.

The request for waiver of the nonduplication rule was filed by the Potomac Valley Telecasting Corp., the carrier, Potomac Valley TV, Upper Potomac Television Inc., Frostburg Cable Television Inc., Keyser Television Co., and Jackson Television Co. All told, the systems serve 25,000 subscribers.

**Four Stations** ■ They want the carriage and nonduplication rule waived

as it applies to WSVA-TV Harrisonburg, Va., and WJAC-TV Johnstown, WTAE-TV Pittsburgh and WFBG-TV Altoona, all Pennsylvania. The CATV systems are now carrying three of those stations (WTAE-TV is the exception), as well as stations in Washington, Baltimore and Lancaster. The systems, each of which has a five-channel capacity, carries some of the 13 stations on an alternating basis. To accord the required protection, they say, they would have to drop many of the stations they now carry.

The common carrier and the CATV systems argue that while some of the four stations put a predicted grade-B contour over some of the systems' communities, none of them puts an actual signal over any of the communities.

The commission, in its order, noted that the rules require nonduplication and carriage protection for stations putting at least a predicted grade-B signal over a system's community but that protection will not be required "where a sufficient showing is made that a predicted signal is not in fact present. . . ."

The commission held that the CATV interests' showing that the signals are not present "is inconclusive." Accordingly, it ordered a hearing to determine whether the stations place "measured grade-B contours within the meaning [of the rules]" over the Maryland and West Virginia communities involved.

Cox Dissent ■ Commissioner Cox, however, expressed concern that the order could lead to violation of the commission policy of favoring "the nearest thing to local stations," where the nonduplication and carriage provisions of the rules are concerned. He noted that no one claims the Baltimore,

### KTXS-TV signs for plant

A contract has been given to General Electric to complete a \$1-million improvement plan for KTXS-TV Sweetwater-Abilene, Tex., according to W. F. de Tournillon, station manager. The new building will be equipped with color film, color tape and local-live color cameras. KTXS-TV is part of the Texas Television Network and is owned by Grayson Enterprises Inc.



# We and the Eastern Iowa Market are epiphytic

We derive nourishment from the air. And supply it—to a market which also derives tangible sustenance from industry and agriculture (mostly the former—the ratio was something like 3 to 1 in 1966).

If your impression of Iowa is based on the touching but incomplete sentiment of a well-known song (“That’s where the tall corn grows”), consider:

Less than 30% of Iowa’s labor force is directly employed in agricultural production. The other 70% contributed to Iowa’s \$10.2 billion of

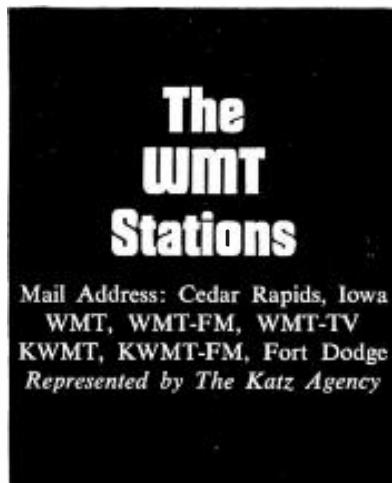
industrial output in 1966. Factory employment averaged better than 200,000 a month in 1966. Of *For-*

*tune’s* top 500 firms, 115 have Iowa locations.

The Eastern Iowa market (WMTland) contains 60% of Iowa’s population and buying power. It includes Cedar Rapids, Iowa City, Waterloo and Dubuque—four of Iowa’s largest population centers.

Practically the only unemployed folks in our market are job placement specialists.

Check the Katz Agency, our national representatives, for further information.



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Stations**

Mail Address: Cedar Rapids, Iowa  
WMT, WMT-FM, WMT-TV  
KWMT, KWMT-FM, Fort Dodge  
*Represented by The Katz Agency*

ference to direct reception."

The commission said that requiring the translators to switch to other VHF channels would not eliminate the problem. In any case, the commission said, such modifications would not eliminate the problems of the impact that the continued operation of VHF translators would have on a UHF station in Cumberland.

## Top names jam TSI's agenda

Scott to keynote seminar; leading media, government figures set to speak

More than a score of broadcasters, government officials, programers and agency executives will take part in TV Stations Inc.'s second annual management/programing seminar, Sept. 28-29 at the New York Hilton hotel.

Keynoter for the two-day event will be Walter D. Scott, NBC board chairman. The luncheon speakers will be Marshall McLuhan of Fordham University whose "the medium is the message" has become one of the most wide-

ly repeated phrases of the decade, and Walter Cronkite, managing editor and anchor man of the *CBS Evening News*. In addition there will be six panel sessions, including one on government affairs at the Sept. 27 dinner.

The government panelists will include FCC Commissioners Kenneth A. Cox and Lee Loevinger and Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee.

The seminar, according to Herb Jacobs, president of TSI, is to "create a management workshop where acknowledged industry experts review practical solutions to everyday problems."

The opening panel on the arts of successful station operation will include: Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., Charlotte, N.C.; Jack Harris, president, KPRC-TV Houston; Hamilton Shea, executive vice president of Gilmore Stations, Harrisonburg, Va.; Richard S. Stakes, controller and assistant general manager, WMAL-AM-FM-TV Washington and president of the Institute of Broadcast Financial Management, and Mort C. Watters, executive vice president, Scripps-Howard Broadcasting Co., New York.

That afternoon a panel will look at the communications explosion. Those panelists will be: Hugh M. Beville Jr., NBC vice president for planning and

research; James H. Green, associate director of telecommunications management, Office of Emergency Planning; Robert P. Haviland, director of satellite and space systems, General Electric Co.; Irving Kahn, president of Teleprompter, and W. Theodore Pierson of the Washington law firm of Pierson, Ball and Dowd.

**Business Session** ■ The second-day sessions will open with a panel on what the clients and agencies want and what it takes to attract more business. Preceding the panel discussion, Norman E. (Pete) Cash, president of the Television Bureau of Advertising, will present the results of a new study made this summer by TVB and the Station Representatives Association in cooperation with 27 agencies.

The panelists will be: Joseph F. St. Georges, vice president, data systems, Young & Rubicam; Donald W. Severn, vice president, media relations, Ted Bates & Co.; Jerome Feniger, vice president, Grey Advertising, and Ave Butensky, vice president and senior associate media director of Dancer-Fitzgerald-Sample.

A panel on successful audience promotion will include: Al Korn, director of advertising and promotion, WNAC-TV Boston; George Rodman, director of advertising and promotion, WBKB-TV Chicago, and president of the Broadcasters Promotion Association, and Howard W. Wry, director of promotion, WHNB-TV New Britain-Hartford, Conn.

The concluding afternoon panel will be an assessment of the programing future by the men who make the programs. Those panelists will be: Harry Ackerman, vice president and executive producer, Screen Gems; Bertram Berman, general program executive, CBS; David Dotort, executive producer of *Bonanza* and president of Producers' Guild of America; Mark Goodson, president of Goodson-Todman Productions, and Grant Tinker, vice president of Universal Pictures.



Mr. Scott



Dr. McLuhan



Mr. Cronkite



Rep. Macdonald



Comm. Cox



Comm. Loevinger

## Bureau modifies position on San Diego CATV's

The FCC Broadcast Bureau, in what amounts to a clarification of its proposed findings in the San Diego CATV case, says it would bar the San Diego CATV systems from expanding the areas in which they relay the signals of Los Angeles independent stations. It would not require systems to stop providing such service to subscribers who were receiving it as of Jan. 1.

The bureau, in proposed findings filed Aug. 11, said that one of two conditions for permitting unrestricted expansion of CATV in San Diego should be the

## Communications task force seen as 'most significant event'



FCC Commissioner Johnson (l) makes a point as KNXT(TV) newsmen (l-r) Bill Ames, Grant Holcomb

and Maury Green follow his argument on the station's 'Newsmakers' program.

FCC Commissioner Nicholas Johnson, who has frequently called for a searching review of the nation's communications thinks President Johnson's action in establishing a high-level task force on communications is "the most significant event of the decade, if not this century, in communications" (BROADCASTING, Aug. 21).

Creation of the task force, Commissioner Johnson said, represents "an unprecedented action by a President of the United States, an awareness on his part of the importance of communications to our society and the importance of a total review from beginning to end of our communications policies. . . ."

The commissioner, who was interviewed on *Newsmakers*, broadcast Sunday (Aug. 20) on KNXT(TV) Los Angeles, noted that the task force, which will be headed by Eugene V. Rostow, undersecretary of state for political affairs (see page 46), has been directed specifically to review the Communications Act of 1934 and the Communications Satellite Act of 1962, with a view to their possible revision. He also noted that the Budget Bureau will consider the question of whether government administration and regulation of telecommunications should be revamped—a study which could have a bearing on the future of the FCC.

**Johnson's Speech** ■ Commissioner Johnson, in a speech prepared before

the President's announcement but delivered after it, had expressed concern over what he felt was the lack of national attention being paid to the commission inquiry into the proposed establishment of a domestic-communications satellite system (BROADCASTING, Aug. 21). Many of the problems he discussed in his speech—to a conference on peaceful uses of outer space, at Stanford University—were dealt with in the President's message, leading to speculation that the commissioner had advance knowledge of some of the White House thinking on the problem.

On another subject, the commissioner restated his view that it would be better for the public to become directly involved in attempting to upgrade broadcasting's programing standards than for the commission to attempt that job. He said the public is largely ignorant of the functions of the FCC and of the fact that stations have responsibilities to serve the public.

The commissioner last March said the commission should encourage the public to take an active role in the station-licensing process and in enforcing standards (BROADCASTING, March 13). Last week, he said community organizations—the League of Women Voters, for example—might take on the job of educating viewers and listeners about broadcast stations' responsibilities.

**Commission Responsibility** ■ However, he also feels that the commission has a role to play in setting standards of performance for broadcasters. He said the broadcasting industry would be "better served" if the commission did a "more thorough review" of broadcasters' performance at license-renewal time. Broadcasters, he said, want to feel they are a part of a profession with high standards. They "don't like to see irresponsible people" in their business anymore than does any member of any other business.

Commissioner Johnson had no answer to one question currently troubling broadcasters—the degree of coverage they should give the racial disturbances wracking cities across the North this summer. Should broadcasters—he was asked, as a specific example—give instantaneous and full coverage to "an H. Rap Brown" advocating revolution?

Commissioner Johnson said there are "legitimately," divergent views on that question. Broadcasters are responsible for reporting "what's going on in their country," he said. But on the other hand, there is a relationship "between making the media available and the making of the statement over a mass media and the action which follows."

It's very difficult to draw a conclusion as to which course is better, he said, without knowing more about the implications of each.

understanding that the systems would not carry any Los Angeles independent stations. The bureau said the impact of such competition would be particularly severe on San Diego UHF stations,

without specifying the proposed bar was intended to cover future service principally (BROADCASTING, Aug. 21).

But in reply findings filed Aug. 18 the bureau said its proposed condition

was intended to preclude "the carriage of independent Los Angeles signals to any subscriber who was not a CATV subscriber receiving such signals as of Jan. 1, 1967."

## CATV rate increased; franchise canceled

An indication of what happens when a CATV system attempts to raise its rates has occurred in Bradford, Pa. (pop. 23,000). The CATV system had its franchise revoked by the city council. And almost immediately two applications were filed for the franchise.

The Bradford wire system, which is now owned by multiple-CATV-owner Television Communications Corp., New York, had about 800 of its 5,000 subscribers paying a low monthly rate of \$3.75, offered originally to charter subscribers to the 13-year-old system who also paid \$137.50 installation fee. About a month ago, the CATV company notified these subscribers that the monthly fee would have to be raised, over a five-year period, to \$5.50, the fee being paid by the bulk of its customers. F. Gordon Fuqua, executive vice president of TCC,

said last week that about 600 subscribers have agreed to the new terms; about 200 objected, taking their complaints to city council.

The city council, earlier this month, voted 6 to 1 to revoke the franchise. The council directed the city attorney to prepare the necessary moves to effectuate revocation, including notice to the Pennsylvania Bell System whose poles are used by the CATV system for its lines. The Bradford cable system has announced it will oppose the shut down in the courts.

**Improved Plant** ■ Justification for the raise in rates, according to Mr. Fuqua, followed a \$350,000 revision of the plant, increasing the system from five channels to 12 and improving reception. Objectors claimed the fee hike violated a provision in the franchise on rates, and the city council charged the move broke the franchise.

The CATV system offered to litigate his contention, but the city officials declined, Mr. Fuqua reported.

The cable system, which provides TV

programs to subscribers from Buffalo, N. Y.; Clearfield, Johnstown and Erie, all Pennsylvania; Hamilton, Ont., and via microwave, three New York City independents, was established in 1954 and bought by TCC in 1962. The franchise expires in 1969.

Within 24 hours of the council's action, two applications were received from Ashtabula Cable Co., Ashtabula, Ohio, whose principals have interests in CATV systems in Pennsylvania and New York, including Ridgway and Salamanca near Bradford, and from Garden Spot Cable Services Inc., Lancaster, Pa. The Ashtabula group offered the city 5% of its annual gross, proposed no installation fee for new subscribers and promised no change in the \$3.75 rate to charter subscribers until 1969. The Lancaster firm offered the city 3% of gross revenues and proposed a \$10 installation charge and \$5 monthly fee. The TCC firm pays the city 1% of its gross revenues.

## ABC-TV affiliates ask voice in merger case

The ABC Television Affiliates Association has filed a petition with the U. S. Court of Appeals for the District of Columbia requesting permission to intervene in the ABC-ITT merger case.

The notice of intention to intervene was filed Aug. 18 by Morton H. Wilner, Washington counsel for the association. The group said it was in favor of the merger and intended to support the FCC's approval.

The commission last June approved, for the second time in a 4 to 3 vote, the amalgamation of the network and the international communications carrier. Last month the Department of Justice, which had sought and received a hearing from the FCC in its opposition to the merger, appealed the commission's decision.

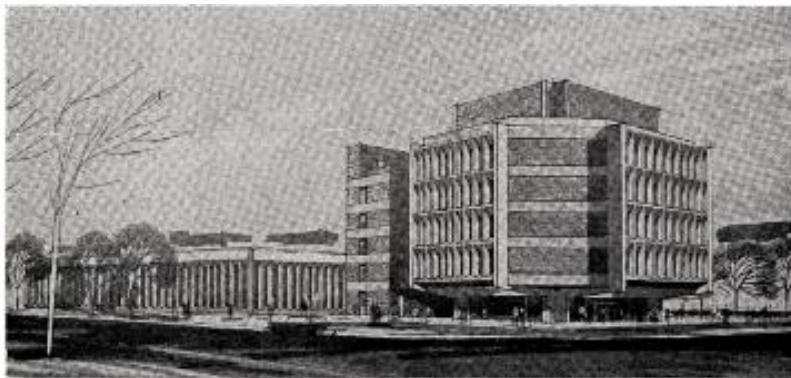
Under an expedited-procedure schedule, the Department of Justice is to file its brief with the court by Sept. 7, with the commission and the applicants filing Oct. 2. Justice would have until Oct. 11 to file a reply and the argument before the court would be held the week of Oct. 16.

## Rust Craft to build new WRCB-TV studio

Rust Craft Broadcasting Inc. has announced plans for a new \$500,000 studio for its WRCB-TV Chattanooga that will contain the latest in color equipment, including color processing.

According to Harry D. Burke, vice president and general manager of the NBC affiliate, the new facility is expected to be ready for occupancy by January 1968.

## \$3-million center designed for KLZ stations



Time-Life Broadcast's KLZ-AM-FM-TV Denver late next year plans to move into a new \$3-million communications center, which will include about \$600,000 in new broadcast equipment.

Hugh B. Terry, KLZ president-general manager and head of T-L Broadcast's Western Division, announced last week that construction will begin after Sept. 4 on a five-story octagonal administration tower and a two-story horizontal studio. Both buildings will occupy almost 90,000 square feet, housing the TV and radio operations as well as a new video-tape production center. The new center, which will triple KLZ's present facilities, will be located adjacent to the present facilities at Seventh Avenue and Lincoln

Street in Denver.

Mr. Terry said the design was determined after KLZ personnel visited over 25 TV and radio stations in the U. S. to study new trends and innovations in communications buildings. He added that KLZ's center will contain "the latest in full-color equipment, all-transistorized TV and radio control rooms, color lighting capabilities up to 600 kw, a new TV master control with subcontrol boards to allow for multiple programming and taping at the same time, plus computerized [accounting] operational methods." New equipment now being ordered by the stations includes five audio systems, switchers, house monitoring circuits, and two live and one film color-TV cameras for the video-tape center.

# TAC's system to rate 56 markets by fall '68

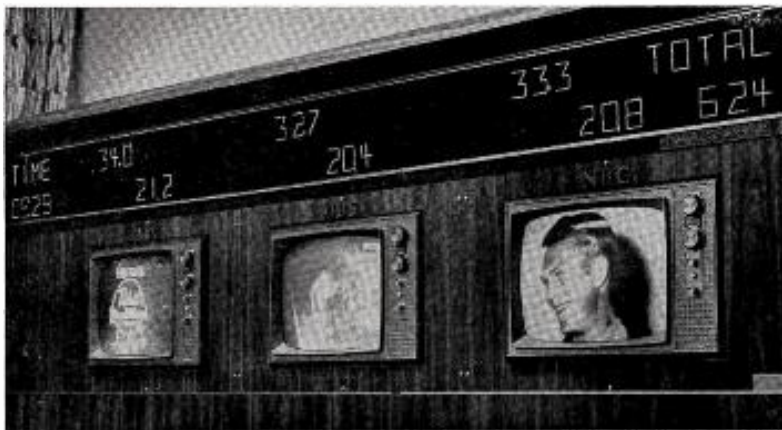
If the Television Audit Corp. (TAC) realizes its plans, it will be marketing an instantaneous, minute-by-minute national TV-ratings service by September 1968.

Two years ago, the company was carrying out experimental TV ratings from an airplane over Miami. The plane carried an electronic gadget sensitive to the signals emitted by TV-sets' local-tuning oscillators, and in a 90-minute flight over Dade and Broward counties, the device registered 27,000 sets in use and the channel to which each was tuned (BROADCASTING, May 10, 1965).

Now TAC has brought an improved version of its gadget down to earth, or at least to the top of a mast located in a selected census tract in Melbourne, Fla., that is served by three network affiliates. According to Andrew Hewitt, a former vice president of Geyer, Morey, Ballard and a backer of TAC, successful tests in Melbourne have prompted a \$5-million investment to erect masts in 56 markets and begin operating the ratings service by September next year.

When the locations in those 56 cities have been selected for proper demographic mix, officials said, the TAC service will monitor the channel settings of between 30,000 and 50,000 sets and feed the data to a central computer, which will print it out minute-by-minute in rating and share for each of the three networks and the total sets in use.

Telephone coincidental and/or roster recall surveys are planned to provide a supplementary, but sepa-



The display console of TV Audit Corp.'s computer as the viewing in its Melbourne, Fla., experimental tract is measured. From left to right above the screens, the time,

the rating and share for ABC, CBS and NBC respectively, and the total sets in-use. The figures change each minute to reflect current viewing.

rate, report on reach, frequency, demographic and buying characteristics of the sample, according to Dr. Stephen Stock, an officer of the company and president of Market Math Inc., a consulting firm that will handle the demographic phase.

Dr. Stock said last week the initial 56-market sample would provide ratings accurate to a 10% "relative error." When the sample is expanded to 111 markets, as is planned, the relative error will be reduced to 7%, according to Dr. Stock. He said there was no comparison with the accuracy of the Nielsen sample, "because nobody knows how accurate that is."

After the expansion to 111 mar-

kets, TAC will go into individual market ratings, including independent stations, according to Mr. Hewitt, "but only after we crack the nut with the national service."

Mr. Hewitt was unable to estimate the eventual investment required to build a 111-market operation and beyond that to individual-market ratings, but said "it will be considerable."

TAC is backed financially by the J. H. Hillman Co. of Pittsburgh, the Product Acceptance Research Group, and Mr. Hewitt. David Nicholson is president of the company, with Dr. Stock and Stephen Mixelle, who is in charge of the technical phase of the operation, as officers.

## Wodlinger drops out of Moline applicant group

Mark L. Wodlinger, vice president and manager of Metromedia Inc.'s KMBC-TV Kansas City, Mo., has withdrawn as the key man in a corporation seeking to take channel 8 Moline, Ill., away from its present occupant, WQAD-TV.

Mr. Wodlinger was 80% owner of Community Telecasting Corp., which six months ago tendered an application with the FCC for the Moline channel (BROADCASTING, Feb. 27). But the corporation has notified the commission that Mr. Wodlinger has withdrawn and transferred his stock to the remaining two stockholders.

The announcement to the commission gave no reason for the withdrawal.

Mr. Wodlinger and the other two

Community stockholders, Edward W. Priester of Kansas City, Mo., and Carl A. Wadman of Rock Island, Ill., had owned 12% of an earlier Community Telecasting Corp., which had been one of the losing applicants when the commission, in 1962, granted the WQAD-TV application for the channel. Mr. Wodlinger is the only one of the three with broadcasting experience.

WQAD-TV, which is scheduled to file a license-renewal application on Sept. 1, is seeking authority to transfer its license to the Evening News Association of Detroit. The sale carries a price tag of \$5.5 million, plus \$1 million payable over five years to 24 owners of the station for a covenant not to compete.

Community, claiming that WQAD-TV hasn't lived up to the promises it

made in getting the channel, has asked the commission to deny the sale and place the station's renewal application in a comparative hearing with Community's application for the channel.

The commission has not yet accepted the Community application for filing, but it has indicated it would grant the corporation's request (CLOSED CIRCUIT, June 19).

## Four more affiliates join the Mutual fold

Affiliation by four more stations brought the Mutual Broadcasting System line-up to 514 stations.

The stations: KGGM Albuquerque, N. M.; a fulltime, 5-kw station on 610 kc, managed by Charles T. Jones Jr., and also affiliated with CBS Radio; KVSF

## 'Rear back and look at communications as a whole': Rostow

Eugene Victor Rostow, under secretary of state for political affairs who was picked by President Johnson to head the task force ordered to take a long, hard look at the nation's telecommunications policy (BROADCASTING, Aug. 21), feels it's premature to talk about his views on telecommunications and what he thinks the subcommittee-level group of which he is chairman will accomplish.

After all, he remarked last week, the task force won't have its first meeting until shortly after Labor Day.

But, in an interview with BROADCASTING, he indicated a decided relish for the job and a staunch view that the task force is a "strong group" and that it will have a "strong staff."

The trim, 54-year-old former Yale Law School dean who has been Secretary Rusk's political-affairs deputy since early last year, seems excited by the new assignment. He has, he noted, served on a number of inter-governmental committees since he first became associated with the State Department as a consultant and adviser in 1961. The inference is strong that he was chosen chairman of the telecommunications body for his organizing and administrative abilities.

The new job, he buoyantly explained, "is a wonderful opportunity to rear back and look at communications as a whole—the first real look since the Communications Act of 1934." Warming to the topic, he remarked that although the principal thrust of the President's message is on international and satellite communications, "you can't avoid fundamentals in a study of this sort."

**Needs Help** ■ In view of the complexities in the field of telecommunications, he commented, he expects that the task force will enlist "independent, outside" help. This will be either a professor or a research work-

er in the field, he said.

He sounded sure that the task force will welcome and receive advice from all parties in the field.

Mr. Rostow made one point clear: He'll be no figurehead chairman. "I propose to take personal responsibility for this enterprise and for the report," he stated.

The task force, consisting of 15 members of various executive departments and agencies as well as FCC Chairman Rosel H. Hyde in a non-voting membership, has been asked by the President to review the nation's entire telecommunications policy and to submit a report within a year—although earlier recommendations were invited.

Among the subjects to be studied, of particular significance to broadcasters, are the present use of the electro-magnetic spectrum, the need

for revision of the Communications Act and the Communications Satellite Act of 1962, and the economic feasibility as well as structure of a domestic satellite system.

An assignment to study the present federal administration and regulation of telecommunications was given to the Bureau of the Budget.

**Dual Role** ■ Mr. Rostow is a lawyer and an economist—and brother of Walt Whitman Rostow who is President Johnson's foreign-policy adviser in the White House. The State Department official was born in Brooklyn, N. Y., in 1913, received his A.B. in 1933, a law degree (*magna cum laude*) in 1937, and a master's in 1944, all from Yale. He did graduate work at King's College, Cambridge University, England, from 1933 to 1934, and in 1959 received an honorary M.A. and in 1962 an LL.D. from that university. He joined the Yale Law School faculty in 1938 and became dean in 1955.

He was an adviser to the State Department in 1941-42. In 1954-55 he was a member of the attorney general's committee studying the anti-trust laws and in 1959-60, he held a Guggenheim fellowship for the study of American antitrust laws. In 1949-50, he was assistant to the executive secretary, United Nations Economic Commission for Europe, stationed in Geneva.

He's the author or editor of various books on legal and economic matters, including *Planning for Freedom*, published in 1959, and *The Sovereign Prerogative*, published in 1962, both by the Yale University Press. He's a member of the council of the American Law Institute, a fellow of the American Academy of Arts and Sciences, Phi Beta Kappa, Alpha Delta Phi, and a Chevalier of the French Legion of Honor. He's a Democrat in politics.



Mr. Rostow

Santa Fe, N. M., 1 kw fulltime on 1260 kc, managed by Romeo C. Dilallo, KNIT Abilene, Tex., a 5-kw daytimer on 1280 kc, managed by Jack Wallace, and KSLM Salem, Ore., a 5-kw daytimer on 1390, managed by F. E. Albada.

### MTS offers electronic displays, services

Management Telecommunications Systems Inc. has been formed to provide a broad range of electronic communi-

cations equipment and creative services to industry, government and educational institutions.

Jack C. Massey, chairman of Kentucky Fried Chicken Corp., is board chairman. E. William Henry, former chairman of the FCC and currently a member of Arnold and Porter, Washington law firm, is vice chairman and corporate counsel. Mark Foster, former managing director of TNT Communications International, is president and a director. On the board are Henry W. Hooker, Nashville attorney, and several others from that city.

Initially, the corporation will have two major divisions: Amphicon Systems Inc., Norwood, N.J., manufacturers and markets electronic-display equipment. Its president is Frank Dell 'Aglio. Management Communications Network provides facilities for electronic presentations and conferences. Its president is Robert F. White, also formerly of TNT. Both Mr. Dell 'Aglio and Mr. White are directors of the parent organization.

Temporary headquarters for MTS is 2 West 45th, Street, New York.



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IS THE  
MESSAGE**

Programming  
turned on for  
today...  
tuned in to  
tomorrow!

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1967/68 Season

PRESENTS

# The Man from U.N.C.L.E.

Fourth Year Premiere  
Monday, September 11  
8:00-9:00 P.M. on the  
NBC-TV Network in color

Starring Robert Vaughn  
and David McCallum  
Co-starring: Leo G. Carroll

Executive Producer: Norman Felton  
Producer: Anthony Spinner  
An Arena Production





# DARTARI

Third Year Premiere Tuesday, September 5  
7:30-8:30 P.M. on the CBS-TV Network in color

Starring Marshall Thompson, Cheryl Miller,  
Yale Summers, Hedley Mattingly, Hari Rhodes

Ivan Tors—Executive Producer  
Producer: Leonard B. Kaufman  
Created by Ivan Tors and Art Arthur  
Produced by Ivan Tors Films, Inc.



# Off To See The Wizard

Premiere Friday, September 8, 7:30-8:30 P.M.  
on the ABC-TV Network in color

Executive Producer: Chuck Jones  
Animation sequences Produced and Directed  
by Abe Levitow



METRO-GOLDWYN-MAYER TELEVISION  
PRESENTS

# HONDO

Premiere Friday, September 8  
8:30-9:30 P.M. on the  
ABC-TV Network in color

Starring Ralph Taeger

Co-starring Kathie Browne  
Noah Beery

Producer: Andrew J. Fenady

An MGM-TV Presentation  
in association with  
Batjac Productions, Inc.,  
and The Fenady Associates, Inc.



PRESENTS

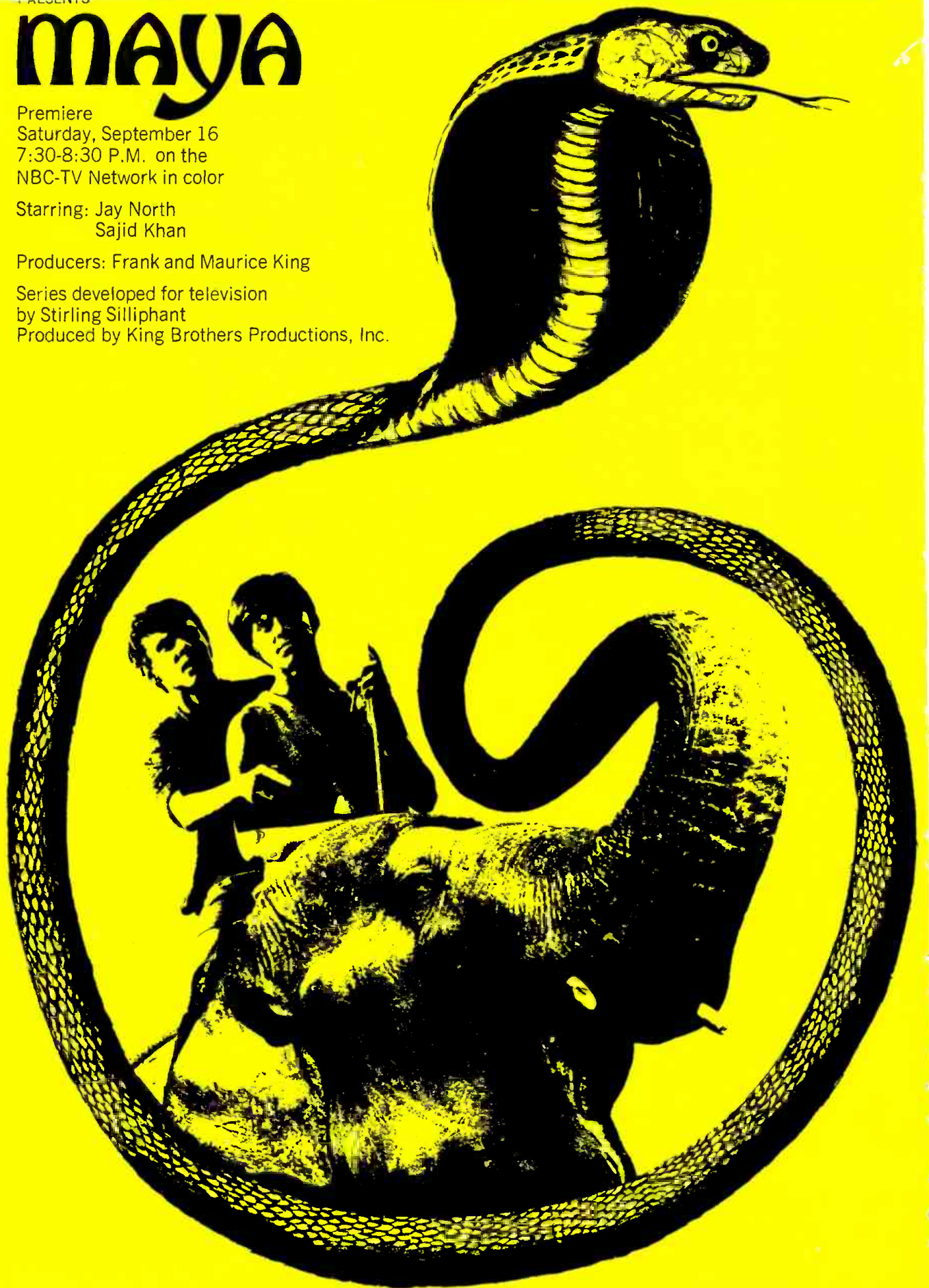
# MAYA

Premiere  
Saturday, September 16  
7:30-8:30 P.M. on the  
NBC-TV Network in color

Starring: Jay North  
Sajid Khan

Producers: Frank and Maurice King

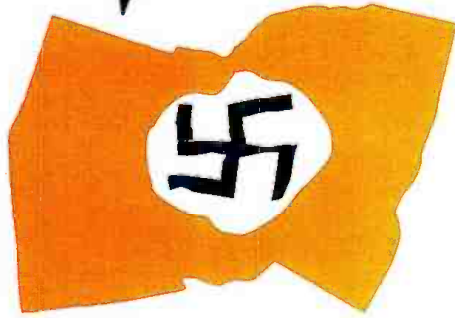
Series developed for television  
by Stirling Silliphant  
Produced by King Brothers Productions, Inc.





# Flipper

Returns to NBC-TV  
Sundays January 1968



## The Rise & Fall of the Third Reich

Documentary in association with  
David Wolper Productions for Xerox.

## Dr. Seuss' HOW THE GRINCH STOLE CHRISTMAS

Holiday Special  
returns on CBS-TV



## MUTINY ON THE BOUNTY

Starring: Marlon Brando  
Trevor Howard  
Richard Harris  
September 24  
8:00-11:30 P.M.  
ABC TV  
Special TV Premiere  
Sponsored by  
Ford Motor Company



## Tom & Jerry

Third Year Premiere Sunday September 10  
on the CBS-TV Network in color

# Specials for Tomorrow

### Dr. Seuss' HORTON HEARS A WHO

One-hour animated  
Special

### Walt Kelly's EQUAL TIME FOR POGO

One-hour animated  
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Produced by  
Chuck Jones

### MUSICAL SPECIALS

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Adventure, events and  
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METRO-GOLDWYN-MAYER TELEVISION/New York/Chicago/Culver City/Atlanta/Toronto

# 79% select hour local newscast

But McHugh & Hoffman TV study shows that expansion to long show requires network news tie-in and must be backed by solid journalism and promotion

Eight out of 10 viewers may prefer the long one, so there should be a market for it; but expanding your early evening news show to a full hour won't guarantee bigger ratings unless you're prepared to sharpen your promotional skills and maintain a high degree of journalistic professionalism. Even then, you may lose some of your audience.

That's the advice to TV-station managers contained in a report made public today (Aug. 28) by McHugh & Hoffman, television and advertising consultants, Birmingham, Mich., entitled "The Hour Versus The Half-Hour Local Newscast." The study is the result of a 10-market survey examining the facets of expanding early evening news operations of local television outlets.

The 70-page report found:

- That 79% of the survey's 600 respondents (60 in each market) watched a "long" or one-hour local newscast more often than a "short" (half-hour or less) program (see chart A, this page). The long newscast was felt by 68% as an improvement and "more interesting" than the short program (see charts B & C, this page). All 600 respondents have seen or know about the one-hour local news show.

- That, on the other hand, 15% of the 600 respondents watch the shorter news program more often than the long, and 25% feel the hour program is not an improvement over the short form (see charts A and B).

- That 78% of the respondents watch the network news carried by a station that also programs a long local newscast (see chart A).

- That a station affiliated with a network possessing a popular network evening-news show stands a better chance of successfully changing to the local newscast.

- That "gimmicks" such as simply increasing the number of on-air personalities, or presenting features on news in the "lighter vein," or simply reading more news copy for a full hour do not mean viewers will like the show better than they did a shorter version.

- That of the viewers who do watch the long newscasts, more of them pay

attention to the entire program than do viewers who watch the short programs. Regardless of program-length preference, less than a third of the respondents watch an entire newscast regularly (see chart D, this page).

- That a long local newscast with too much national and world news could alter the relationship with network news and could possibly result in viewer disassociation from either or both (see chart E, this page). And,

- That based on a separate survey of more than 1,000 viewers of local news programs, almost half (48%) have never heard of the hour-long local news

show, even though one or more stations in their market have such a show. This, the report found, confirms that "much acceptable or even superior programming may fail to exploit its promise simply because the audience has not been informed of its existence."

**No Guarantee** ■ The wide-ranging study, conducted for McHugh & Hoffman by Brand, Gruber and Co., finds that a high level of viewer approval as well as audience shifting awaits the station that lengthens its local-news format. The report notes, however, that a simple stretch to an hour is no "guarantee that a greater audience will ac-

	% of 600 respondents
Local news	
Long newscast watched most often	79
Short newscast watched most often	15
Irregular	6
Network news	
Network news with long local newscast watched most often	78
Network news with short local newscast watched most often	13
Watch different channels for local and network news	9

	% of 600 respondents
Longer newscasts are improvements	68
Longer newscasts are not improvements	25
Longer newscasts are improvements in some ways, not in others	6
No answer	1

	% of 600 respondents
A lot more interesting	46
A little more interesting	22
The same	12
Shorter newscast a little more interesting	3
Shorter newscast a lot more interesting	16

	% of 471 respondents
Don't know	1
Attention paid to entire program	31
Most of program	46
Half or less than program	23

	% of 92 respondents
Attention paid to entire program	27
Most of program	48
Half or less of program	25

Note: Of the respondents who do not watch the entire long program, 60% are home in time to watch the whole newscast, while 9% are not. Of those who do not watch the entire short newscast, 63% are home in time, 10% are not.

	% of 600 respondents
If long-local news covered more national and world news, viewers would watch:	
Both network and local news the same amount	52
Watch local news same amount, network news less	28
Watch network news same amount, local news less	17
No answer	3

crue to any station" that opts for the longer length.

"Our respondents indicate that audiences are sensitive to the quality of the program and for any station with a previously weak news effort this would imply not a mere expansion of time, but a total increase in investment, as well as a strenuous effort to communicate all improvements to the market place."

For those stations unable or unwilling to make the change to a one-hour local-news show, the report concludes that staying with a short format may be the best course to follow, especially in a market where other stations offer longer ones. Based on the finding that 31% of the respondents were either indifferent or found hour newscasts less interesting than short ones (see chart B), McHugh & Hoffman suggests that it "may well be that the best strategy for a third station in the market means staying with the short-program format, and in fact, publicizing the opportunity for getting the news quickly and incisively."

In that portion of the report dealing

with respondent reaction to the long newscast, the study finds that the recent lengthening of TV newscasts in some markets tended to blur the traditional boundary lines between the news functions of TV and those of newspapers and magazines. Distinction between the various media, the report says, is no longer clear-cut since hour newscasts can provide detail and interpretation as do magazines and newspapers. The report finds that viewers are not only aware of TV's new journalistic functions but approve of them as well.

The survey reports that because of the intrinsic appeal and awareness of the longer newscasts—more film coverage, detail and interpretation, etc.—16% of the respondents indicated watching a station with long newscasts more for the local news since their expansion. Only 3% said they were watching the short newscasts more. Furthermore, the report says, 16% of the respondents are watching the network news more on a station with a long local newscast, while only 3% say this about a station with a short local program.

**Not For All** ■ Acknowledging the popularity of the long newscast was due in great part to its intrinsic appeal. McHugh & Hoffman says it is also obvious that much of the appeal is traceable to what the report calls the "external factor": The most popular long programs tended to have the largest audiences before they expanded. Doubling the air time of a weak news format apparently doubles audiences dissatisfaction.

The study also finds that, with but one exception in the markets surveyed, the stations that have expanded their local news are NBC-TV or CBS-TV affiliates and most carry the two networks' popular evening news shows. Data in the report indicates that, with the exception of those who watch local news on an ABC-TV affiliate, viewers tend to watch the same station for both local news and the network news.

The report finds that the greatest strength of the long newscast, among respondents who approved of the form, lies in the drama of on-the-spot coverage and in generally more thorough treatment of the news. In addition, the survey reports that interpretation and the "digging up of local news" are important points in making long newscasts more attractive for the viewing audience.

McHugh & Hoffman concludes from the data that greater depth coverage—analysis and interpretation—is "of considerably greater importance than simple quantity of coverage or special devices such as a greater number of on-the-air personnel, or particular attention to news in a lighter vein." The report indicates that not all such "depth qualities" were found among stations involved in the study: McHugh & Hoffman feel that "this area merits considerable further attention."

The report also devotes attention to stations' efforts at handling national and international news. According to McHugh & Hoffman, the area of national and world news presents a special set of problems for the local newscaster when and if he decides to go a full hour. "While viewers generally approve of the increase in national and world news [within long newscasts], this increase appears to have been relatively slight," the report notes.

**New Relationship** ■ "What viewer reaction would be to [a] more substantial increase presents another problem. Such a move might create complications since it entails alterations in the traditional relationship between local and network news. . . . Many viewers apparently feel that if the local newscasts substantially expanded their national and world-news coverage there would be just too much of this type of news. Almost half of our sample say that they

## Sponsors pipe selves aboard marine show

Texans not only ride tall in the saddle, but also like to stand high at the helm. And for radio, this consuming passion for boating of an estimated 200,000 families in the Galveston Bay-Gulf Coast area has caused a groundswell of unsolicited time sales.

One example is the seven-day-a-week broadcast service of Bill McDougall on KXYZ-AM-FM Houston. Yachting, fishing and marine information shows are not unique, but in Houston the attention-getter is the volume and variety of sponsors drawn to the station without time salesmen's calls.

For more than three years, Mr. McDougall has let the experts tell his audience where they're biting and pass on practical information on boating. And the format has paid off. Marinas, marine dealers (both small-boat and luxury-yacht) and fishing camps first took the bait. With evidence that the affluent boating community was listening, apartment complexes, residential developments, resorts, auto dealers and restaurants jumped aboard. The early advertisers continue to ride the crest of the show's success.

Catching the fishermen before they get out of the house, *Boating Broadcaster* is heard 5-6 a.m. Mon-

day through Friday; hourly hotline reports continue until 6:45 p.m. On Saturday the show runs 5-7:30 a.m. and from 6-8 a.m. on Sunday. Weather and fishing features, culled from the Texas Gulf Coast area, are aired all during the weekend.

Boating popularity in the area has resulted in additional media space for Bill McDougall. He covers the marinas for the *Houston Chronicle* and since January he has been handling the boating segment of KHTV-TV (ch. 39) Houston's half-hour *Outsiders* show.



Mr. McDougall (r) interviews Ralph Zinnecker, manager of the Texas City Dike Marina.



would decrease their early news viewing as a result of such a move," the report said.

According to the report, network news would suffer most from increased coverage of national and world news by local stations: "Twenty-eight percent say that they would watch it [network news] less. Another 17% say that they would watch the local news less—evidently preferring to get the national news from the network" (see chart E).

The report cites "an unwillingness or inability to accept the movement of television news programs out of their traditional mold into areas associated with newspapers and magazines" as one of the reasons a sizable minority of respondents—25%, according to the study—indicated they were unenthusiastic about the longer newscasts. The study reveals that this minority does not find the long form more interesting nor does it find it an improvement over the 15- or 30-minute news program.

However, McHugh & Hoffman reports, even this faction responds "favorably to the greater use of on-the-spot films and in slightly smaller numbers to the greater thoroughness, efforts at digging up the news, and interpretations that are supplied by the longer news programs." The report suggests that these viewers might be attracted to longer local-news programs if the shows "were sold more decisively, and if some of the features that deal with depth coverage were exploited more thoroughly."

The report says viewers who do not like the longer news programs are generally less interested and involved than other viewers with television news. It says this is illustrated by the fact that viewers who pay the least attention and who watch the news programs with lesser frequency are the ones most likely to dislike the hour newscast.

Repetition and coverage of trivial stories were the two chief objections to the longer newscasts, the study found. Many respondents "feel that many of the stories and features covered are not important and are simply a waste of time. They are particularly unhappy about news in the lighter vein," the study reports. It concludes the section on dissatisfied respondents by reiterating that greater promotional efforts aimed at clarifying the functions being performed by the longer newscasts could persuade some viewers to watch the hour programs.

**Basis of Study** ■ Brand, Gruber and Co., which made the study, is a product and marketing research firm in Huntington Woods, Mich. McHugh & Hoffman has undertaken studies on behalf of major broadcast groups in 21 of the top-30 markets and has supervised over 92 TV and radio market studies utilizing some 51,000 in-depth interviews.

Interviewing took place in April 1967 in 10 cities: Chicago; Cincinnati; Los Angeles; New Orleans; New York; Philadelphia; Sacramento, Calif.; St. Louis; Toledo, Ohio, and Washington. In five of the cities, only one of the stations carries a longer newscast. In the other five cities two stations carry the longer program. All stations were affiliated with a major television network.

Sixty interviews were conducted in each of the 10 markets; half the respondents were men, the other half women. Brand, Gruber limited the sam-

ple to viewers who usually watch early local news at least twice a week and to those who had either seen an hour-long news program or were familiar with one.

McHugh & Hoffman said the study's findings are best viewed as the results of an experiment in which 15 television stations in 10 cities tried out the longer newscasts. "Our respondents give us their reactions to this trial," the report said. "This explains our concentration on viewers who were actually aware of the longer programs."



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\*There's one at Tombstone, Arizona.  
†ARB's 1965 Television Market Analysis.



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## Moss not satisfied with soccer reply

The FCC last week answered a letter from Congressman John E. Moss (D-Calif.), reportedly objecting to commission acceptance of a CBS denial regarding charges of contrived time-outs to make room for commercials in a televised soccer match (BROADCASTING, May 22). But Representative Moss told BROADCASTING Thursday (Aug. 24) that he would not release either side of the correspondence until he had had time to review it thoroughly.

Mr. Moss did say, however, that he regarded the FCC's answer as "not very satisfactory" and that he had referred the letter to a committee staff member for whatever further action was deemed appropriate.

Although denied by CBS, and with the denial accepted by the commission, the incident at issue was featured in the lead paragraphs of a story in the September issue of *Sport* magazine written by Representative Richard L. Ottinger (D-N.Y.). Mr. Ottinger, along with Mr. Moss and Representative John Dingell (D-Mich.), is cosponsor of a network-regulation bill that would ban sports-events time-outs arranged to per-

mit airing of commercials (BROADCASTING, June 5). CBS, in its letter to the commission, said that a referee denied making a reported statement that he had been obliged to call fictitious fouls during a game.

Representatives Dingell, Moss and Ottinger, joined by Representative Brock Adams (D-Wash.) and Lionel Van Deerlin (D-Calif.) have sent another letter to the commission complaining about the FCC's clarification order regarding its personal-attack rules under the fairness doctrine (BROADCASTING, Aug. 7). The commission in effect eliminated the notification-of-attack requirement for "bona fide newscasts," news specials or on-the-spot coverage of a current news event.

The congressmen attacked the ruling as operating to remove fairness-doctrine protection specifically provided by Congress in an amendment to the Communications Act. An unscrupulous licensee now "need only see to it that the attack is made during the course of a newscast," the congressmen maintain, and although such broadcasters are only a small minority they could see "no reason for providing them with a sanctuary. . . ."

The commission is readying a reply to the personal-attack letter and is expected to stand its ground in the matter.

## Atheist charges bias under fairness cover

Madalyn Murray O'Haire, credited with instituting the successful fight to forbid compulsory prayers in schools, has taken on the FCC. Last week, the noted atheist filed suit in the U. S. District Court in Washington asking for an order enjoining the FCC from enforcing its fairness doctrine "in such manner that licensees can under color of authority of the commission systematically deny to plaintiffs the use of airways for broadcast purposes."

The suit was filed by Mrs. O'Haire individually, and as founder of the Society of Separationists, identified as an unincorporated organization formed "to church and state and to stimulate and promote freedom of thought and inquiry concerning religious beliefs, creeds, dogmas, tenets, rituals and practice. . . ."

The use of the airwaves, the civil action contends, is "essential" for the broadcast of information in order to "effectively" accomplish the society's purposes.

In addition to Mrs. O'Haire, 13 directors of the society are listed as plaintiffs in the litigation that is directed at the U. S. and the attorney general, as well as the seven individual members of the FCC.

**Thumbs Down** — Two years ago, Mrs. O'Haire was turned down by the FCC in her bid to invoke the fairness doctrine after 15 Honolulu stations refused to give her time to air her free-thought views (BROADCASTING, June 14, 1965). All seven of the commissioners agreed that her plea should be denied, but several parted from their colleagues on how her petition should have been treated. Four commissioners, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and James J. Wadsworth, held that the licensees involved had acted "reasonably and in good faith" in refusing to make time available to Mrs. O'Haire. Commissioner Lee Loevinger, however, said he would have dismissed the complaint for lack of jurisdiction and not gone into the merits of the case. E. William Henry, then FCC chairman, maintained that the target of Mrs. O'Haire's petition, religious programs, are not per se controversial and a demand under the fairness doctrine on this point is unreasonable. Commissioner Kenneth A. Cox, concurring in Mr. Henry's statement, also issued separate views challenging some of the points made by Mr. Loevinger.

Earlier, the FCC was asked by an avowed atheist to require San Francisco stations to permit him to use the air to promote his views. This was Robert

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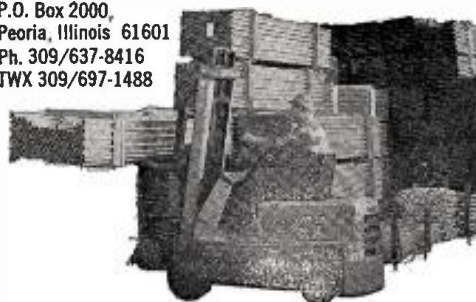
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Harold Scott, then of Saratoga, Calif. He had filed a complaint against several San Francisco stations, asking that their licenses be revoked because they refused him time to expound atheism. The commission in 1946, in its famous "Scott decision," held in essence that broadcast licensees must not discriminate against atheists, although it refused to go as far as Mr. Scott urged in revoking any licenses.

## Slight headway made at copyright meeting

The Copyright Office finally succeeded last week in gathering together in one room the representative interests in the three-cornered CATV-copyright dispute. Some 75 to 100 broadcasters, cablemen and copyright holders met last Thursday (Aug. 24) under the auspices of Abraham L. Kamenstein, register of copyrights, in a day-long meeting looking toward resolving the major remaining snag holding up Mr. Kamenstein's copyright-revision bill.

The bill, first large-scale rewriting of the basic copyright law in 50 years, and the result of a decade or more of labor by the Copyright Office, passed the House earlier in the year but is now stalled in the Senate Judiciary Committee. Problems with computer usage of copyrighted educational materials and CATV remain unsolved, but progress has been reported on the computer issue.

Two legislative proposals confronted the representatives at the CATV meeting. One concerns the general terms of CATV liability to be spelled out in the revised law. The other is a proposed moratorium, until the revised law is enacted, on CATV infringement suits. It was reported that the moratorium proposal did not gain much headway.

The cable interests have sought to have a moratorium attached to a routine bill that would extend the life of expiring copyrights until a revision is passed, which is expected to offer longer terms of copyright than the present law. Broadcasters and copyright holders were reported to have insisted that if a CATV-moratorium bill is offered it should be considered separately and not

be made part of the term-extension legislation.

In what must have been cheering news for the Copyright Office, all parties at the meeting were said to have agreed that there were no problems regarding CATV "that couldn't be resolved."

Cable interests have expressed a willingness to pay reasonable copyright fees, but have said that the absence of a central-clearance procedure would place an insuperable burden on individual CATV operators. At the meeting, copyright holders expressed serious interest in exploring a feasible method of providing clearances. This interest was cited by one observer as the clearest sign of headway that the meeting produced.

## Section-315 bills delayed in committee

Another closed meeting of the Senate Commerce Committee considering bills to modify or suspend Section 315 of the Communications Act failed to result in any definite committee action. The committee members met Wednesday (Aug. 23) with FCC Chairman Rosel Hyde.

Senator John O. Pastore (D-R.I.) conducted a hearing on problems of election-night computer voting predictions' effect on late voting and ways of gaining free broadcast time for candidates during campaigns (BROADCASTING, July 24). Senator Pastore was not sanguine about the possibility of any of the Section-315 bills becoming law, but refused to rule out the possibility.

The senator said, however, that the other aspect of the hearing—effects of voter projections—would result in a committee report on the problem, probably to be released this week. (None of the bills dealing with this situation, such as proposals that polls be closed simultaneously, are under the jurisdiction of the Commerce Committee.) The consensus of network testimony was that vote projections had no significant effect on those who still had not voted.

The Section-315 bills range from a flat repeal proposal, introduced by Senator Vance Hartke (D-Ind.), to plans that would suspend equal-time provisions for selected races, freeing stations from demands from fringe candidates for time. Bills are also before the committee that would require broadcasters to donate free time to candidates as a condition of license.

No further meeting of the committee has been scheduled, and none is planned until after the Labor Day recess.

## BME enters sales agreement with TEC

Brad Marks Enterprises Ltd., a new firm that will sell feature films, TV specials and series to TV stations worldwide, has signed a sales representation agreement with Television Enterprises Corp.

E. Bradley Marks, president, said the TEC contract brings to BME a library of over 100 features and 500 half-hour TV programs. Prior to the agreement, BME specialized only in motion-picture marketing. He cited "Mondo Cane" as an example, which has been sold to over 50 TV outlets in this country.

Mr. Marks said all the TEC feature films will be new and in color. A few sample titles are: "Destination Inner Space," "Ride the High Wind," and "Dimension 5." TEC's half-hour programs, he indicated, will include *Racket Squad* (98 episodes), *Code 3* and *Passport to Danger* (39 episodes each). Also in the TEC library are 78 episodes of the original *Bell Telephone Hour* titled *As it Happened*, and 52 color "Melotoons" cartoons (seven-and-a-half minutes each).

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### CBS-owned TV's hunt jobs for unemployed

The CBS-owned television stations are implementing a project aimed at finding jobs and job training for the unemployed, particularly among underprivileged minority groups.

The prototype operation is at WBBM-TV Chicago, which carries a weekly half-hour program titled *The Opportunity Line*. It enlists the cooperation of the Illinois State Employment Service, the Chicago Urban League and the Merit Employment Committee. The program has been on the air since June 10 and since that time at least 1,900 individuals have been placed in jobs or

in-job training courses. The host is Bill Lowry, personnel manager for the Container Division of the Inland Steel Co. (See picture).

The Chicago undertaking is further advanced than those at other CBS-owned TV stations, but WCAU-TV Philadelphia will begin its version of *The Opportunity Line* on Aug. 12 and WCBS-TV New York on Sept. 9. KMOX-TV St. Louis has plans for such a series, but no starting date has been set. KNXT (TV) Los Angeles probably will undertake such a project but information is not yet available.

### DOD canvasses stations to offer news feeds

A public-information office of the Department of Defense has sent inquiries to "10 to 15 randomly selected radio stations" to explore the feasibility of Pentagon-supplied news feeds on global Defense Department activities.

In a letter sent out by Norman Hatch of the audio-visual office, the Defense Department proposes a service that stations could tap for "the cost of a long-distance phone call" composed of news releases, Vietnam communiques, and, where feasible, actualities. The feeds would be produced by "professional newscasters on the public-information-office staff."

The letter asked the stations if they would use such a service and if so what length of feeds would be appropriate. If response warrants the inauguration

of an audio feed, the letter added, appropriate announcement would be made in the trade press.

An audio-visual-office spokesman said no similar service was being considered for video, because of practical limitations on signal transmission, and because the Defense Department already makes video material available via a film pool.

At present, the Navy offers audio feeds to stations in New York, Chicago and Los Angeles using a telephone message repeater, the spokesman noted. News is tailored for those local areas, he said.

### Baruch succeeds Digges

Ralph M. Baruch last week was named vice president, general manager of CBS Films Inc., succeeding Sam Cook Digges who recently was named executive vice president-station admin-

istration of the CBS Radio Division (BROADCASTING, Aug. 14). Mr. Baruch has served as vice president, international sales, CBS Films Inc., since May 1959. In that post, he directed all CBS Films' sales outside the U.S. Before that he was an account supervisor.

## WCTU-TV develops new production subsidiary

A new production subsidiary of Charlotte Telecasters Inc., Charlotte, N. C., has been announced by Dr. Harold W. Twisdale, president.

Television Presentations has been formed for the production of TV commercials and syndicated programming. The company will be equipped for production work in color on either videotape or film on location or at WCTU-TV in Charlotte, owned and operated by Charlotte Telecasters.

Dr. Twisdale also announced that contracts have already been signed for a syndicated show in color that will run on 54 stations this fall.

The company expects to begin operations within the next month. Offices will be in the WCTU-TV building on Hood Road. Officers for the new firm are Dr. Twisdale, president; Ian N. Wheeler, manager of WCTU, secretary-treasurer, and A. David Moore Jr., assistant secretary-treasurer.

## Radio series sales . . .

*All Time Heavyweight Championship Tournament* (Woroner Productions Inc.): WBRC Birmingham, WBHP Huntsville and WTBC Tuscaloosa, all Alabama; KFAR Fairbanks, Alaska; KYUM Yuma and KOOL Phoenix, both Arizona; KXO El Centro, Calif.; WSB Atlanta; WDAN Danville, Ill.; WBRT Bardstons, WKCT Bowling Green, WPAK Paducah and WHOP Hopkinsville, all Kentucky; KXRA Alexandria, KSTP Minneapolis-St. Paul, KROC Rochester and KWAD Wadena, all Minnesota; KEYJ

### ABC Radio in Africa

ABC Radio has scheduled three ABC News programs on Africa as a by-product of the *Africa* four-hour show produced for ABC-TV for showing Sept. 10 (Sunday), starting at 7 p.m. EDT. The radio programs are *Africa—The Search for Identity* (Aug. 30), *Africa—The Quest for Progress* (Sept. 6), and *Africa—The Big Picture* (Sept. 10), all three scheduled at 9:30 p.m. EDT.

Jamestown, KOVC Valley City and KBMW Wahpeton, all North Dakota; WJZM Clarksville and WHUB Cookeville, both Tennessee; WDBJ Roanoke, WGH Newport News and WLVA Lynchburg, all Virginia; WSBA Harrisburg and WHLM Bloomsburg, both Pennsylvania; KARK Little Rock, Ark.; KTRG Honolulu; KOMO Oklahoma City; KSLM Salem, Ore.; CHED Edmonton, Alberta; CFNA Fredericton, New Brunswick; CKWX Vancouver and CJVI Victoria, both British Columbia.

*A Lamplighter's Serenade* (Lo-Will Co.): WJER Dover, Del.

*Flying Saucers . . . Serious Business* (Radiozark Enterprises Inc.): KUCB Montrose, Colo.; WLKN Lincoln, Me.; KDDA Dumas, Ark. and WVHI(FM) Evansville, Ind.

*Tennessee Ernie Ford* (Radiozark Enterprises Inc.): KOAG Arroyo Grande, Calif.

*Red Foley* (Radiozark Enterprises Inc.): KOAG Arroyo Grande, Calif.

*John Doremus Show* (Functional Media Inc.): WHAZ Troy, N. Y.; WIAL Eau Claire and WSAU Wausau, both Wisconsin.

*Grand Ole Opry* (WSM Inc.): WFFF Columbia, WNAG Grenada and WAPE McComb, all Mississippi; KWSL Grand Junction, Colo.; KBYR Anchorage; WABR Orlando, Fla.; CJOB Winnipeg, Man. and WPEG Concord, N. C.

## TV series sales . . .

*Cartoon Classics* (Radio and Television Packagers Inc.): WHEN-TV Syracuse, N. Y.; KROC-TV Rochester, Minn., and KENS-TV San Antonio, Tex.

*Divorce Court* (NBC Films): KGUN-TV Tucson, Ariz.; KHSL-TV Chico, Calif.; WHNB-TV New Britain-Hartford, Conn.; WEHT(TV) Evansville, Ind.; WDAF-TV Kansas City, Mo.; WTVN-TV Columbus, Ohio; WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., and KTNT-TV Seattle-Tacoma.

*Laredo* (NBC Films): WTVC(TV) Chattanooga, and KTAL-TV Shreveport, La.-Texarkana, Tex.

*Laramie* (NBC Films): WCTV(TV) Thomasville, Ga.-Tallahassee, Fla.

*The Richard Boone Show* (NBC Films): WTHS-TV Miami and WJCT(TV) Jacksonville, Fla., both noncommercial.

*Victory at Sea* (NBC Films): WRFT-TV Roanoke, Va.

*Truth or Consequences* (Wolper Television): KFMB-TV San Diego; KOIN-TV Portland, Ore.; WJAC-TV Johnstown, Pa.; WMAR-TV Baltimore; WJXT(TV) Jacksonville, Fla.; WHTN-TV Huntington, W. Va.; KTRK-TV Hous-

## One Moment Please . . .

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

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

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

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

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

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

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

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

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ton; WTVT(TV) Tampa-St. Petersburg, Fla.; KMEG-TV Sioux City, Iowa; KTVK-TV Phoenix; WBOC-TV Salisbury, Md.; WHAS-TV Louisville, Ky.; WPTZ(TV) Plattsburgh, N. Y. and WBKB-TV Chicago.

**Thunderbirds** (Independent Television Corp.): KARD-TV Wichita, Kan.; WJRT-TV Flint, Mich.; CKLW-TV Windsor, Ont.-Detroit; WSBK Boston; WFTV-TV Orlando, Fla.; KGW-TV Portland, Ore.; KING-TV Seattle; WBAY-TV Green Bay and WMTV(TV) Madison, both Wisconsin; WEEK-TV Peoria and WREX-TV Rockford, both Illinois; KELP-TV El Paso; KRNT-TV Des Moines, Iowa; WHEC-TV Rochester, N. Y.; KLAS-TV Las Vegas; WCCO-TV Minneapolis; WTTV(TV) Bloomington-Indianapolis and WTOG-TV Savannah, Ga.

## Program notes . . .

**Five-minute daily** ■ General Media Associates, Chicago, announced last week the availability of a new daily, transcribed radio series, *Moment of Destiny*, suitable for five-minute programming. Each show runs 3¼ minutes and features a dramatic monologue about a major historical event of the day. The full-year series is offered on an exclusive market basis at \$497.50.

**Group's dozen** ■ Jack Jones and Vikki Carr will star in a musical, *Very Special Occasion*, to be seen Monday, Sept. 4 on a 21-station line-up, including the Storer, WGN Continental, KTLA Golden West, Taft, Triangle, General Electric, Royal Street and Corinthian groups, as well as WABC-TV New York. The show is the first of 12 produced by the group for independent presentation and syndication.

**The six-day war** ■ Warner Bros.-Seven Arts Inc., New York, has acquired exclusive rights to official Israeli army and captured Arab newsreel film. The company plans to release the reports, produced by Zavala-Riss Productions, as a half-hour TV special for worldwide distribution.

**Next move—syndication** ■ ABC Films' new half-hour game show, *It's Your Move*, produced in cooperation with WABC-TV New York, will be put into syndication after Labor Day. The program, featuring two teams bidding for time to perform charades, is being developed from a program now in its fourth year on the Canadian Television Network. WABC-TV will premier the show Sept. 18 (Monday-Friday, 4:30-5 p.m.).

**Co-starring an angel** ■ His Excellency Fulton J. Sheen, Roman Catholic Bishop of Rochester, N. Y., will conduct a new daily half-hour color series

## Hunt of the right

"The line should be drawn between people who love liberty and are for the freedom system and the society which has made America great, and the newspapers, radio and TV stations and networks that are largely in the hands of, we'll say, the enemies of that system."

That evaluation of U.S. communications media was one of the opinions expressed by millionaire oilman H. L. Hunt in a one-hour *National Educational Television Journal* documentary seen on noncommercial stations across the country. "H. L. Hunt—the Richest and the Rightest" was produced by NET at KUHT-TV Houston. Producer was William Weston, with James Bauer directing and James Fleming reporting.

for WNEW-TV New York, beginning Aug. 28 (12-12:30 p.m.). The taped programs will also be syndicated to other TV stations outside of New York. Some of Bishop Sheen's previous programs, which began last fall on WNEW-TV will be included in the new series.

**Radio social worker** ■ *Good Advice*, a weekly half-hour public affairs program aired by WOIC Columbia, S. C., is contributing to the status of Negro employment in Richland county, S. C. Moderated by Leon M. Elam, the program offers questions and answers by high school and college students to prominent citizens in professions, industry and municipal government. The program was originated with the intent to make job-hunting Negroes aware of their opportunities.

**Child's play** ■ *International Children's Theatre* is being syndicated by Spectrum Distribution Inc., division of Transcontinental Investing Corp., New York, for the 1967-68 television season. Package of 10 children's film features contains four programs broadcast last season on CBS-TV's *Children's Film Festival*.

**'Kismet' adapted** ■ A 90-minute adaptation of "Kismet" starring Jose Ferrer and Anna Maria Alberghetti, will be presented on ABC-TV's *Armstrong Circle Theater* Tuesday, Oct. 24 (9:30-11 p.m. EDT). The Armstrong Cork Co., Lancaster, Pa., through BBDO, New York, is the sponsor.

**College football preview** ■ ABC-TV plans to present a half-hour color special, *College Football—1967*, featuring film excerpts of the 1966 collegiate

season, narrated by Chris Schenkel and Bud Wilkinson. The special (Sept. 7, 10:30-11 p.m. EDT) comes about one week before ABC-TV begins its NCAA college game schedule (Sept. 16).

**Rising sales** ■ Television Enterprises Corp.'s "13 for 66" feature film package was bought by WCKT(TV) Miami, WMAL-TV Washington and WKEF-TV Dayton, Ohio last week bringing to 82 the total number of markets sold. The syndicated package, all in color and most of the action-adventure variety, is unique in that the films included were sold for television exhibition prior to actual production. Among those that have bought the package are the CBS-owned stations, the Triangle group and Storer Broadcasting outlets.

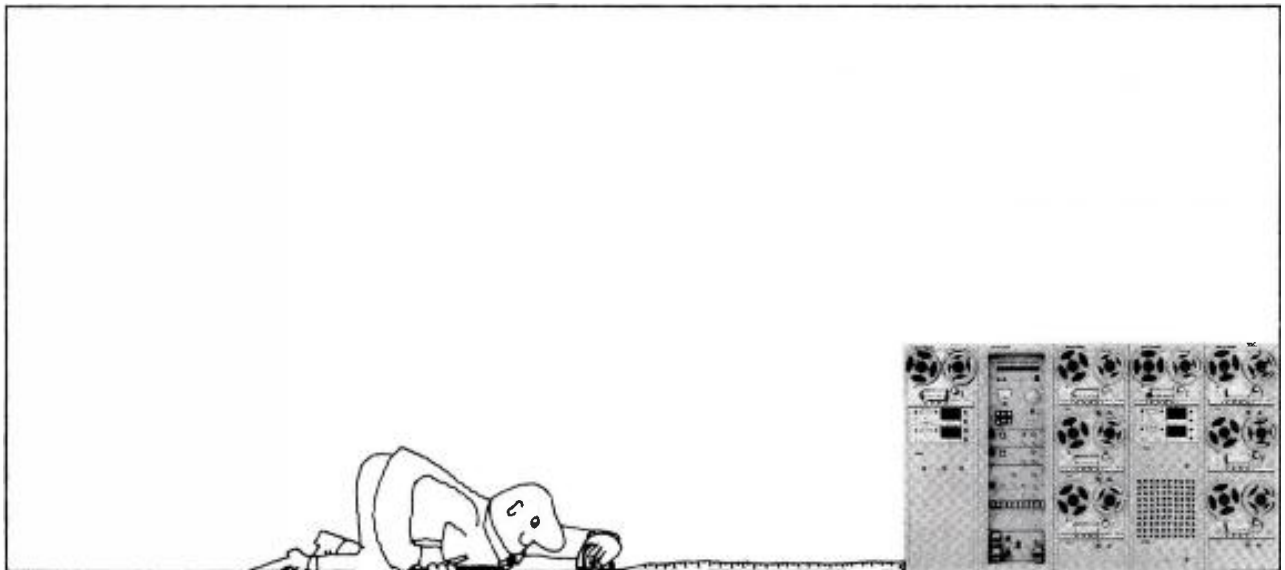
**ETV contest** ■ With National Endowment for the Arts funds, the Educational Television Stations Program Service, Bloomington, Ind., will announce Sept. 1, 20 programs selected for production out of some 60 submitted in a competition designed to encourage noncommercial station program development in the Arts. A judges panel, now weighing submissions, is made up of James Macandrew, WNYC-TV New York; Richard Doan, *TV Guide*; arranger-composer John Lewis; author-critic Marya Mannes; singer Jan Peerce, and actress Marian Seldes.

**Development deal** ■ Television is going to get "The Fun Couple," which first was a novel and then a Broadway play. The property has been acquired jointly by Universal Television and Kayro Enterprises Inc. for development by the latter company into a comedy series for television. Kayro Enterprises is headed by Joe Connelly, whose many TV productions include *The Munsters*, *Leave it to Beaver* and *Pistols 'n' Petticoats*.

**Joint Venture** ■ Four Star Television and Procter & Gamble have joined hands to develop an hour television special with the working title of *The American Fashion Awards*. The joint venture between the independent production company and television's leading advertiser is aimed at network presentation sometime early next year. It essentially will be an entertainment program that features awards for top designs in the fashion field.

**Mead on Manus** ■ National Educational Television (NET) is producing a one-hour filmed special in color on Margaret Mead and her work among villagers of Peri on Manus, one of the Admiralty Islands in New Guinea. The film will be based on Dr. Mead's book, "New Lives for Old," while offering also a portrait of the anthropologist. The program is to be targeted for a November 1968 showing.

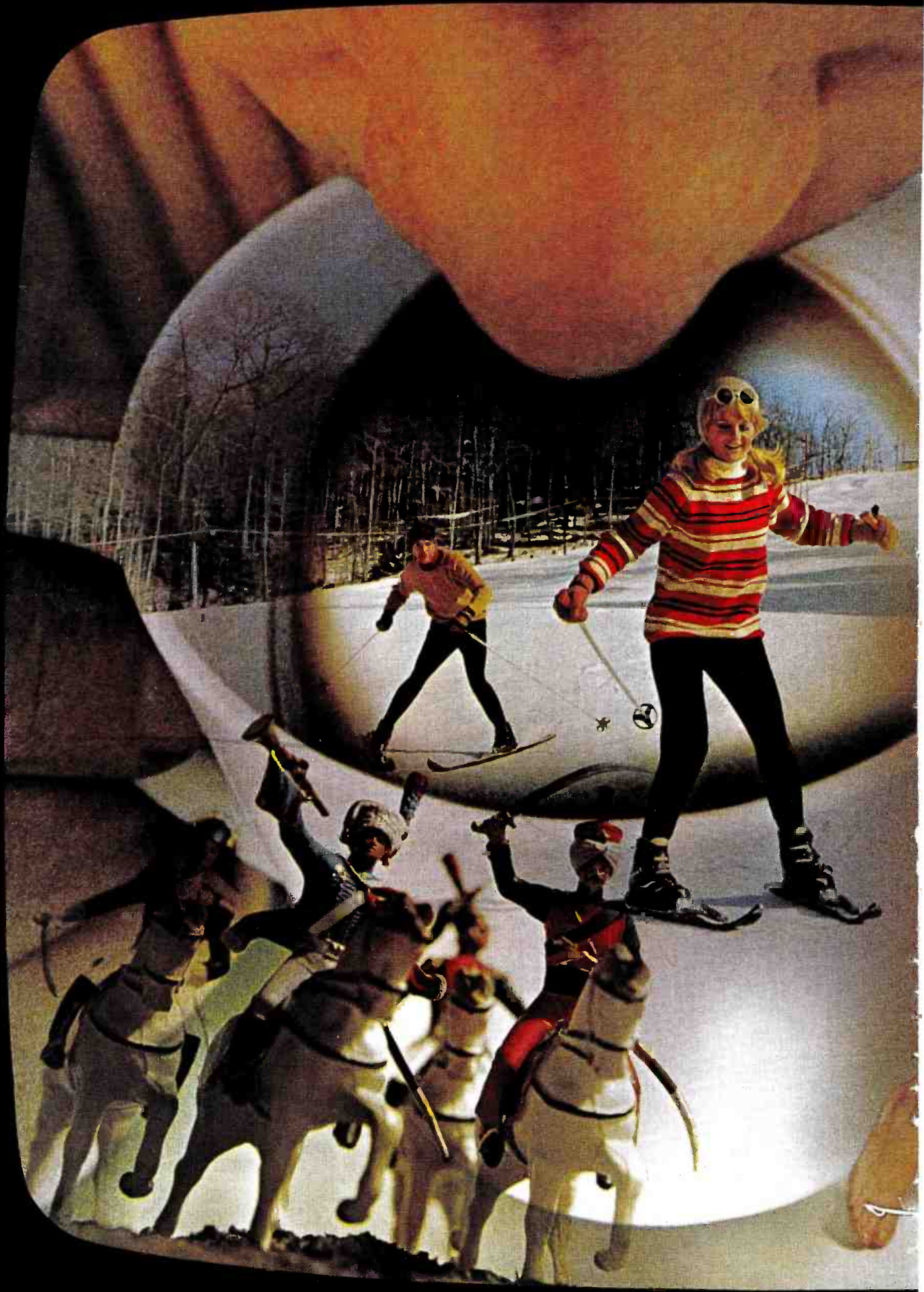
# expansion? sion?



**To expand or not to expand is the question.** Our answer is "sure". But first of all, choosing the correct automation system for your radio station is extremely important in terms of time, money and efficiency. The system chosen should meet all immediate operational requirements and allow for future expansion. Now we are talking expansion in its broadest broadcast sense. The modular flexibility of Schafer Systems enables you to pick and choose the right combinations of equipment to fit any budget and programming needs. All Schafer Systems employ the same basic control unit. The number of accessories, such as tape transports, audio clock, automatic network switching, random access spot locators, cartridge recorders and carousels, may be added to a Schafer System at a later date. Installation supervision is included at no extra charge on complete Schafer Systems. Call on Schafer as expansion takes place, we tailor to it.

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You wouldn't make a commercial today if you didn't mean business. And that's why it's so important to film your commercial in *color*. Too much time, money, effort, and ingenuity ride on that reel of film not to give it *that* final flourish. Black-and-white offers pale prospects of carrying your message in competition with other color commercials and color programming. These days, only color is up to the minute.

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**Kodak**  
TRADEMARK

# THE WINNERS OF BMI'S FIFTEENTH ANNUAL STUDENT COMPOSERS AWARDS

Twenty young composers are sharing a total of \$10,900 in the 15th annual Student Composers Awards (SCA) competition, which is sponsored annually by BMI.

The 1966 winners are: William Albright, age 22, of Ann Arbor, Mich., a student at the University of Michigan; Charles Dodge, age 24, of New York, N.Y., a student at Columbia University; Humphrey M. Evans III, age 18, of Washington, D.C., a student at Yale University; Daniel C. Foley, age 15, of Jacksonville, Fla., a student at John Gorrie Junior High School; David Foley, age 21, of Traverse City, Mich., a student at the University of Michigan; Clare Franco, age 22, of Rockville, N.Y., a student at the Juilliard School of Music; Steven E. Gilbert, age 24, of Brooklyn, N.Y., a student at Yale University School of Music; Hugh Hartwell (Canadian award), age 22, of Montreal, Que., a student at McGill University; Brian M. Israel, age 16, of New York, N.Y., a student at the Juilliard School of Music; John L. Mills-Cockell (Canadian award), age 24, of St. Catharines, Ont., a student at the Royal Conservatory of Music, University of Toronto; Lawrence Morton, age 24, of Bronx, N.Y., a student at Hunter College; Peter Ness (Canadian award), age 16, of Willowdale, Ont., a student at the Royal Conservatory of Music, University of Toronto; Joan Panetti, age 25, of Baltimore, Md., a student at Yale University School of Music; Russell J. Peck, age 22, of Ann Arbor, Mich., a student at the University of Michigan; Dennis D. Riley, age 24, of Rockford, Ill., a student at the University of Illinois; Eric N. Robertson (Canadian award), age 18, of Weston, Ont., a student at the Royal Conservatory of Music, University of Toronto; Joseph C. Schwantner, age 24, of Evanston, Ill., a student at Northwestern University; Luis Maria Serra, age 25, of Capital Federal, Argentina, a student at La Universidad Catolica, Buenos Aires; Richard D. Trifan, age 13, of Teaneck, N.J., a student at the Juilliard School of Music; Alice Webber, age 23, of Springfield, Mass., a student at Bennington College.

Established in 1951 by BMI, in cooperation with music educators and composers, the SCA project annually gives cash prizes to encourage the creation of concert music by student composers (under the age of 26) of the Western Hemisphere and to aid them in financing their musical education. Prizes totaling \$9,550 will be available for distribution in the 1967 competition. Complete entry kits are available upon request at BMI, 589 Fifth Ave., N.Y. 10019.



*William Albright*



*Charles Dodge*



*Humphrey M. Evans III*



*Daniel C. Foley*



*David Foley*



*Clare Franco*



*Steven E. Gilbert*



*Hugh Hartwell*



*Brian M. Israel*



*John L. Mills-Cockell*



*Lawrence Morton*



*Peter Ness*



*Joan Panetti*



*Russell J. Peck*



*Dennis D. Riley*



*Eric N. Robertson*



*Joseph C. Schwantner*



*Luis Maria Serra*



*Richard D. Trifan*



*Alice Webber*



BROADCAST MUSIC, INC.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

# Breakthrough in home TV gear?

**CBS at last unveils recording-playback system that uses low-cost film cartridges and may put players in American homes at well under \$300**

CBS is announcing today (Aug. 28) the introduction of a new video recording and playback system that holds the promise of at last cracking the market for the television counterpart of the home phonograph.

The system will be marketed at first in England and Europe and aimed initially at instructional use. But authorities see in it vast potential as an instrument for home display of almost unlimited kinds of audio-visual material.

The playback instrument may be attached to the antenna terminals of any television set and its programing displayed on the set's picture tube. Display may be in black and white or color, and knowledgeable observers who have seen experiments in CBS Laboratories say the quality of reproduction is equal to that of professionally produced theatrical films.

At its present stage of development the CBS system contains no device for making video records in the home. The equipment and skills needed to make the master record are said to be considerable. But once the master is recorded, duplicates may be fabricated at low cost. A CBS spokesman said they could be turned out of the processing center at unit prices in the pennies.

**Low Cost** ■ The playback instrument itself will be marketed initially at prices far below those quoted for any home video recording or playback equipment now on the market. Sources in England reportedly are estimating that the instrument will come on the market with a price tag of about 100 pounds, or about \$280. Manufacturing experts say that the instrument could be mass produced in the U.S. for considerably less than that.

CBS has entered a partnership with Imperial Chemical Industries Ltd. of England, said to be the biggest chemical company in Europe, and CIBA Ltd. of Switzerland, a diversified company with major interests in chemicals and industrial electronics. CBS is understood to hold control of the partnership. ICI and CIBA reportedly have the rights to exploit the manufacturing and marketing of the CBS system in all

parts of the world except North America.

CBS officials said last week that no arrangements have yet been made to introduce the system in this country. They refused comment when asked whether CBS was negotiating with any

American manufacturing firms.

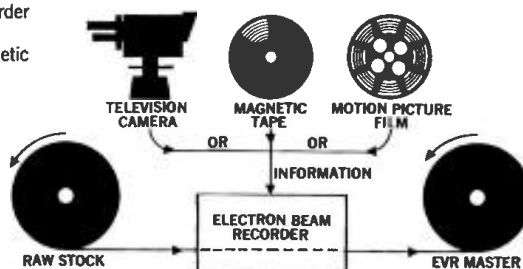
According to CBS officials, the system can record any kind of visual or audio-visual material. "You can put anything on it," one spokesman said last week. "If you wanted to, you could flip the Bible page by page and record it."

**Secret Is Film** ■ Duplicates of the master recording are made on an 8.75mm film which is stored in a cartridge seven inches in diameter and about half an inch thick.

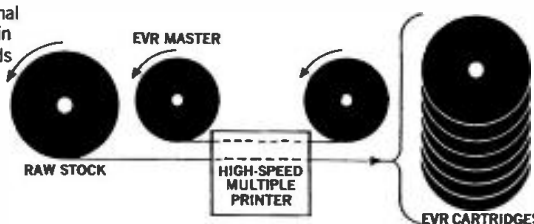
The cartridge can store up to an hour of black-and-white programing or a half-hour of color. The CBS announce-

## How CBS describes its video record system

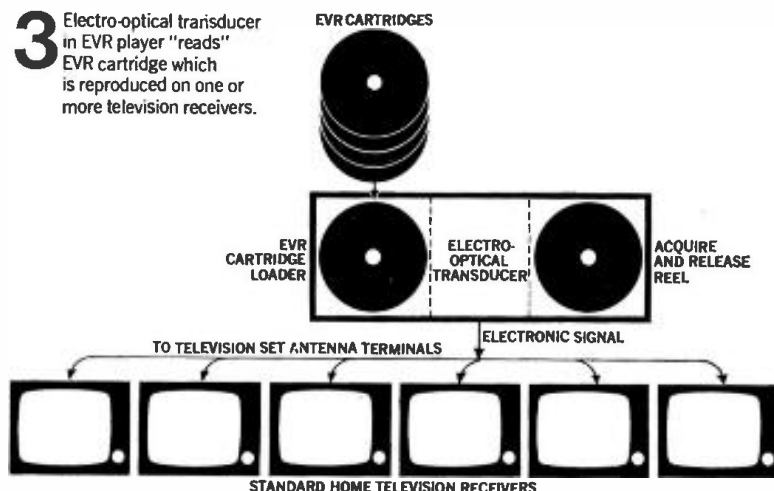
**1** EVR electron beam recorder takes program from television camera, magnetic tape, or motion picture film to generate an EVR master in color or black and white.



**2** One 20 minute educational program can be printed in approximately 30 seconds by EVR high speed multiple printer, which generates multiple EVR film cartridges from EVR master.



**3** Electro-optical transducer in EVR player "reads" EVR cartridge which is reproduced on one or more television receivers.



ment said, without amplification, that "an interesting characteristic of the EVR technology is that color programming is recorded as black and white, and yet reproduces in full color on color television sets."

After the cartridge is inserted in the EVR player, it is automatically threaded, played, rewound and ejected. The player, according to the announcement, is no larger than a breadbox, a description that should delight the panelists of CBS-TV's *What's My Line?* The player may be attached to one or more sets. The announcement pointed out that receivers in all the classrooms of a school could be fed by one master player.

**Fully Packed** ■ The EVR film moves at five inches per second. The announcement said that "a great deal more" information can be stored on the EVR film reel than on a reel of magnetic tape of the same diameter. The EVR film may be stopped at any point and a still frame displayed, according to the announcement. Film strips as well as motion pictures can be displayed.

CBS officials refused to comment on speculation that they were thinking of a future in the marketing of television programming as they now market phonograph records through Columbia Records and the Columbia Record Club. "Down the pike a way," said one spokesman, "everything is possible. The question may be what you can get the rights to do."

An official was asked whether home movies, made with a conventional motion picture camera, could be processed for display on EVR. He said that there is no doubt that a processing center could develop a homemade film and put it in a cartridge for EVR playback, but he refused to speculate on the costs.

**Question of Price** ■ Officials also refused to talk about estimates of the price tag an EVR might carry if put into American manufacturing for the American market. Reportedly, however, the assumption is that if the player could be built into television sets at the factory, duplication of expensive circuitry could be eliminated and costs sharply reduced, especially in mass production. The official announcement stated: "Eventually the player and the television set will be combined in one integrated unit."

Unofficially it was pointed out that the some \$280 that sources abroad were estimating as the probable cost of the EVR player at its introduction in England ought to be considered in relation to the general differences in price levels of appliances in England and the U.S. As one source put it, a 21-inch black-and-white television set that costs \$400 in England can be bought in this country for perhaps \$150.

The announcement said that the EVR system will not be demonstrated until next spring and will not be marketed until the spring of 1969. The initial marketing effort will be made in England.

**Built in Britain** ■ A new plant for the manufacture of prerecorded cartridges will be built at one of the facilities of Ilford Ltd., described by CBS as a leading British producer of film and photographic equipment. Ilford, a jointly owned subsidiary of ICI and CIBA, was said to have been collaborating with CBS Labs in the development of the special film used in the system.

Another British company, Thorn Electrical Industries Ltd., will manufacture what the CBS announcement called "prototype production" models of the EVR players.

The EVR system has been under development by CBS Labs for some time. Word of the project got out some time ago (CLOSED CIRCUIT, Feb. 6), but CBS has said nothing about it until its announcement that is scheduled for release today.

Dr. Peter C. Goldmark, president and director of research of the laboratories, was said in the announcement to have "spreadheaded" the development of the EVR system.

## FM rule change proposed by FCC

The FCC has proposed a rulemaking proceeding, at the urging of the National Association of Broadcasters, that would permit a longer daily experimental period for FM stations for testing and maintaining apparatus and permit experimentation for improvement of the technical facilities of FM stations.

The NAB petition had asked for a one-hour extension of the experimental period from 1 a.m. to 6 a.m. to midnight to 6 a.m. at local standard time, primarily to alleviate unnecessary hardships placed on FM stations with limited personnel. Comments on the rulemaking are due Sept. 18 with reply comments Oct. 3.

## WILI hit with \$2,000 fine

The FCC has levied a \$2,000 fine against the Willie Broadcasting Co., WILI Willimantic, Conn., for alleged repeated presunrise operations in excess of nighttime-power authorizations, for failure to make yearly equipment-performance tests and for failure to have equipment that receives Emergency Action Notifications in proper operating condition. WILI is licensed to operate with 1 kw daytime and 250 w at night on 1400 kc.

## TV-set X-ray probe moves into Senate

Part three of the congressional probe into TV-set-radiation hazards will begin today (Aug. 28) as the Senate Commerce Committee opens three days of testimony-taking from public-health, educational-institution and industry witnesses. Color sets that emanate X-radiation have been the subject of two House hearings within the last thirty days.

The Senate hearing, to be conducted by Senator E. L. (Bob) Bartlett (D-Alaska)—who regularly heads the merchant Marine and Fisheries Subcommittee—will attract some of the same witnesses that appeared before the two House panels (BROADCASTING, Aug. 21, 7). Many witnesses, however, will be new faces on the Hill, at least since the announcement that a large number of General Electric sets were exceeding or could exceed the industry's radiation standards.

Senator Bartlett has noted that the hearing record compiled in the House proceedings will enable the committee to proceed "to the next logical step of the inquiry"—to go beyond the television problem and investigate potential dangers in a "growing range of household, medical, communications and industrial devices that emit radiation." Testimony regarding such a wide range of products was also taken during the second of the House hearings, conducted by Representative John Jarman (D-Okla.).

Scheduled to appear today are: Hanson Blatz, director, office of radiation control, New York City Department of Health; Russell H. Morgan, radiologist-in-chief, Johns Hopkins Hospital, Baltimore, and Karl Z. Morgan, director, health physics division, Oak Ridge National Laboratory, Oak Ridge, Tenn.

Set for Tuesday are witnesses who have already testified before the House panels: William H. Stewart, surgeon general, Department of Health, Education and Welfare; Vernon G. MacKenzie, assistant surgeon general, HE&W; James G. Terrill Jr., director of the National Center for Radiological Health, HE&W, and Lauriston S. Taylor, president, National Council on Radiation Protection and Measurements, the standards-setting organization that adopted the 0.5-milli-roentgens-per-hour level that some of the GE sets exceeded. Dr. Taylor's testimony before the Jarman subcommittee defended the present standards as conservative, and perhaps overly so in the light of current research on low-level radiation hazards.

For Wednesday the committee has scheduled Merrill Eisenbud, Institute of Industrial Medicine, New York Univer-

sity Medical Center; a representative of American Dental Association; Fred Medwedeff, Nashville, and James Young, vice president, engineering services, General Electric Co., New York.

## Remote-control rules clarified by FCC

The FCC has amended its rules dealing with changes in remote-control points for AM and FM stations. The revision, the commission said, will eliminate past confusion and misunderstandings concerning these changes.

Under the amended rules, commission authority must be given for any change in a remote-control point to a location "not patently under the licensee's control." A remote-control point move to the main studio would not require a formal application to the commission. Further authority would be required to move a remote-control point to a new main studio location within the community to which a station is assigned. A studio and concurrent remote-control point move outside the community would require formal authorization, the FCC emphasized.

A remote-control-point change that does not require formal authority, does require notification to the commission and the engineer in charge of the radio district in which the station is located.

## Technical topics . . .

**ColorTran in Gotham** ■ Berkey/Colortran Inc., engineers and manufacturers of motion picture, television and still photographic lighting systems, has opened a studio, show room and office at 322 East 45th Street, New York. Some of the newest units on display are a Super-Beam 1000 and the Mini-Brute "6" and "9."

**New distributor** ■ Listec Television Equipment Corp., Plainview, N. Y., is the new U.S. distributor for Vinten TV camera mounts. Listec takes over the importing, sales and service of the Vinten equipment from Mitchell Vinten Inc., Glendale, Calif.

**ETV switching systems** ■ Visual Electronics Corp., New York, reports receipt of a \$180,000 order for switching units from Metro Pittsburgh Educational Television. Metro, licensee of WQED(TV) (channel 13) and WQEX(TV) (channel 16), both Pittsburgh, has already received two Visual production switching systems for WQED(TV). A third such system, a master control switcher, and a pulse assignment switching system are included in the new order. WQED(TV) offers daytime school and nighttime public service programs. Hospital training courses are telecast on WQEX(TV).

BROADCASTING, August 28, 1967

## FCC offers rule to cover new cableless TV cameras

The FCC has issued a notice of proposed rulemaking that would amend parts 2 and 74 of the rules to permit operation of low-power broadcast-auxiliary stations in the 942 mc to 952 mc band. Presently the rules limit operation in the 26.10 mc to 26.48 mc band and 450 mc to 451 mc band.

The commission also said the proposed rule change would permit the transmission of synchronizing signals and other control signals in the 942 mc to 952 mc band to hand-carried, cable-

less TV cameras. The rule change, the commission claimed, would permit a reduction in the size and weight of the cameras as well as insure better picture quality control. Low power use by such broadcast-auxiliary stations would minimize the probability of interference to aural studio-transmitter links and inter-city relay stations using the band, the commission maintained.

The proposed rulemaking came at the urging of NBC with support from ABC who requested that it be expanded to include the transmission of synchronizing and control signals. Comments are due Oct. 3 with reply comments due Oct. 13.

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# TV bounces over \$2-billion mark

FCC's 1966 figures show 12% rise in revenue,

pretax profits at new high of \$492 million;

TVB's Spiegel predicts 4% rise in '67 time sales

Television broadcasters moved up to a new revenue level in 1966—over the \$2-billion mark—and at the same time reached new highs in pretax profits—\$492.2 million, marking a 12% and a 10% increase in those two categories over the 1965 figures.

And, in the 1966 financial data for TV released by the FCC last week, total TV time sales touched a high of \$1,834,800,000, a 9.1% jump from 1965's \$1,682,600,000—broken down this way:

- Network—\$616,700,000, a 3.8% jump over 1965's \$594,000,000.

- National spot—\$871,700,000, a 10.9% boost over 1965's \$785,700,000.

- Local—\$346,400,000, 14.4% above 1965's \$302,900,000.

Times sales in 1967 will continue to move up, the Television Bureau of Advertising's Harvey M. Spiegel predicted last week following the FCC's 1966 report. Mr. Spiegel, who is TVB vice president for sales and marketing, estimated that for this calendar year, total times sales will move up by 4% to \$1.9 billion—composed of network, \$640 million (also up 4%); national spot, \$890 million (up 2%) and local, \$370 million (up 7%).

For 1966, however, the FCC's report shows that the three television networks had pretax profits of \$78.7 million on

revenues of \$903.9 million (an 8.7% return); the 15 network-owned stations had \$108.1 million on \$262.4 million revenues (41.2%), and the other 593 TV stations reporting for the year showed \$306.1-million profits on \$1,036,700,000 sales (29.6%).

One of the highlights of the report dealt with the status of UHF. Upper-band TV stations as a whole had revenues that were up—20.3%, compared to 9.6% for VHF stations—but expenses ran so high that UHF television as a whole showed greater losses in 1966 than the year before—\$7.4 million compared to just \$200,000. Yet in 1964, UHF television showed profits of \$2.7 million. This turnabout, the FCC noted, largely reflected the increased expenses of new UHF stations in major markets. Between 1965 and 1966, there were 14% more UHF stations, but expenses increased by a substantial 35%.

Interestingly enough, however, 55 UHF stations (58.5% of all UHF stations) reported profits for the year. One U, not identified, showed profits before taxes of between \$400,000 and \$600,000. Sixteen U's reported profits between \$200,000 and \$400,000.

The commission also noted that the top-five TV markets—New York, Los Angeles, Chicago, Philadelphia and San Francisco—in which about 5% of all TV stations are located, accounted for 29% of total station revenues, 37% of total national-spot business and 49% of total station profits.

**More Stations, Cities** ■ Total revenues taken in by the 370 stations reporting times sales of \$25,000 or more in 110 TV markets were \$136,620,000 over the 351 stations in the same category in 106 TV markets in 1965. Income was up by \$30.8 million, with these increases in times sales—network, \$19 million; national and regional spot, \$119.2 million, and local, \$21.7 million.

Top market in revenues was New York, where seven stations hit \$124.2 million. Others of the top 10, in descending order, were Los Angeles, nine stations, \$92.6 million; Chicago, six stations, \$72.1 million; Philadelphia, six stations, \$43.5 million; San Francisco-Oakland, four stations, \$41.5 mil-

## What happened to TV's dollars in 1966

TV Network		15 Network-owned Stations		593 Other Stations	
<b>INCOME</b>		<b>INCOME</b>		<b>INCOME</b>	
\$1,237,200,000	100%	\$312,800,000	100%	\$1,208,900,000	100%
Network time sales		From networks		From networks	
\$614,100,000	49.6%	\$40,600,000	13.0%	\$203,600,000	16.8%
Program & talent sales		National-regional spot		National-regional spot	
\$582,800,000	47.1%	\$230,900,000	73.8%	\$640,800,000	53.0%
Sundry other sources		Local advertising		Local advertising	
\$40,300,000	3.3%	\$34,700,000	11.1%	\$311,700,000	25.8%
		Program & talent sales		Program & talent sales	
		\$1,100,000	0.4%	\$9,300,000	0.8%
		Sundry other sources		Sundry other sources	
		\$5,500,000	1.7%	\$43,500,000	3.6%
<b>EXPENSES</b>		<b>EXPENSES</b>		<b>EXPENSES</b>	
\$1,158,452,000	100%	\$204,759,000	100%	\$901,811,000	100%
Paid to owned station		Agency & rep comm.		Agency & rep comm.	
\$40,600,000	3.5%	\$50,400,000	24.6%	\$171,200,000	19.0%
Paid to affiliates		Technical expense		Technical expense	
\$201,000,000	17.4%	\$20,746,600	10.1%	\$110,324,000	12.2%
Agency commissions		Program expense		Program expense	
\$91,700,000	7.9%	\$81,658,000	40.0%	\$298,454,000	33.1%
Technical expense		Selling expense		Selling expense	
\$40,944,000	3.5%	\$24,830,000	12.1%	\$87,441,000	9.7%
Program expense		General & administrative		General & administrative	
\$693,033,000	59.8%	\$27,125,000	13.2%	\$234,392,000	26.0%
Selling expense					
\$27,577,000	2.4%				
General & administrative					
\$63,618,000	5.5%				
<b>PROFIT (before federal tax)</b>		<b>PROFIT (before federal tax)</b>		<b>PROFIT (before federal tax)</b>	
\$78,700,000	*6.4%	\$108,000,000	*34.5%	\$307,100,000	*25.4%

\*Percent of total revenue represented by profit.

lion; Boston, four stations, \$35.5 million; Detroit, four stations, \$30 million; Cleveland, three stations, \$28.5 million; Pittsburgh, three stations, \$24 million, and Washington, six stations, \$23.4 million.

Of the 110 TV markets listed by the FCC in its financial report, four cities showed losses for the year; they were Honolulu, with four stations, minus \$1,303,892; Bakersfield, Calif., three stations, down \$167,575; Tucson, three stations, down \$16,451, and Odessa-Midland-Monahans, Tex., three stations, down \$5,864.

In network time sales, New York was the leader in growth over 1965, up by over \$1 million; four cities, however, were down—Kansas City, by \$26,000; Columbus, Ohio, by \$19,000; Providence, R. I., New Bedford, Mass., by \$25,000 and Tulsa, Okla., by \$19,000.

In national spot, 11 cities showed gains of \$2 million or more, while 14 cities showed losses. Gaining were Atlanta, up by \$2.7 million; Baltimore, \$2 million; Boston, \$4 million; Chicago, \$4.9 million; Cleveland, \$2.5 million, Detroit, \$2.5 million; Los Angeles, \$15.3 million; New York, \$11.8 million; Philadelphia, \$3.4 million; San Francisco-Oakland, \$4.7 million, and Washington, \$2.9 million. Falling below 1965 in national spot sales were Beaumont-Port Arthur, Tex., down \$111,000; Binghamton, N.Y., \$34,000; Corpus Christi, Tex., \$96,000; El Paso, Tex., \$15,000; Green Bay, Wis., \$94,000; Johnstown-Altoona, Pa., \$240,000; Lincoln-Hastings-Kearney, Neb., \$75,000; Omaha, \$272,000; Peoria, Ill., \$142,000; Portland-Poland Springs, Maine, \$142,000; Richmond-Petersburg, Va., \$32,000; Roanoke-Lynchburg, Va., \$40,000; Spokane, \$142,000, and Wichita-Hutchinson, Kan., \$375,000.

In local time sales, five cities were up over 1965 by \$1 million or more, and only one city, Los Angeles, was down, by \$1.45 million. Gainers were Indianapolis-Bloomington, up \$1.3 million; New York, \$2.6 million; Philadelphia, \$2.45 million; San Francisco-Oakland, \$2 million and Seattle-Tacoma, \$1.1 million.

**Revenues, Expenses, Profits** ■ The exact total revenue figure for the entire TV industry in 1966 was \$2,203,000,000, with expenses amounting to \$1,710,100,000, and profits at \$492,900,000. This compares to 1965's revenues, expenses and income of \$1,964,800,000, \$1,516,900,000 and \$447,900.

Revenues were almost evenly divided between the three networks and their 15 owned stations and the 593 other stations. The networks and their owned stations accounted for \$1,166,300,000 with the 15 O&O's accounting for \$262.4 million, and the 593 other stations for \$1,036,700,000, up 13.9%

## Inaccurate reports prompt FCC revision

A revision of national and regional spot and local time sales for the last five years was issued last week by the FCC when it reported TV financial data for 1966. It seems, according to the commission, that for a number of years there was a significant understatement of national spot, and a corresponding overstatement of local time sales in reports submitted to the commission, amount-

ing in each case to \$21.2 million.

Affected are the figures for five TV markets and, of course, for the totals in those years.

In the FCC's Table 3 (Broadcast Financial Data of 3 National Television Networks and 608 TV stations) and in the data for individual TV markets for 1961-'65, the following changes should be made:

REVISED DATA FOR TABLE 3  
(Millions of dollars)

	ALL TV STATIONS		15 NETWORK OWNED AND OPERATED TV STATIONS	
	National and regional time sales	Local time sales	National and regional time sales	Local time sales
1965	\$785.7	\$302.9	\$200.7	\$33.0
1964	710.8	275.7	184.1	26.3
1963	616.0	240.8	147.1	26.9
1962	554.1	227.9	129.4	23.8
1961	480.1	199.6	114.4	19.0

REVISED DATA FOR INDIVIDUAL TV MARKETS  
(Time sales in thousands of dollars)

	1965	1964	1963	1962	1961
Chicago-National and regional time sales:	\$56,905	\$52,065	\$41,085	\$36,821	\$32,177
Local time sales:	10,876	8,583	9,858	7,952	6,698
Detroit-National and regional time sales:	19,323	16,970	14,841	13,634	11,836
Local time sales:	7,206	6,984	4,492	4,361	3,584
Los Angeles-National and regional time sales:	67,824	60,095	47,185	39,266	30,279
Local time sales:	22,041	19,189	17,664	17,886	14,600
New York-National and regional time sales:	99,303	93,658	82,306	70,420	65,788
Local time sales:	10,206	9,813	9,137	8,519	6,199
San Francisco-National and regional time sales:	28,683	22,755	17,881	15,030	11,720
Local time sales:	8,217	8,200	6,678	5,734	4,846

and 10.2% respectively over 1965 figures. Network revenues are after payment to agencies and affiliates; station revenues are after payment of commissions to agencies and representatives.

Income before taxes, however, was heavily in favor of the stations—\$306,100,000 for the 593 stations as against \$186,800,000 for networks and their O&O's. But by percentage, the networks and their owned stations showed the biggest increase over the previous year, 15.6% as against 6.9% for the other stations.

Among the 593 other stations (excluding the 15 owned by the networks), 479 VHF stations had total revenues of \$976,900,000, up 9.6% over the previous year, while 114 UHF stations reported revenues of \$59.8 million, up 20.3%.

On the income side, the pretax profits

of 479 VHF stations reached \$313,500,000, a 9.4% increase. The 114 UHF stations, as indicated, showed an aggregate loss of \$7.4 million.

**Time Sales Up** ■ Total time sales by all segments were up 9.1%—to \$1,834,800,000 compared with 1965's \$1,682,600,000. National and regional spot accounted for the bulk of this, \$871.7 million, up 10.9% over 1965's \$785.7 million. Network time sales continued to increase, reaching \$616.7 million, up 3.8% from 1965's \$594 million, and local sales, making the highest gain, reached \$346.4 million, up 14.4% over 1965's \$302.9 million.

Reporting profits for the year were 401 VHF stations (86.8%) and 55 UHF stations (58.5%). Thirty-three V's said they had profits of \$3 million or over, 54, profits of \$1.5 million to \$3 million, 29, profits of \$1 million to

Continues on page 74

# FCC's figures on TV market revenue for 1966 compared to 1965

Markets	No. stations reporting	Total 1966 revenues <sup>a</sup> (000)	Total 1966 expenses (000)	Total 1966 income <sup>a</sup> (000)	Network		Gain or loss (000)	Spot <sup>1</sup>		Gain or loss (000)	Local <sup>1</sup>		Gain or loss (000)
					1966 (000)	1965 (000)		1966 (000)	1965 (000)		1966 (000)	1965 (000)	
Albany-Schenectady-Troy, N. Y.	3	\$8,416	\$5,551	\$2,866	\$2,013	\$1,951	\$ 62	\$5,480	\$5,247	\$233	\$2,144	\$1,836	\$308
Albuquerque, N. M.	3	3,471	3,061	410	774	715	59	1,327	1,240	87	1,809	1,667	142
Amarillo, Tex.	3	2,922	2,878	44	649	625	24	1,055	937	118	1,350	1,190	160
Atlanta	3	14,158	8,187	5,971	2,204	1,981	223	10,050	7,382	2,668	4,185	4,059	126
Bakersfield, Calif.	3	2,058	2,226	(168)	552	509	41	630	628	2	884	945	(61)
Baltimore	3	15,753	9,598	6,155	2,650	2,579	71	11,102	9,079	2,023	4,383	3,750	633
Bangor, Me.	3	1,691	1,599	92	677	*		431	*		663	*	
Beaumont-Port Arthur, Tex.	3	2,506	2,006	501	686	633	53	1,017	1,128	(111)	1,111	1,045	66
Binghamton, N. Y.	3	2,946	2,135	810	942	908	34	1,224	1,258	(34)	1,081	896	185
Birmingham, Ala.	3	8,346	3,558	4,787	2,444	*		4,766	*		2,193	*	
Boston	4	35,514	16,577	18,937	4,944	4,726	218	29,087	25,013	4,074	8,756	7,446	1,310
Buffalo-Niagara Falls, N. Y.	3	15,826	8,470	7,355	2,951	2,923	28	12,127	11,567	560	3,661	3,269	392
Cedar Rapids-Waterloo, Iowa	3	3,815	3,071	744	1,091	1,041	50	2,090	1,962	128	998	842	156
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	6,372	4,000	2,373	2,129	2,053	76	2,911	2,713	198	1,843	1,716	127
Charleston, S. C.	3	2,321	1,845	475	801	761	40	609	502	107	1,072	931	141
Charlotte, N. C.	3	8,285	5,431	2,854	2,290	2,262	28	4,474	4,318	156	2,070	1,710	360
Chattanooga	3	2,960	2,220	740	865	837	28	1,256	1,188	68	1,151	869	282
Chicago <sup>6</sup>	6#	72,161	48,320	23,841	7,776	7,439	337	61,822	56,905	4,917	11,863	10,876	987
Cincinnati	3	14,091	7,652	6,439	2,754	2,664	90	9,026	8,187	839	3,438	2,902	536
Cleveland	3	28,524	14,059	14,465	4,447	4,082	365	20,256	17,688	2,568	6,141	5,637	504
Colorado Springs-Pueblo	3	2,062	1,817	190	540	505	35	953	894	59	860	908	(48)
Columbia, S. C.	3	2,786	1,709	1,077	663	633	30	1,534	1,433	101	914	740	174
Columbus, Ohio	3	12,245	7,099	5,146	1,868	1,887	(19)	7,914	7,208	106	4,272	3,355	917
Corpus Christi, Tex.	3	2,122	1,890	232	609	568	41	780	876	(96)	921	715	206
Dallas-Fort Worth	4	20,798	12,817	7,981	2,929	2,779	150	14,021	12,355	1,666	6,265	5,792	473
Davenport, Iowa-Rock Island-Moline, Ill.	3	4,490	3,687	802	1,661	1,611	50	2,287	2,184	103	901	776	125
Dayton, Ohio	3	8,944	4,586	4,358	2,201	2,012	189	4,645	4,410	235	3,240	2,663	577
Denver	4	10,758	9,178	1,579	1,620	1,527	93	7,060	6,389	671	3,052	3,020	32
Des Moines-Ames, Iowa	3	5,018	3,828	1,190	1,192	1,772	20	2,982	2,906	76	1,458	1,310	148
Detroit	4	29,974	17,168	12,806	5,460	5,087	373	21,794	19,323	2,471	7,106	7,206	(100)
Duluth, Minn.-Superior, Wis.	3#	2,981	2,375	606	1,056	—		1,181	—		849	—	—
El Paso	3	2,579	2,465	113	538	526	12	921	936	(15)	1,294	1,132	162
Erie, Pa.	3#	2,301	2,212	89	931	—		780	—		818	—	—
Evansville, Ind.	3	3,174	2,225	949	855	848	7	1,315	1,240	75	1,211	1,155	56
Fargo-Valley City, N. D.	3	2,805	2,753	53	878	823	55	942	861	81	1,068	820	248
Flint-Saginaw-Bay City, Mich.	3	6,012	4,596	1,416	1,440	1,276	164	3,596	3,292	304	1,786	1,479	307
Fort Wayne, Ind.	3	3,338	2,526	812	853	836	17	1,751	1,626	125	1,086	891	195
Fresno-Hanford-Visalia, Calif.	6#	4,612	4,203	409	978	918	60	2,790	2,709	81	1,637	1,375	262
Grand Rapids-Kalamazoo, Mich.	3	8,885	5,363	3,522	2,184	2,166	18	5,489	5,363	126	1,558	1,160	398
Green Bay, Wis.	3	3,832	3,412	420	1,172	1,097	75	1,679	1,773	(94)	1,167	867	300
Greensboro-High Point-Winston-Salem, N. C.	3	5,511	4,040	1,472	1,576	1,474	102	2,886	2,380	506	1,692	1,650	42
Greenville-Washington-New Bern, N. C.	3	2,878	2,345	533	912	864	48	1,210	1,135	75	891	866	25
Greenville-Spartanburg, S. C.-Asheville, N. C.	4	5,064	3,273	1,791	1,273	1,246	27	2,709	2,595	114	1,611	1,017	593
Harrisburg-Lancaster-York-Lebanon, Pa.	5	6,069	4,254	1,815	1,800	1,731	69	3,362	3,259	103	1,761	1,478	283
Hartford-New Haven-New Britain-Waterbury, Conn.	4*	14,664	7,552	7,112	2,644	2,457	187	12,155	11,008	1,147	2,378	1,985	393
Hilo, Hawaii	3†												
Honolulu	4	5,247	6,551	(1,304)	746	677	69	1,584	1,341	243	3,057	2,460	597
Houston-Galveston	3	15,113	8,319	6,795	2,443	2,324	119	11,361	10,305	1,056	3,540	2,821	719
Huntsville-Decatur, Ala.	3	1,288	1,082	206	226	171	55	481	380	101	534	534	
Indianapolis-Bloomington	4	16,718	9,841	6,876	2,338	2,217	121	11,337	9,588	1,749	680	3,854	1,296
Jacksonville, Fla.	3#	*	*	*	*	*		*	*		*	*	*
Johnstown-Altoona, Pa.	3	4,032	2,509	1,523	1,514	1,501	13	1,883	2,123	(240)	865	791	74
Kansas City, Mo.	3	13,169	7,398	5,771	2,279	2,305	(26)	9,750	9,511	239	3,341	2,615	726
Knoxville, Tenn.	3	3,827	2,688	1,138	1,017	1,008	9	2,197	1,972	225	1,018	967	51
Las Vegas-Henderson	3	2,438	2,177	262	243	230	13	425	393	32	1,743	1,440	303
Lincoln-Hastings-Kearney, Neb.	5	3,291	2,620	671	1,029	918	111	1,373	1,448	(75)	1,095	1,023	72
Little Rock, Ark.	3	4,142	3,686	455	895	895	—	1,835	1,784	51	1,852	1,125	727
Los Angeles <sup>9</sup>	9	92,610	61,106	31,505	8,135	7,575	560	83,158	67,824	15,339	20,587	22,041	(1,454)
Louisville, Ky.	3	8,242	5,189	3,053	2,023	1,852	171	4,810	4,673	137	2,444	1,917	527
Madison, Wis.	3	2,866	2,079	787	735	670	65	1,503	1,472	31	847	756	91
Memphis	3	7,966	4,504	3,462	1,934	1,802	132	4,742	4,338	404	2,138	1,671	467
Miami	3	15,540	8,813	6,727	2,082	1,889	193	11,412	9,909	1,503	3,808	3,454	354



Markets	No. stations reporting	Total 1966 revenues* (000)	Total 1966 expenses (000)	Total 1966 income* (000)	Network		Gain or loss (000)	Spot <sup>1</sup>		Gain or loss (000)	Local <sup>1</sup>		Gain or loss (000)
					1966 (000)	1965 (000)		1966 (000)	1965 (000)		1966 (000)	1965 (000)	
Milwaukee	4	13,806	8,936	4,870	2,512	2,326	186	9,576	8,495	1,081	4,017	4,331	(314)
Minneapolis-St. Paul	4	18,135	12,600	5,536	2,727	2,608	119	10,727	9,414	1,313	6,652	6,427	225
Mobile, Ala.-Pensacola, Fla.	3	3,873	2,982	891	1,095	940	155	2,021	1,831	190	1,190	1,048	142
Montgomery, Ala.	3	2,400	1,915	485	647	628	19	1,004	929	75	982	807	175
Nashville	3	7,201	5,219	1,982	1,607	1,523	84	3,721	3,290	431	2,800	2,511	289
New Orleans	3	10,758	7,805	2,953	1,912	1,810	102	6,065	5,367	698	4,429	3,467	962
New York <sup>6</sup>	7	124,225	80,163	44,062	15,321	14,316	1,005	111,144	99,303	11,841	12,779	10,206	2,573
Norfolk-Portsmouth-Newport-News-Hampton, Va.	3	6,252	5,073	1,179	1,657	1,608	49	2,777	2,650	127	2,359	2,151	208
Odessa-Midland-Monahans, Tex.	3	2,023	2,029	(6)	430	404	26	734	713	21	837	755	82
Oklahoma City-Enid	4#	8,542	6,616	1,927	1,769	1,693	76	6,020	5,823	197	1,876	1,528	348
Omaha	3	6,307	4,882	1,425	1,631	1,600	31	3,251	3,523	(272)	1,797	1,719	78
Orlando-Daytona Beach, Fla.	3	4,591	3,421	1,170	1,118	1,066	52	2,574	2,259	315	1,545	1,436	109
Paducah, Ky.-Cape Girardeau, Mo.	3	2,995	1,878	1,117	1,014	946	68	1,506	1,481	25	615	426	189
Harrisburg, Ill.	3	3,517	3,245	272	915	790	125	1,415	1,557	(142)	1,563	1,100	463
Peoria, Ill.	6	43,483	26,832	16,651	6,785	6,453	332	35,318	31,882	3,436	9,648	7,194	2,454
Philadelphia	4	7,960	6,129	1,831	1,085	1,021	64	4,598	4,169	429	3,269	2,785	484
Phoenix-Mesa	3	24,037	13,507	10,530	4,144	4,031	113	18,122	16,874	1,248	5,890	5,751	139
Pittsburgh	3	3,997	3,911	86	1,230	1,160	70	1,853	1,995	(142)	1,231	1,030	201
Portland-Potlond Springs, Me.	4	10,705	8,015	2,690	2,012	1,976	36	7,345	6,798	547	3,076	2,636	440
Portland, Ore.	3	8,873	6,917	1,956	2,150	2,175	(25)	6,175	5,735	440	1,999	1,694	305
Providence, R. I.-New Bedford, Mass.	3	4,505	3,707	798	1,322	1,204	118	2,244	2,276	(32)	1,518	1,532	(14)
Richmond-Petersburg, Va.	4#	3,524	3,281	244	1,165	1,060	105	1,359	1,399	(40)	1,261	1,168	93
Roanoke-Lynchburg, Va.	3	5,993	4,846	1,146	1,609	1,531	78	3,065	2,983	82	2,061	1,955	106
Rochester, N. Y.	3	2,149	1,595	553	684	640	44	705	610	95	848	782	66
Rochester-Austin, Minn.-Mason City, Iowa	3	3,300	2,896	404	1,221	*	—	899	*	—	1,253	*	—
Rockford-Freepport, Ill.	3	10,775	8,807	1,969	1,771	1,637	134	7,874	6,881	993	3,001	2,844	157
Sacramento-Stockton, Calif.	3	6,012	5,290	722	1,180	1,142	38	3,158	2,981	177	2,288	2,045	243
Salt Lake City-Ogden-Provo	4	6,377	4,998	1,379	1,415	1,360	55	3,539	3,515	24	2,474	2,146	328
San Antonio, Tex.	3	*	*	*	*	*	—	*	*	—	*	*	*
San Diego	3	41,502	19,853	21,649	4,444	4,223	221	33,393	28,683	4,710	10,276	8,217	2,059
San Francisco-Oakland <sup>6</sup>	5	14,876	9,922	4,954	2,355	2,132	223	10,728	9,898	830	4,336	3,189	1,147
Seattle-Tacoma	3	4,213	3,667	547	1,114	1,042	72	2,212	2,151	61	1,456	1,159	297
Shreveport, La.-Texarkana, Tex.	3	2,739	2,238	500	791	746	45	1,256	1,181	75	887	706	181
Texas	3	3,980	3,426	554	1,086	1,016	70	2,338	2,480	(142)	1,173	1,041	132
South Bend-Elkhart, Ind.	3	5,651	4,206	1,445	1,263	1,243	20	2,702	2,610	92	2,160	1,689	471
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	4	18,836	12,635	6,201	3,217	3,017	200	15,438	14,399	1,039	3,592	2,971	621
St. Louis	3	7,819	5,260	2,559	1,875	1,764	111	5,583	5,334	249	1,643	1,374	269
Syracuse, N. Y.	3	9,187	6,541	2,647	1,731	1,591	140	6,219	5,615	604	2,774	2,302	472
Tampa-St. Petersburg, Fla.	3	2,535	2,551	(16)	511	452	59	1,011	918	93	1,332	1,208	124
Toledo, Ohio	3#	6,092	4,743	1,348	1,308	1,327	(19)	3,764	3,579	185	1,903	1,391	512
Tucson, Ariz.	3	23,374	17,736	5,638	3,068	2,875	193	17,955	15,058	2,897	4,093	3,452	641
Tulsa, Okla.	3†	2,490	2,159	330	615	596	19	889	870	19	1,104	1,047	57
Wailuku, Hawaii	6#	5,397	4,396	1,000	1,431	1,415	16	2,344	2,719	(375)	2,026	1,741	285
Washington	3	4,112	3,709	403	1,215	1,147	68	2,058	1,871	187	1,296	1,161	135
Wichita Falls, Tex.-Lawton, Okla.	3	2,665	2,383	282	766	748	19	1,298	1,286	12	802	660	142
Wichita-Hutchinson, Kans.	5#	6,907	5,983	924	1,888	1,739	149	3,841	3,322	519	769	838	(69)
Wilkes-Barre-Scranton, Pa.	381	1,162,251	772,657	389,594	204,707	185,738	18,969	819,591	722,585	97,006	293,626	249,692	(43,934)
Youngstown, Ohio	227	136,916	112,313	24,603	39,532	44,543	(5,011)	52,076	64,113	(12,037)	52,786	52,154	632
San Juan-Caguas, P. R.	608	\$1,299,167	\$884,970	\$414,197	\$244,240	\$230,281	\$13,959	\$871,667	\$786,698	\$84,969	\$346,412	\$301,846	\$44,566

<sup>1</sup> Before commissions to agencies, representatives and others.  
<sup>2</sup> Total revenues consist of total time sales less commissions plus talent and program sales.  
<sup>3</sup> Before federal income tax.  
<sup>4</sup> Does not include data for WHCT(TV) Hartford conducting pay-TV experiment.  
<sup>5</sup> Previous years' time sales for this market have been revised.

( ) denotes loss.  
<sup>6</sup> Not all stations in this market operated a full year during 1966  
<sup>\*</sup> Data withheld to maintain confidentiality of individual station figures.  
<sup>†</sup> Hilo and Wailuku each have three satellite stations whose financial statistics are included in the reports of their parent stations.

**BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 608 TV STATIONS, 1966**  
(In Millions of Dollars)

Item	Net-works	% change from previous year	15 owned and operated TV stations	% change from previous year	593 Other TV stations	% change from previous year	Total 3 networks and 608 stations	% change from previous year
<b>A. Revenues from the sale of time:</b>								
1. Network time sales to advertisers .....	\$614.1	4.0% <sup>1</sup>	—	—	—	—	—	—
2. Deductions from network revenue from sale of time to advertisers:								
a. Paid to owned and operated stations ....	40.6	5.7	—	—	—	—	—	—
b. Paid to affiliated stations .....	201.0 <sup>a</sup>	6.9	—	—	—	—	—	—
Total participation by others (excluding commissions) in revenue from sale of network time .....	241.6	6.7	—	—	—	—	—	—
3. Total retentions from sale of network time .....	372.6	2.4 <sup>1</sup>	\$ 40.6	5.7%	\$ 203.6 <sup>a</sup>	6.2%	\$ 616.7	3.8% <sup>1</sup>
4. Non-network time sales:								
a. National and regional advertisers .....	—	—	230.9	15.0 <sup>a</sup>	640.8	9.5	871.7	10.9 <sup>a</sup>
b. Local advertisers.....	—	—	34.7	5.2 <sup>a</sup>	311.7	15.5	346.4	14.4 <sup>a</sup>
Total non-network time sales .....	—	—	265.6	13.6	952.5	11.4	1,218.1	11.9
5. Total time sales .....	372.5	2.4	306.2	12.6	1,156.1	10.5	1,834.8	9.1
6. Deduct—Commissions to agencies, representatives, etc. ....	91.7	4.0 <sup>1</sup>	50.4	13.5	171.2	10.2	314.3	8.7 <sup>1</sup>
7. Net time sales .....	280.8	1.9	255.8	12.4	983.9	10.5	1,521.0	9.1
<b>B. Revenues from incidental broadcast activities:</b>								
a. Talent and programs .....	582.8	23.2	1.1	(31.2)	9.3	(4.1)	593.2	22.5
b. Sundry broadcast revenues .....	40.3	1.0	5.5	(6.8)	43.5	6.4	89.2	3.0
Total incidental broadcast activities ....	623.1	21.5	6.6	(12.0)	52.8	4.3	682.5	19.5
<b>C. TOTAL BROADCAST REVENUES .....</b>	<b>903.9</b>	<b>14.6</b>	<b>262.4</b>	<b>11.6</b>	<b>1,036.7</b>	<b>10.2</b>	<b>2,203.0</b>	<b>12.1</b>
<b>D. TOTAL BROADCAST EXPENSES .....</b>	<b>825.2</b>	<b>13.2</b>	<b>154.4</b>	<b>16.1</b>	<b>730.6</b>	<b>11.6</b>	<b>1,710.1</b>	<b>12.7</b>
<b>E. BROADCAST INCOME (before federal income tax)..</b>	<b>78.7</b>	<b>32.5</b>	<b>108.1</b>	<b>5.8</b>	<b>306.1</b>	<b>6.9</b>	<b>493.3</b>	<b>10.0</b>

<sup>1</sup> Information received after publication of the 1965 report indicated an understatement of \$8.9 million in 1965 for each of these items: sales of network time to advertisers, total retentions from sales of network time, and commissions to agencies and representatives. The percentage changes from 1965 are based on the revised figures.

<sup>2</sup> Information received after publication of the 1965 report indicated that in 1965 non-network time sales to local advertisers were overstated by \$11.2 million and non-network time sales to national and regional advertisers understated by the same amount. The percentage changes from 1965 are based on the revised figures. (See Table 15 for revised figures for earlier years.)

<sup>a</sup> Total retentions from sale of network time of \$203.6 million by 593 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

**NUMBER OF UHF TELEVISION STATIONS REPORTING PROFIT OR LOSS BY VOLUME OF TOTAL BROADCAST REVENUES, 1966**  
(Stations operating full year only)

Revenues of:	Number of stations reporting profits of:						Number of stations reporting losses of:					
	Total number of stations reporting	Number of stations reporting profits	\$300,000 and over	\$200,000 to 300,000	\$100,000 to 200,000	\$ 50,000 to 100,000	Number of stations reporting losses	less than \$50,000	\$ 50,000 to 100,000	\$100,000 to 200,000	\$200,000 to 400,000	\$400,000 and over
\$1,000,000 - 2,000,000	20	19	6	7	2	4	1	1				
800,000 - 1,000,000	11	7	2	1	2	2	4				1	3
600,000 - 800,000	9	6		1	1	4	3		2	1		
400,000 - 600,000	15	8			1	3	4	2	1	1	2	1
200,000 - 400,000	19	10			1	3	6	9	1	2	3	1
100,000 - 200,000	16	5					5	11	3	3	1	3
Less than 100,000	4						4	2		1	1	

Continued from page 71

\$1.5 million. Top UHF profit-maker was a single station that reported income of \$400,000 to \$600,000, while 16 U's reported profits of \$200,000 to \$400,000.

Twenty-two V's and 9 U's reported profits of less than \$25,000.

On the debit side of 1966, 62 V's (13.2%) and 39 U's (41.5%) reported losses, with five V's and eight U's reporting deficit operations of \$400,000 or more.

**Revenues Equal Profits** ■ Of the 34 VHF stations that had revenues of

\$8 million or higher, 28 showed profits of \$3 million or more; five, profits between \$1.5 million and \$3 million, and one, profit between \$600,000 and \$1 million.

The first VHF loss showed up in the \$2-million to \$3-million revenues class; and its loss fell in the \$50,000 to \$100,000 range. The highest loss suffered by a VHF station, \$400,000 and over, occurred in the \$1.5-million to \$2-million revenues classification.

For UHF, 55 stations reported profits and 39 losses. Eight U's showed profits of \$300,000 or more while the same

number showed losses of \$400,000 or more. There was one UHF station whose revenues were in the \$1-million to \$2-million class that showed a loss of less than \$50,000. Fifteen of the U's reported profits of less than \$50,000; nine reported losses less than \$50,000.

**Expenses Shared** ■ Of the over \$1.7-billion in expenses during 1966, the networks accounted for \$825,152,000; the 15 O&O's, \$154,359,000, and the 593 other stations for \$730,611,000. As in previous years, programing accounted for the bulk of expenses. This category amounted to \$1,073,145,000 with the

**MEDIAN REVENUES OF PROFITABLE AND UNPROFITABLE STATIONS BY TV MARKETS GROUPED BY NUMBER OF STATIONS IN MARKET AND BY VOLUME OF MARKET REVENUES, 1966**  
(Stations operating full year only)

TV markets (Ranked by descending volume of revenues in each group)	Total number of stations reporting			Stations reporting profits			Stations reporting losses			Median revenues of UHF stations	
	Total	VHF	UHF	No. of VHF stations	Median revenues of VHF stations	No. of UHF stations	Median revenues of UHF stations	No. of VHF stations	Median revenues of VHF stations		No. of UHF stations
<b>TOTAL ALL MARKETS</b>	<b>557</b>	<b>463</b>	<b>94</b>	<b>401</b>	<b>\$1,553,043</b>	<b>55</b>	<b>\$771,431</b>	<b>62</b>	<b>\$431,971</b>	<b>39</b>	<b>\$264,949</b>
<b>Markets with four or more TV stations</b>											
Total 29 markets	133	103	30	94	4,527,588	12	1,033,259	9	555,222	18	196,195
<b>Markets with three TV stations</b>											
1st to 25th	74	69	5	67	4,007,116	1	1	2	1	4	204,289
26th to 50th	73	59	14	55	1,481,606	10	1,250,322	4	1,169,097	4	837,762
51st to 80th	83	60	23	50	1,020,874	17	614,406	10	470,565	6	510,739
Total 80 markets	230	188	42	172	1,782,991	28	775,482	16	911,759	14	510,739
<b>Markets with two TV stations</b>											
1st to 25th	50	45	5	40	1,212,305	4	1,125,621	5	917,881	1	1
26th to 50th	49	47	2	35	652,321	2	1	12	417,102	1	1
51st to 56th	8	6	2	4	316,755	1	1	2	1	1	1
Total 56 markets	107	98	9	79	837,335	7	961,583	19	460,006	2	1
<b>Markets with one TV station</b>											
1st to 25th	25	25	—	24	848,162	—	—	1	1	—	—
26th to 50th	25	21	4	17	461,976	3	536,743	4	352,844	1	1
51st to 75th	25	19	6	12	264,916	4	258,465	7	239,913	2	1
76th to 100th	12	9	3	3	111,360	1	1	6	60,663	2	1
Total 100 markets	87	74	13	56	529,338	8	286,292	18	222,365	5	173,450

<sup>1</sup>Figures not shown for fewer than 3 stations.

networks spending \$693,033,000. General and administrative costs were the next largest expense, totaling \$325,135,000, Technical expenses ran \$172,014,000 and selling reached \$139,828,000.

The expense average for 554 stations reached \$1,583,495, with salaries and wages topping the list at \$560,949. Film payments came next, at \$237,707, followed by depreciation, \$123,714 and talent, \$46,693. For VHF stations, however, the average expenses were higher—\$1,763,252 total; \$617,874 for salaries and wages; \$270,520 for film; \$134,080 for depreciation and \$53,965 for talent.

Total investment in tangible broadcast property, counting both the 15 network-owned stations and the 593 other stations, amounted to \$1,013,451,000 originally, now carried at a depreciated figure of \$549,725,000. The networks and their 15-owned stations had original costs of \$204,569,000, and for depreciated costs, \$126,051,000. The 479 VHF stations had original costs of \$728,200,000, now carried at \$375,376,000, while 114 UHF stations had original costs of \$80,682,000, and depreciated costs of \$48,298,000.

Total employment in the broadcasting industry as of Dec. 31, 1966 was 50,296, of which 6,783 were parttime. This is 2,500 more than the total 47,753 employed in 1965.

**Medians** — The median revenues of 401 VHF stations reporting profits during 1966 were \$1,553,043, while the

**BROADCAST EXPENSES OF 3 NETWORKS AND 608 TV STATIONS IN 1966**  
(In thousands of dollars)

Types of expenses	Networks	15 network owned and operated TV stations	593 other TV stations	Total 3 networks and 608 TV stations
Technical .....	\$ 40,944	\$ 20,746	\$110,324	\$ 172,014
Program .....	693,033	81,658	298,454	1,073,145
Selling .....	27,557	24,830	87,441	139,828
General and administrative .....	63,618	27,125	234,392	325,135
Total broadcast expenses .....	\$825,152	\$154,359	\$730,611	\$1,710,122

**PRINCIPAL EXPENSE ITEMS OF TV STATIONS WITH TIME SALES OF \$25,000 OR MORE CLASSIFIED BY VOLUME OF REVENUES**  
(Stations operating full year 1966 only)

Broadcast revenues	No. of stations	AVERAGE PER STATION REPORTING				
		Total expenses	Salaries and wages	Film	Talent	Deprecia- tion
\$7,500,000 and over	35	\$7,991,501	\$2,321,868	\$1,736,388	\$425,680	\$238,186
5,000,000-7,500,000	28	3,273,200	1,219,359	465,906	82,381	245,203
4,000,000-5,000,000	24	2,692,209	1,060,321	354,504	84,041	188,136
3,000,000-4,000,000	36	2,272,925	814,357	364,579	52,633	225,185
2,000,000-3,000,000	36	1,725,802	651,937	227,868	25,981	155,106
1,500,000-2,000,000	53	1,390,082	530,765	167,131	18,959	142,413
1,000,000-1,500,000	89	1,028,249	407,942	88,877	12,253	120,051
800,000-1,000,000	54	807,483	322,090	72,281	9,707	113,130
700,000- 800,000	28	681,588	286,529	58,367	9,146	69,557
600,000- 700,000	24	599,965	251,117	32,058	8,558	92,540
500,000- 600,000	26	640,184	249,196	59,336	12,047	75,515
400,000- 500,000	23	472,961	179,711	36,628	4,904	66,863
300,000- 400,000	31	343,147	137,058	23,080	4,099	34,807
200,000- 300,000	26	310,966	120,051	36,935	4,151	32,985
100,000- 200,000	32	229,430	85,872	20,144	1,672	31,786
Under 100,000	9	164,023	57,095	28,241	2,221	18,542
Total	554	\$1,583,495	\$560,949	\$237,707	\$46,693	\$123,714
VHF	463	\$1,763,252	\$617,874	\$270,520	\$53,965	\$134,080
UHF	91	\$668,906	\$271,320	\$ 70,761	\$ 9,695	\$ 70,969

Note: Not all stations reported all expense items.

**BROADCAST REVENUES, EXPENSES, AND INCOME OF  
TELEVISION NETWORKS AND STATIONS, 1965-1966**  
(In millions of dollars)

	1966	1965	% Change 1965-1966		1966	1965	% Change 1965-1966
<b>BROADCAST REVENUES</b>				114 UHF .....	67.1	49.9	34.5
3 networks (including 15 owned and operated stations) .....	\$1,166.3	\$1,023.8	13.9%	Subtotal .....	730.6	654.7	11.6
593 other stations:				Industry Total .....	\$1,710.1	\$1,516.9	12.7
479 VHF .....	976.9	891.3	9.6	<b>BROADCAST INCOME</b>			
114 UHF .....	59.8	49.7	20.3	(before federal income tax)			
Subtotal .....	1,036.7	941.0	10.2	3 networks (including 15 owned and operated stations) .....	\$ 186.8	\$ 161.6	15.6
Industry Total .....	\$2,203.0	\$1,964.8	12.1	593 other stations:			
<b>BROADCAST EXPENSES</b>				479 VHF .....	313.5	286.5	9.4
3 networks (including 15 owned and operated stations) .....	\$ 979.5	\$ 862.2	13.6	114 UHF .....	(7.4)	(0.2)	—
593 other stations:				Subtotal .....	306.1	286.3	6.9
479 VHF .....	663.5	604.8	9.7	Industry Total .....	\$ 492.9	\$ 447.9	10.0

Note: Data are for 3 networks and 588 stations in 1965, and 3 networks and 608 stations in 1966.

median revenues of the 55 UHF stations reporting profits were \$771,431.

The median revenues of the 62 V's reporting losses were \$431,971, and for the 39 U's reporting losses, \$264,949.

In the 29 TV markets with four or more TV stations, the median revenues of 94 VHF stations were \$4,527,588, and of 12 UHF stations, \$1,033,259.

There were 330 stations that paid a total of \$14,548,792 to proprietors, partners or stockholders in 1966. There were two that each paid out a high of \$300,000 or over in this category, with the total amount \$1,013,762. Twenty-eight stations each paid less than \$50,000; the total for this group being \$76,677.

Of the 121 stations reporting losses totaling in the aggregate \$25,651,850 for the year, payments by 53 to proprietors amounted to \$1,322,521, and 118 reported depreciation items totaling \$10,747,888.

In another calculation in the payment-to-principals category, five red-ink stations reported paying proprietors,

partners and stockholders or counting as depreciation more than the amounts they lost; one paid more to proprietors alone than it lost; 34 listed as depreciation more than they each lost, and eight paid more to proprietors, partners and stockholders and counted as depreciation more than their red ink for the year.

### Riker's acquisitions raise sales, earnings

Riker Video Industries Inc., Hauppauge, N. J., manufacturer of all-transistor video equipment, has announced sales and earnings for the seven-month period ended July 31 exceeded totals recorded for all of 1966. The company's sales amounted to \$3,996,672, and net earnings were \$472,745, compared to \$3,688,301 in sales and \$372,423 in earnings for the entire year of 1966.

Within the last year, Riker made four

acquisitions: Continuous Progress Education Inc., Norwalk, Conn., which custom designs, manufactures and installs audio-visual communications equipment, primarily for educational institutions; ITV Inc., New York, designers and installers of closed-circuit television systems and distributors of portable tape recorders and television cameras; Richmond Hill Laboratories Ltd., Toronto, manufacturer of transistorized electronic equipment, and Leitch Research and Development Ltd., also Toronto, which supplies broadcast equipment to the television industry.

Three of these acquisitions, which are included in the seven-month figures, accounted for the \$2-million jump in sales. Continuous Progress was not included in the report.

For six months ended June 30:

	1967	1966
Earned per share	\$0.44*	\$0.32*
Net sales	1,898,900	1,330,258
Net income		
after taxes	210,600	152,169
*Based on 482,070 average number of shares outstanding.		

### 'Perspective' the victim of bad FCC figures

BROADCASTING's prediction of 1966 TV time sales, published in its Feb. 27 Perspective Report, was on target in two instances and a little further off in two other cases because of the FCC's belated change in 1965 statistics (see page 71).

In total time sales and network time sales, BROADCASTING's predictions were within 2% of the official FCC figures. However the predictions for spot and local were off 5.8% and 6.5%, respectively. In the latter two cases the FCC last week announced a shift of \$21.2 million from the local figure to the spot figure for 1965. BROADCASTING's

1966 predictions were based on the uncorrected FCC figures last February.

The figures follow (BROADCASTING's estimate first, then the FCC figures): total time sales \$1,796.3 million and \$1,834.8 million, a difference of 2%; network \$604.6 million and \$616.7 million, a difference of 2%; spot \$821.3 million and \$871.7 million, a difference of 5.8%, and local \$370.4 million and \$346.4 million, a difference of 6.5%.

All time sales are after frequency deductions and promotional discounts but before commissions to agencies and sales representatives.

### MGM-John Blair dicker as MGM stock shifts

Officials of John Blair & Co., station representative, and Metro-Goldwyn-Mayer Inc. met again last week to discuss the acquisition of the broadcast rep firm by the feature-film and television producer (BROADCASTING, July 31).

Merger negotiations continued in the wake of an announcement of a major change in MGM's ownership, involving a Canadian distilling executive and Time Inc., parent company of Time-Life Broadcast, group radio and TV broadcaster.

Blair and MGM spokesmen acknowledged discussions regarding MGM's acquisition of the broadcast rep firm were continuing, but both disclaimed any

knowledge of when or whether a merger between the two New York-based firms would take place.

Earlier, Time Inc. announced it is acquiring 300,000 shares of MGM common stock from Philip J. Levin, a New Jersey real-estate investor who has attempted to wrest control of MGM from the company's management twice in the past 18 months.

At the same time, it was revealed that Mr. Levin was also selling about 420,000 shares of MGM to Edgar M. Bronfman, vice president of Distillers Corporation-Seagrams Ltd., a Canada-based liquor company. Mr. Bronfman and his family reportedly held 400,000 to 450,000 shares of MGM already. The sale's agreement makes him the largest single stockholder in MGM, which has slightly more than 5-million common shares outstanding. Mr. Levin reportedly retains no stock in MGM.

Spokesmen for all parties concerned said the Time Inc. and Bronfman acquisitions were totally unrelated. After transfer of shares on Sept. 1, Time Inc. and Mr. Bronfman will own about 13.5% of MGM's outstanding stock.

According to Time Inc. President James A. Linen, the company's decision to invest in MGM followed months of study and "reflects the company's desire to obtain an investment position in the rapidly developing technology of the moving image, as well as in television programming and the music and record industries in which MGM has important interests."

## Trans-Lux's earnings rise for half-year

Trans-Lux Corp., New York, reported slightly higher earnings for the six months ended June 30 than those of the comparable period last year.

Consolidated net working capital of the company aggregated \$1,869,352 as of June 30. Current assets of \$2,989,135 were 2.7 times total current liabilities of \$1,119,782.

The company, specializing in stock-market quotations systems, is also engaged in the distribution of film series and feature films for television, as well as theater ownership.

For the six months ended June 30:

	1967	1966
Earned per share	\$0.42	\$0.40
Consolidated net income	298,172	284,653

## Meredith's revenues rise \$10 million for year

Meredith Publishing Co., Des Moines, Iowa, reported an all-time high in revenues for its fiscal year ended June 30,

approximately \$10-million higher than the 1966 year.

The company publishes *Better Homes and Gardens*, *Successful Farming* and other special-interest publications, textbooks, medical and consumer books and operates book clubs. It also is engaged in radio and TV broadcasting, owning KCMO-AM-FM-TV Kansas City, Mo., KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha and WHEN-AM-TV Syracuse, N. Y. The company is joint owner with Avco Corp. (group broadcaster) of Meredith-Avco Inc., a multiple CATV owner.

Current-year earnings include a \$316,000 extraordinary gain from the sale earlier this year of land that had been used as a demonstration farm by the company for its publications and its farm programs on the air.

For the year ended June 30:

	1967	1966
Earned per share	\$2.57	\$2.53
Revenues	110,357,430	100,402,776
Costs and expenses	103,666,633	93,545,890
Net earnings	7,006,797	6,856,886
Shares outstanding	2,722,260	2,714,130

## Foreign program sales increasing at ITC

Foreign sales of Independent Television Corp., New York, now reported at over \$2 million for the first half of 1967, have prompted the firm to predict a record year-end gross of over \$4 million—33½% higher than 1966. ITC's foreign sales cover markets in the Western Hemisphere and the Far East.

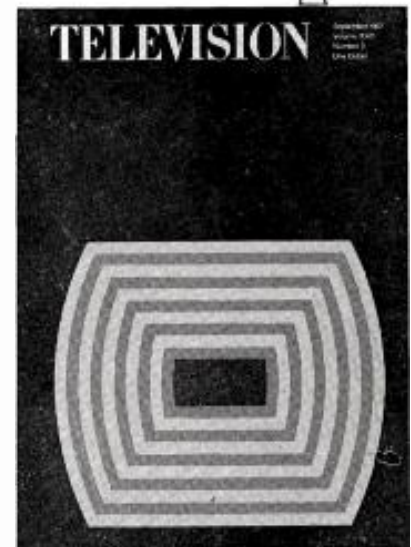
Abe Mandell, president of the production and distribution arm of Associated Television of Britain, said last week: "We are getting record prices; our new product is the best ever offered by ITC; and we have established top relationships with foreign broadcasters."

He cited *The Man in the Suitcase* as one of ITC's "hottest" sellers in recent months. The series of 30 one-hour color episodes has been sold in 17 markets, including the Far East, Latin America, and in both English and French Canadian markets. ABC-TV has purchased the series for U. S. showing.

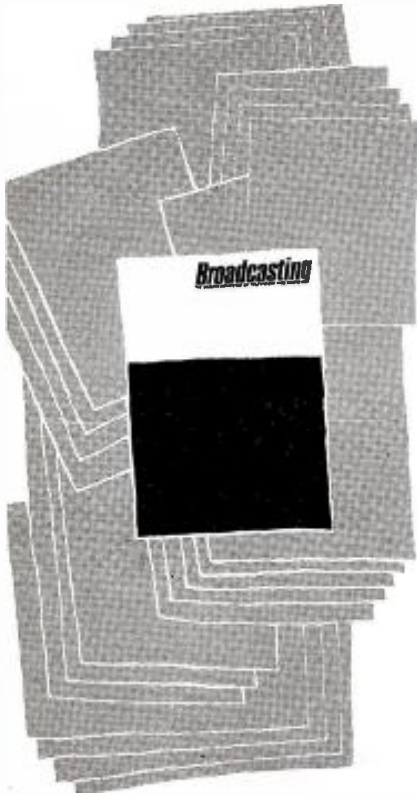
ITC lately has indicated its *Thunderbird* series (64 half-hour or 32 one-hour shows), introduced last spring in the U. S., is grossing over \$1.5 million from sales in some 50 markets. The series' U. S. debut is scheduled this fall. Another new ITC release, *Captain Scarlet and the Mysterions*, has been sold in Argentina and Uruguay.

ITC distributes *The Saint*, now in its third year and recently sold in the Far East and Latin America. Other properties are *Stingray* and *XL 15*. ITC has reported sizeable sales in Mexico, Venezuela and Japan.

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**BROADCAST ADVERTISING**

**F. J. Van Bortel**, manager of Marplan's Chicago office, and **Winston White**, with Marplan, New York, named executive VP's.



Mr. Cohen

**Mark Cohen**, director of sales planning for sales department of ABC, New York, elected VP in charge of sales planning and analysis for ABC-TV, that city.

**William S. Taggart**, senior VP and treasurer, Interpublic Group of Companies Inc., New York, named executive VP-finance.

**Norman Solari**, associate creative director with Ogilvy & Mather, New York, named VP in charge of special creative services at Honig-Cooper & Harrington, San Francisco.

**Paul A. Lawless**, with Colgate Palmolive Co., New York, joins Lennen & Newell, that city, as VP and associate merchandising director.

**Ramon Lago**, art director, Doyle Dane Bernbach, New York, joins Hicks & Greist, that city, in same position.



Mr. McGlone

**James C. McGlone**, copy supervisor at Young & Rubicam, New York, joins Warwick & Legler there as VP-copy chief.

**Arnold Brown**, consultant to center for advanced practices, McCann-Erickson, New York, rejoins Dancer-Fitzgerald-Sample, that city, as VP and director of recording.

**Tom Ervin**, assistant sales manager-

national, for WLAC-TV Nashville, named general sales manager.

**Joseph O'Neil**, formerly consultant to The American Business Press and VP of The Business Press Advertising Bureau, joins Reach, McClinton & Co., Chicago, as VP.



Mr. Hartman

**A. B. (Bill) Hartman**, general sales manager at WBZ, Westinghouse Broadcasting Co.'s station in Boston, named national radio sales manager for WBC's station group in New York.

**Paul Abrams**, Westinghouse national sales representative in New York, will replace Mr. Hartman at WBZ.

**Jeff Guier**, manager of KXOA Sacramento, Calif., appointed sales manager of KKUA Honolulu. **Bill Charrett** named senior account executive at KKUA.

**Chester R. Cooper**, director of production in television and radio department of Gray & Rogers, Philadelphia, named head of that department, succeeding **Edmund H. Rogers**, who remains as agency consultant.



Mr. Carrell

**Ed Carrell**, manager of Dallas office of Robert E. Eastman & Co., named VP in charge of Southwest.

**John Trent**, with WPBS(FM) Philadelphia, appointed sales manager.

**Henry D. Roberts**, account executive with KNUZ Houston, named sales manager at KBAT San Antonio, Tex.

**Tom Winters**, sales manager for WGNV Newburgh, N. Y., appointed sales manager for WFAS White Plains, N. Y. **Jack Devlin**, also with WGNV, joins sales staff of WFAS.

**Jack Dix**, assistant general sales manager for WFAA-TV Dallas-Fort Worth, named regional sales manager. **Hal Mayfield**, on local sales staff of WFAA-TV, named local sales manager. **Ted Taylor**, on local sales staff of WFAA-TV, appointed to newly created post of Fort Worth sales manager. **Dave Lane**, sports director, succeeds Mr. Taylor.

**Pete Roy** named regional sales manager of WACE Chicopee, Mass.

**Stan Colberson**, media director and marketing director of Lennen & Newell, Los Angeles, joins Meltzer, Aron

**McGannon to observe vote**

**Donald McGannon**, president of Westinghouse Broadcasting Co., New York, has been named a member of a 20-man commission to go to South Vietnam to observe the campaign and elections there. The broadcaster was named to the group by President Johnson, who responded to an invitation by the South Vietnamese government to send observers.

& Lemen, San Francisco, as director of media and marketing.

**Robert M. Carano**, news director of WFMJ-AM-FM-TV Youngstown, Ohio, appointed local sales manager of WYTV(TV), that city.

**Al Nelowet**, account executive and sales manager for WGH-FM Newport News, Va., appointed local sales manager of WGH-AM-FM.

**L. W. (Bill) Heyman**, with KGBT-TV Harlingen, Tex., named retail sales manager.

**Dolores La Falce**, account executive with Rumrill-Hoyt, New York, joins J. M. Mathes Inc. there as account executive.

**Donald R. Ansel**, group marketing director of Van Camp Sea Food division of Ralston Purina Co., Long Beach, Calif., joins Doyle Dane Bernbach, Los Angeles, as account executive.

**Norman Freedman**, assistant account executive, Grey Advertising, New York, joins Street & Finney, same city, as account executive. Also moving to S&F are **David Krutchick**, Kenyon & Eckhardt copy writer, to creative department, and **Joel Spiegel**, Grey Advertising account executive, to media department as media planner.

**William G. Osborn**, account executive for Benton & Bowles, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as account executive.

**David W. Grace**, with RKO General Broadcasting, Chicago, joins Blair Television there as account executive.

**Warren G. Bodow**, account executive, WKNR Dearborn, Mich., joins WNBC New York in same capacity.



Mr. Carlon

**Ted Carlon**, VP of Hume-Smith-Mickelberry Advertising, Miami, forms Ted Carlon Inc., that city. New agency is jointly owned by Mr. Carlon and Campbell-Dickey Advertising, Fort Lauderdale, Fla.

**William O. Allbritton**, account executive for D'Arcy Advertising Co., New York, joins Quality Bakers of America Cooperative Inc. there as account executive.

**James J. Gaede**, with WUBE Cincinnati, and **James B. Luck**, with WOMP-AM-FM Bellaire, Ohio, join WLW Cincinnati, as account executives.

**Martin A. Kramer**, formerly with Firestone & Associates and Gray & Rogers, both Philadelphia, joins Marketing & Advertising Associates there as assistant to president.

**John Rocke**, formerly with N. W. Ayer & Son and Firestone & Associates,

both Philadelphia, joins Weightman Inc., that city, as media buyer.



Mr. Hyde

**Robert B. Hyde**, account supervisor, and **Richard A. Kebbon Jr.**, account group supervisor, with Ted Bates & Co., New York, elected VP's.

**Art Twain**, with Cunningham & Walsh, San Francisco, joins creative department of Honig-Cooper & Harrington, that city.

**Jere E. Carmody**, with Allen Torbet Associates, New York, joins sales staff of Avery-Knodel Inc., Chicago.



Mr. Owen

**Forrest F. Owen Jr.**, president of Clyne Maxon Inc., New York, named regional manager of Minneapolis office of BBDO, succeeding **Henry W. See**, who joins Time Inc., New York.

**Arthur Richard Trapp**, account executive with Edward Petry & Co., New York, joins Harrington, Righter & Parsons there as account executive. **Roger L. Alexander**, manager, TV network sales planning and sales service for ABC, New York, joins HR&P, Chicago, as account executive.

## MEDIA

**John L. Laubach Jr.** named president of WSBK Boca Raton, Fla. Other new officers: **D. Larry Deitch**, VP; **Robert H. Burstein**, treasurer; **Suzanne C. Laubach**, secretary, and **Pauline S. Titko**, assistant secretary.

**Victor P. Steibel**, chief fiscal officer and board member, Kleinert's Rubber Co., New York, elected financial VP and treasurer, Bartell Media Corp., that city.

**Dick Morrison**, executive VP of Spot Productions Inc., Dallas, named VP and station manager of KPCN Grand Prairie, Tex.

**Cole A. Armstrong**, associate director for national communications in office of telecommunications management, Executive Office of President, Washington, named deputy director.

**Donald F. Loury**, with NBC-TV's sales services department in New York, appointed regional manager, station relations, for NBC, that city.

**David Johnson III** named to new position of administrative manager of



Mr. Kebbon

ABC Television Stations Broadcasting Group, New York. Group includes ABC Owned Television Stations, ABC Films, ABC International and ABC Television Spot Sales.

**Robert Ardrey**, program and promotion manager, WDAS Philadelphia, joins WWCO Waterbury, Conn., as executive director and general manager.

**Perry W. Carle**, general manager of KCCN Honolulu, released from that post. No future plans announced.

**William B. Humble**, with WKLM Wilmington, N. C., appointed station manager.

**Jack Welch**, station manager of KREZ-TV Durango, Colo., resigns to take over El Rancho motel in Globe, Ariz., which he and his family purchased in July.

**LaVern Garton**, chief engineer and program director of WMNE Menomonee, Wis., named station manager for Menomonee Broadcasting Co., which has permit for WDMW(FM), that city. Menomonee Broadcasting also owns WMNE.

**Walter Wurfel**, assistant to president of Straus Broadcasting Group, New York, given leave of absence to join Agency for International Development, Washington, as special assistant to R. Peter Straus, assistant administrator of AID in charge of bureau of African affairs.

**Louis C. Stephens**, senior attorney with FCC, Washington, and principal staff man for commission on ABC-ITT merger case, appointed major projects counsel in rules and standards division of FCC's Broadcast Bureau.

## PROGRAMING



Mr. Miller

**James P. Miller**, treasurer and secretary of Official Films, New York, elected VP-treasurer. **Lee Jackoway**, sales executive at WLWD(TV) Dayton, Ohio, joins Official Films, New York, as northeastern sales manager, based in Richmond, Va.

**Elliot Field**, executive producer for WJR Detroit, also named program director for WJR-FM.

**Bob Koolage**, program director of WEET Richmond, Va., resigns to join WRVA-AM-FM, that city.

**Arthur R. Barron**, assistant general manager of Desilu Sales Inc., Hollywood, named director of financial administration for Paramount Television, New York.

**Sam Blessing**, sales manager of KRRR Ruidoso, N. M., forms Sierra

Blanca Productions at P. O. Box 503, that city. Firm deals primarily in production, sales and distribution of syndicated radio programs and material.



Mr. Smith

**Peter J. Smith**, in freelance production, appointed program manager of WOR-TV New York.

**Chuck Gordon**, formerly with WIBF-FM Jenkintown, Pa., and WIBF-TV Philadelphia, named program director of WCAM Camden, N. J.

**Annette Bachner**, producer of TV commercials for Benton & Bowles, New York, joins The TVA Group Inc., that city, as film director/producer.

**W. F. Myers**, director of station relations for Sesac Inc., New York, named director of international relations. **Sidney H. Guber**, general sales manager, appointed director of marketing services. **Charles Scully**, press director and member of firm's station relations department, becomes director of information services for Sesac Inc., New York.

**Bob Hamlin**, with WHTN-TV Huntington, W. Va., named production manager.

**Barry Gaston**, with KHF Wichita, Kan., named to newly created position of operations director.

**Martin Heller** resigns legal department, 20th Century-Fox Film Corp., New York, to become law firm partner, Regan, Goldfarb, Powell & Quinn, that city.

## NEWS

**Wallace Westfeldt**, writer for *The Huntley-Brinkley Report* in New York, named program's associate producer in Washington.

**Jim McCarthy**, Washington reporter for Mutual Broadcasting System, named bureau chief in Washington for WCBS New York. **Jack Cavanaugh**, with WABC New York, and **Ed Bradley**, with WDas Philadelphia, named reporters for WCBS.

**Alec Gifford**, with NBC News, New York, joins WVUE-TV New Orleans as managing news editor and anchorman of twice daily news show.

**Harry Kevorkian**, newscaster for WISH Indianapolis, appointed director of news and public affairs for WNDU-AM-FM-TV South Bend, Ind.

**Terry Leedom**, with WHTN-TV Huntington, W. Va., named news director, replacing **Dick Richmond**, who becomes program director.

**Lee Phillips**, news director at WINZ Miami, named news director of WCIX-

TV, that city.

**Tom Kuhn** named AP broadcast news editor at Salt Lake City.

**Jim L. Kerlin**, with Sims News Bureau, Washington, appointed news director of WJAX Jacksonville, Fla.

**Bob Watson**, news director of WAKY Louisville, Ky., appointed assistant news director of WIL St. Louis.

**Steve Summers**, formerly with WQMR Silver Spring, Md., and WTVR Richmond, Va., joins WDSU-AM-FM-TV New Orleans, as newsman.

**Mary Tierney** joins WNAO-TV Boston as investigative reporter.

## EQUIPMENT & ENGINEERING



Mr. Blum

**Heinz Blum**, VP in charge of engineering for Entron Inc., Silver Spring, Md., named senior VP in charge of advanced engineering.

**John Israel**, VP of Trans Com Inc., microwave consulting engineers in Denver, named head of firm's new branch office at 5622 Dyer in Dallas.

**E. D. Poole Jr.**, market manager of computer sales for Honeywell Inc., Minneapolis, joins Ameco Inc., Phoenix, as director of component marketing.

**Carl W. Claras** appointed director of manufacturing at International Video Corp., Mountain View, Calif.

**David T. Nicholls** appointed sales manager of ELSCO New Mexico Inc. in Albuquerque, N. M.

**Jerry H. Watner**, southeastern regional sales manager for commercial products division of Admiral Corp., Chicago, named national sales manager of that division. **James L. Daunt**, district sales manager for Southern States Distributors, Jacksonville, Fla., succeeds Mr. Watner.

**Eugene G. Scheer**, eastern regional sales manager, data transmission products, for Oneida Electronics Division of Canadian Aviation Electronics, Montreal, appointed assistant manager, special projects, for Superior Cable Corp., Tenafly, N. J.

**Sol Hirschorn** of Vikoa Inc., Hoboken, N. J., elected secretary of Community Television Credit Association, association of cable-TV suppliers.

**Joseph A. Licata**, manager of general accounting of Blonder-Tongue Laboratories Inc., Newark, N. J., appointed controller.

**Dr. John G. Truxal**, provost of Polytechnic Institute of Brooklyn, appointed

member of Joint Technical Advisory Committee (JTAC), New York, sponsored jointly by Institute of Electrical and Electronic Engineers (IEEE) and Electronic Industries Association (EIA), succeeding **Dr. Harold H. Beverage**.

**Alda V. Bedford**, who retired last June after nearly 42 years with RCA and its predecessor companies, named recipient of David Sarnoff Gold Medal Award by Society of Motion Picture and Television Engineers, New York. Award recognizes outstanding contributions to improvement of engineering phases of television.

## FANFARE

**Dan S. Terrell**, executive director of advertising and publicity, MGM Inc., New York, elected VP.

**Harry Rauch**, VP, television promotion department, Young & Rubicam, New York, joins PR firm Rogers, Cowan & Brenner Inc., that city, as director, television department.

**Jerry Bailey**, with KFH Wichita, Kan., named director of merchandising and promotion.

**Joel Coler**, international publicity coordinator for 20th Century-Fox, New York, named international advertising and publicity manager.

**Larry Kaplan**, assistant to publicity director, United Artists Corp., New York, appointed publicity manager.

**John H. Cooper**, with production department of WOOD-AM-FM-TV Grand Rapids, Mich., appointed assistant promotion director.

## INTERNATIONAL

**Lenard Albert Mauger**, general manager of Austarama Television Pty. Ltd., Melbourne, Australia, appointed managing director of Far Eastern sales for International sales department of ABC Films, Sidney, Australia.

**Michele Dimitri** appointed European representative for American International Television in Paris.

**Paul Schleisman**, with KREX-TV Grand Junction, Colo., named to engineering staff of NBC International's TV project in Saudi Arabia.

## DEATHS

**Hugo Gernsback**, 83, inventor, author, editor and publisher, died Aug. 19 at Roosevelt hospital in New York. In 1953 he was recognized by radio industry for his leadership in radio-electronics field. He is survived by his wife, Mary, son and three daughters.

**Thomas S. Wildman**, 66, assistant transmitter supervisor of WHO-AM-FM-TV Des Moines, Iowa, died Aug. 12 of heart attack while on duty at station's transmitter site near Des Moines.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 17 through Aug. 23, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

APPLICATIONS

Dubuque, Iowa — Winnebago Television Corp. Seeks UHF ch. 16 (482-488 mc); ERP 17.15 kw vis., 1.8 kw aur. Ant. height above average terrain 165.8 ft.; ant. height above ground 382.8 ft. P. O. address: Box 470, Rockford, Ill. 61105. Estimated construction cost \$118,500; first-year operating cost \$150,000; revenue \$150,000. Geographic coordinates 42° 30' 1" north lat.; 90° 40' 3" west long. Type ant. RCA TFU-24DL. Type trans. RCA TTU-1B. Legal counsel McKenna & Wilkinson; consulting engineer Al Petzke, both Washington. Principals: Elmer Balaban, vice president; H. W. and Irwin Dubinsky and Harold Froelich et al. Applicant is licensee of WTVQ(TV) Rockford, Ill. Messrs. Dubinsky and Froelich are stockholders in Midway Television Corp., permittee of new TV in Canton, Ohio (ch. 67). H & E Balaban Corp. has interests in WICSTV) Springfield, WCHU(TV) Champaign, WICD Decatur, all Illinois; WFLD(TV) Chicago, and WHNB-TV New Britain-Hartford, Conn. Ann. Aug. 21

FINAL ACTION

Baltimore—Chesapeake Engineering Placement Service Inc. FCC granted UHF ch. 45 (656-662 mc); ERP 243 kw vis., 48 kw aur. Ant. height above average terrain 552.5 ft. above ground 354.6 ft. P. O. address: 44 West Biddle Street, Baltimore. Estimated construction cost \$356,544; first-year operating cost \$150,000; revenue \$150,000. Studio and trans. locations both Catonsville, Md. Geographic coordinates 39° 17' 13" north lat.; 76° 45' 16" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-275. Legal counsel Fisher, Wayland, Duvall & Southmayd; consulting engineer Gautney & Jones, both Washington. Principals: Julian S. Smith, president (36.51%), Commercial Radio Institute Inc. (26.67%), Robert S. Maslin Jr., Herman Kabik, Frederick M. Himes Jr. (22.38%), Raymond E. Hoop (2.35%), Daniel D. Moore Jr., James R. Simms (2.35%), and Jules R. Clemens (1.33%). Messrs Smith and Maslin have interest in Commercial Radio Institute Inc., licensee of WFMM-FM Baltimore. Mr. Maslin is president and stockholder of Baltimore Radio Show Inc., licensee of WFBR Baltimore. Action Aug. 9.

ACTION ON MOTION

Hearing Examiner Charles J. Frederick on Aug. 21 in San Francisco (Bay Broadcasting Co. and Reporter Broadcasting Co.) TV proceeding granted petition by Reporter for leave to amend its application to revise its proposed programing (Docs. 16678, 16831).

RULEMAKING PETITION

Marquette, Mich., Northern Michigan University—Requests following changes in table of television assignments in state of Michigan: Escanaba, present 3, proposed 13 and Marquette, present 13, 19, proposed 3, 19. Ann. Aug. 21.

RULEMAKING ACTION

RM-1152 TV rulemaking proposal. Eugene and Salem, both Oregon. Commission granted request by Cascade Broadcasting Co. and extended time from Aug. 11 to Sept. 11 to reply to oppositions to its petition requesting assignment of ch. 3 to Eugene and substituting ch. 41 at Salem. Action Aug. 9.

CALL LETTER APPLICATIONS

- Toledo Telecasting Corp., Toledo, Ohio. Requests WTLN-TV.
- Delta Communications Corp., Meridian, Miss. Requests WHTV-TV.

Existing TV stations

FINAL ACTIONS

- KLYD-TV Bakersfield, Calif. — Broadcast Bureau granted CP to install an auxiliary trans. near Mt. Adelaide and 16 miles east of Bakersfield. Action Aug. 18.
- KHSL-TV Chico, Calif. — Broadcast Bureau granted CP to change ERP to 316 kw vis., 38 kw aur.; condition. Action Aug. 18.
- \*WYES-TV New Orleans—Broadcast Bureau granted license covering use of previously authorized trans. as auxiliary trans. Action Aug. 22.
- \*WCBB(TV) Augusta, Me.—Broadcast Bureau granted license covering use of auxiliary visual amplifier in conjunction with main trans. Action Aug. 22.
- \*WMUB-TV Oxford, Ohio—Broadcast Bureau granted license covering changes in noncommercial educational TV. Action Aug. 22.

OTHER ACTION

- Broadcast Bureau in Mid-Century Television Corp. (WKTO-TV, ch. 30). Nashville granted petition for reconsideration and set aside commission action of May 25, dismissing application for extension of time within which to complete construction, cancelling CP and deleting call letters. CP and call letters WKTO-TV were reinstated. Final action on application will be withheld pending consideration of application for modification of CP to change trans. location and trans. equipment. Action Aug. 17 by order.

ACTION ON MOTION

- Hearing Examiner Millard F. French on Aug. 23 in Houma, La. (St. Anthony Television Corp., [KHMA-TV], Delta Teleradio Corp.) TV ch. 11 proceeding granted joint petition for continuance of certain procedural dates; continued hearing, presently scheduled for Sept. 25, to Nov. 27 (Docs. 17446-8).

CALL LETTER ACTIONS

- \*WUNB-TV, University of North Carolina, Columbia, N. C. Granted \*WUND-TV.
- \*WVLE(TV), University of North Carolina, Asheville, N. C. Granted \*WUNF-TV.
- \*WUND-TV, University of North Carolina, Linville, N. C. Granted \*WUNE-TV.

New AM stations

APPLICATIONS

Bentonville, Ark.—Northwestern Communications Corp. Seeks 1140 kc, 500 w-D. P. O. address: Box 179, Bentonville 72712. Estimated construction cost \$23,712.55; first-year operating cost \$27,399.50; revenue \$41,000. Principals: J. C. Wight, president (40%) et al. Mr. Wight is announcer, engineer and with production of KELI Tulsa, Okla., and owns Jim Wight Enterprises, entertainment specialists. Ann. Aug. 23.

Circleville, Ohio—Honor L. Whitacre and

Nelson R. Embrey II d/b as Circleville Broadcasting Co. Seeks 1540 kc, 1 kw-D. P. O. address: 119½ South Court Street, Circleville 43113. Estimated construction cost \$40,192; first-year operating cost \$9,000; revenue \$15,000. Principals: Mrs. Whitacre and Mr. Embrey are licensees of WNRE-FM Circleville. Ann. Aug. 23.

Houston — Houston Radio Inc. Seeks 850 kc, 5 kw-D. P. O. address: 4114 Tartan Lane, Houston 77025. Estimated construction cost \$124,905.59; first-year operating cost \$180,000; revenue \$200,000. Principals: Sidney Carl Mark, chairman of board (75%) and M. J. Butler, president (25%). Mr. Mark is 60% owner and president-treasurer of KAKC-AM-FM Tulsa, Okla. Mr. Butler has no present business interests. Ann. Aug. 23.

FINAL ACTION

DeWitt, Ark.—DeWitt Broadcasting Inc. Broadcast Bureau granted 1470 kc, 500-D kw. P. O. address: Box 326, DeWitt 72042. Estimated construction cost \$28,735; first-year operating cost \$30,000; revenue \$36,000. Principals: M. D. Williams (21%), Bill Gene Station (7%), Edward A. Moory (47%) and Edward E. Coit (25%). Mr. Williams is in radio-TV appliances Mr. Station is public relations director at bank and owns farm. Mr. Moory is in radio appliance. Mr. Coit has farm. Action Aug. 16.

INITIAL DECISION

Examiner Millard F. French has issued initial decision proposing grant of application of Midwest Broadcasting Co. to operate AM on 1380 kc, 500 w-D, in Lorain, Ohio. Frequency became available when WWIZ Inc. was denied renewal of license for WWIZ for unauthorized transfer of control and violation of technical rules. Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co. applied for facilities and their applications were designated for consolidated hearing on Oct. 5, 1966 (Docs. 16876-8). Examiner found that Midwest rated a "plus" factor for proposed fulltime participation of Mr. Lester Luther as station manager and of Mr. Maurice J. Condon as general manager. In addition, two stockholders plan to spend 15 hours each week in day-to-day operation. Examiner also found that Midwest showed superiority over other two applicants for its participation in civic affairs, and its familiarity with area. Action Aug. 22.

OTHER ACTIONS

- Review board in Mobile, Ala. standard broadcast proceeding, Docs. 17555-58 granted petition filed Aug. 15 by People's Progressive Radio Inc., and extended to Sept. 1 time to file oppositions to petition to enlarge issues filed by Mobile Broadcast Service Inc. and petition to enlarge and modify issues filed by W.G.O.K. Inc. Aug. 4. Board members Pincock and Kessler absent. Action Aug. 16.
- Review board in Elmhurst, Ill. AM petition filed Aug. 18, by Broadcast Bureau, petition filed Aug. 1, by Broadcast Bureau, and extended to Sept. 1 time for filing responsive pleadings to petition to enlarge issues filed by Central Du Page County Broadcasting Co. on Aug. 11. Board member Pincock absent. Action Aug. 22.

	<p style="text-align: center; font-size: 1.2em; font-weight: bold;">EDWIN TORNBERG &amp; COMPANY, INC.</p> <p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p style="text-align: center;">New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>
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# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Consulting Engineers 1812 K St., N.W. Wash., D. C. 20006 296-6400 <i>Member AFCEE</i></p>	<p><b>JAMES C. McNARY</b> Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFCEE</i></p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCEE</i></p>	<p><b>GEORGE C. DAVIS</b> CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. <i>Member AFCEE</i></p>
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<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MEIrose 1-8360 <i>Member AFCEE</i></p>	<p><b>GUY C. HUTCHESON</b> 817 CRestview 4-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D.C. 20005 <i>Member AFCEE</i></p>
<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N.W. Washington, D. C. Federal 3-1116 <i>Member AFCEE</i></p>	<p><b>KEAN, SKLOM &amp; STEPHENS</b> CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 <i>Member AFCEE</i></p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco, California 94128 342-5208 <i>Member AFCEE</i></p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p>
<p><b>JULES COHEN &amp; ASSOCIATES</b> 9th Floor, Securities Bldg. 729 15th St., N.W. 393-4616 Washington 5, D. C. <i>Member AFCEE</i></p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 <b>DENVER, COLORADO</b> <i>Member AFCEE</i></p>	<p><b>A. E. Towne Assocs., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 Phone 592-1394 Res. 593-6706</p>
<p><b>PETE JOHNSON &amp; Associates</b> CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 634-9558 632-2821</p>	<p><b>WILLIAM B. CARR</b> CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 <i>Member AFCEE</i></p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 317 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFCEE</i></p>
<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 <i>Member AFCEE</i></p>	<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS 120 E. 56 St. New York N. Y. 10022 CONTRACTORS 230 Newtown Rd. Plainview N. Y. 11803</p>	<p>Serving The SOUTHEAST <b>FREDERICK A. SMITH, P.E.</b> Consulting Engineer 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>
<p><b>Service Directory</b></p>	<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclède 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge 38, Mass. Phone TRowbridge 6-2810</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 100,000* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</p>

**SUMMARY OF BROADCASTING**  
Compiled by BROADCASTING, Aug. 17

	Lic.	ON AIR CP's	NOT ON AIR CP's
Commercial AM	4,121 <sup>1</sup>	25	77
Commercial FM	1,633	61	233
Commercial TV-VHF	488 <sup>2</sup>	12	21
Commercial TV-UHF	101 <sup>3</sup>	25	135
Educational FM	303	14	25
Educational TV-VHF	60	7	9
Educational TV-UHF	42	20	46

**AUTHORIZED TELEVISION STATIONS**  
Compiled by BROADCASTING, Aug. 17

	VHF	UHF	Total
Commercial	519	267	786
Noncommercial	76	105	181

**STATION BOXSCORE**  
Compiled by FCC, May 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,116 <sup>1</sup>	1,630	587 <sup>2</sup>	302	99
CP's on air (new stations)	11	53	37	13	27
CP's not on air (new stations)	90	242	156	27	55
Total authorized stations	4,219	1,925	786	342	181
Licenses deleted	2	0	0	0	0
CP's deleted	0	0	3	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

as Los Angeles, but with main studio location at Glendale. Action Aug. 22.

KLBS-FM Los Banos, Calif.—Broadcast Bureau granted license covering new FM. Action Aug. 16.

KITT(FM) San Diego—Broadcast Bureau granted license covering installation of vertical ant. Action Aug. 16.

KSTN-FM Stockton, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to 0.35 mile northwest off North Eagleville Road opposite University of Connecticut Campus, Storrs, install new type trans., dual polarized ant., change frequency from 90.5 mc, ch. 213 to 91.7 mc, ch. 219, ERP 1.25 kw, ant. height 400 ft. Action Aug. 21.

KCMS-FM Manitou Springs, Colo.—Broadcast Bureau granted license covering installation of new trans. and ant., change ERP and ant. height. Action Aug. 16.

\*WHUS(FM) Storrs, Conn.—Broadcast Bureau granted CP to change ant.-trans. location to 0.35 mile northwest off North Eagleville Road opposite University of Connecticut Campus, Storrs, install new type trans., dual polarized ant., change frequency from 90.5 mc, ch. 213 to 91.7 mc, ch. 219, ERP 1.25 kw, ant. height 400 ft. Action Aug. 21.

WOOO-FM Deland, Fla.—Broadcast Bureau granted mod. of CP to change studio and remote control location to 112½ West New York Ave., Deland, change type trans., type ant., ERP 31 kw, ant. height 265 ft. Action Aug. 16.

WQIK-FM Jacksonville, Fla.—Broadcast Bureau granted CP to install new type trans., new type ant., increase ERP to 50 kw, decrease ant. height to 330 ft.; condition. Action Aug. 18.

WFLA-FM Tampa, Fla.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., increase ERP to 100 kw, decrease ant. height to 870 ft. Action Aug. 18.

WFDR-FM Manchester, Ga.—Broadcast Bureau granted license covering new FM. Action Aug. 16.

WLRW(FM) Champaign, Ill.—Broadcast Bureau granted license covering installation of new trans., vertical ant. Action Aug. 16.

WEBH(FM) Chicago — Broadcast Bureau granted license covering installation of new ant., increase ERP. Action Aug. 16.

WNIB(FM) Chicago — Broadcast Bureau granted CP to change ant.-trans. location to 20 N. Wacker drive, Chicago; install new ant.; decrease ERP to 3.5 kw, and increase ant. height to 580 ft. Action Aug. 22.

KARD(FM) Wichita, Kan.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, installation of new ant., change in ant.-system, ERP, and ant. height. Action Aug. 16.

WPAD-FM Paducah, Ky.—Broadcast Bu-

reau granted CP to make changes in transmission line; ant. height 340 ft.; condition. Action Aug. 22.

WHSY-FM Hattiesburg, Miss.—Broadcast Bureau granted license covering new FM. Action Aug. 16.

KSHE(FM) Crestwood, Mo.—Broadcast Bureau granted license covering change in studio location, installation of new type trans., type ant., change ant.-system, ERP, and ant. height. Action Aug. 16.

\*WPEA(FM) Exeter, N. H.—Broadcast Bureau granted license covering new FM noncommercial educational station. Action Aug. 16.

WNBC-FM New York—Broadcast Bureau rescinded action of Aug. 9 which granted CP to install new type trans. and increase ERP to 3.6 kw. Action Aug. 21.

WROC-FM Rochester, N. Y.—Broadcast Bureau granted license covering change in trans. equipment. Action Aug. 16.

WMIV(FM) South Bristol township, N. Y.—Broadcast Bureau granted license covering installation of new type trans., vertical ant., change ERP. Action Aug. 15.

WAGY-FM Forest City, N. C.—Broadcast Bureau granted license covering change in ant.-trans. location and increase ant. height. Action Aug. 16.

WKSL(FM) Greencastle, Pa.—Broadcast Bureau granted license covering new FM, specify studio location 210 South Antrim, Greencastle. Action Aug. 16.

WIFI(FM) Philadelphia — Broadcast Bureau granted license covering increase in ERP (main); and license covering installation of new auxiliary trans. and ant. at main trans. location. Action Aug. 16.

WMMR(FM) Philadelphia—Broadcast Bureau granted license covering installation of new trans. and ant. (main), change ERP; and license covering use of former main trans. at main trans. location as auxiliary trans., change ERP. Action Aug. 16.

WBVB(FM) Union City, Pa.—Broadcast Bureau granted license covering new FM. Action Aug. 16.

WOYE-FM Mayaguez, P. R.—Broadcast Bureau granted license covering new FM. Action Aug. 16.

\*KESD(FM) Brookings, S. D.—Broadcast Bureau granted license covering new FM noncommercial educational station. Action Aug. 16.

\*WNAZ-FM Nashville—Broadcast Bureau granted license covering new FM noncommercial educational station, specify type ant. Action Aug. 16.

■ Broadcast Bureau granted renewal of

licenses for following stations and copending auxiliaries: WAEW Crossville, Tenn.; \*WGRE(FM) Greencastle, Ind.; WHBB Selma, Ala.; \*WHCI(FM) Hartford City, Ind.; WIDD Elizabeth, Tenn.; WJRS-FM Jamestown, Ky.; WLCS Baton Rouge; \*WNAS(FM) New Albany, Ind.; WSEL-AM-FM Pontotoc, Miss.; WTWB Auburndale, Fla., and WYCO Corbin, Ky. Action Aug. 17.

■ Broadcast Bureau granted renewal of license for the following station: WVFM(FM) Lakeland, Fla. This grant is conditioned upon consummation of transfer of control to Frank M. "Bud" Kurtz, Arnold Silver and S. David Silver and resumption of station operation no later than October 2. Failure to meet this condition will render grant null and void, and will cause renewal application to revert to pending status. Action Aug. 18.

**CALL LETTER APPLICATION**

■ WIST-FM, WIST Inc., Charlotte, N. C. Request WRNA(FM).

**CALL LETTER ACTION**

■ WJBC-FM, Bloomington Broadcasting Corp., Bloomington, Ill. Granted WBNQ (FM).

**DESIGNATED FOR HEARING**

■ Broadcast Bureau in Alamogordo-Ruidoso, N. M. (Fred Kaysbier and Edward D. Hyman tr/as Sierra Blanca Broadcasting Co. [KRRR] AM proceeding pending inquiry into operation by Fred Kaysbier of KXXI(FM) at Alamogordo, order of designation for hearing (adopted July 25) is set aside. Proceeding in Docs. 17624 and 17625 is terminated. Applications of Kaysbier for new station to operate on 1360 kc, 5 kw and of Sierra Blanca Broadcasting Co. for change in facilities of KRRR to 1360 kc, 5 kw-D are returned to processing line. Action Aug. 21 by order.

**Translators**

**ACTIONS**

Big Bend, Calif. Indian Springs School District—Broadcast Bureau granted CPs for new VHF TV translators to serve Big Ben and Bush Bar, (1) operating on ch. 4 by rebroadcasting programs of KRCR-TV, ch. 7, Redding, (2) operating on ch. 6 by rebroadcasting programs of KIXE-TV, ch. 9, Redding. Action Aug. 15.

K02BZ Hayfork, Calif.—Broadcast Bureau granted CP to replace expired CP which authorized changes in an existing VHF television translator. Action Aug. 21.

K09BX Saco and Windale, Mont.—Broadcast Bureau granted CP for VHF TV translator to change type trans. and make changes in ant. system. Action Aug. 21.

W73AA Slatington, Pa.—Broadcast Bureau granted CP for UHF television translator to change type trans. and make changes in ant. system. Action Aug. 21.

W12AM Ponce, P. R.—Broadcast Bureau granted CP to replace expired CP for new VHF television translator. Action Aug. 21.

**ACTION ON MOTION**

■ Chief Hearing Examiner James D. Cunningham on Aug. 16 in Lewistown, Mont. (Montana Network, Crain-Snyder Television Inc., and Snyder and Associates Inc.) TV translator proceeding designated Examiner Charles J. Frederick to serve as presiding officer, scheduled prehearing conference for Sept. 1 and hearing for Sept. 19 (Docs. 17656-8.)

**CATV**

**APPLICATIONS**

Danville Community Antenna Systems, Inc.—Requests distant signals from WAND-TV Decatur, Ill. to Danville, Ill. (Champaign - Decatur - Springfield - Danville, Ill.—ARB 75). Ann. Aug. 17.

Middle Tennessee CATV—Requests distant signals from WHNT-TV and \*WHIQ (TV), both Huntsville, Ala. to Columbia, Tenn. (Nashville, Tenn.—ARB 44). Ann. Aug. 17.

**OTHER ACTIONS**

■ Amendment of parts 21, 74 and 91, relating to distribution of television broadcast signals by CATV systems, and related matters. On requests of National Community Television Association (NCTA) and Bonneville International Corp. (BIC), commission extended time for filing comments to Oct. 24 and for filing reply comments to Nov. 24, in Doc. 15971. Action Aug. 17.

WJXT(TV) Jacksonville, Fla. In re: Rent-A-Vision of Brunswick, Inc., Brunswick, Ga.—CATV task force dismissed as moot petition for issuance of cease and desist order. Action Aug. 21.

■ Top Vision Cable Co. has been ordered

to cease and desist from carrying distant signals on its CATV system in Owensboro, Ky. (Doc. 17535). The distant signals are those of WLKY-TV, WHAS-TV and WAVE-TV, all Louisville, Ky., and WPSK-TV, Paducah, Ky., sometime after Feb. 15, 1968, without prior commission approval. Action Aug. 16.

■ Petitions for waiver of carriage and program exclusivity requirements of Secs. 74.1103(a) and 74.1103(e) of rules filed by group of New England CATV systems to cover signals of TV stations WRLP-TV (TV) Greenfield and WWLP-TV Springfield, both Massachusetts, have been dismissed or denied by FCC. CATV systems involved as to waiver of carriage and program exclusivity requirements of Secs. 74.1103(a) and 74.1103(e) for WRLP are: Mohawk Valley TV, Athol and Orange, Mass.; Brattleboro TV Inc., Brattleboro, Vt.; Young's Community Television Corp., Springfield, Vt.; Claremont TV Cable Co., Claremont, N. H.; Bellows Falls Cable Corp., Bellows Falls, Vt.; Pittsfield-Dalton TV Cable, Pittsfield and Dalton, Mass., and Berkshire Telecable, Adams, North Adams and Williamstown, all Massachusetts. Petitions for waiver of carriage requirements of Sec. 74.1103(a) covering signals of WWLP-TV Springfield, Mass., are Pittsfield-Dalton TV Cable, Pittsfield and Dalton, both Massachusetts and Berkshire Telecable, Adams, North Adams and Williamstown, all Massachusetts. Action by commission, Aug. 16, by memorandum opinion and order. Commissioners Hyde (chairman), Bartley and Loewinger, with Commissioner Cox concurring in part and dissenting in part and issuing statement in which Commissioner Lee concurred in part.

KMSO-TV Missoula, Mont. In re: Columbia Cable TV, Polson, Mont.—CATV task force dismissed, pursuant to Sec. 0.289(c)(6) of commission's rules, petition for issuance of order of compliance. Action Aug. 22.

## Ownership changes

### APPLICATIONS

WTRE-AM-FM Greensburg, Ind.—Seeks assignment of CP from Tree Broadcasting Corp. to Clear Tone Broadcasting Inc. Clear Tone will issue 75 shares of additional stock to Lloyd Kanouse and 25 shares to Vivian Kanouse. Ann. Aug. 23.

WMUZ Detroit—Seeks assignment of license from Haig Avedisian, administrator of estate of Percy B. Crawford, to WMUZ Radio Inc. Principals: Ruth Crawford Porter, president, Haig Avedisian, vice president and Donald B. Crawford, secretary-treasurer. Administrator is sole stockholder. Ruth Crawford, as executrix of estate of Percy Crawford, is licensee of WDAC Lancaster, Pa. and WYCA Hammond, Ind. Donald Crawford is president and sole stockholder of WDCX Buffalo, N. Y. Mrs. Porter and Donald Crawford are officers and directors of KELR El Reno, Okla. Ann. Aug. 17.

WYSI Ypsilanti, Mich.—Seeks transfer of control from Craig E. Davids to Roy W. McLean et al. (26.2% to Mr. McLean, 35% to other stockholders). Ann. Aug. 18.

\*WQTV(TV) Binghamton, N. Y.—Seeks assignment of CP from University of State of New York to Southern Tier Educational Television Association Inc. No consideration. Martin A. Helfer is chairman of board of Southern Tier. Ann. Aug. 18.

WAGR-AM-FM Lumberton, N. C.—Seeks transfer of control from George E. Gautney and Carl T. Jones to Albert Kahn (53%) and Denzel M. Shaver (47%). Consideration \$10,000. Ann. Aug. 21.

WJOT Lake City, S. C.—Seeks transfer of control from Isadore E. Lourie to Russell George-Busdicker, Herbert E. Blankenship, Alvin Strasburger, Harvey L. Golden, Leroy Strasburger, as Lake City Broadcasting Corp. Consideration \$6,000. Ann. Aug. 22.

WHCQ Spartanburg, S. C.—Seeks transfer of control from Mid-South Broadcasting Inc. to Mid-South Management Inc., Philip A. Buchheit, president. Ann. Aug. 22.

WNOO Chattanooga—Seeks transfer of control from George W. and Jane Watt Dean to William Watt, Jane Watt Dean and William Watt are coexecutors under will of A. A. Watt, deceased, who formerly held 25% interest. Consideration \$55,000. Ann. Aug. 21.

WKGN Knoxville, Tenn.—Seeks transfer of control from George P. Mooney to Mooney Broadcasting Corp. Principals: George P. Mooney (51.05% before, none after), Robert E. Crenshaw (8.32% before, none after), Abe D. Waldauer (10.58% before, 10.58% after), Mrs. D. F. Prince (11.78% before, 11.78% after), Donel J. Lynch (17.65% before, 17.65% after) and Mooney Broadcasting (none before, 59.87% after). George P. Mooney, president. An application will be filed by Mooney Broadcasting, seeking assignment of license of WMAK Nashville. Ann. Aug. 23.

KFJZ-FM Fort Worth — Seeks assign-

ment of license from Texas State Network Inc. to Radio Fort Worth Inc. Principals: Arnold and Audrey Malkan, Stan Wilson, Ann Mitchell and Carolyn Easter. Consideration \$1,000. Ann. Aug. 17.

KAPY Port Angeles, Wash.—Seeks transfer of control from John H. Thatcher, Walter A. Forsberg and Janet G. Forsberg to Charles H. Herring Jr. and Mary Helen Herring. Mr. Herring is TV news director of KING-TV Seattle. Consideration for Forsberg shares \$25,000; consideration for Thatcher shares \$100,000. Requests waiver of Sec. 1.597 of rules. Ann. Aug. 22.

KDNC-AM-FM Spokane, Wash.—Seeks transfer of control from George A. Guy and Warren J. Durham to Alexander P. Hunter. Consideration \$15,000 with agreement that liabilities will not exceed \$145,000 at closing. Ann. Aug. 21.

### ACTIONS

KASK and KOYA(FM) Ontario, Calif.—Broadcast Bureau granted assignment of license from WCEB-TV Inc. to Pacific Coast Broadcasting Corp. for \$200,500. Principals: Conrad G. Sprenger, president (52%) and Arthur A. Warren, vice president-secretary (48%). Mr. Sprenger is chief engineer of Capital Cities Broadcasting Corp., licensee of KPOL-AM-FM-TV Los Angeles. Mr. Warren is sole owner of cork products company and 50% owner of building concern. Action Aug. 16.

WTVU(TV) New Haven, Conn.—Broadcast Bureau granted assignment of CP to Impart Systems Inc. (Victor Muscat, owner). Consideration \$27,500 and payment of debts. Muscat is licensee of KKS-AM-FM Lake Charles and KIKS-TV Sulphur, both La.; KMYO-AM-TV Little Rock, Ark., and has applications pending for ch. 24, Memphis and ch. 29, Tulsa, Okla. Action Aug. 18.

WVFM(FM) Lakeland, Fla.—Broadcast Bureau granted transfer of control from Lakeland FM Broadcasting Inc. to Lakeland FM Broadcasting Inc. Principals: Arnold and S. David Silver (each 25%) and Bud Kurtz (50%). Consideration \$1,155.25. Assignee agrees to assume notes in amount of \$11,522.50, 10% payable on FCC approval of transfer. Arnold Silver has interests in WSRW Winter Haven, Fla. Action Aug. 18.

WEBB Baltimore — Broadcast Bureau granted assignment of license from 1360 Broadcasting Inc. to WEBB Inc. for \$525,000 and covenant not to compete. Principals: Robert C. Doyle, vice president-secretary (30%); Norman Fisher, president-treasurer; Jay Lewis Rubin and Michael R. Riordan (each 20%), and Robert Y. Wheeler (10%). Mr. Doyle is chief of television division of National Geographic Society, Washington, and 100% owner of Delmarva Broadcasting Corp., licensee of WICO Salisbury, Md. Mr. Fisher has no present business interests indicated. Mr. Rubin is in private investments. Mr. Riordan is chairman of board of financial holding company. Mr. Wheeler is attorney and owner of ranch. Action Aug. 22.

■ KIMN Broadcasting Co. has been or-

dered by FCC to reassume control of KYMN Oregon City. Action resulted from a court order staying transfer of control of Republic Broadcasting Inc., licensee of KYMN, from KIMN Broadcasting Co. to Metropolitan Radio Corp. Commission had granted application for transaction on June 7. U. S. Court of Appeals for District of Columbia issued stay order Aug. 11. In granting transfer, commission had denied petition by Seattle, Portland and Spokane radio (KXLL-AM-FM), Portland, Ore. KXLL had requested hearing to determine whether J. Elroy McCaw, the largest stockholder in Metropolitan, was guilty of trafficking in broadcast licenses; whether Metropolitan's operation of KYMN would lead to degradation of service in area, and whether Metropolitan had made bona fide effort to determine needs of area to be served. Action by commission, Aug. 17. Commissioners Hyde (chairman), Bartley, Cox and Loewinger.

KONE Reno—Broadcast Bureau granted assignment of license from Radio KONE Inc. to Lotus Radio Corp. for \$127,500. Principal: Howard A. Kalmanson, president. Lotus Theatres operates KWKKW Pasadena, Calif., owns all stock of Lotus Broadcasting Corp., licensee of KENO Las Vegas, and is applicant for new TV (ch. 13) in Las Vegas. Lotus is parent corporation of Lotus Radio Corp. Action Aug. 16.

KGAF-AM-FM Gainesville, Tex.—Broadcast Bureau granted assignment of license from Gainesville Broadcasting Inc. to White Fuel Corp. for \$240,000 plus \$90,000 for agreement not to compete (\$45,000 to Joe Leonard and \$45,000 to Earl Leonard). Principals: W. Erie White, president (56.1%) and Emma M. White, secretary-treasurer (26.7%) et al. Mr. White is president and director of White Stores Inc., chairman of board of bank; president, director and principal stockholder of White Fuel Corp., investment corporation; director of Coleman Inc., insurance company concerns, and credit corporation chairman. Action Aug. 22.

WNOR-AM-FM Norfolk, Va.—Broadcast Bureau granted assignment of license from Norfolk Broadcasting Corp. (licensee of AM) and WNOR-FM Inc. (licensee of FM) to Virginia State Network Inc. for \$1,233,750. Principals: Arnold (60%) and Audrey (30%) Malkan and Stanley E. Wilson (10%). Mr. Malkan is chairman of board of directors. Mr. Wilson is president, Mrs. Malkan is vice president, secretary and treasurer. Mr. Malkan is principal stockholder in Texas Network, owning KFJZ-AM-FM Fort Worth and KEYS Corpus Christi, both Texas. Amended to include CP. Action Aug. 18.

WKNA(FM) Charleston, W. Va.—Broadcast Bureau granted assignment of license from Joe L. Smith Jr. Inc. to Perfection Music Inc. for \$50,000. Licensee corporation desires to dispose of WKNA and to consolidate its WULS and WBKW (FM) Beckley, W. Va., into new corporation. Principal: Ray C. Tinchler, president (100%). Mr. Tinchler is president of dental manufacturing concern. Action Aug. 16.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 23. Reports include applications for permission to install and operate CATVs, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Jamestown, Calif.—Tuolumne Cablevision Co. (multiple CATV owner) has applied for a franchise. The firm is offering 2% of gross revenue, with a monthly subscriber fee of \$5.50.

Santa Monica, Calif.—Theta Cable, subsidiary of Teleprompter Corp. (multiple CATV owner) has applied for a 10-year franchise. Installation and monthly service charges would be \$19.50 and \$5, respectively. City would receive 3% of annual gross revenue or \$2,500, whichever is greater. Theta Cable of California has franchises for the Santa Monica Mountains and Pacific Palisades areas.

Cortez, Colo.—Durango Cable TV Network and Community TV Inc., Denver (multiple CATV owner), have jointly applied for a franchise. The system would carry KWGN (TV) and \*KRMA(TV), plus Denver, KREZ (TV) Durango, Colo., both all Albuquerque channels. Installation would run from \$12 to \$18 with monthly service charge under \$6.

Larimer county, Colo.—Mountain States Video Corp. has applied for a franchise. Monthly service charge would run \$4.95 for the 19-channel system. There would be no installation fee during initial stages of construction.

■ Wells county, Colo.—Greeley Cablevision Corp. has been granted a 15-year, non-exclusive franchise. Firm, owned by Time-Life Broadcast Inc. and eight Greeley (Colo.) businessmen including George Drew and Elwood Meyer of KYOU Greeley, is proposing 12 channels initially to bring subscribers Denver's five TV stations, four Los Angeles independents, and three local channels—for time-weather, news-stock market-sports and a community educational channel. Greeley Cablevision is also an applicant for a franchise to operate in the city proper. Also holding a franchise to operate in Weld county is Greeley Video Inc., headed by Bill Daniels, Denver.

■ Dagsboro, Frankford, Millsboro and Selbyville, all Del.—Leonard F. Grazier, president of Lower Delaware CATV Inc. (multiple CATV owner), has been granted 10-year franchises. Installation and monthly fees for the five-channel system will be \$10 and \$5, respectively. First-year installation and operating expenses to serve the 1,200 potential subscribers will run \$30,000.

Holly Hill, Fla.—Clear Channel TV Inc. has awarded a \$400,000 construction contract to Anaconda Astrodata, Anaheim, Calif.

(Continued on page 92)

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

### RADIO

#### Help Wanted—Management

Branch studio manager—well-established Indiana. Sales, announcing, etc. Expanding organization. Box H-171, BROADCASTING.

Experienced FM salesmen for sales management position with new, high-powered, small market FM in upper midwest. Good draw, excellent potential, many company benefits. Here's your chance to build your own future from the ground up. Box H-180, BROADCASTING.

General manager for progressive TV-AM-FM operation in mid-Atlantic area. Solid sales experience needed. Pleasant personality. References. Good salary and fringes plus profit sharing. Box H-266, BROADCASTING.

Large well-established broadcasting group seeks experienced administrative and sales-oriented manager for progressive station in midwest metro market. Excellent salary plus bonus. Send resume, photo and requirements to Box H-294, BROADCASTING.

New AM station needs manager to go on air. Western Oregon single station market. Top salary, profit sharing for right man. Send resume, photo, salary requirements to: Jerden Music, 911 Thomas St., Seattle, Washington 98109.

Want to be in business for yourself? Chapman Associates, station brokers, offers such an opportunity along with training and teamwork help. Requirements are sales experience, age under 40 for learners, clean character record. An additional associate in the East is our only current opening. Contact Paul H. Chapman, Chapman Associates, 2045 Peachtree, Atlanta, Ga. 30009.

#### Sales

Branch studio manager. Well-established Indiana. Sales, announcing, etc. Expanding organization. Box H-172, BROADCASTING.

100,000 watt stereo FM wants salesman with appreciation of good music and hunger for good income. Box H-195, BROADCASTING.

Highly regarded Florida station seeking creative, aggressive salesman or saleswoman for both AM and/or FM. Competitive metro market, not Miami. Strong company, excellent benefits; outstanding opportunity for person who can sell creatively. Box H-226, BROADCASTING.

Michigan medium market—number one station—established accounts—outstanding opportunity. Box H-243, BROADCASTING.

Immediate opening. Nationally known group has just acquired superb Top 40 operation. Choice position, top salary plus. Also company benefits. Send your name, phone number and latest billing figure. A company executive will call you. Strictly confidential. Box H-287, BROADCASTING.

I'm looking for a young man with broadcast experience to sell in a suburban Northeast market. If you are a self starter and not afraid to make money send your resume and references to Box H-323, BROADCASTING.

Tacoma—Professional radio salesman proven track record—management capability—high income bracket—rush resume to—KMO—Tacoma, Washington.

WBMI, Hartford, Meriden, Connecticut's first stereo station needs an experienced man who can sell and sell . . . and not become fat, dumb and happy. Forward resume to WBMI, 122 Charles St., Meriden, Connecticut.

### Sales—(cont'd)

Needed immediately salesman-announcer for remote studio operation. Position includes sales, copywriting and announcing duties. Sales experience a must. Send tape, complete resume and references to B. L. Munson, Manager, WHSM Radio, Hayward, Wis. 54843. This would be an ideal position for a retired or semi-retired individual.

One of Virginia's most successful sales staffs needs one addition. You will replace a No. 1 man who has gone to the big time. They were big shoes. What size feet do you have? Dick Via, WLEE, Richmond, 703-288-2835.

One of the oldest stations west of the Mississippi—with ratings, image, excellent reputation and well-known personalities is looking for a young aggressive talented salesman. Apply in confidence. Send resume, references, picture and financial requirements to 145 South Pershing, Wichita, Kansas 67218.

#### Announcers

Join the innovators. Midwest station group is looking for creative modern format personalities and dedicated newsmen. If you like challenge, send tape and resume to: Box H-184, BROADCASTING.

Experienced announcer. First phone MOR. Want reliable family man willing to work. Chance for advancement in group operation. Box H-211, BROADCASTING.

Wanted: Announcer—Salesman 1,000 watt daytime station middle of the road, scenic and cultural central New England. Ideal conditions in a small market where pay and opportunity is good. Box G-232, BROADCASTING.

Wanted . . . announcer who can't ad-lib. Must have mature voice and tight board for better music station with strict format in medium New England market. A.M. drive. 135.00 to start. Send resume and tapes to Box H-246, BROADCASTING.

Midwestern regional, AM-FM fulltimer needs two good men with experience. One newsmen, one announcer for Top 40 night show. 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Box H-258, BROADCASTING.

Coastal Carolina station seeks mature Top-40 night man. Good salary, fringe benefits. Ability to read a must. Send tape & resume to Box H-270, BROADCASTING.

Announcer First class ticket with experience for metropolitan market. Could possibly combine announcing with part time selling. Box H-290, BROADCASTING.

I'm looking for a solid young broadcaster, with limited experience and an eye toward the future. First ticket desirable. We offer good pay, good working conditions, lots of hard work and suburban market experience. Send a tape, resume, salary requirements immediately. Box H-322, BROADCASTING. Opportunity! Combination news production, announcing. Send details, KFRO, Longview, Texas.

We're in St. Louis. . . . A great radio city. Openings for air personalities; if you have the ability, drive, and desire to succeed and help us to attain our goals in this intensely competitive market. If you believe you're capable of handling this situation, can communicate with young adults, enjoy contemporary music, are willing to comply with our format and follow realistic leadership. . . . We would like to hear about you. Send tape and resume to KSHE-9434 Watson Road—St. Louis, Missouri.

\$115-\$125 weekly for experienced (more than 2 years) announcer. MOR. Mild, dry climate. Near mountain recreation. Must have solid background. Send tape and resume to Kent Roberts, KSIL Radio, Box 590, Silver City, New Mexico.

### Announcers—(cont'd)

Our evening air personality and assistant production man has been drafted. KSO needs a swinging creative middle of the road D.J. No time and temp man. A man with something to say and a mature voice. Send a tape resume and photo to Glenn Bell, KSO, 3900 N.E. Broadway, Des Moines, Iowa.

Wanted — announcer-newsman combination to take news director position. Mobile unit furnished. First class license desired. MOR station. Write or call Jack Brewer, KWCO, Box 770, Chickasha, Okla. 73018.

Immediate opening for experienced, mature professional announcer for morning shift. MOR. First ticket preferred. Call WABJ, Ardian, Michigan, 313-265-7123.

Immediate opening for announcer. Send photo and resume. WAMD, Aberdeen, Maryland.

Needed — Sept. 1 — Experienced announcer with first phone. 5000 watt NBC affiliate with MOR adult format. Good pay and fringe benefits. Contact Larry Collins, WBCK, Battle Creek, Mich. 49015.

First ticket announcers—WBRY, Waterbury, Conn.—203-753-1125.

Mid September opening for experienced announcer on outskirts of metropolitan Atlanta in finest small city in Georgia. MOR adult format emphasizing news and sports. Above average salary and fringe benefits. Send tape, resume, and photograph to Jim Hardin, WCOH, Noonan, Georgia.

Immediate opening for bright third phone morning man for active Indiana city of 30,000. Station strong on local news and community activity. Must have experience. Contemporary music policy. This is a Findlay Publishing Company station with full company benefits. Send tape, resume and photo now to Program Director, WCSI, AM & FM, Columbus 47201.

Announcer with first class license to do morning show. Immediate opening. 5,000 watt daytimer. Six-day week. Excellent salary. Hospital, Life insurance, benefits. Three weeks vacation. Send tape or apply by phone to Harry M. Thayer, WGHQ, Kingston, New York.

Wanted: Experienced Announcer with third Class Ticket for MOR Station. Contact WGTN, Georgetown, S. C.

Wanted. Staff announcer for 8 p.m. to 1 a.m. schedule. Minimum three years experience. Screamer don't apply please. Established station middle of the road music, network news and all major league sports. Send audition, picture and resume to WHBY, 600 S. Lawe St., Appleton, Wisconsin. Phone 733-7791. Immediate opening.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Experienced production announcer for MOR good music stereo FM. Girl Friday needed too. New operation on air approximately October 1. Photo, resume, salary requirements first letter, please. Al Hervey, WHME, Box 12, South Bend, Ind. 46624.

Wanted: Experienced announcer, 3rd class ticket. Opening available first week in September. Send tape, references and salary to WHNC, Henderson, N. C. 27536.

1st phone no maintenance, 6 p.m. to midnight Top-40 gig. You do rock, but must like modern C&W. Salary depends on experience and ability. Air mail tape, resume and pic to Jimmy Mack, F.D., WKYX, Box 931, Paducah, Kentucky 42001.

## Announcers—(cont'd)

Top pay offered for bright experienced announcer by established full-time kilowatt in pleasant, prosperous city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat programming, many fringe benefits. Brand new, modern building, exceptionally well equipped. Write WKAN, Kankakee, Illinois with details of experience, references, tape.

Experienced announcer wanted immediately. MOR respected operation. Ability to read essential. Excellent salary right man. WSGO, Oswego, N. Y. (315) 343-6691.

Morning man. WSMI. Litchfield, Illinois. Tape, resume.

Experienced announcer needed at established format station in university town. Personality a must. News and music background desirable. Must have third class endorsement. Send a recent tape, plus complete resume including age, marital and draft status. Experience and references. Salary open. Jim Schuh, Program Director, WSPT, Stevens Point, Wisconsin. 715-341-1300.

Immediate opening, mature announcer, for MOR, AM board shift, and on-camera TV work. Good opportunity with group operation. Send tape, complete resume and picture to WSVA-TV, AM, FM, Harrisonburg, Va.

Morning shift, good voice, third license, premium for first. Opportunity for sports play-by-play. Profit sharing, beautiful community, convenient to cities. High power AM and FM both fulltime. WTVB, Box 32, Coldwater, Michigan.

Rapid advancement for top quality announcer-salesman with management potential. Rocky mountain 50,000 population. Growing company, great potential. Lou Erck, P. O. Box 189, Cheyenne, Wyo. 307-634-5723.

Connecticut, MOR, MBS affiliate seeking experienced 1st phone announcer with excellent news and commercial delivery. Pay \$150, 48 hours (45 on board), \$5 raise every 6 months. Car necessary, Call Mr. Eyre, 203-489-4181.

Wanted announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station, in Virginia. Good opportunity, good pay. Immediate opening. Call 703-829-2509 day, 703-647-8493 night.

## Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Chief for 5,000 watt directional—Midwest—excellent facilities. Box H-244, BROADCASTING.

First ticket—maintenance. Announcing-sales helpful. \$500 mo. KHIL, Willcox, Arizona.

Chief Engineer 5000 w AM, FM stereo. Must be familiar with all phases of radio . . . transmitter . . . studio production. Salary open. Call or write Manager, KXYZ, Houston, Texas, 713 RI-8-3980.

Opportunity at S.E., AM-FM-TV, for operator engineer. Good pay, insurance, other benefits. Chief engineer, WAIM-TV, Anderson, South Carolina.

Chief Engineer — Two-Tower Directional, Daytime. New Equipment, excellent facilities and working conditions. Top salary for experienced, qualified man. Rush background letter, and references. WCLU, att: General Manager, 1115 First National Bank Bldg., Cincinnati, O.

First phone, 1 kw directional daytime. Contact Fran Cady, CE, WIZR Johnstown, New York.

Chief engineer for AM daytimer and full-time FM separate programming. Immediate opening. Six day week. Three-week vacation. Hospital, insurance benefits. Good salary. References required. Write or phone Harry M. Thayer, WGHQ, Kingston, New York.

## Technical—(Cont'd)

First phone engineer needed for AM-FM station in Michigan's thumb. All newly equipped station with directional fulltime AM and separately programed FM. Company benefits, top working conditions. Salary open. Experience helpful but not necessary. Permanent position and you'll really like this friendly area. Please phone or write James Mullenbeck, (517) 269-9931, WLEW, Bad Axe, Michigan.

Wanted Engineer-announcer salary open. Contact chief engineer, WMAS, Springfield, Mass.

Central Pennsylvania local station has immediate opening for qualified chief engineer. Completely remodeled studios with modern equipment in excellent state of repair. AM only, \$125 per week. Contact Lou Murray, WRTA, Altoona, Pennsylvania 814-943-6112.

Immediate permanent fulltime opening for board operators, 3rd class license required. WSBC, Chicago, Ill. (312) 666-9060.

## NEWS

Journalist Grad? Can you write with imagination and color? Can you dig for the news? Any administrative ability? Are you a take-charge guy? Then you're the one. Send tape, written copy, editorial comment, resume, news philosophy. Two openings right away. Box H-103, BROADCASTING.

News Director. . . . Leading medium market station, upstate New York. Pleasant area. . . . Must be strong on gathering local news. . . . start \$115/week. Box H-160, BROADCASTING.

News Director. Key job. High listener acceptance of quality news. Excellent pay. Small market. Box H-276, BROADCASTING.

Experienced newsmen for top rated new station. Top wages to aggressive man. KAGE, Winona, Minnesota.

Hard-hitting newsmen wanted. Immediately. Excellent opportunity with South's hottest station. Contact Jack Gale, WAYS, Charlotte, North Carolina.

Immediate opening for newsmen at WCLO, Janesville, Wisconsin. Speech-journalism major preferred. Good pay, mileage, liberal vacation, and fringe benefits. Send audition and resume to Larry Tainter, News Director, WCLO, Janesville, Wis.

Newsmen, who can gather, write and report news. Must be able to accept responsibility. Excellent benefits, good equipment, mobile unit. Good opportunity for man who wants to move up in a growing Western Michigan market. Send resume and tape to Ken Coe, WJOR, South Haven, Michigan.

Wanted: newsmen trainee for 5,000 watt AM/3,000 watt FM progressive station within sixty miles of the nation's capital. Call (304) 725-7055, or write P. O. Box 188, Charles Town, W. Va. 25414.

## Production—Programing, Others

Merchandising and sales promotion girl for top 40 station in large Eastern market. Good salary, benefits and opportunity for advancement. Excellent working conditions. Send resume, references and recent picture. Box H-188, BROADCASTING.

Maryland station. Man with program and sales experience, some play-by-play. Box H-284, BROADCASTING.

If you have a good radio voice and delivery . . . if you have ability to produce above average material when you have modern facilities to work with . . . if you like to work for good pay with good radio men . . . if you want to work in the state of Virginia . . . if you know modern country music and how to present it to a medium market audience . . . check us out . . . send particulars to Box H-309, BROADCASTING.

Director of Women's programing. Midwest university educational radio station. On-air, tape, and script services. Masters degree preferred, bachelors degree required. Salary open, month's vacation. Send resume with inquiry. Write Box H-330, BROADCASTING.

Wanted: Experienced program director immediately for 5,000 watt station. Must be able to handle some production and play-by-play sports. No floaters. Good references required. Contact Greeley N. Hilton, Owner Radio Station WBUY, Lexington, N. C.

## RADIO

### Situations Wanted Management

Fully experienced group radio manager available. Background will stand the closest scrutiny. Personnel, programing, sales and understanding of FCC laws & regulations are all part of complete knowledge. Will view major single operation. Prefer western states. Your inquiry will be held in strictest confidence. Box H-250, BROADCASTING.

34 year old family man, excellent ten year radio record. Past seven GM and part owner 20,000 market AM. Perfect health, credit, background. Knows every phase of management. Can prove claims as 100% success. Can stand critical investigation, expect interested parties be able to same. Community must possess good recreational and cultural environment. Box H-292, BROADCASTING.

Available—Top flight manager with all girl announcing program, and sales staff. Wishes to buy station badly in need of talent and with growth potential. Box H-303, BROADCASTING.

Available—Top flight manager with all girl staff including announcing. Wishes to buy interest in Southern station. major market. Box H-304, BROADCASTING.

Need dynamic, realistic, successful GM, GSM? Want leader trainer, programmer, promoter? Formerly ZIV-TV. College, married, ethical, creative. \$20,000. Box H-305, BROADCASTING.

Management—outstanding record creative sales, Sales-management, radio, TV. Box H-312, BROADCASTING.

Selling manager/sales manager. Station sold, must move. 15 years experience, sales, promotion, management. Know all phases. First class ticket. Top references. . . . Prefer South. . . . Box H-321, BROADCASTING.

May we discuss that opportunity for station management? 20 years experience broadcasting, sales, sales management, and station management. Young, always selling, full of programing ideas, enthusiasm, dedication to earn increased revenues and market acceptance. Presently in sales same station several years major market 12,000 plus. Relocate for permanent station managship in good area with excellent potential. Box H-341, BROADCASTING.

Mature radio broadcaster seeks news managerial job. Strong sales . . . community service . . . good music and M.O.R. programing Pacific Northwest smaller market only. Call operator 907-225-4398.

## Announcers

Sportscaster. 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-141, BROADCASTING.

DJ announcer newscaster, 3rd endorsed. School graduate. Family man relocate. Box H-197, BROADCASTING.

DJ, tight board solid news commercials third phone. Box H-207, BROADCASTING.

First phone DJ announcer. Top 40. Experienced. prefer Midwest. Box H-221, BROADCASTING.

Experienced sportscaster - newsmen seeks medium to large market. Box H-228, BROADCASTING.

Northeast/Midwest, modified top 40 with young sound. Copywriting ability and production experience. 3rd phone . . . Draft deferred. Box H-231, BROADCASTING.

Female announcer, broadcasting graduate trained on tight board. Pleasant voice, good news, commercial delivery, stable. 3rd phone. Box H-248, BROADCASTING.

Midwest . . . sports preferred. Experienced. Now employed. Available immediately. Box H-256, BROADCASTING.

Florida . . . experienced sports. 3rd class. Available September 18, Box H-261, BROADCASTING.

DJ, announcer, 2 years experience, Prefer top-40 MOR, within 300 miles of New York. Others considered. Box H-267, BROADCASTING.

## Announcers—(cont'd)

First phone rock jock, now 50 kw major. Ideas; engineering background. Married. \$10,000 plus. Box H-274, BROADCASTING.

25, single, 2 years experience. 3rd ticket endorsed. 4-yrs. active Navy. Prefer news or sports, but adept at all music formats (except classical). Would like to relocate and settle down in midwest. Can come immediately. Box H-279, BROADCASTING.

1st phone announcer DJ. Employed, experienced. Prefer central Texas. Consider all. Box H-280, BROADCASTING.

Female Announcer. Experienced versatile, hard-working secretarial-sales. Excellent voice. Near N. Y. preferred. Box H-282, BROADCASTING.

1st phone jock . . . young . . . draft exempt . . . experience with network affiliate midwestern station . . . tight board . . . prefer southern or western coastal station. Box H-285, BROADCASTING.

Top-40 Modern C&W, personality, major market experience, swinger with big voice. Box H-289, BROADCASTING.

Articulate announcer DJ-26, relocate, anywhere now, 8 years experience, college B.S. and M.A. degrees, veteran officer, 3rd endorsed. Box H-286, BROADCASTING.

Employed professional seeks adult sounding operation as announcer PD, or traffic. Commercial detail-minded, well-modulated, crystal clear voice with background in news, programing, production. Endorsed, third. Medium, major, or suburban markets. Box H-298, BROADCASTING.

TV-Radio background. Want top 40. Relocate NYC vicinity. 3rd phone. Box H-299, BROADCASTING.

Ann. 14 yrs. exp. seeks Pd. pos. CW RR MOR in med mkt. Box H-310, BROADCASTING.

Experienced D.J., News, Third Endorsed, Available Now. Dependable, Will Relocate, Tight Board. Box H-313, BROADCASTING.

A year's experience. College, third phone, good voice. Box H-314, BROADCASTING.

First phone! Beautiful music. Nights. No maintenance. 201-227-1103. Box H-315, BROADCASTING.

Female Broadcaster, radio/TV, 3rd endorsed, tight board, news, weather, commercial delivery, sports, MOR, Top 40, secretarial skills, willing to relocate. Presently working in Metropolitan Washington market. Box H-316, BROADCASTING.

Female Broadcaster, Single, Experienced, Copywriter, D.J., Newscaster. Personable, Sales Minded. Box H-317, BROADCASTING.

Experienced major market broadcaster available September; seeks stability, permanence, advance and job satisfaction; 14 years broadcasting experience and happily married, all size markets considered. Box H-325, BROADCASTING.

Buffalo or Rochester area: College student with first, experienced, needs part time job. Box H-329, BROADCASTING.

Announcer D. J., Bright Sound, Mature Newscaster, Experienced, 3rd Ticket, Married, Dependable, Tight Production, Desire Sales. Box H-333, BROADCASTING.

Disc jockey-announcer. Beginner but trained at best N. Y. School. Have third with endorsement. Young and will try hard. Prefer good music. Write or call, 212-456-3090, Box H-334, BROADCASTING.

Top 40 only, Format Jock, Major markets, References 603-883-7840.

First phone—Top-40—draft deferred married—four years experience—James Pinkston, 3305 S. Jackson, Amarillo, Texas, (806) 373-9219.

Sportscaster experienced. First phone. Available September 4th. Prefer central Illinois. Phone Mike—602-458-4313—afternoons—602-458-5780—nights.

Top C&W personality, broadcast major, 8 yrs. exp. PD, sales, news, promoter, Nashville contacts, references, no corn, no scream. (Goal WJJD, or KGBS type) or smaller management opportunity. Employed. Making good money. Let's talk. 612-252-5922.

## Announcers—(cont'd)

Air personality—3½ yrs. Top 40 experience, 29, family, presently MD, have PD experience. I want large market, creative position, preferably south. Minimum \$125.00 wk. Harold Dodd, 205-845-2090, Ft. Payne, Fla.

Beginner, 3rd phone, Broadcasting school graduate, will relocate, prefer Louisiana, south Mississippi. Norman B. Jacobs, 228 30th Street, New Orleans, La. 70124.

## Technical

Capable first. 28, married. Box H-185, BROADCASTING.

Experienced first class engineer desires working or chief job. Fully qualified for any work AM-FM station. West Coast preferred. Box H-215, BROADCASTING.

First phone ATS, grad., desires work NYC area. Box H-259, BROADCASTING.

Experienced chief. College. Major 50 kw announcing background. Married. \$10,000 plus. Box H-273, BROADCASTING.

Chief engineer 15 years experience AM-FM remote control, directionals. Married, sober, reliable. Give full details first letter. Box H-275, BROADCASTING.

Presently employed chief, AM station. Relocate western states. Desire transmitter and maintenance duties. Available immediately. Box H-281, BROADCASTING.

Experienced 1st phone announcer desires to work under chief engineer with announcing. Box H-331, BROADCASTING.

Christian Broadcasters: 15 years engineering, announcing experience. Personal interview agreeable. P. O. Box 405, High Springs, Florida. Phone 454-1373.

## NEWS

College trained R & TV newsman. Can report, film, (S.O.F.) edit and process. Prefer medium-size. Box H-62, BROADCASTING.

Responsible newsman seeks news, writing and gathering spot. College graduate. Experienced. Box H-282, BROADCASTING.

Newsman nature, part time or full time, NYC-NJ area. Box H-286, BROADCASTING.

Award winning newsman with degree and second phone . . . Seeks a permanent position as a News director or PD. Full details in first letter. Box H-301, BROADCASTING.

Strong on news and sports: 4 years experience, 1st phone, college, married, draft exempt, available immediately. J. P. Rabito, 19W 036 Granville Rd., Itasca, Illinois 312-773-9438.

News Director. . . . Desires large market. Radio TV experience. Married, 33, vet, college. Deep authoritative voice. Airwork. 85-9500 start. No rush. 701-837-0257 (night).

## Production—Programing, Others

Top ten, Top 40 DJ, Music Director . . . College. . . . Experienced some news, all production . . . 3rd phone. . . . Available immediately. Box H-206, BROADCASTING.

Play-by-play sportscaster seeking full time anywhere, part-time south Florida only. Box H-237, BROADCASTING.

Six years experience, medium market program director, announcer, sales production, writing, also small market management. Two years college—early twenties. Looking for West coast or Gulf coast medium market or willing to start at the bottom in a large market. Top 40 or MOR. Get along well with anyone, excel in organization and programing, 3rd class permit. Box H-291, BROADCASTING.

Program manager Top 15 market AM/FM, seeks professional operation, MOR or classical. I'm dedicated, hard-working, versatile, educated, personable. Experienced in production, sales promotion, announcing . . . all phases radio; some TV. A-1 character; excellent references. Would consider educational opportunity. Available immediately. Call 305-443-9281 or write Box H-328, BROADCASTING.

## TELEVISION—Help Wanted

### Management

If you have the experience and ability necessary for manager's position of a station operated in a growing section of the country, we can offer you a good salary and profit sharing arrangement. Send resume to Leigh Warner, President, Southwest Kansas Television Company, Cimarron, Kansas.

### Sales

TV Account Executive—Excellent opportunity for a person with a proven TV sales record who wants to increase his earnings well into five figures and is seeking a spot that could lead into sales management. Send a confidential resume to Mr. Don Meineke, Sales Manager, WLW-D Television, AVCO Drive, Dayton, Ohio 45401. An equal Opportunity Employer.

### Announcers

Announcers (2) Mid-Atlantic net V needs versatile pro to handle sports, weather, booth, commercials. Reply in first letter with resume, photo, salary, availability and SOF or VTR. Box H-95, BROADCASTING.

Booth announcer—for ETV station in Northeast. Send resume including educational details and language ability, plus audition tape. Approximately \$5,200. Box H-272, BROADCASTING.

Immediate opening for experienced airman at CBS affiliate. Tape and resume to Doug Sherwin, KGLO AM-TV, Mason City, Iowa.

Sports Director—KTSB-Television, presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking a highly dynamic and creative Sports Director. The Studio Broadcasting System will be a total color operation, with one of the most advanced technical plants in the Midwest. Emphasis shall be placed upon establishing an aggressive and community-minded facility, through local origination of programing, which will stress news, sports, documentaries, and taped features. KTSB-Television will produce, in addition to strong daily sportscasts, the "Game of the Week" on weekends, as well as numerous sports documentaries. Transmitting with 1,094,000 Watts, at a tower height of 1,149 feet above ground on Channel 27, the Station will be a primary affiliate of the National Broadcasting Company. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates should be between the ages of 25 and 35, a college graduate, with experience in broadcasting. Submit resumes, with salary requirements, to Mr. Harry L. Strader, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone Area Code 913-232-8205.

Personable, versatile announcer to handle news, weather and staff announcing duties at medium size VHF in Midwestern vacation land area. Excellent opportunity for capable young man. Send resume, tape and salary requirements to: John Wheat, Program Director, WWTW, Box 827, Cadillac, Michigan 49601.

Virgin Islands calling! WSVI-TV, St. Croix is adding to its staff. We have immediate opening for two versatile broadcasters with first class license. One with primary announcing ability who can also handle a board shift. One with primary technical proficiency to assist chief and work the board as operator-switcher. Ability more important than experience and will consider radio men desiring TV. Soon we'll be the Island's most powerful TV station and joining ABC-TV. Housing in short supply, so single men preferred, but married given full consideration. Excellent swimming, fishing, snorkeling on wonderful beaches in world's greatest climate. 48 hour week. Salary \$115.00 to \$130.00 depending on experience. Rush replies, including tape/photo to Manager, WSVI-TV, St. Croix, U.S. Virgin Islands.

### Technical

First phone engineer for television station. No announcing location-Northern Lower Michigan. Box H-52, BROADCASTING.

Engineer, first phone, license, needed top midwest VHF-TV station. Box H-277, BROADCASTING.



## Technical—(Con't.)

**KAUS-TV, Austin, Minnesota,** is currently constructing a 1000 foot tower at a new transmitter site. Both FM and TV broadcasting will be done from this site by early fall. Due to this expansion we have openings for both a studio and transmitter 1st class engineer. Experience desirable, but not necessary. Contact Tony Mulder, Chief Engineer.

May accept beginner with first phone. Manager, KDUH-TV, Box W, Hay Springs, Nebraska 69347.

We are a rapidly expanding organization with rapid advancement opportunities and top pay for really good engineers. As a bonus we have the best hunting, fishing and climate in the last unspoiled area of the United States. Present openings: one chief engineer and operating engineers for a new television station. Other openings will be available in the near future. Western Broadcasting Company, Box 1503, Missoula, Montana.

**Technical Personnel—KTSB-Television,** presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking broadcast-orientated technicians capable of building and operating a television station boasting of unsurpassed technical standards. The Studio Broadcasting System will be a total color operation, with elaborate special effects equipment, high band video tape, video tape animation, and chroma key capabilities. Emphasis shall be placed upon establishing a community-minded and aggressive facility, through sophisticated engineering and operations. Local origination, strong documentary and taped features shall be promoted. KTSB-Television will transmit with 1,094,000 Watts, at a tower height of 1,149 feet above ground on Channel 27. The Station will be a primary affiliate of the National Broadcasting Company. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates must possess an FCC first class radio-telephone license and a familiarity with broadcast equipment. Submit resumes with salary requirements, to Mr. Wallace J. Rodammer, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone Area Code 913-232-8205.

**TV-Engineer-Sportsman.** Sick of city shmog? Trade for "Big Sky Country" hunting and fishing! Group Station needs mature, experienced transmitter/maintenance engineer. Salary open, commensurate with experience. Contact chief engineer KULR-TV, Box 2512, Billings, Montana.

**Senior citizen engineer—**If you have been forced into retirement, our company employs through age 70. Live in sunny healthful Arizona, work full or part time. Need experienced maintenance technicians for all phases of TV. No production or programming. 1st ticket required. Send resume to KVOA-TV, Box 5188, Tucson, Arizona.

**Experienced TV switcher,** with first class license. Good pay. Contact: WBJA-TV, Binghamton, N. Y.

**First class engineer opening live color—**Color VTR—Latest equipment. WGEM-TV & Radio Midwest—125 miles north of St. Louis. Contact Chief Engineer, Frank Laughlin. Phone AC 217/222-6840 or write or wire WGEM, Hotel Quincy, Quincy, Ill.

**Looking for experience.** Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

**First class ticket engineer for TV transmitter** operation and maintenance work. Will train, no announcing or switching. Excellent opportunity. WWUP-TV, Fetzer Television, Inc., Ojibway Hotel, Sault St. Marie, Michigan.

**Supervisory engineering position open** to man qualified in videotape microwave studio equipment and transmitters. Cool, colorful Colorado offers enjoyable living in television system and expanding opportunities. Contact: Anderson, XYZ Television, Inc., Grand Junction, Colorado.

## Technical—(Cont'd)

**University Chief with first to maintain CCTV,** VTR, FM, \$8630 annually. Dr. Kenneth Harwood, University of Southern California, Los Angeles 90007.

**Television studio and transmitter engineers** for operation maintenance of ETV system in American Samoa. Good living conditions, liberal benefits. Send comprehensive resume to R & D Office, NAEB, 1346 Connecticut Avenue, Washington, D. C. 20036.

## NEWS

**Newman wanted for medium Southeast market.** Excellent fringe benefits at pioneer NBC TV affiliate. Degree Journalist preferred but any mature seasoned newsmen will be considered. Send VTR/film and salary requirements . . . to Box H-340, BROADCASTING.

## Production—Programing, Others

**Production supervisor.** Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

**Promotion Director.** Aggressive, enthusiastic idea-man who can get a job done is needed at once to head up department in Top 10 market station. Must be able to write, handle on-air promotion, design ads, coordinate special merchandising and promote station. Excellent opportunity for an eager hard worker with good experience. Please send complete resume of background and samples of work to Box H-189, BROADCASTING.

**Production manager** who is also very capable producer-director for ETV station in Northeast. Approximately \$9,500. Box H-271, BROADCASTING.

**Producer/Director for midwest net affiliate.** Must be familiar with all phases of studio production. Send resume and salary requirements to Box H-278, BROADCASTING.

**Producer-director.** Well-equipped major southwest ETV station has immediate opening. Excellent opportunity for professional growth. BA or equivalent. Staff directing experience mandatory, preferably in ETV. Salary \$7000+ to start. Send resume and VTR to Brooks Leffler, Production Manager, KLRN-TV, P.O. Box 7158, Austin, Texas 78712. Equal opportunity employer.

**Motion Picture Photographers and Processors—**KTSB-Television, presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking qualified motion picture photographers and a lab processor-editor. The Studio Broadcasting System will be a total color operation, with the most advanced technical plant in the Midwest. Emphasis shall be placed upon establishing a community-minded and aggressive facility, through local origination of programing, with stress upon news, documentaries, and local features, employing "A", "B", and "C" roll production techniques. KTSB-Television will shoot all motion picture film in color, utilizing the Ektachrome ME-4 process. Motion picture equipment includes: the Arriflex "16-S"; Bach-Auricon single system magnetic, modified to accommodate 1200 foot Mitchell magazines; and Canon Scoopic 16mm Electric silent cameras. An extensive editing facility is being fabricated, employing Moviola equipment, and a Houston Fearless Model CM16-ME4/30 Ektachrome Colormaster film processor. Transmitting with 1,094,000 watts, at a tower height of 1,149 feet above ground on Channel 27, the station will be a primary affiliate of the National Broadcasting Company. Growth is unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates should be between the ages of 25 and 35, with experience in broadcast or allied operations. Submit resumes, with salary requirements, to Mr. David Dary, Studio Broadcasting System, Post Office Box 2700, Topeka, Kansas 66601. Telephone Area Code 913-232-8205.

**Director needed,** will train present assistant director. Looking for resourceful hard working young man. Good opportunity with group operation. Send complete resume, including picture to WWSA-TV, Harrisonburg, Va.

## Production—Programing, Others

### Continued

**Promotion Publicity Director—**Move up to a top 50 market located in the southwest. We want an aggressive young person capable of implementing creative ideas in all promotion activities, including on-air promotion, publicity and advertising. Excellent starting salary, fringe package and personal growth opportunities for the person selected. Send a detailed resume of training and experience, plus personal history and salary requirements to Mr. Edward V. Cheviot, V.P. and General Manager, WOAI-TV, AVCO Broadcasting Corporation, 1031 Navarro Street, San Antonio, Texas 78205. An Equal Opportunity Employer.

## SITUATIONS WANTED

### Management

**Challenging management position** desired by assistant manager (AM-TV), solid citizen under 40, Masters degree. Box H-283, BROADCASTING.

**Need TV station manager?** Key sales executive? Top sales management executive with outstanding major market track record at representative, network and station levels is ready to take on your management challenge. Married, four children. Presently employed, but firm knows of this ad. Box H-320, BROADCASTING.

### Sales

**Seek good, active account list** needing professional, creative handling, and development. Outstanding record sales, sales-management. TV and radio. Box H-311, BROADCASTING.

**Experienced major market TV salesman,** management potential, seeks growth opportunity. Box H-326, BROADCASTING.

### Announcers

**Pro-athlete and top radio personality** desires TV sports directorship. Box H-288, BROADCASTING.

**Announcer 26, 8 years radio experience,** ready for TV, college B.S. and M.A. degrees, veteran officer. Box H-297, BROADCASTING.

**Children's emcee —** Producer, announcer, copy, salesman. Available now. Box H-327, BROADCASTING.

## Technical

**Looking for a chief or assistant's job.** Electrical engineering training. Experienced UHF and VHF. Installation, maintenance, trouble shooting. Plus microwave. Box H-319, BROADCASTING.

## NEWS

**Award winning major market public affairs** director seeking good position east or west coast. Experience: documentary production, on air interviewer, editorial writing and presentation, news management. First attempt at relocation in five years. Box H-109, BROADCASTING.

**Experienced in TV and Radio news and** announcing. Plus writing. Documentaries, special events, M.C. Seeking position in metropolitan area. Box H-318, BROADCASTING.

## Production—Programing, Others

**Creative/knowledgeable young man** seeking a challenging production/programing/management position R/TV degree, teaching, veteran, with diversified broadcast background. Highly imaginative with writing and promotional ability. Prefer Top ten. Box H-337, BROADCASTING.

## WANTED TO BUY—Equipment

**We need used, 250, 500, 1 kw & 10 kw AM** transmitters. No junk Guarantee Radio Supply Corp., 1314 Turbide St., Laredo, Texas 78040.

**Wanted.** Harmony Isle 15 minute transcriptions. (Macgregor?) 2889 21st Street, San Pablo, California 94806.

**Good used equipment** everything needed for 250 watt station. 200 ft. tower. State model, condition and price. Robert Ingram, Campbellsville, Ky.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

E. F. Johnson 1000 Watt transmitter 1470 KHz all spares available March 1968 on floor \$1200.00 W-TOE, Box 536, Spruce Pine, N. C. 28777 Telephone 704-765-4296.

1-Ampex 354. New Heads, Brakes for \$1000.00 Radio Station KCFM, St. Louis, Missouri.

5820A I.O.'s for lease or sale. First quality 5820A at \$80.00/month lease; \$475.00 with 750 hour warranty sale. For further information call or write, Baker Miller Taylor Co., 7 Bala Avenue, Bala Cynwyd, Pa. 19004—215-664-6672.

Gen'l radio 916A RF bridge. Good condition, \$350.00. Measurements model 80-R stand. Signal generator. Box H-300, BROADCASTING.

Helix Coaxial cable. HJ 5-50 type, new 59c ft. F.O.B. E.E.E.E. P. O. Box 2025 La Mesa, California.

For Sale: Complete Collins Audio equipment and RCA transmitter needed for station construction. Custom built by Collins Radio. 7 Preamplifiers; 2 custom dual console switches with 12 pot inputs; 2 program amplifiers; 3 10 watt monitor amplifiers; 1 McIntosh 50 watt amplifier; 7 83 inch equipment racks; 1 RCA 73B Professional Disc Recorder; 1 RCA BTA-1L 1 kilowatt Transmitter; Many double row jack strips. All audio equipment is on standard 19 inch panels. All in operation until August 1st when W-A-C-O moved to new building. Cash FOB, Waco \$2,000.00. Telephone 817-772-7100. WACO Broadcasting Corporation.

Be competitive . . . Now! Your station or remote unit can be telecasting live color programs before you think. Our 2 RCA TK 40A color cameras and related Chain equipment in working order and waiting for action. Your price, no brokers, \$25,000. Call or wire Industrial Television systems, Inc. 1518 W. Orient, Tampa, Fla. 33614.

Coaxial cable, Styroflex, 3/4", 50 Ohm, jacketed, unused. TDR tested, Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

For Sale: Gates SA-39 peak limiting amplifier. Just taken out of service. Good condition. \$195. Joe Brewer . . . WZYX . . . Cowan, Tennessee.

For Sale: RVA TT2BH TV transmitter now on Ch. 13 \$15,000. Sideband and harmonic filters also available. Contact H. L. Van Amburgh, CE, WGAN-TV, 207-772-4661 for details.

AM transmitters: Bauer 1 kw, \$3,300.00; Gates 1 kw vanguard \$3,100.00. FM transmitters: ITA 7.5 kw \$5,950.00; ITA 250 w \$1,500.00 GE 3 kw \$2,500.00 GE 10 kw amplifier \$2,500.00, Ampex stereo 350 \$850.00. Bill Barry, Box 609, Lebanon, Tennessee (615) 444-0305.

For Sale: New ITA FM-1000A transmitter McMartin TBM-3000 frequency and TBM-3500 modulation monitor; Collins 3-bay antenna, all presently in operation on 103.1 mcs. Also a used 1000A for spare parts and 100 feet of 3/8 inch line less flanges. \$7500.00 takes all. Call Charles Castle, 305-461-8240, Ft. Pierce, Fla.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Editorials custom-written for your local market. Five per week, highest professional quality, reasonably priced. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! \$2.00 Box 3736 Merchandise Mart Stn., Chicago 60654.

## MISCELLANEOUS—(Con't)

All new DJ adlib. Quips to build your personality. \$4.95. VinCon Enterprises, P.O. Box 26003, Denver, Colorado.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N. Y. 11229.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics. Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 4, January 10. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning!" accept no substitute. REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Sept. 5—Oct. 9—Nov. ?? Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers-D.J.'s-newcasters production personnel. Announcer Training Studios, 25 W. 43 St., New York, 10036. Veteran approved, licensed by N.Y. State. Phone OX 5-9245.

## INSTRUCTIONS—(Con'f'd)

N.Y. City's most famous Broadcast School—NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . Famous for good announcers. . . Famous for best deejays. . . Approved for veteran training. Licensed by State of New York. N. Y. School of Announcing and Speech, 165 West 46th Street. NYC. (212) LT 1-3471.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington. Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

**JOBS! JOBS! JOBS!** This week we have had requests from Stations in Northern N. Y., Southern N. J., Cent. Penn., Western Mich., So. Texas, Hawaii and many other states around the country for Don Martin trained personnel. To succeed in Broadcasting you must be well trained and be able to compete for the better jobs in the industry. Only the Don Martin School Of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of Broadcasting. We have a continuing flow of job opportunities for our students because of it. If you desire to succeed as a Broadcaster call or write the Don Martin School, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

## RADIO—Help Wanted

### Management

### MANAGER-ASSISTANT

Excellent salary plus bonus for experienced, sales orientated assistant manager. Must be skilled administrator, have good character and credit. Opportunity to move into general manager position with large well established broadcasting group. Send complete resume, photo and requirements to

**Box H-295, Broadcasting**

### RADIO MANAGER

with a small market background. Age 25 to 35. \$15,000 to \$18,000. Extensive travel necessary. Call Ron Curtis 312-337-5318.

### Sales

### ATLANTA METRO

Ground floor opportunity for men experienced in Atlanta area. New AM Metro, strong staff, promotion, management. Excellent draw and commission. Rare opportunity for strong salesmen stymied by authority or frozen account lists. Contact Shel Singer, 1487 Ponce de Leon Avenue, N.E., Atlanta 30307 or call 378-1897. November 1 sign on.

### ONE OF THE OLDEST STATIONS

west of the Mississippi — with ratings, image, excellent reputation and well-known personalities is looking for a young, aggressive, talented salesman. Apply in confidence. Send resume, references, picture and financial requirements to 145 South Pershing, Wichita, Kansas 67218.

**ACCOUNT EXECUTIVE**

Chicago office of major research firm needs broadcast knowledgeable A. E. Must have sales experience, plus background and/or thorough education in media research analysis.

Exceptional opportunity with expanding organization—a leader in media research. Send complete background resume and references with first inquiry.

Box H-342, BROADCASTING.

**EXECUTIVE SALESMAN BROADCAST EQUIPMENT SALES**

—to sell IGM broadcast automation equipment and taped music services in 13-state Northeast area.

Must have strong technical sales experience, preferably in the broadcast field. Must be capable of management-level sales presentation. B.A. preferred, some college work required. Age 29-50. Must supply references.

Earnings from \$20-30,000 on guaranteed salary and liberal commissions. All expenses paid. Company car. Career opportunity.

Send resume, leading to personal interview, to:

**INTERNATIONAL GOOD MUSIC, INC.**

P.O. Box 943, Bellingham, Wash. 98225

**UNIQUE RADIO SALES MANAGEMENT OPPORTUNITY**

We need Professional Radio Salesmen. Men who have a track record of proven ability to sell RADIO. Men who feel that they can help other stations increase their sales. Men who are creative, inventive and can make a presentation either across a desk or to a hundred people.

Travel is involved, but possibly not relocation. We pay a five figure salary, generous incentives, and all fringe benefits.

Most important of all, you must be well versed in RADIO, flexible, and have a belief in radio. Tell us all in the first letter, including earnings objective.

We prefer radio station experience rather than other experience such as with a jingle producer.

Box H-338, Broadcasting

**Announcers****TOP (MOR) AIR PERSONALITY**

Major Eastern market Network ○ & ○  
Send tape, pix & resume to:

Box H-332, Broadcasting

**ANNOUNCER WITH FIRST CLASS LICENSE**

For Detroit Area Good Music Station

Good starting salary

Good Health Plan

Profit Sharing

Excellent hours

Excellent vacation plan

Other fringe benefits

No Maintenance

Call Irv Laing at 313-CH 1-5550

**Technical****SACRAMENTO ARMY DEPOT**

ENGINEERS with maintenance experience AM-FM-TV-CATV, to design and supervise installation of Armed Forces Radio & TV Stations. Home duty station Sacramento, Calif. with considerable world travel. Salary \$10,927 per year. Permanent Civil Service and attractive fringe benefits. Contact Mrs. Lucy Phillips, Civilian Personnel Office, Sacramento Army Depot, Sacramento, California 95813. Phone 916-388-2940, or Mr. Walter J. Wolfe, home phone 916-428-1622. Federal Civil Service Procedures Apply. An Equal Opportunity Employer.

**NEWS****NOW STAFFING**

New Atlanta Metro Station now staffing. Ownership and management news oriented. We are looking for men who can investigate, write, voice news, interviews, controversy; man well read, aggressive, interested in and capable of handling more than headlines and brief. Experience in Atlanta helpful but not essential. Excellent salary, guaranteed increases. Send resume, tapes, writing samples to Shel Singer, 1487 Ponce de Leon Avenue, N.E., Atlanta, Georgia 30307.

**ARE YOU READY . . .**

for the big move?

WIP, Metromedia in Philadelphia, has openings for newsmen. We are looking for knowledgeable, willing, capable young men. No other arbitrary prerequisites. We would rather have one year good experience than 15 years bad experience. If you are a hard worker, conscientious and really interested in radio news as a career, let us hear from you. Include tape, photo, and complete resume. All responses kept confidential. Address: Paul Rust, News Director, WIP Radio, Rittenhouse Square, Phila., Penna. 19103.

**Situations Wanted****Announcers****Station managers**

sect. executives, alumni, does your local college football-basketball team play in the East this season? Too expensive for your station in the South, West, Mountain or Pacific, to send personnel to the East. Our team, professional-college background "play by play", is the practical answer. Technical consultant also included in this modest priced package. Additional information available, write

Box H-336, BROADCASTING

**TELEVISION—Help Wanted****Sales****SALESMAN ANNOUNCER**

TV announcing is still my basic business, but I'm actively involved in the affairs of the radio station I own in White River, Vermont—WNHV.

Small market, beautiful area, excellent growth prospects, ABC affiliate, MOR, strong community involvement. Need a salesman (preferably one who can do some air-work), and an announcer (desirably one who can handle some sales). Contact J. R. Alston, general manager.

(signed) Rex Marshall

**Production—Programing, Others****IF YOU THINK . . .**

. . . new viewers and new profits for your TV station would stem from new blood, write to a man who's at home behind a typewriter and before a camera; whose creations range from children's fantasies to factual documentaries; who has directed and acted in TV film features, produced commercials that sold and can discover what's interesting in the commonplace, at

Box H-293, Broadcasting

**Management****CHICAGO TELEVISION STATION**

Currently undergoing a variety of changes needs managerial and executive sales talent. Big opportunity. Send complete resume.

Box H-324, Broadcasting

**TELEVISION V.P./GENERAL MANAGER  
\$80,000.00  
PLUS  
EXECUTIVE PACKAGE**

Nationwide has been retained to search and screen candidates for this important position. Only applicants currently employed as Vice President, General Manager or Corporate Group Manager in Top 15 markets need apply. YOUR CONFIDENCE WILL BE GUARDED.

Ron Curtis  
Executive Division  
Nationwide Broadcast Personnel Consultants  
645 North Michigan Avenue  
Chicago, Illinois, 60611  
312-337-5318

Technical

**television  
systems  
executive  
engineer**

Here's a top level opportunity with a major manufacturer of television broadcast equipment.

This position involves directing layout, design, and cost estimating of television systems for commercial broadcast stations, including occasional field trips with regional managers. Requires a man—part salesman, part engineer — who enjoys customer contact and has a thorough knowledge and understanding of television systems and the problems of commercial broadcasters.

Salary: commensurate with experience and abilities. Reply in complete confidence to:

Box H-1. Broadcasting.

WANTED TO BUY—Stations

Continued

**AM RADIO STATION  
IN SOUTH**

Must have good growth record and potential.  
Box H-302, BROADCASTING.

FOR SALE—Stations

**FOR SALE: DAYTIME**

Radio station in Metropolitan Detroit area . . . Terrific Growth Potential . . . 500 watts . . . Directional.

Box H-230, Broadcasting.

**Idaho Full-Time, Station**

1 kw. ABC network station in fast growing southern Idaho. Equipment new in last few years. Excellent real estate, well located. Volume growth 60% in five years. Fried at twice annual growth, plus appraised value of real estate, with 28% down. Balance on lenient terms.

Box H-245, Broadcasting.

**FOR SALE**

Dual AM-FM operation in heart of famous western recreation area, including valuable real property. Excellent frequency. FM fully automated—AM partially automated. Principals only.

Box H-308, Broadcasting

**NORTHERN CALIFORNIA**

5 KW Station can be bought for less than 1966 gross. Excellent terms to qualified purchaser.

Box H-335, BROADCASTING.

(Continued from page 85)

■ Lebanon, Ind.—Lebanon CATV Inc. has been granted a franchise. The system will carry 12 channels.

■ Farmington, Me.—Franklin CATV Corp. has applied for a franchise. System would offer seven TV channels and news and weather service.

■ Newton, Mass.—National Cablevision Co., Allston (multiple CATV owner), and Lincoln Co., Cambridge, both Massachusetts, have each applied for a franchise.

■ Swampscott, Mass.—Cablevision Corp., Boston, has applied for a franchise. Installation and monthly service charge would run \$14.95 and \$4.95, respectively.

■ Townsend, Mass.—National Cablevision Inc., Boston (multiple CATV owner), has applied for a franchise.

■ Wayland, Mass.—National Cablevision (multiple CATV owner), has applied for a 25-year franchise.

■ Weston, Mass.—National Cablevision Co., Allston, Mass. (multiple CATV owner), has applied for a 25-year franchise. Town would receive \$1,000 annually or an unstipulated percentage of annual gross receipts, whichever is greater.

■ Red Wing, Minn.—James R. Fraser has applied for a franchise.

■ Long Beach, Miss.—Cable Video Inc., Bay Springs, Miss., has been granted a franchise.

■ Beverly, N. J.—Tri-County Cable TV Co. has applied for an exclusive franchise.

■ Lambertville, N. J.—CATV Service Co. (Edward R. Bott), Doylestown, Pa., holder of franchise for Lambertville, has engaged Telesystems Inc., Glenside, Pa., to construct its CATV system.

■ Mantua Township, N. J.—CATV of Philadelphia has been granted a nonexclusive 21-year franchise.

■ Caldwell, Ohio—Caldwell Cable Co. has been purchased by Tower Antennas Inc., Coshocton, Ohio (multiple CATV owner). Tower Antennas Inc. has been operating in Caldwell for the past three years.

■ Portland, Ore.—Telecable Inc. (multiple CATV owner) has applied for a franchise. System would offer 12 channels.

■ Yoe, Penn.—Garden Spot Cable Services Inc. (multiple CATV owner) has been granted a franchise.

■ Gate City, Va.—United Transmission Inc. (multiple CATV owner) has been granted a 20-year franchise. The system will carry eight channels.

■ Weber City, Va.—United Transmission Inc. (multiple CATV owner) has been granted a 20-year franchise. The system will carry eight channels.

FOR SALE—Stations—(Cont'd)

**Confidential Listings  
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N.E.	small	fulltime	\$150M	terms
N.W.	monopoly	daytime	150M	terms
East	medium	fulltime	252M	75M
South	metro	daytime	225M	cash
West	AM&TV	profitable	525M	terms

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

**S**COTT DONAHUE, the head of Katz TV, said: "I guess I should say this is my favorite job, but it isn't. After I left Princeton in 1935 I had a job as milkman. I had what was probably the last horse-drawn milk wagon. He [the horse] was trained to circle the block slowly so I could duck through the backyards and hedges and meet him on the other side of the block. It was a midnight-to-eight shift delivering milk, and then I'd go on, sometimes to noon, peddling butter and eggs.

"I was making fifty dollars a week delivering the milk, and another fifty on the butter and eggs, so I was rich at the bottom of the depression. I didn't mind the midnight start because I've always been an early riser, and after I went around with the butter and eggs, I had almost the whole day free.

I suppose the reason it looks so good now is because I was in my twenties. But it was more than that. I like the feeling you get about dawn, when you're out by yourself, that you're the only human being alive."

The unconventional and unself-conscious mix of poetry and dollars, the slightly self-deprecating humor are entirely Scott Donahue. Is he a success?

**Ever-Changing** ■ "I guess it depends on the yardstick. I've got all the things, of course, so in a sense, yes. But the nature of the business, its constant changes, deprives me of feelings of stability and comfort and warmth I've always associated with success, so I'd have to say that in another sense," says the vice president and a director of Katz, "I'm not a success."

"Maybe if the business would settle for two or three years into the kind of pattern in which most business is carried out, I'd begin to feel I was successful. But it won't."

Mr. Donahue was born in Chicago, but his parents moved to Pelham, N. Y., when he was three years old, and he has lived there ever since. His house is a few minutes walk from both Long Island Sound and the Pelham Country Club. He is still an early riser, getting up before dawn sometimes to go fishing or shoot 18 holes of golf.

He always gets into the office before 8:30 and insists the people who work for him get in by 9 a.m. They may omit the fishing and golf if they like. Despite their sleepy self-indulgence, Mr. Donahue is full of admiration for his salesmen. He started selling television time in 1947, but they "have to be able to do so much more, under greater pressure than we had then.

"It was a dream for a salesman that liked people in those days. We had carte blanche; things were run so much more loosely. Nobody knew anything about television, so anybody who knew anything at all was an expert.

"Today's salesmen have to be intel-

## TV salesman searches for stable success

ligent and they have to have temperamental resilience. The fabric of salesmanship is much tighter today. There has to be much more collaboration, cooperation with sales managers, rapport with clients.

"Reps can be reasonably indicted for shorting on manpower sometimes, and a salesman's frustrations under the pressure of work can carry over to the client if they're not careful. Interest in the work is the key, the only thing that can keep them going. We need a hell of a lot better man today than when I was starting out."

Mr. Donahue got into TV sales when the *New York Daily News* started WPIX-TV in the city. He had been working in merchandising and national sales, and felt that he had about exhausted the challenge of that work. He applied for a transfer to WPIX-TV. The *News* stalled for a while and then approved it.

Mr. Donahue is a man of great poise. Al Miranda, currently director of CBS

National Sales, but once one of Mr. Donahue's salesmen, calls it "his mystique. He's an individualist. He's most unusual. He's incredibly fast on his feet, very bright, superintelligent. It's as if he's so great he doesn't have to work hard. He inspires a loyalty it's hard to believe."

Mr. Donahue does work hard, taking a healthy pleasure in the exertion. "I've been very lucky in my company and in Gene Katz," he says. "It's been an enjoyable experience—pouring it on as hard as I could. Up until five years ago, it was three-to-five nights a week until four o'clock in the morning, out to Pelham for a fresh shirt, and back to the office before 9 a.m. It's in the nature of the business," and the man.

He is quick to add: "My wife is wonderful. She took those hours without a whimper. She'd just wake up and say: 'You poor guy, you want a sandwich or something?'"

Perhaps the estimate of Mr. Donahue by William Clarke, manager of domestic syndication for 20th Century-Fox, who worked with him on the *News*, is closer to the mark: "Scott is all business, in a very pleasant and completely effective way. His value to Katz exceeds his position there."

It may be that Mr. Donahue is able to make his work appear easier than it is, to infuse it with his personality, precisely because he is, as Mr. Clarke further described him, "always competent, always very capable."

**Committed** ■ Paul Adanti, vice president-general manager of WHEN-TV Syracuse, had an opportunity to assess Mr. Donahue in a special situation when the station unsuccessfully tried to institute a color-rate card last winter.

"He's a bulldog, a hell of a fighter. Before we took the step, Scott came up here and spent the entire day with me and my station manager, trying to see if there wasn't a better way to do the job. When he went away, though, he was committed. And the salesmen at Katz were committed. Katz performance in that situation was the finest display of solidarity and support of a station I've ever seen in the representation business. Nobody drives himself harder than Scott Donahue," Mr. Adanti said.

Mr. Donahue also played a leading role in the struggle to establish independent 30-second rates against the trend to piggy-backing. He was responsible for the split of Katz TV representation into four regional divisions last November.

After 20 years in television sales and more than 30 as a salesman, Mr. Donahue is looking forward to "success in that other sense, I guess. In the meantime, I take satisfaction in things and my personal life—my marriage and my kids."

## WEEK'S PROFILE



Scott Donahue Jr.—VP, Katz Television; director, The Katz Agency Inc., New York; b. Chicago, Sept. 12, 1914; graduate of Choate School, 1932, attended Princeton University 1934-35; merchandising field man, *Collier's Magazine*, 1935-36; merchandiser, national advertising salesman, 'New York Daily News,' 1937-47; salesman 1947-48, sales manager 1949, WPIX-TV New York; salesman 1950-51, asst. sales mgr. 1952-53, sales manager 1954, vice president 1955, Katz TV; m. Loris Gruensch, 1940; children: Loris A. 24, Scott M., 20; hobbies: fishing, golf, tennis, bridge.

## With thick strings attached

**I**F the divisions of opinion within the House Commerce Committee can be considered a reflection of divisions within the whole body of the House, the President's bill to create a Corp. for Public Broadcasting stands a good chance of adoption, with only a few significant variations from its original form.

On a vote of 15 to 6 the committee recommended passage of its version of a bill the Senate approved several months ago. Eight members of the House committee majority, however, expressed some reservations about the long-range financing of the Corp. for Public Broadcasting, but they went along with the report out of general support of the promises held out for noncommercial broadcasting.

The misgivings expressed within the committee are probably shared by the general membership of the House, but so is the reluctance to shoot down a proposal that has been advanced as assuring enrichment of the national culture. It is hard for a legislator to oppose the President's bill without seeming to oppose the proposition that educational uplift is desirable.

Two of the major changes the House committee made in the bill were to limit the authorization of \$9 million to one year and to prohibit the appointment of more than eight members of the same political affiliation to the 15-member board of corporation directors. In our view, these two features illustrate the fundamental weakness of the whole structure and function proposed for the Corp. for Public Broadcasting.

The committee's decision to put a one-year limit on authorization reflected the general uncertainty about the direction the corporation may take. It also reflected the legislators' determination to keep a firm grip on anything a Corp. for Public Broadcasting may do. The longer legislators talk about the Corp. for Public Broadcasting, the more evident it becomes that they will never turn it loose to act independently. The defect is fatal to the plan for a vigorous national effort in noncommercial broadcasting.

The committee's insistence on balanced representation reflects the desire, which we think unattainable, to isolate the Corp. for Public Broadcasting from political influence. No matter what the partisan composition of the corporation's directorate, the corporation cannot be immunized from political pressures as long as it is tied to a Congress that must appropriate its funds.

We remain convinced that the most salutary remedy for noncommercial broadcasting is an infusion of federal funds in the station system. Maybe next year the Congress will bring itself to think about that.

## A matter of deception

**T**HE wrangle over cigarette advertising, which keeps flaring up without every dying down, has flared up once again, and once again the antismoking forces are missing the point.

The point, as we keep saying, is that as long as cigarettes are legal, honest advertising of them is legal.

The Federal Trade Commission doesn't think so, and the FCC, while granting cigarettes the right to advertise, insists that they must be counter-advertised—and for free, at that. We have hopes that the FCC will change its mind, if only under court instructions to do so, and as for the FTC we have seen no better bloodless dissection than was just performed by Robert B. Meyner, administrator of the Cigarette Advertising Code (BROADCASTING, Aug. 21).

In his analysis of the FTC's latest report on the subject, Governor Meyner exposed half truths, omissions and out-of-context statements so grossly misleading that they would have sent the same FTC into a fit of indignant litigation if they had been perpetrated in advertising copy.

When the Congress outlaws cigarettes, the FTC's obvious efforts to destroy cigarette advertising will be appropriate. Until that happens, it has no right—and indeed should not be allowed by Congress—to stretch the congressional will to fit its own ambitions. Under no circumstances should it be permitted to do so by deceptive means that it would immediately denounce as illegal if employed by an advertiser of, say, cigarettes.

## Long vs. short news

**S**OME new indications of television's acceptance and potential as a news medium, and in particular some ideas that may be helpful to stations weighing the question of the long versus the short newscast, are offered in a study reported in considerable detail elsewhere in this issue.

In view of all the talk that's been heard about how much news TV viewers will or won't sit still for, it seems pertinent that the researchers found a high level of acceptance—even preference—for the long news program. Almost eight newscast viewers out of 10, for instance, said the station they watch most often for early local news has a long local newscast. And over 20% said they had changed their news-viewing habits—predominantly to stations with long newscasts—since the longer forms were introduced.

The station going to a long newscast must also be prepared for some defections among its current viewers. A third of those interviewed in the study said they preferred the shorter form, and some, although clearly in the minority, had switched to short newscasts after other stations went to an hour. It is quite possible, as the report notes, that "the best strategy for the third station in the market" is to stick with the short-form newscast "and in fact publicize the opportunity for getting news quickly and incisively."

Whichever road individual broadcasters choose to take, two things seem clear: (1) there's a market for long newscasts if they're done right, and (2) if they aren't done right, length won't save them. As in most other elements of broadcasting, the amount of air time is less important than the quality of professionalism that goes into it.



Drawn for BROADCASTING by Sid Hlx  
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Just the right touch of quick Houston energy. Get the double reward of KPRC-TV television ——— zzzip you can feel. Not too sweet, sparkle just right. Take home a carton of the zzziplest, thirst-quenchingest tv you ever tasted!

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# WROC-TV TUNE-IN

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4:30 - 5:00

Story of a legendary Folk Hero

**MR. ED**  
5:00 - 5:30

The truth about hallucinogenic drugs.

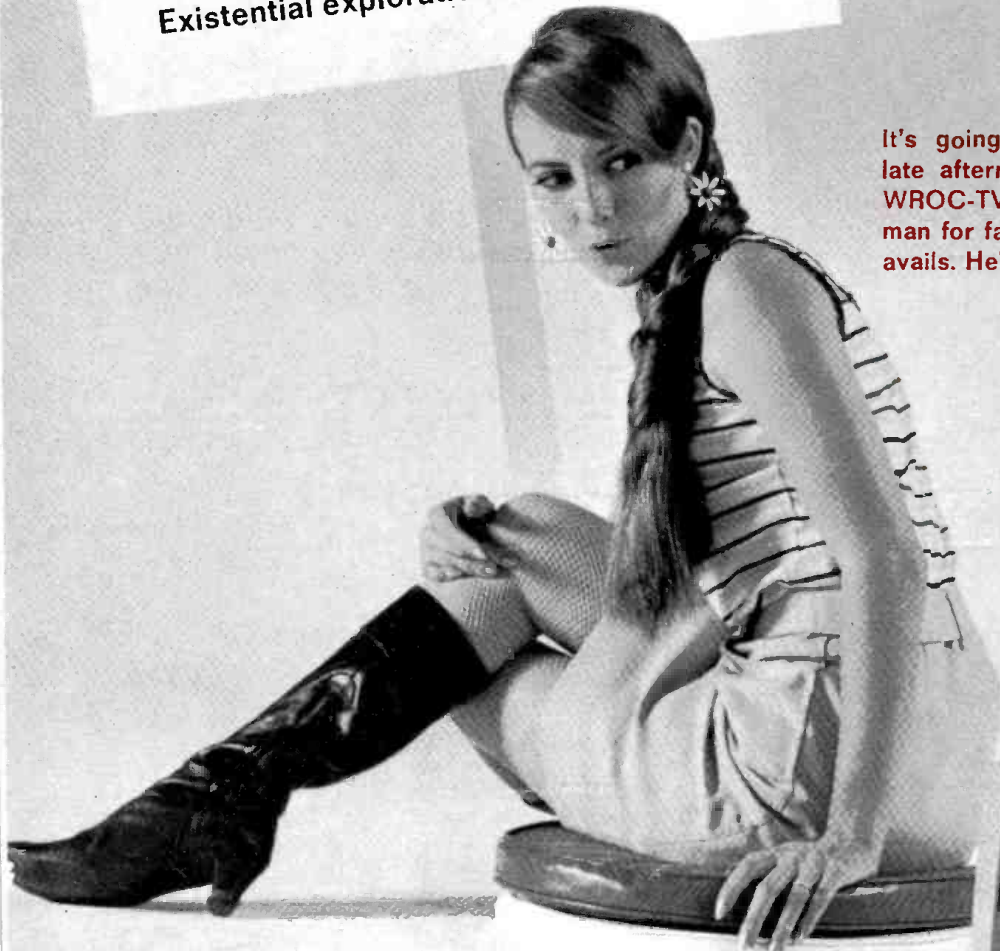
**TRUTH OR CONSEQUENCES**  
5:30 - 6:00

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WILL BUY THIS  
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